



FALL 2020 | [birthchoice.biz](http://birthchoice.biz)

# BIRTH CHOICE

**Planned Parenthood  
isn't stopping and  
neither are we.**



BIRTH CHOICE  
WALK FOR LIFE

**OCT. 3 2020 | 9 AM**

WEST JACKSON  
BAPTIST CHURCH



**Register at [birthchoice.biz](http://birthchoice.biz)**

**Heartbeat  
Volume III**

Inside this issue:

WALK FOR LIFE	page 3
MOBILE UNIT UPDATE	page 5
NOW HIRING RDMS PROFESSIONALS	page 5
HONORED MOTHERS AND FATHERS	page 6



**BRENT LAMBERT**  
*Founder & CEO*

A few years ago I traveled to Los Angeles to work with a struggling pregnancy ministry located in the heart of downtown LA. Looking out the front window of this ministry I witnessed three women handing out small pieces of paper to passersby on different street corners. These pieces of paper were actually coupons to three different abortion clinics located near this life-defending ministry. The coupons weren't for a discount for an abortion; they were coupons for FREE abortions paid for by the state of California. The women passing out the coupons told their recipients, mainly illegal immigrants and African Americans, exactly what to say to the state so they would receive their abortion free of charge. By the way, the coupons were coded so that the women passing them out would be paid for the number of abortions they helped a particular agency procure. This practice carries on today.

While at the gym someone mentioned to me that there was no way they could do what I do at Birth Choice because it must be depressing. I replied, "Yes it can be depressing, but when someone thanks you or thanks Birth Choice for helping them choose life for their child, it makes it all worth it." Just the other day I was getting my car serviced and out of the corner of my eye I saw a young lady who had come to Birth Choice. I purposefully didn't look up, but she recognized me and came over. This woman had changed her mind from abortion and given life to a little girl she adores. As she talked about her daughter, her joy was evident.



For many years I have realized that the war against such an evil force as child mutilation and murder was beyond my control and beyond the control of the Birth Choice ministry. While this has never been our war to win, it has always been our fight to fight...and fight we will! Over the years we've had to make some changes as we've adapted to the needs of those we serve, but holding fast to our biblical convictions – well that will never change! Yes, some days at Birth Choice are hard. The enemy relentlessly pursues and attacks unborn children, going as far as coupons for free abortions. Yet most days we experience much peace and even great joy as women choose life for their children. We are very grateful that God called us to this ministry. And we are thankful for all of the love, encouragement and support you give as you stand in the gap with us for the lives of God's precious unborn children. Thank you.

## WE NEED A VOLUNTEER ELECTRICIAN

Can you help?



We need help from someone who has the expertise to change out a number of light ballasts in our Jackson office. We will provide the ballasts. If you are interested please call Brent at 731-616-2993.





# WALK FOR LIFE IS OCTOBER 3RD

*at West Jackson Baptist Church*

## SEE MORE DETAILS IN THE ENCLOSED WALK FOR LIFE SPONSOR FORM!

*Planned Parenthood isn't stopping and neither are we!* Last year 131 precious babies were saved from abortion when people like you answered God's call to partner with our mission. Now that times look uncertain, women are more likely to choose abortion. Abortion clinics know it and we know it, which is why throughout the pandemic we continued to offer our free, life-affirming services while taking precautions. In fact, 10 babies were saved at our offices during the COVID quarantine!

Unfortunately we had to cancel or change some of our fundraisers at Birth Choice. As a result our funding has been down this year while we continue to see an increase in clients. Will you help us reach or even exceed our \$50,000 Walk goal this year so we can continue to offer our life-saving services? It's really simple: just register at [birthchoice.biz](http://birthchoice.biz) and start asking friends and family to sponsor your walk by pledging or donating to Birth Choice.

\*If due to unforeseen circumstances we are not able to gather in person on Oct. 3rd we will hold a virtual event and all donations and walk forms may be mailed in.

**Walk Meat Sale\*** – Birth Choice will be selling ribs and chickens. Order by Sept. 29 at [birthchoice.biz](http://birthchoice.biz) and pick up at the Walk!

\*Meat sales subject to change based on availability



## BANQUET REPORT

Although we had to cancel our banquet due to the COVID quarantine, our faithful supporters still raised \$89,442 for the Birth Choice Ministry; thank you to everyone who gave! Because of your support we have been able to continue offering free ultrasound at our clinics and on our mobile unit as well as provide all our other free programs. While falling short of our annual \$200,000 banquet goal, we continue to trust in God and in our donors' continued support. God bless you.

## SAVE THE DATE:

**Thanksgiving Meat Sale\*** – October 27 to November 20. Pick up on Nov. 25. Order at [birthchoice.biz](http://birthchoice.biz).

**Christmas Meat Sale\*** – November 27 to December 18. Pick up on Dec. 23. Order at [birthchoice.biz](http://birthchoice.biz).

\*Meat sales subject to change based on availability



## FROM THE HEART OF A VOLUNTEER CLIENT ADVOCATE

### PAT POPE

*Client Advocate with our Jackson Clinic*

Many years ago I was a total Pro-Choicer. I worked for years with people who were profoundly physically and intellectually disabled. Many of them were battling a lifetime of pervasive mental illness. It seemed perfectly humane to think that these poor, suffering souls would have been much better off had they never been born. But that misguided assumption all came to a halt when I met “Marianna”.

The only part of Marianna’s brain that developed was the stem and base. While in the care of my agency, Marianna became gravely ill and was not expected to live. She struggled with every single breath as Christ did on the cross. We all gathered around her anticipating the end to come soon, but suddenly things changed. Her breathing became smooth; she opened her eyes and began to look around as though she knew us. Perplexed and amazed, the doctors announced, “She’s gonna make it!”

For me though, it was as if I had been struck by a lightning bolt from Heaven. “So this is what the Sanctity of Life is all about: from CONCEPTION to NATURAL DEATH”. Leaving the hospital, I looked into the Heavens and begged God’s forgiveness at how shallow my judgment had been concerning the value of each person’s life, regardless of circumstances. I vowed from that day forward to go in whatever pro-life direction He leads me and I’ve never looked back. And so, by the total grace and love of God, Birth Choice is where He has planted me.



## FROM THE HEART OF A CLIENT ADVOCATE & TEACHER OF HISPANIC CLIENTS

### MARISELA “MARI” HEREDIA

*Client Advocate & Teacher with our Jackson Clinic*

When I started my new life in Christ, I found myself studying the Bible for the first time. I found a verse that impacted my life: “*Whatever you do, work heartily, as for the Lord and not for men, knowing that from the Lord you will receive the inheritance as your reward. You are serving the Lord Christ.*” - Colossians 3:23, 24

A short time later I received the news that I was pregnant. Someone told me about Birth Choice so I went to confirm my pregnancy. During my session, my Client Advocate asked me if I would like to serve other Hispanic women in the same way she did. My heart leaped and I understood that the Lord was calling me to serve Him in this lovely ministry. However, 7 years went by before I returned to Birth Choice.

It was when I took a friend to Birth Choice that I told the Spanish-speaking advocate, Sylvia, that I had received this calling years before. She was quick to give me a volunteer application form and I remember her exact words. “Thank you, Lord; You have answered my prayers for this person!”

I am always grateful to God for this ministry and for the opportunity to not only speak life to these women and men that come, but to talk to them about God, the Author of Life. It is a great blessing for me to serve and be part of this ministry. My prayer is to keep serving the Lord, impacting lives, and guiding them to choose 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:*

“Everyone at Birth Choice is so loving and caring. Everyone needs someone on their side.”

“[Birth Choice] opened my eyes to the different choices. They were extremely thoughtful and explained everything clearly. The best thing for me was the ultrasound. It has me leaning more towards having the baby....” *This abortion-determined young woman is now considering parenting.*

“My eyes were opened to so much new information. [Everyone was] awesome and attentive.... I was overwhelmed in a good way.... I loved it all.”

“I think that everyone is very caring at Birth Choice. It’s a wonderful beginning to parenthood.”



### “I sound very heartless in this; but know that I am full of heart. However, my decision [to abort] will not be changed.”

At Birth Choice we know that even the most abortion-determined client can still be reached with God’s truth and love. For this reason we don’t stop praying for them when they leave our office. This young woman has since changed her mind and chosen life for her baby.



# MOBILE MEDICAL UNIT UPDATE

We are so happy to announce that our Mobile Medical Unit is back on the road serving Fayette, Hardeman and Haywood Counties! To date we have served 25 women on board our MMU, several from each of the tri-county areas. Each one of these women received a free and confidential pregnancy test and ultrasound. We praise God for 3 babies who have been saved from abortion so far!

Needless to say, 2020 has been a very challenging year for everyone and the Birth Choice ministry is no exception. We had to cancel/postpone two of our three major fundraisers. The fact remains that we are depending on God's people in those three counties to support the life-saving work of this clinic-on-wheels that serves women in their communities. If you live in Fayette, Haywood or



Hardeman Counties, won't you consider a financial gift today to keep our MMU in your county one day a week? Just earmark your check, "MMU" and we will make sure your donation goes directly towards the Mobile Medical Unit.

**Now Hiring**  
**RDMS**  
*Professionals*



We are in great need of female RDMS professionals to work aboard our Mobile Clinic in the Hardeman, Haywood, and Fayette County areas. These are paid positions and the RDMS may ride on the Mobile Unit from Jackson or can meet us there. For specific information please email our Mobile Clinic Director Katy Simpson at **[katy@birthchoice.us](mailto:katy@birthchoice.us)**.

Are you interested in serving as a Client Advocate on our Mobile Unit? Would you be willing to volunteer two 6-hour days each month to help save the lives of unborn children? Then Birth Choice needs you when our mobile unit is in YOUR area!

The 1-day training will be held on Friday, August 21st from 9:00 a.m. to 5:00 p.m. at Birth Choice of Jackson. We are located at 391 Wallace Road, Jackson, TN 38305. If you're interested and/or have questions, please email Katy Simpson at **[katy@birthchoice.us](mailto:katy@birthchoice.us)**.

**VOLUNTEER  
CLIENT ADVOCATE  
TRAINING FOR WOMEN  
IN HAYWOOD, FAYETTE, OR  
HARDEMAN COUNTIES!!!**



## 2020 FALL TRAINING SEMINAR

*for New Volunteer Client Advocates and Nurses  
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 fall training dates will be October 6th,  
8th, 13th, 15th, 20th, 22nd, 29th 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](mailto:Chris@birthchoice.us)

**Gibson County:** Kelly Wall at [Kelly@birthchoice.us](mailto:Kelly@birthchoice.us)

## HONORED MOTHERS

*These moms were honored by their loved ones with the  
purchase of a Birth Choice Mother's Day card.*

Martha Dawson  
Nonnie  
Ashley Wall  
Janet Pindak  
Ashley Wall  
Alice Nettles  
Nana  
Elizabeth Peden  
Belinda  
Evelyn Marshall  
Phyllis Daniel  
Roberta  
Juanita Hatter  
Carolyn Coffman  
SJ  
Shirley Connell  
Glenna Marshall

Lisa Veteto  
Margaret Veteto  
Elaine Davidson  
Geraldine  
Sanders  
Linda Huckaby  
Deborah Smith  
Brenda Webster  
Belinda Bonner  
Alysha Sargent  
Caroline Rogers  
Nancy Miller  
Linda Faulkner  
Amy Pope  
Kimber Linn  
Fay Nelson  
Melanie

Miriam Pirtle  
Beth Jamison  
Virginia Webb  
Kay Griffin  
Pam  
Sue Mealer  
Sarah Beth  
Lyn Davis  
Suzanne  
Clendenin  
Marie Mitchell  
Nelda Owens  
Mom/Grandma  
Sylvia Ellsworth  
Deborah

## HONORED FATHERS

*These dads were honored by their loved ones with the purchase  
of a Birth Choice Father's Day card.*

Todd Brown  
James A. Smith, III  
Bobby Crawley  
Paul  
Mike Pindak  
Papa William Moore  
Mike Petzoldt

Herb Stange  
Joshua Sargent  
Bryan Dawson



## STAFF AND BOARD OF DIRECTORS

### CORPORATE STAFF

Brent Lambert - Founder & CEO  
T.C. Talley - Director of Men's Mentoring  
and Abstinence Education  
Tiffany Dawson - Director of Development  
Ally Drotar - Assistant Director of  
Development  
Pat McLeary - Financial Secretary  
Kelly Wall - New Beginnings Coordinator

### JACKSON STAFF

Chris Veteto - Clinic Director  
Kim Mayer, RN, MBA - Director of Nursing  
Beverly Lambert - Administrative Assistant  
Kaitlyn Pindak - 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  
Beverly Lambert - Administrative Assistant  
Renee Ragon - Receptionist

### MOBILE MEDICAL UNIT STAFF

Katy Simpson - Mobile Unit Director

#### Performing Ultrasounds:

Kim Cupples, RN  
Judy Koonce, RN  
Mary Yates, RN  
Sandy Malone, RN  
Kristen Palmer, RDMS

### BOARD OF DIRECTORS

Mr. Marty Phillips - President  
Mr. Brad Anderson  
Miss Susan Blankenship - Secretary  
Mrs. Cindy Borgognoni  
Mrs. Jane Campbell  
Mrs. Debbie Currie - Vice President  
Mr. Tim Gaffney - Treasurer  
Mr. James Parker  
Mr. Barry Phillips

### MEDICAL ADVISORY COMMITTEE

Dr. Paul Gray - Medical Director  
Laurie Butler, RDMS  
Dr. David James  
Paul Mayer, MSN, FNP  
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  
Mr. Clark Shaw



**BILL WILLIAMSON**  
*Pastor of Grace Bible Fellowship*

## FROM THE HEART OF A PASTOR

I have always seen life as a unique and wonderful gift of God. God put the breath of life into man and His Word tells us that there is life in the blood. I do not understand how a medical professional can so easily take the life of a baby and dispose of it. When I read God's Word, I realize that the life of an unborn child has value and that he or she is a wonderful masterpiece of God's hand.

*"You made all the delicate, inner parts of my body and knit me together in my mother's womb. Thank you for making me so wonderfully complex! Your workmanship is marvelous—how well I know it. You watched me as I was being formed in utter seclusion, as I was woven together in the dark of the womb. You saw me before I was born. Every day of my life was recorded in your book. Every moment was laid out before a single day had passed." Psalm 139:13–16 NLT*

As a pastor, I strive to do all that I can to make sure our congregation has the opportunity to support Birth Choice. My wife and I participate in the "Walk for Life" event each year and our church endorses the Birth Choice Baby Bottle campaign. I feel an obligation as a pastor and believer in Jesus Christ to be on the forefront of helping protect the unborn.

## OFFICE HOURS

### JACKSON:

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

### GIBSON COUNTY:

MON. - 9a.m. - 6:30p.m.  
TUES. - 9a.m.-7:30p.m. THURS. - 9a.m.-2p.m.

## JACKSON VOLUNTEER PERSONNEL

### Medical Director

Dr. Paul Gray

### Performing Ultrasound:

Kim Mayer, RN, MBA (staff) Kathy Mueller, RN  
Kim Cupples, RN Jamie Wilson, RN  
Jullie Hutchison, RN Tracie Flynn, RN

### Support Nurses:

Stephanie Ganaway, RN Deborah Smith, RN  
Lorraine Kail, RN Kerrie Whiteaker, RN  
Jayne Ragon, RN

### Client Advocates

Sherry Bell	Vickie Hicks	Rita Rasbach
Ashley Cain	Melissa Higgins	Renee' Riddle
Rosario Cates	Ruth Hoppers	Lili Tankersley
Sherry Dorris	Teresa Johnston	Susie Toomey
Diane Dougan	Beverly Lambert	Rachel Vivio
Ranelle Dunn	Tina Norwick	Stephanie Young
Jill Faulkner	Susan Pierson	
Marsha Gaskill	Pat Pope	
Mari Heredia	Marie Pugh	

### Teachers

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

### MENTOR

T.C.Talley (staff)

### Wendy's Room

Cookie Collomp	Marian Hines	Janice Sickle
Annette Conaway	Sharon Longley	
Phyllis Davenport	Mary Ann Price	

### Office Aides:

Kathy McCann	Alice Nettles
Doris McKenzie	Joanne Reed
Marilyn Morgan	

## GIBSON COUNTY VOLUNTEER PERSONNEL

### Medical Director

Dr. Paul Gray

### Performing Ultrasound:

Guinda Flippin, RN (staff)

### Support Nurses:

Debbie Paullus, RN Lenile Sargent, RN

### Childbirth Education

Debbie Paullus, RN Lenile Sargent, RN

### Client Advocates/Teachers

Nan Ashburn	Pam Goslee	Jane Wilkins
Kacey Baker	Leslie Milligan	Robin Odom
Taylor Exley	Renee' Ragon	

### MENTORS

Denny Wall	Roger Stacy	Mike Roberson
------------	-------------	---------------

### Administration

Beverly Lambert

### Receptionists

Renee' Ragon (staff)  
Sheilah Spangler

### Resource Room

Alicia Whitten  
Shayna Jackson



PLEASE VISIT OUR UPDATED DONOR AND CLIENT WEBSITES:

[www.BirthChoice.biz](http://www.BirthChoice.biz) | [www.yourprivatechoice.com](http://www.yourprivatechoice.com)

**BIRTH CHOICE QUARTERLY PUBLICATION**

Volume 3, 2020

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

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

NON-PROFIT ORG.

U.S. POSTAGE

**PAID**

JACKSON, TN

PERMIT #1012

ADDRESS SERVICE REQUESTED

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

**God's got plans for me!**

*S.J. Photography*

**FROM A BIRTH CHOICE CLIENT:**

**"The people at Birth Choice were wonderful and very helpful as I struggled with a stressful decision. They gave me a lot of information....but they weren't forcing me to make any decision. The best part was seeing [my] baby active and moving [on the ultrasound]."** *This young woman had already scheduled an appointment at an abortion clinic, but she changed her mind and chose life for her baby.*