



Parish Ambassador  
Webinar - 2025



# Today's Agenda

- ❖ Welcome & Opening Prayer
- ❖ Conference Mission & History
- ❖ 2025 Conference Theme & Dates
- ❖ 2025 Speakers
- ❖ Conference Overview
- ❖ Venue & Logistics
- ❖ Parish Ambassador Job Description
- ❖ Support and Key Contacts
- ❖ Frequently Asked Questions





# Opening Prayer

## Prayer to the Holy Spirit



Come Holy Spirit, fill the hearts of your faithful  
and kindle in them the fire of your love.

Send forth your Spirit and they shall be created,  
and you shall renew the face of the Earth.

O God, who by the light of the Holy Spirit did  
instruct the hearts of the faithful, grant that by  
the same Holy Spirit, we may be truly wise and  
ever enjoy his consolations.

Through Christ our Lord, Amen.

# Meet the Conference Planning Team

- Cheryl Quin – Lansing
- Becky Loveland – Lansing
- Marie Dyer – Lansing
- Maddie Demello – Lansing
- Kathy Medich – Lansing
- Karen Ervin – Archdiocese of Detroit
- Judy Trudeau – Lansing
- Cynthia Larson – Grand Rapids
- Deb Amato – Lansing
- Kathie Janego – Lansing
- Bert Schomberger - Lansing
- Grace Porter – Lansing
- Linda Kurncz – Grand Rapids
- Krista Willertz – Saginaw





# Michigan Catholic Women's Conference

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## Mission

- **Evangelize** – share the Good News of Jesus Christ with women in our state
- **Identity** – remind women that they are the daughters of the Most-High God - Father
- **Support** – provide women encouragement and spiritual support
- **Fellowship** - build-up families, parishes and communities in their walk with Jesus

## History

- In 2012, Bishop Boyea (Lansing) was asked to consider hosting a women's conference for the Lansing Diocese.
- Lansing has sponsored a yearly conference almost every year since then.
- Other diocese (AOD, Kalamazoo) have also had a history of diocesan-wide conferences.
- In 2021, the first state-wide Michigan Catholic Women's Conference was held and over 1,000 women have attended the last 3 years.



“Trust in the Lord with all your heart and lean not on your own understanding. In all your ways acknowledge him and he will make your paths straight.”

Proverbs 3:5-6

- 1) We will remind the women about the faithfulness of God throughout all generations. In a world where there are so many lies and confusion, we can be assured of the true treasure of God’s promises to us. Let us hold fast to these promises and be constant in faith.
- 2) Out of His Great Love for us, Jesus redeemed us in His passion and death and promises new life in His Resurrection. He is the Way, the Truth and the Life. We will learn how we can give our whole hearts to Him in trust and surrender.
- 3) We will learn how to Live out God’s promises in all the various circumstances of our lives. We will look at the Saints and their faithful witness to God and His Promises though their struggles and victories.
- 4) We will learn to recognize God’s faithfulness in the story of our lives and learn that when we share our story, we make Jesus present, true and real to those around us.

# 2025 Conference Speakers



**Emily Wilson Hussem**

A speaker, author, wife, and mother who shares her witness of faith at conferences and events across the globe. She shares on the topics of femininity, faith, dating, motherhood, and relationships, and her books, videos, and talks continue to inspire and encourage women of all ages.



**Meg Hunter-Kilmer**

A missionary and storyteller who travels the world telling people about the fierce and tender love of God. Meg has given talks to widely varied audiences and currently works as a campus minister at the University of Notre Dame.



**Sheri Wohlfert**

A Catholic wife, mom, speaker and teacher. She uses her great sense of humor and her deep faith to help others discover the joy of being a child of God. The mission of her ministry is to encourage others to take a good look at the simple ways we can all find God doing joyful, blessed, amazing things.



**Fr. Mathias Thelen**

In addition to serving as the pastor of St. Patrick Catholic Parish since 2017, Fr. Mathias is the co-founder and President of Encounter Ministries which exists to form and equip people to demonstrate the love of God through the power of the Holy Spirit and the exercise of their spiritual gifts.

He loves being a Pastor and helping people to know the saving love of Jesus.

# 2024 Conference Emcee and Music Leader



**Erin Looby Carlson**

Served as the editor in chief of FAITH Saginaw and Great Lakes Bay Catholic from 2011 to 2023. She now is the writer and editor for Little Books of the Diocese of Saginaw.



**Melanie Rea**

A Singer/Songwriter from Michigan, provides music ministry in a variety of capacities, mainly within the Diocese of Lansing and the Archdiocese of Detroit.





Mass



Adoration



Confession



Intercessory Prayer



Praise & Worship Music

A day set aside for  
Women to build Faith &  
Spirit



Shopping



Lunch

With many  
opportunities for  
Fellowship & Fun



Fellowship

# Registration Details

To Register go to  
[Michigancwc.org](http://Michigancwc.org)  
Click the "Buy Tickets  
Now" button at the top  
of the page.

**Early Registration** until June 15.

Early Ticket = \$65

Senior (age 62+) & Student Tickets = \$60

**General Registration** begins June 16

General Tickets = \$75

Senior (age 62+) & Student Tickets = \$65

**T-shirts** are ONLY available to  
purchase at Registration

T-Shirt Cost is \$16

Note: Credit Card Fees are applied and called  
out for all transactions.



Go to the  
[website FAQs](#)  
for sizing info.





Lansing Center  
333 East Michigan Avenue  
Lansing, Michigan 48933

- Parking - \$10 per Day
- Parish Organized Buses can be parked at St. Mary's Cathedral & name badges will be grouped for easy entry – notify [Michigancwc@sbcglobal.net](mailto:Michigancwc@sbcglobal.net) if bringing a bus
- Overnight lodging is available



# Parish Ambassador Job Description

## Objectives

- Engage the **pastor and parish staff**
  - Provide Awareness
  - Gain Support
- Engage the **women of your parish**
  - Provide Awareness
  - Gain Consideration
  - Build Attendance from your parish
- Engage potential **sponsors** and **volunteers** in your community

## Activities

- ❖ Share conference information with your parish pastor and staff
- ❖ Market the conference in your parish
  - ✓ Signs, bulletins, announcements
  - ✓ Invitations to parish groups
  - ✓ Personal invitations & Social Media
- ❖ Contact possible sponsors in your area.

## Parish Ambassador Resources

Website: [www.MichiganCWC.org](http://www.MichiganCWC.org)

- All the Downloadable Content is on the Parish Outreach & Volunteers Tab
  - Flyers, Posters, Business Cards, Social Media Graphics, Bulletin Ads
  - Starter Script for Mass Announcements
- Online Ticket Purchase is desired – but a Paper Order Form to mail in a check is available.
- Parish Ambassador point of contact for each diocese:

Detroit: Becky Loveland <a href="mailto:MichiganCWC@gmail.com">MichiganCWC@gmail.com</a>	Saginaw: Krista Willertz <a href="mailto:kwillertz@gmail.com">kwillertz@gmail.com</a>
Lansing: Judy Trudeau <a href="mailto:Judith.Trudeau@gmail.com">Judith.Trudeau@gmail.com</a>	Gaylord: TBD
Grand Rapids: Linda Kurncz <a href="mailto:lkurncz@gmail.com">lkurncz@gmail.com</a> & Cynthia Larson <a href="mailto:larsonbjcm@aol.com">larsonbjcm@aol.com</a>	Kalamazoo: TBD
General Questions: <a href="mailto:MichiganCWC@sbcglobal.net">MichiganCWC@sbcglobal.net</a>	Marquette: TBD



# Conference Sponsorship



Our conference is made possible by our amazing sponsors. Help spread the word about sponsorship opportunities.

Please reach out to **Kathy Janego** if you have any questions about sponsorship at [katherinejanego@gmail.com](mailto:katherinejanego@gmail.com) or by phone at [810-923-0282](tel:810-923-0282)

Great places to start are:

Knights of Columbus

Women's Auxiliary Groups

Bulletin Advertisers

Catholic Business Owners

Sponsorship Name	Amount	# Tickets	Vendor Table Included	Sponsor Ad in Program	Sponsors named at Conference	Sponsors listed on Conference Website
Halo	\$10,000	10	Yes	Full Page	Yes plus logo will be put on goody bags	Yes
Scepter	\$5,000	8	Yes	Full Page	Yes	Yes
Throne	\$2,500	6	Yes	¾ Page	Yes	Yes
Tiara	\$1,000	4	Yes	1/2 Page	Yes	Yes
Ring	\$500	2		¼ Page		Yes
Bouquet	\$250			1/8 page		Yes

# 2025 Planning Calendar

We may have to stop selling tickets if we reach max limit...we will communicate as we hit key milestones!

May - June	July	August - September	October
Talk to Pastor & Parish Office Staff to request support	Connect with parish groups – pass out flyers at events	Speak at all Masses & pass out flyers, answer questions / support registration.	Attend the conference on October 11!
<ul style="list-style-type: none"> <li>Request bulletin Ads for June thru October 5</li> <li>Put up posters in church, offices, meeting areas, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Put out business cards &amp; flyers &amp; keep with you to pass out when there is opportunity</li> </ul>		
<ul style="list-style-type: none"> <li>Leverage Social Media (parish &amp; your own) to announce conference</li> </ul>	<ul style="list-style-type: none"> <li>Leverage social media to invite your network.</li> <li>Share MCWC social media posts</li> </ul>	<ul style="list-style-type: none"> <li>Refresh posters (if needed)</li> <li>Share MCWC social media posts</li> </ul>	
<b>Mass Announcements:</b> <i>Registration is open w/ early bird pricing until 6/15</i>	<b>Mass Announcements:</b> <i>Register Now to be a part of something truly blessed!</i>	<b>Mass Announcements:</b> <i>Don't forget to register for this once-a-year opportunity</i>	<b>Mass Announcements:</b> <i>Still opportunity to go – conference is on 10/11</i>
Reach out to potential Sponsors	Reach out to potential Sponsors	Reach out to potential Sponsors	

# Frequently Asked Questions

- Does our church receive a packet of information and printed flyers?
  - No - All flyers and posters and other marketing materials are posted on the [website](#) for parishes to print in house
- When should we approach our Pastor about promoting the conference and announcing the conference to the Parish?
  - As soon as possible
- What if we know of people who would like to attend but cannot afford to attend? What about religious sisters – do they get a discount?
  - Sponsorships can go toward scholarships for hardship. Ask your parishioners or groups to provide scholarships.
  - You can also reach out to [MichiganCWC@sbcglobal.net](mailto:MichiganCWC@sbcglobal.net) to request support for the ticket fees as we ask for donations toward scholarships during registration.
- Still More questions?
  - Head to the [FAQs page](#) of the [Michigancwc.org](http://Michigancwc.org) website for more Q&A.
  - Still need help? Reach out to us at [MichiganCWC@sbcglobal.net](mailto:MichiganCWC@sbcglobal.net)



MICHIGAN CATHOLIC WOMEN'S CONFERENCE

Living  
THE  
Promise

OCTOBER 11  
9am-5pm

LANSING CENTER, LANSING, MI



**Register: [WWW.MICHIGANCWC.ORG](http://WWW.MICHIGANCWC.ORG)**

ARCHDIOCESE OF DETROIT • DIOCESE OF GAYLORD • DIOCESE OF GRAND RAPIDS • DIOCESE OF LANSING  
DIOCESE OF SAGINAW • DIOCESE OF KALAMAZOO • DIOCESE OF MARQUETTE

**THANK YOU!**

- ❖ You are a blessing to this conference!
- ❖ If you've been wondering how to share Christ's love with others – you've found it here!
- ❖ Your engagement with the women in your parish is critical to the success of the conference – your personal invitation makes all the difference!