

# the LUCE LADDER

"Courage is the ladder on which all the other virtues mount." –Clare Boothe Luce

Issue 1, Special 20th Anniversary Edition

2013



Kristan Hawkins, one of the many outstanding speakers at our recent CWN luncheons

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A look back at Luce's first 20 years, including this 1995 photo of Luce President Michelle Easton



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Katie Pavlich and Luce's other award winning women

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Rebecca Kleefisch joins Luce's sixth annual Western Women's Summit



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Luce's summer interns at a June seminar, from left to right: Viktoriya Mukha (University of California – Berkley), Laura Cermak (Oakcrest School in Virginia), Natalie Cuzmenco (Elon University), Andrea Carlson (University of Illinois– Springfield), Kira Tieman (Wesley College), Madeleine Lucas (Oakcrest School), Laura Spence (Oakcrest School)

## Celebrating 20 Years!

*This year the Clare Boothe Luce Policy Institute celebrates 20 years of serving America's women. Turn to page 4 to read the full story.*



The Luce Policy Institute has been preparing and promoting conservative women for two decades. Left photo: Bay Buchanan (left) and Janet Parshall at one of the Institute's earliest events in 1994. Center photo: Students at a 2001 Luce mentoring luncheon. Right photo: Current Luce board member Kellyanne Conway speaking at a Luce luncheon in 1999.



CLARE BOOTHE LUCE  
POLICY INSTITUTE



# LETTER FROM THE PRESIDENT

It's hard to believe 20 years have passed since I founded the Institute in 1993. We hit the ground running and haven't slowed down since. Each year that passes reveals how critical our work is and why the Conservative Movement must continue to reach out to women—especially young women—showing them why free-market, limited government policy solutions are best.

Women are fighting on the front lines of our culture war. This country needs strong female voices defending life, traditional values, and economic freedom. I'm proud that in the two decades since our founding our nation has more prominent conservative women leaders than ever before.

I hope you enjoy this special 20th anniversary edition of our newsletter and are inspired by the many bright, bold conservative ladies we feature including Kristan Hawkins (page 3), Katie Pavlich (page 6), and Wisconsin Lt. Governor Rebecca Kleefisch (page 7), just to name a few.

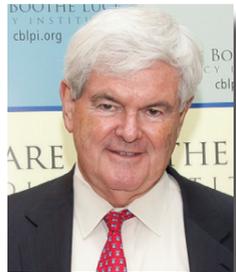
As we celebrate the Luce Policy Institute's 20th anniversary this year, we know it's the support of friends like you that makes our work possible. Thank you for all you do for America's women.

*Michelle Easton*  
Michelle Easton



*"CBLPI has been doing critically important work in promoting the very values that have made America great: limited government, individual liberty, and free market principles."*

—Monica Crowley, Fox News Analyst, Nationally syndicated radio host and bestselling author



*"The Institute's hard work developing policy training and communications training for conservative women leaders is more vital today than ever. You are making a significant contribution to bringing America back from the big government Left."*

—Newt Gingrich, former Speaker of the United States House of Representatives



*"When CBLPI was established in 1993, it became the new rock for the mentoring and networking of women who needed to move forward into the 21st century."*

—Nonie Darwish, author and speaker



*It has been very heartening and inspiring to witness the Clare Boothe Luce Policy Institute's emergence as a force in the conservative movement over the past 20 years. The Institute has become one of the nation's leading resources for aspiring and established conservative women and is a tremendous credit to its legendary namesake.*

—Elaine Chao, United States Secretary of Labor from 2001-2009

## CWN in Review

The Conservative Women's Network (CWN) is a monthly luncheon co-hosted by the Luce Policy Institute and The Heritage Foundation. Held in Washington, DC, the luncheons provide attendees with the opportunity to learn about current issues from conservative leaders and connect with other women in the Washington area. For more information about CWN, visit [www.cblpi.org/events](http://www.cblpi.org/events) or contact Camille Hart at [chart@cblpi.org](mailto:chart@cblpi.org).

> In November, television host **S.E. Cupp** and journalist **Katie Pavlich** discussed the 2012 election results and the impact on the future of the Conservative Movement.

> CWN kicked off the year in January with a talk by The Heritage Foundation's **Becky Norton Dunlop** about the principles that policymakers need to focus on to develop sound environmental policy.

> At February's CWN, we briefed attendees with important info on several key issues. Speakers included **Emily Hardman** of The Becket Fund for Religious Liberty as well as **Amy Payne** and **Nina Owcharenko** from The Heritage Foundation.

> Students for Life of America President **Kristan Hawkins** spoke in March about her book *Courageous: Students Abolishing Abortion in this Lifetime* and her talk was broadcast to millions on C-SPAN BookTV.

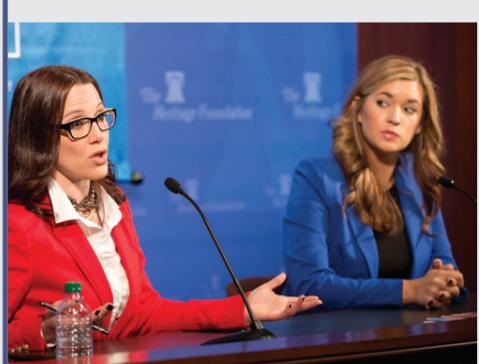
> U.S. Congressman **Diane Black** of Tennessee gave an update in April on the important issues facing Congress. Her speech was titled, "Restore Fiscal Responsibility, Strengthen Upward Mobility and Protect Religious Freedom."

> Author **Christina Hoff Sommers** spoke in May about "Why Conservative Women Should Take Back Feminism."

> In June, **Lindsey Burke** of The Heritage Foundation and **Joy Pullman** of The Heartland Institute discussed why Obama's "Common Core" education policy is bad for both parents and students.

> July speakers **Grace-Marie Turner** from the Galen Institute and **Christie Herrera** from the Foundation for Government Accountability discussed the unraveling of Obamacare.

November speakers S.E. Cupp (left) and Katie Pavlich discuss the 2012 election results and what they mean for conservatives.



Attendees at the January CWN enjoy the free networking luncheon that follows the CWN lecture.



March CWN speaker Kristan Hawkins (center) with two of Luce's spring interns, Emily Reilly from Furman University (left) and Emily Jones from Georgia Tech.



Congressman Diane Black of Tennessee speaking at the April CWN.



At the May 2013 CWN, author Christina Hoff Sommers spoke about feminism.



*Christina Hoff Sommers was our first-ever CWN speaker back in January 1999!*



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The Clare Boothe Luce Policy Institute's mission is to prepare women for effective leadership and to promote leading conservative women. The Institute strives to advance America's women by promoting and preserving conservative principles.

The Luce Ladder is a publication of the Clare Boothe Luce Policy Institute, a tax-exempt 501(c)(3) organization. Contributions are eligible for a tax deduction. The Institute's tax ID number is 54-1672138.

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# 20 Years of Conservative Women

The Institute takes a look back at our work since 1993, and looks ahead to many more years as America's premier organization for conservative women



Luce's Founder and President Michelle Easton with Luce Board Member Frank Donatelli in 1995

Conservative women have the power and potential to change this country for the better.

That was the central belief the Clare Boothe Luce Policy Institute was founded on back in 1993. At that time, the Left had already discovered the important role women play in shaping public opinion and policy, but conservatives still weren't reaching out to women as effectively. Then the Clare Boothe Luce Policy Institute stepped onto the scene, and the Conservative Movement hasn't been the same since. Liberals no longer have a stranglehold on women, and conservative women are among the most prominent leaders in our nation today.

The Institute's mission is twofold: to promote the array of strong conservative women leaders in America, and to prepare young women for effective leadership in the years to come.

Luce's one-of-a-kind programs and projects shine a spotlight on conservative women leaders like no one else does. Whether receiving an Institute award, gracing a page in our Great American

Conservative Women Calendar, or speaking before millions on C-SPAN at one of our events, conservative women leaders get the recognition and honor they deserve at the Luce Policy Institute.

In addition to highlighting our best current women leaders, the Institute has ensured future generations of strong conservative women by directly mentoring, training, and educating thousands of young women across America. These ladies have gone on to become everything from public policy experts to business leaders to journalists to stay-at-home moms.

After 20 years, the Institute remains one of the most unique organizations in America. No other group shares our mission. But our work isn't done yet. Women leaders—whether standing up for conservative principles on a college campus or in the United States Congress—need our support. They depend on the Clare Boothe Luce Policy Institute for training, resources, and to provide a forum for their voice to be heard. We're proud to be the home base for conservative women in America.



Rachel Harris, a student at Rhodes College, asks a question at the Institute's 2013 Conservative Women's Internship Training Seminar



Attendees at a Luce conference in California in 1996



Monica Crowley (left) with Phyllis Schlafly at a Luce luncheon in Washington, DC, where Monica received the Institute's 2010 Woman of the Year Award



Luce Board Member Ursula Meese speaking at a Conservative Women's Network Luncheon in 2000



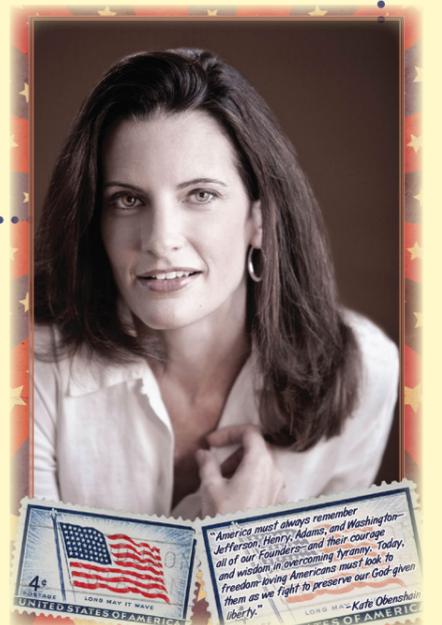
Michelle Malkin autographs copies of her book *Invasion* at Luce's Afternoon with an Author event in 2002



The new Clare Boothe Luce Policy Institute Headquarters in Herndon, Virginia opened in 2003



Luce Board Member and Regnery Publishing President Marji Ross with 2005 Luce interns Elizabeth Moyer (University of San Francisco) Danielle Sturgis (Drake University) and Meredith McLain (Liberty University)



Luce Board Member Kate Obenshain in the Institute's 2010 Great American Conservative Women Calendar

# Award Winning Women

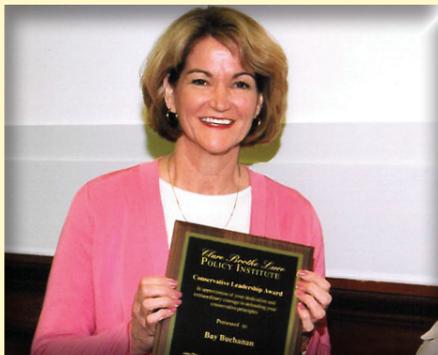
One of the many ways the Institute celebrates great conservative women leaders is through our award events. We select the most prolific, dedicated women to receive our awards and connect them with young women who can learn from their outstanding example. Here are just a few of the women we've honored over our 20 years.



Suzanne Fields (left), Conservative Leadership Award in 1995 (pictured with Luce President Michelle Easton)



Dr. Laura Schlessinger, Conservative Leadership Award in 2001



Bay Buchanan, Conservative Leadership Award in 2002



Nonie Darwish, Woman of Exceptional Courage Award in 2008



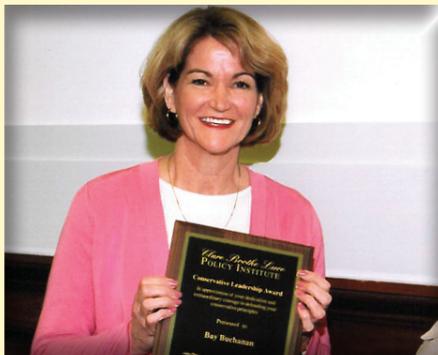
Phyllis Schlafly, Lifetime Achievement Award in 2009



Michelle Duggar (right), Woman of the Year Award in 2011 (pictured with Luce President Michelle Easton)



Our most recent award winner, Katie Pavlich, recipient of Luce's 2013 Conservative Leadership Award



Liz Cheney, Conservative Leadership Award in 2009



Governor Sarah Palin, Woman of the Year Award in 2012

## WESTERN Women's SUMMIT

Governor Jan Brewer headlines Luce's sixth annual women's conference in California

A sold-out crowd of more than 200 conservative leaders attended the Institute's sixth annual Western Women's Summit in February. Speakers at the Summit included Congressman Marsha Blackburn of Tennessee, Fox News National Security Analyst KT McFarland, author Nonie Darwish, and Arizona Governor Jan Brewer, who was the keynote speaker at the Summit's dinner banquet.

The event was attended by conservative women of all ages, including many college students who were eager to learn about key issues and become stronger leaders on campus. After the general Summit sessions, Luce hosted a training seminar exclusively for these students featuring special guest speaker Cleta Mitchell, a prominent Washington attorney with years of experience in conservative activism.

"I learned how to be a better leader on my campus. In order to be a good leader, you need to be informed.

*"It's absolutely an honor for me to be here this evening. It has been a very special privilege for me to see firsthand the work of the Clare Boothe Luce Policy Institute, preparing conservative women of all ages for leadership roles throughout this great country."*

—Arizona Governor Jan Brewer

Through the speakers, I have learned so much from so many accomplished women about so many different issues," said Meredith Johe, a student leader at Wake Forest University in North Carolina.

The Institute's Woman of Exceptional Courage Award was presented to Wisconsin Lt. Governor Rebecca Kleefisch at a Summit luncheon. This award is reserved for extraordinary women who, in the face of adversity, have shown boldness, grace, and dedication to defending freedom.

Lt. Governor Kleefisch meets all those requirements and more. In addition to being a small business owner, wife, mother, and cancer survivor, she soundly defeated the unions and radical liberals in her state to win a contentious recall election.

All of the Summit speeches can be viewed on the Institute's website at [cblpi.org/video](http://cblpi.org/video).



Arizona Governor Jan Brewer



Wisconsin Lt. Governor Rebecca Kleefisch (left) and national security expert KT McFarland



U.S. Representative Marsha Blackburn (R-TN)



Young women at a Luce training seminar especially for Western Women's Summit student attendees



## Luce Reaches Thousands of Young Women Through Summer Events

In the summertime, thousands of young people from colleges across the country flood into Washington, DC, for internships. (Including our own wonderful Luce interns—see them on the front cover photo.) With so many bright young leaders in town, the Institute packs its summer schedule with events and training sessions created especially with these students in mind. Luce summer events include our National High School and College Mentoring Luncheons, Conservative Leadership Seminar on Capitol Hill, Conservative Women’s Internship Training Seminar, and Public Speaking Seminar. Attendees at these events have the opportunity to meet top leaders in the conservative movement, learn about key policy issues, and connect with other young women who share their values.

If you know a young woman who would benefit from attending one of Luce’s student events, please contact the Institute’s Program Director Catherine Rodriguez at (888) 891-4288 or [crodriguez@cblpi.org](mailto:crodriguez@cblpi.org).



Clockwise from top left: A student asks a question during the Q&A at the National High School Mentoring Luncheon; students complete a Luce survey after the luncheon; young women interns chat during a break at Luce’s Conservative Women’s Internship Training Seminar; a group shot of the students at the National High School Mentoring Luncheon; Second Amendment activist Amanda Collins (left) with Luce intern Kira Tieman from Wesley College at the Conservative Leadership Seminar; Lt. Col. Allen West stopped for a photo with Luce intern Viktoria Mukha from the University of California – Berkeley after his speech at the Conservative Leadership Seminar.



All of the women above have spoken at Clare Boothe Luce Policy Institute events

Courage is the ladder on which all the other virtues mount.

- Clare Boothe Luce



**CLARE BOOTHE LUCE**  
POLICY INSTITUTE

*Preparing and Promoting Conservative Women Leaders*

Order this special 20th Anniversary Poster featuring some of the dozens of conservative women (names are listed on the back of the poster) who have spoken for Luce over the years for just \$8 shipping and handling. To order, visit [cblpi.org](http://cblpi.org) or call (888) 891-4288.

# Supporter Profile: Mike Keiser

As the Institute looks back on 20 years of preparing and promoting conservative women, we know it is the generosity of our wonderful supporters that makes our work possible. One special supporter, Mike Keiser, has been faithfully funding our work since our earliest days.

Mr. Keiser is a Chicago businessman who in 1971—along with his business partner Phil Friedman, also a good friend to the Institute—started a greeting card company called Recycled Paper Greetings. This innovative and environmentally-friendly company

forever changed the greeting card industry. In addition to his greeting card company, Mr. Keiser is an avid golfer who has developed renowned golf courses.

A graduate of Amherst University, Mr. Keiser says he was inspired to support the Institute's work in part because of his own two daughters. His heart for our mission and generous spirit has allowed Luce to impact the lives of thousands of young women over the years. We're so thankful for supporters like Mike who are ensuring the next generation of strong conservative women!



Chicago businessman Mike Keiser has been supporting our work to train and educate conservative women leaders for more than 16 years

## Luce Highlights



Journalist Katie Pavlich with students after giving a Luce sponsored lecture at the University of Maryland



Luce President Michelle Easton (right) with Greta Van Susteren on Fox News, discussing how the Institute was one of the conservative groups harassed by the IRS with an intrusive, expensive and time-consuming audit



This exclusive Luce photo of best-selling author and blogger Michelle Malkin will be featured in our upcoming 2014 Great American Conservative Women Calendar



Reagan Administration U.S. Treasurer Bay Buchanan addresses a select group of women students during a Luce luncheon held in Washington, DC in conjunction with the Conservative Political Action Conference (CPAC)