

INSIDE NEWS

from the President

April 2025

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YETI Cancelled Us. America Backed Us.



CBN News, Fox Business, and dozens of other major media outlets shared our message with millions of Americans.

You may have seen our story on TV, social media, or a billboard in Times Square. If not, here's what happened:

A few weeks ago, **YETI Coolers** cancelled our custom mug order—simply because our name includes the words “conservative women.”

We had placed the exact same order just one year earlier—seafoam green mugs with our name and logo—and YETI fulfilled it without a problem.

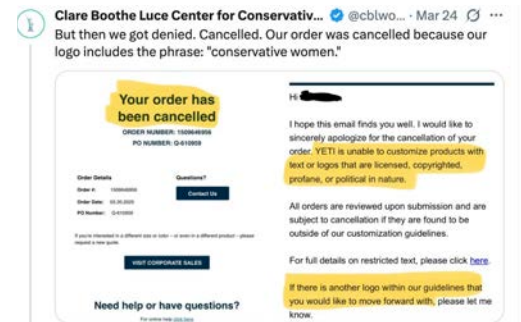
But this year, after confirming the order and taking our payment, they abruptly cancelled it, citing a policy against “political” customization.

But that explanation simply doesn't hold up. We're a 501(c)(3) nonprofit educational organization. By law, we are non-political.

We explained this to YETI, but they still refused to work with us.

So we looked into YETI's public affiliations—and that's when everything became clear. YETI proudly works with several far-left groups through its Partnership Program, including The Venture Out Project, an LGBT group that hosts overnight hikes for “queer and transgender youth,” and SheJumps, an “anti-racism” group for “transgender” and “cisgender” women and girls, as well as “non-binary people.” The company also promotes DEI and ESG initiatives that align with radical leftist agendas

This isn't neutrality—it's activism that reveals YETI's contempt for its conservative customers.



To underscore the double standard, two of our students placed a new order with YETI—this time with the customization: “Proud Texas Progressive.” YETI printed the mug and shipped it immediately.

How a Mug Order Turned into a National Movement

When the story broke, the response from conservatives across the country was immediate and incredibly supportive.

More than **115** companies reached out offering to fulfill our order, leading to an exciting partnership with **Grizzly Coolers**, a family-owned, made-in-the-USA company based in Iowa that shares our patriotic values.

Then we went even bigger: we took our message to **Times Square**.

Our **15-second** digital billboard now runs every **10 minutes** in one of the busiest intersections in the country, reaching more than **300,000** people a day for two and a half months.

In a televised interview with **CBN News’ Tara Mergener**—now viewed more than **218,000** times on YouTube—our president, **Kimberly Begg**, explained why bringing our message to the heart of **New York City** matters:



CBN News shows footage of our billboard in Times Square in a nationally televised broadcast.

We are now in the heart of New York City. Why? Because conservatives belong in New York City. We belong in every city across the country....

This is about conservatives being tired of being silenced. We’re tired of being marginalized, and we want to be respected by corporations and by people in society who have accepted this narrative that there’s tolerance for far-left extremist ideas but not tolerance for patriotic Americans.

More than a Controversy: A Moment of Clarity for Millions



Yeti Doesn't Want Conservatives As Customers



11:15 AM · Apr 3, 2025 · 16.4K Views

The Daily Wire’s Reagan Conrad tells her listeners: **YETI doesn’t want conservatives as customers.**

Our story struck a national nerve.

Glenn Beck, Dana Loesch, Reagan Conrad, and other leading conservative voices called YETI out for their hypocrisy, spreading out message across their platforms. Popular X account, **TheTexasOne**, shared Conrad’s video from her show on **The Daily Wire**, posting: “Yeti refused to make cups with conservative messaging. They turned right around and made cups with progressive messaging.” As a result, Conrad’s video has been viewed more than **2.2 million** times.

Fox News, Newsmax, and CBN News featured interviews with Begg and **Lauren Husmann**, program director, sharing our message with millions of viewers.



Rachel Hurley, social media coordinator, exposes YETI’s hypocrisy, showing the Proud Texas Progressive mug that had been ordered, processed, and delivered—after our order was cancelled.



(Left) Begg is LIVE on **Newsmax** with **Todd Starnes**. (Right) **Lauren Husmann** is LIVE on **Fox & Friends Weekend** with **Rachel Campos-Duffy** and her co-hosts the same day our billboard goes up in Times Square.

Major outlets including **Fox Business**, **Blaze Media**, **the New York Post**, **Daily Mail**, **The Federalist**, and many more published coverage online.

Begg also shared our perspective in her widely read op-ed for the **Washington Examiner**, titled “YETI’s Bud Light Moment.” Here’s an excerpt:

YETI isn’t staying out of cultural debates. It’s taking sides — against the very customers who helped build its brand.

*Sound familiar? It’s Bud Light all over again. In 2023, Bud Light tanked its brand by partnering with transgender influencer **Dylan Mulvaney**, alienating its core conservative base. Sales plunged as much as 30%. It was a textbook case of corporate virtue-signaling gone wrong.*

YETI’s customers, including hunters, fishers, and campers, overwhelmingly lean conservative. They’re drawn to the brand’s rugged, no-nonsense, all-American image. These are people who value faith, family, and freedom — the very principles that built our country. To them, and to us, being conservative isn’t “political.” It’s patriotic.

Altogether, more than **6.5 million** people have now been exposed to our story.

As Begg told **The Federalist**:

This is about so much more than a cancelled mug order. It’s about boldly defending the patriotic values that make our nation great—and refusing to back down in the face of this growing tide of intolerance.

In a culture that demands silence, speaking the truth takes courage. With your support, we’re modeling courageous conservative leadership for today’s young women.

And we’re just getting started.



Our op-ed appeared in the **Washington Examiner**, which is read by hundreds of thousands of people every day.

University of Notre Dame Women Empowered at a *Day at the Range*



(Left) Notre Dame students gather for a day of firearms training in camaraderie with like-minded friends. (Right) Empowered women show off their targets—and smiles!

Lucy Spence, a 2024 summer intern, organized a *Day at the Range* for 12 young women at **University of Notre Dame** on April 12. As part of her internship with the Luce Center, Lucy received professional firearms training at the NRA range alongside fellow interns, deepening her appreciation for the Second Amendment and igniting a passion for marksmanship. Motivated to share what she had learned, she invited a group of friends at Notre Dame to experience a range day of their own.

The event offered attendees critical instruction in firearms safety, self-defense, and marksmanship. “It was really nice to learn how to handle a firearm in a safe and friendly environment,” said sophomore **Martina Lund**. “I had never been to a range before, and to be there surrounded by close friends who share the same beliefs as me was such a gift.”

For several young women, it was their first time handling a firearm. The supportive setting made the experience not only empowering but memorable.

“This event was an excellent opportunity for interpersonal growth, competency in a new skill, and confidence,” shared sophomore **Sofia Fair**. “I am so grateful for the opportunity to learn about the Second Amendment among other interested women and grow our community by grounding it in a foundation of trust, respect, and knowledge.”

Thanks to Lucy’s leadership, the event was a resounding success—equipping participants with essential skills, fostering community, and advancing conversations about personal responsibility and freedom in a meaningful way.



An “All American Girl” practices marksmanship.

Liberty University Students Grow in Confidence and Competency at *Day at the Range*



(Left) **Liberty University** students take part in firearms training, building skills and friendships rooted in shared values. (Right) Confident and empowered, a college woman celebrates a successful Day at the Range with her well-earned target.

On April 5, **Ella Anderson** and **Hanna Bechtel**—two students who attended the Luce Center’s Fall Nashville Student Summit—took the initiative to bring the Luce Center’s mission back to their campus by organizing a *Day at the Range* for 10 young women from **Liberty University**.

The event began in the classroom with an educational session covering the fundamentals of firearm safety. Participants were introduced to various types of handguns and learned about safe storage practices, proper handling techniques, and the importance of personal responsibility when exercising Second Amendment rights. Following the classroom session, the group headed to the shooting range, where they received hands-on training from NRA-certified instructors.

Participants brought a wide range of experience levels to the event—from those with years of familiarity to others who were handling a firearm for the very first time. No matter their background, each attendee left the range with a greater sense of confidence and a renewed appreciation for their constitutional rights.

“I learned so much about firearm safety and gained excellent knowledge on how to protect myself,” said **Rachel Clerc**, a junior at Liberty. “I am so grateful to have had the opportunity to attend this event and learn how to properly and safely handle a firearm.”

Energized by the impact of the event, Ella and Hanna are already looking forward to future opportunities to lead and inspire their peers.



An NRA-certified instructor leads a classroom session on firearm safety and handling before students head to the range.

Antonia Cover Speaks to UC-Berkeley Students about the Importance of Firearms Ownership

Students at **UC-Berkeley** heard a powerful talk from **Antonia Cover**, a leading voice in Second Amendment advocacy and a champion for women's self-defense rights, on April 16.

With over a decade of experience in the firearms industry, Cover brought both professional insight and personal conviction, making a compelling case for why the right to own a firearm is more than a personal freedom—it's a matter of survival for many women.

Cover highlighted a striking statistic: during the COVID-19 pandemic, firearm ownership surged nationwide, with women making up 48% of new firearm buyers.

She spoke candidly about the realities many women face, particularly black women, who are affected by domestic violence and sexual assault. In these situations, Cover argued, access to a firearm can mean the difference between life and death.

As the founder and president of **Empowered 2A**, a national organization dedicated to educating and equipping women through firearms training and gun rights advocacy, Cover is working to empower more women with Second Amendment education and firearms training. The Luce Center's *Day at the Range* program advances similar goals, providing professional firearms training to young women in a safe environment.

Professor **Alan Ross**, who hosted Cover in his classroom, expressed his gratitude for the unique perspective she brought. He said, "Antonia provided my students and me a perspective on gun rights that we had never heard before and gave us a lot to think about."

Cover shared this inspiring message with her **72,300** followers on X: "Many students told me they never heard of my perspective before and changed their minds about gun control because of it. Music to my ears!"



***Antonia Cover** shares her bold message championing women's Second Amendment rights.*



UC-Berkeley students hear Cover's compelling defense of women's right to self-defense—a viewpoint seldom taught or tolerated on today's college campuses.

On a Personal NOTE

Dear Friends,

As April comes to a close, I'm reminded once again of the crucial role you and all our supporters play in shaping the next generation of conservative women leaders.

Because of your support, our YETI story captured national media attention—giving us a powerful opportunity to share the Luce Center's work and mission with new audiences. From national television interviews to a billboard in Times Square, we were able to spotlight the importance of preparing and promoting courageous, conservative women leaders like never before.

Your generosity also helped us advance one of our most meaningful initiatives: Second Amendment education.



Antonia Cover became our third speaker at **UC-Berkeley** this year, where she championed women's right to self-defense—a perspective rarely taught or tolerated on any college campus, nonetheless one of the most leftist campuses in the country. And students at the **University of Notre Dame** and **Liberty University** hosted *A Day at the Range* for their peers that taught firearms safety and marksmanship, while also building confidence and gaining meaningful leadership experience.

Looking ahead to May, we're excited to host **Seohyun Lee**—a **North Korean** defector, human rights advocate, and YouTube creator—to speak at a **Conservative Network Event** at the Luce Center. And we're thrilled to welcome 10 college women from across the country for our 10-week summer internship, where they will receive one-on-one mentorship, attend our **Washington, DC Summit**, and receive training in public speaking, journalism, etiquette, and more—all while forming lasting friendships with like-minded peers.

Thank you for your support. It's an honor to partner with you to help today's young women become strong conservative leaders.

In Friendship & Freedom,

A handwritten signature in blue ink that reads "K. Begg". The signature is stylized and fluid.

Kimberly Begg
President

kimberly@cblwomen.org

P.S. Please be on the lookout for a powerful letter in your mail box from **Paula Scanlan**, the **University of Pennsylvania** swimmer who was forced to undress every day in front of 6'4" male "**Lia**" (formerly Will) **Thomas**. I hope you will read her important message. Thanks to your support, she is inspiring today's young women to lead with courage, clarity, and conviction.

BECOME A MEMBER

Membership makes the Luce Center your home for conservative education, inspiration, and camaraderie with special benefits, exclusive events, and more! It's your ticket to insider access at the Luce Center.

MEMBERSHIP

*Membership begins with an annual gift of **\$50**, offering special benefits, including:*

- *Premier access to all **Conservative Network Events**--and two guest passes for each event*
- *Invitations to our summer interns' annual tea party*
- *Permanent, custom name tag to wear at events*

PRESIDENT'S CLUB

With a gift of **\$1,000**, you can join the President's Club or renew your annual membership to receive exclusive benefits, including:

- Welcome package that includes customized **Grizzly** drinkware—**COMING SOON**
- Invitations to **National Student Summits**, including our annual Washington, DC Summit and Fall Summit (next in Scottsdale, Arizona)
- Exclusive invitations to events, including evening events, local "circle of friends" events, and special outings with students and interns
- Complimentary signed books by conservative authors



Contact Catherine Hendershott at **chendershott@cblwomen.org** for more information