

2010 Wake Up America! Conference

The Conference for Today's Adults!

WHAT IS THIS ALL ABOUT?

The purpose of the 2010 Wake Up America! Conference is to provide a well-balanced, intense conference that will challenge adults to go beyond the surface of casual Christianity and enter into a closer relationship with Jesus Christ. This conference is designed for people wishing to go deeper as an effective disciple of Christ. Although this conference is designed for encouragement, there will be appropriate times when everyone will be given the opportunity to respond to the Gospel.

The dates of the 2010 Wake Up America! Conference are September 21-24. The Conference will be held at the Sevierville Events Center at Bridgemont in Sevierville, Tennessee. Your group will be housed in hotels across Sevierville and Pigeon Forge. You will experience the foliage change from the very heart of the Smoky Mountains. The city has opened its arms to meet our every need.

The conference is under the supervision of the Scott Dawson Evangelistic Association, Inc., which is recognized by the IRS as a nonprofit organization. Since 1987, this Association has been actively involved in conference ministries throughout the United States.

The Vision...

The vision of Wake Up America! is not only to recapture the spiritual vitality of our country, but also change lives in the process. Wake Up America will focus on Revelation 3:2, reviving and strengthening what remains. Followers of Christ are hungry for revival in our nation, and we continue to meet men and women whom, despite their age, location, demographic or mindset, have never met Jesus Christ. We are excited to have Mike Huckabee and Tony Evans, join us on this new venture and look forward to an event that adults, young and old, will enjoy.

WHAT ARE WE GOING TO DO?

We are so glad you asked that question! This conference will be one of the most exciting times you will ever remember. During our time together you will be encouraged, challenged and strengthened by some of the most effective ministers of our day such as: Mike Huckabee, Dr. Tony Evans, Chonda Pierce and Scott Dawson; worship led by Michael and Linda Adler; and you will have an unforgettable time with the The Booth Brothers and Charles Billingsley.

Our mornings together will be filled with wonderful singing and preaching, and we may even throw in some special surprises to enhance the services!

The afternoons will be completely free to visit the sights of Pigeon Forge and neighboring Gatlinburg. You can walk the streets, shop the outlets, play golf, take in a show or just rest for the power-packed evenings!

Worship and preaching will highlight our evenings together. Following two of the services we will have a special time with the The Booth Brothers and Charles Billingsley.

WHERE ARE WE GOING TO STAY?

The conference will be held at the Sevierville Events Center at Bridgmont. Conveniently, your groups will be housed in hotels around the Sevierville/Pigeon Forge area. All hotels are nice facilities and most include a continental breakfast. When you send in your registration, you may list your top three choices for hotels. We always do our best to accommodate your request. The hotels for the 2010 Wake Up America! Conference are:

Best Western Greenbrier Inn
Clarion Inn – Willow River
Fairfield Inn Outdoorsman Place
Holiday Inn Express and Suites
**Inn at Christmas Place
Spring Hill Suites by Marriott
**Wilderness Lodge

** The Inn at Christmas Place and Wilderness Lodge is our deluxe housing package. Please see special prices on the Summary Registration Form. The Inn at Christmas Place features Christmas themed rooms and includes continental breakfast. The Wilderness Lodge is connected to the Sevierville Events Center and features free parking, microwave and refrigerators in every room, but does NOT include continental breakfast.

WHO WILL BE THERE?

SCOTT DAWSON, Evangelist - Scott committed his life to Christ at an early age & began preaching the Gospel when he was a teenager. The ministry that began with simple testimonials & youth rallies has grown into an evangelistic association that reaches across age & denominational lines in an effort to offer a unifying message of hope-the Good News of Jesus Christ. Scott received his Master of Divinity from the Beeson Divinity School. He received his honorary Doctorate of Divinity from Covington Theological Seminary. Scott is a member of the Next Generation Alliance, which is a strategic partnership with the Luis Palau Evangelistic Association. Scott is the contributing author to the *Starting Point Study Bible*, author of *Dear Lord Why*, *The Complete Evangelism Guidebook* and *Evangelism Today*. Scott lives in Birmingham, Alabama with his wife, Tarra, son, Hunter & daughter, Hope.

DR. TONY EVANS, Pastor - Dr. Evans is founder & serves as Senior Pastor of the over 7,000 member Oak Cliff Bible Fellowship in Dallas, Texas. He is also founder & president of The Urban Alternative, a national organization that seeks to bring about spiritual renewal in urban America through the church. He helped organize & served as Vice President of Urban Evangelical Mission, a national evangelistic & church planting organization; He served as an associate professor in the Pastoral Ministries Department of Dallas Theological Seminary. Tony has also served as chaplain for the NFL's Dallas Cowboys & presently serves as chaplain for the NBA's Dallas Mavericks. The radio broadcast, "The Alternative with Dr. Tony Evans," can be heard over 500 stations daily throughout the U.S. & in over 40 countries worldwide. Some of his books include: *The Transforming Word*, *Our Love Is Here To Stay*, *Life Essentials* & *The Best Is Yet To Come*. Tony is married to his wife, Lois, & is the father of four children & has six grandchildren.

Mike Huckabee, Speaker - Former Arkansas governor Mike Huckabee is the host of the number one rated weekend hit "HUCKABEE" on the Fox News Channel, and is heard three times daily across the nation on the "Huckabee Report" on the Citadel Media Network, the fast growing new program on the Citadel Media Network in years. He is the author of 6 books, the most recent being *Do the Right Thing*, which spent its first 7 weeks of release in the top ten of the New York Times Bestseller list. After his quest for the Republican nomination for President in 2008, in which he finished second to John McCain, he formed "HuckPac" to assist Republicans running for office nationwide and has amassed a volunteer army of thousands of activists in all 50 states. A significant part of his early adult life was spent as a pastor and denominational leader. He became the youngest president ever of the Arkansas Baptist State Convention, the largest denomination in Arkansas. Huckabee led rapidly growing congregations in Pine Bluff and Texarkana. He said those experiences gave him a deep sense of the problems faced by individuals and families. The former governor and his wife, Janet, live in North Little Rock. They have three grown children: John Mark, David and Sarah.

Chonda Pierce, Comedienne - Chonda Pierce is a Christian comedienne often billed as "The Queen of Clean." Pierce got her start in comedy during a six-year stint at a theme park in Nashville, Tennessee called Opryland USA. A Theater Arts major from Austin Peay University, Pierce went to the park to pay her college bill. Not knowing how to dance, she had to memorize jokes from Grinders Switch, Tennessee and impersonate Cousin Minnie Pearl. With a troubled childhood behind her, entertainment was the catharsis Pierce needed, reporting, "I was hooked! I loved the sound of an audience laughing. It was just the medicine I needed. Since her humble beginnings, Pierce has gone on to appear numerous times on the stage of The Grand Ole Opry in Nashville, Tennessee, write eight books, and become perhaps the most sought after Christian comedienne of our day, having five gold-certified comedy albums to her name. Pierce has an ongoing concert calendar and her comedy segments also frequently appear on XM Radio's Laugh USA. Chonda must be doing something right. With an audience of two million faithful fans and five gold-certified comedy albums, Chonda is the most requested guest artist for the Women of Faith Conferences, has worked with Billy Graham, and has made the list of largest touring audiences in most entertainment magazines. Pierce is a member of the Christian Comedy Association, but outside the comedy, she is a spokesperson for World Vision and works with various other Christian leaders and organizations.

Michael and Linda Adler, Worship Leaders - Michael and Linda Adler have ministered together over the past twenty years in a variety of music ministries including contemporary recording group TRUTH, the Oral Roberts Television Ministry, Promise Keepers and the Billy Graham Evangelistic Association. Michael has been a leader, director, teacher, producer and a multiplier as he has followed God's call on his life as a worship leader. Linda is the mother of their four sons – Luke, 23; Chris, 21; Jake, 11; and Brady, 10 (a formidable task in itself) – teaches elementary school music part-time and also pours her life into the many voice students she teaches each week at her own vocal coach studio in Birmingham. They have served the local church in music ministry in several states and are currently serving at Shades Mountain Baptist in Birmingham. Founders of “Adler Worship Ministries,” Michael and Linda have also served as part of the ministry staff of the LIFEWAY Festivals of Marriage, where they led worship and gave marriage-strengthening tools to couples of all ages.

The Booth Brothers, Concert - The Booth Brothers started back when Ron Booth Sr. was a teenager and formed the original group with brothers Charles, James, and Wallace after moving to Detroit in the late '50s. They sang locally and regionally until 1963 when Ron Sr., disbanded the group and started singing with the Toney Brothers. Though the success of these quartets' never achieved much more fame than the musical portion of the neighborhood church picnic, Ron Booth Sr. was a deeply spiritual and musical person after he married and moved south to Brandon, FL, he had two sons and raised them to be musicians. In 1990, the youngest of his sons, Michael Booth, formed the second incarnation of the Booth Brothers by recruiting his father and brother Ronnie Booth II. With the addition of pianist Tim Sievert, the quartet started singing under the name Ron Booth and the Booth Brothers. A few years later, Sievert left the band, but they continued as a trio. They self-released *Beyond the Cross* with help from arranger/composer Mosie Lister. After an appearance at the Grand Ole Gospel Reunion in 1993, their popularity surged. They again shortened their name to the Booth Brothers and released their first Morning Star recording, *Praise God Any How*. Ron Booth Sr. retired in 1995 and was replaced by former Perfect Heart member Joseph Smith. The lineup of Smith, Ronnie Booth Jr., and Michael Booth still exists. The Booth Brothers' dedication to the music they love has rewarded them with multiple awards and recognitions. Included among these are Trio of the Year, Male Group of the Year, Best Live Performer of the Year, Song of the Year and various other honors.

Charles Billingsley, Concert - It takes more than a great voice and a good ear for songs to be an effective worship leader. Those are necessary qualities to be sure, but the most important thing is a humble, passionate heart that delights in serving God. “I have been doing this for 17 years and one thing that I have learned over performing 2700 concerts and leading worship at more than 1900 churches is that nobody really gives a rip what you know on that platform,” Billingsley says with refreshing candor. “What they really want to know is ‘Does he care? Is he real? Does he really believe what he is talking about and singing about?’ I am not the greatest singer in the world and I know I am not the greatest musician, but hopefully what I can deliver is something that is genuine and something that is real. I experienced salvation at six years old. When I was a seventh grader, I felt a real calling on my life and I have never lost that desire to share it.” Billingsley's desire to share the Gospel is what propels his busy life. A husband and father of two young sons, Charles not only serves as worship leader at Thomas Road, appearing weekly on their nationally televised “Live from Liberty” TV program, he is also an Artist-in-Residence at Liberty University, the largest evangelical university in the world. Billingsley also serves as senior advisor to more than 600 students in Liberty's Center for Worship. A former lead vocalist of the veteran group, NewSong, Billingsley continues to be much in demand as a solo artist, performing over a 100 concerts a year, including church dates and numerous conferences.

WHAT'S THE COST?

While the conference may seem too low priced to be worthwhile, quite the opposite is true! We will be providing some of the most enjoyable, entertaining and inspiring activities possible during a four-day conference, which is priced based on occupancy:

Standard Housing:

4 per room.....	\$149 per person
3 per room.....	\$169 per person
2 per room.....	\$209 per person
1 per room.....	\$319 per person

Deluxe Housing:

4 per room.....	\$189 per person
3 per room.....	\$209 per person
2 per room.....	\$259 per person
1 per room.....	\$429 per person

For persons not staying at the conference hotel there is a \$89 per person Conference Fee. However, the early-bird discount does not apply to this fee. Your group is invited to arrive a day earlier or stay a day later at your own expense. You will need to contact SDEA and register through us to retain our special rate.

Changes must be made known to SDEA no later than 24 hours prior to arrival. All attendants **PAID IN FULL** before July 1, 2010, will receive a \$20 per person discount. A \$25 per person non-refundable deposit will secure your spot until the registration fee is received. Registrations postmarked August 31, 2010 will incur a \$5 late fee per person.

ARE THE MEALS INCLUDED?

After the conference fee is paid the only expense your group will have is meals. There are several options available: dine out in the city of Sevierville or Pigeon Forge, or have food delivered.

REFUND POLICY...

We understand that circumstances may arise close to the conference date that could prevent someone from attending. Therefore, registration fees are refundable, less a \$40 per person processing fee, if cancellations are received **IN WRITING** forty-five days before the opening day of the conference. However, the forty-four days prior to the conference, the registration fee is non-refundable, **but transferable** (i.e. John may go for Rick) unless approved by SDEA for the following reasons: (1) A person is unable to attend due to medical conditions. A signed statement from a medical doctor advising the person not to attend the conference must be presented with a letter of request. The letter from the doctor must be written for the sole purpose of requesting the refund and/or the dates of the conference must be mentioned in the time period forbidding travel by the person registered for the conference. If the person is hospitalized on any day of the conference, a letter from the hospital showing the dates of hospitalization shall serve in place of a letter from a medical doctor. (2) Death of an immediate family member. This policy does not apply to cousins. (3) A person is married to an individual who meets the criteria of (1) or (2) above. (4) Service on jury duty or active military duty by a registered individual. (6) A pastor or paid church staff member is required to participate in a funeral service during the conference.

National Disaster Cancellation Policy...

Since SDEA began, we have always followed through with hosting planned events. We are committed to continuing to do so. However, in these uncertain times post-9/11, a national disaster or act of terror could render us both unable to host a planned event and unable to return your deposits. We hire staff, purchase equipment, and rent non-refundable facilities based on your reservations. Please be advised that if a SDEA event is cancelled due to such extraordinary circumstances, we cannot refund the \$70 registration fee regardless of other published cancellation dates and deadlines

HOW AM I ASSURED OF A PLACE TO STAY?

We thank you for taking the first step in registering for the 2010 Wake Up America! Conference. Please understand that there is still one more step to complete your registration. First, as soon as possible, send in your deposit with the deposit form to secure your group's spot for the conference. Second, have each person attending fill out the proper enclosed form. Fill out the Summary Registration form that serves as a group resume. Then, send all forms along with one check for the remaining amount payable to the Scott Dawson Evangelistic Association, Inc. to:

SDEA
PO BOX 59405
Birmingham, AL 35259

We will receive confirmations until we reach our maximum capacity. You may fax your reservation, including your Visa, MasterCard, American Express, or Discover number (1.5% surcharge) to (205) 833-9138 or register online at wakeupamerica.scottdawson.org.

WELL, WHAT ABOUT...?

Although the intent of this packet is to answer every conceivable question you might have about this conference. We might have omitted some questions that concern you. If so, please do not hesitate to contact us at 800.869.8738.

DON'T FORGET...

- ◆ CONFERENCE ATTENDEES PAID IN FULL BEFORE JULY 1, 2010 WILL RECEIVE A \$20 PER PERSON DISCOUNT.