

# 'Christian Retailing' Retailers Choice Awards, incorporating

## Pioneers honored for superb service

Heartfelt appreciation, humor lace 2003 awards night



Carla Nelson, Allen Arnold, Wayne Holbitter and Rubin DePavia hold the five awards that Thomas Nelson Inc. received for Best Series (*Great Lives: Paul*, Chuck Swindoll, W Publishing Group), Charismatic (*The King's Daughter*, Diana Hagege, Thomas Nelson), Children's (*Hermie: A Common Caterpillar*, Max Lucado, Tommy Nelson), Evangelism (*The Name*, Franklin Graham, Thomas Nelson) and Spanish (*Un amor que puedes compartir*, Max Lucado, Caribe-Betania Editores).



Rob Birkhead, top left, senior vice president, marketing for Integrity Publishers, made two trips to the stage to accept awards before Carman, above, conducted the night with two rousing songs. Lisa Severe, left, also came to the podium twice to accept awards for Kerusso.



RiZen got the crowd hopping during its two-song performance in the New Artist Spotlight.

For industry pioneers whose vision has touched the lives of millions around the world were honored at the third annual *Christian Retailing* magazine's Retailers Choice Awards (RCA) night at CBA International.

Bill Greig II, Michael Coleman and Dan and Ginny Hobson were recognized for their outstanding contributions in books, music and gifts, respectively, in an evening that mixed the formality of ceremony with a sense of family.

The recipients of the special awards presented by *Christian Retailing* magazine to recognize outstanding service in the Christian product industry each took a moment to encourage others to keep in mind their main mission, helping spread the gospel.

Presented with one of three Visionary Industry Pioneer (VIP) Awards, publishing pioneer and chairman of Gospel Light Greg recalled how he and others in Christian publishing had recognized early on "that there was a cause greater than our own little publishing house ... the Lord brought us together so that we would see the world ... and that we had the answer in the Word of God."

Greig urged others to "work together for the cause of the gospel, rather than in petty competition." He added, "There's a cause greater than any of our companies have and that is the cause of Christ, that the world may know Him, and we can make Him known."

Coleman, whose Integrity Media has been instrumental in changing the way many churches worship, said that he was "completely humbled" by his VIP Award. "We serve a great God, and if you obey Him, He will do the impossible," he told the audience.

"That is what He has done with us ... our ministry is to serve Jesus, the king of kings and Lord of lords, and see His glory spread across the world."

Receiving the other VIP Award—formerly known as the Biggy IGGY, the *Inspirational Giftware* Gift of the Year award for a lifetime of excellence and leadership—Carpentree founder Dan Hobson said that he felt privileged to have worked with others in the industry and appreciated their heart to serve God.

"Each and everyone of you has a mission to bring Christ to the forefront," he told those at the ceremony, who included retailers as well as representatives of publishers and distributors. "The best part of this (industry) is the heart."

The three awards were made to "recognize the outstanding leadership and example these people have given to the Christian product industry," said *Christian Retailing*

publisher Stephen Strang, who conceived the awards.

"Through the Retailers Choice Awards, we have given retailers an opportunity to have their say in regards to what is best in music, books and gifts, but as a publication that reports on the industry, we also wanted to be able to honor some of those we know to have been people of great influence."

Coleman was on hand to see one of the youngest divisions of his media company scoop two of the RCA trophies voted on by retailers across the country.

Rob Birkhead, senior vice president, marketing for Integrity Publishers, founded in 2001, was presented with the Self-Improvement book award for *God Will Make a Way* by Henry Cloud and John Townsend. He also accepted a trophy for Fiction, for Donna VanLiere's *The Christmas Shoes*.

The title shared the prize with the "Left Behind" installment *The Remnant*, by Tim LaHaye and Jerry B. Jenkins (Tyndale House)—the third year in a row that a book from the "Left Behind" series won this category. The moving Christmas song by the same title on which VanLiere's book was based won Adult Contemporary for NewSong—one of three RCAs for Religion Records.

The band's manager, Troy VanLiere, said that the song, originally on a nonseasonal album, had sparked what became the highest-rated television movie for the Christmas season last year, the RCA-winning full album and a *New York Times* best-selling book. "I know NewSong wants God to receive all the glory for that," he said.

More than 240 nominations were received for the 26 categories covering books, music and gifts—with the *Inspirational Giftware* Gifts of the Year (IGGY's) being combined with the RCAs for the first time.

Hosted by longtime writing partners Bruce Bickel and Stan Jantz, who have written 40 books together, the ceremony had moments of humor, as well as heartfelt appreciation.

When Hobson made his first recipient's trip to the stage, to take the award for Wall Décor for Carpentree's Names of Jesus, he quipped, "My staff made me promise to hold this (trophy) straight because we are in the wall décor business."

Allen Arnold, vice president of brand strategy at Thomas Nelson, thanked retailers for supporting relief ministry leader and evangelist Franklin Graham, whose *The Name*—a book proclaiming the uniqueness of the Christian message that led to main-

# the 'Inspirational Giftware' Gift of the Year Awards

stream media criticism of the author—took the Evangelism honor.

"This has been a book that stands above all other books because of the name and the stand that Franklin has taken with the media, with the world, even when it is not convenient," he said.

Receiving the Christian Living RCA for Rick Warren's *The Purpose-Driven Life*, Zondervan's marketing director of trade books Greg Sietelsta said he was pleased to accept "not just because it has sold 4.1 million copies in just 10 months but because it represents that many lives changed ... so thank you for the part you played in reaching people with that important message."

Max Lucado added another award to his vast collection, though he had to share the RCA for Children's book—with himself. *You Are Mine* from Crossway Books tied with Tommy Nelson's *Hermie: A Common Caterpillar*.

Crossway vice president, sales and marketing Randy Johns said many people had appreciated Lucado's "godly and faithful ministry" through the years and "his unbelievable ability to communicate the gospel to adults and children." Lucado also won the Spanish award for *Un amor que puedes compartir*, a translation of his *Love Worth Giving*, published by Thomas Nelson's Spanish division, Caribe-Betania Editores.

Accepting the first-ever Hip-Hop/R&B RCA for TobyMac's *Momentum*, ForeFront Records senior director, retail and marketing sales Troy Collins observed that when it came to the genre, there seemed to be two kinds of people—those who liked the music and those who appreciated how it could be used to communicate to the younger generation.

Speaking out to the audience with a smile and holding the trophy up, he added: "I'm guessing you are the latter. Thank you guys very much."

Introducing the next category, Self Improvement, awards announcer and singer Russ Lee, joked that his wife had requested he be sent copies of each of the 18 nominations.

Joined in announcing the winners were Allison Botke, founder of the God Allows U-Turns ministry; Hobson; Bruce Ryskamp, president and CEO of Zondervan; Dwight Robinson, marketing manager for Bob Siemon Designs; and Derek Bell, marketing director at Integrity Publishers. Singer Babeek Mason got the audience to its feet, as did the four members of RiZen. Terry MacAlmon opened the evening by leading those in attendance in a time of worship, while The Martins returned to the stage later after their short set to receive the award for Southern Gospel.

The evening closed with two songs by Carman, making his first appearance at CBA International in at least 10 years.

"The greatest reward we can ever get is to know that we have touched the life of someone else as Jesus Christ," he told the audience. "That is why we do what we do."

### List of winners

- GIFTS**
- Apparel**  
Broadsrum & Fish T-shirt (Kerusso)
- Stationery**  
The Power of a Praying Wife, Stormie Omartian (DaySpring Cards)
- Toys and Games**  
Glimmer-Globes (Kerusso)
- Jewelry**  
Sterling Silver Word Rings (Bob Siemon Designs)
- Wall Décor**  
Names of Jesus, Carpentree Design (Carpentree Inc.)
- Gift Book**  
The Unshrinkable Worshipper, Matt Redman (Regal Books)
- Collectibles**  
Jesus With Children, Brian Jekel (DaySpring Cards)
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- Praise & Worship**  
Worship Again, Michael W. Smith (Reunion Records)
- Collectibles**  
Jesus With Children, Brian Jekel (DaySpring Cards)
- Decorative Accessories**  
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