

# Branding Iron

of the Bill Rice Ranch Murfreesboro, Tennessee



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## Real Men Don't Ask For Directions

*by Evangelist Wil Rice IV*



I had been married only one week, and already I was lost. I was attempting to take my new bride to a charming Mexican restaurant in Denver, but it was nowhere to be found. I suppose both of us were becoming impatient, because my wife said, "Wil, why don't you stop and ask directions?"

I had been married only one week, and already my wife was urging me to stop and ask directions. So it had come to this! How desperate did she think I was? Didn't she know that I would be wasting precious driving time to stop and find out where I was going? Real men don't stop to ask directions at the gas station.

It was frustrating and humbling to finally stop and ask. Within ten minutes of stopping at the convenience store for directions, we found our restaurant. But no self-respecting, trail-blazing man likes to ask for directions, unless....

This past December I got a GPS unit for Christmas. At the risk of insulting your intelligence, GPS stands for "global positioning system." Satellites feed the device with data on speed, location, elevation and direction. GPS has made it easy, even "cool," to ask for directions!

Last week while I was driving an unfamiliar road in Florida, a woman's voice from inside the GPS unit advised me, "Keep right at the fork in two miles." I followed her advice without blinking. I felt smart and trendy for knowing where I was and for conspicuously displaying the GPS in my windshield. No little, high-school gas station attendant is going to tell me what to do! No sir! I have an "expert" to do that for me.

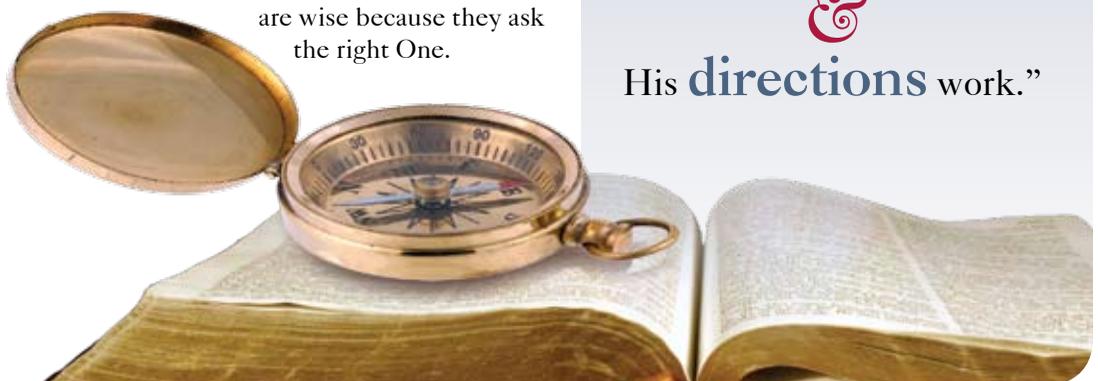
But can't "experts" be wrong? Hmmm? Experts said Dewey would defeat Truman, the Titanic was "unsinkable," and the Colts would beat the Jets in Superbowl III. More recently, the experts were wrong on January's New Hampshire Primary, and they are usually wrong on life itself! But everybody seeks somebody to give advice on life!

Ah yes, it's cool to ask directions so long as we ask the "experts." It is smart to be in "the know." But as God's children, the standard for our direction in life should be God's Word, not society's "experts." After all, the truest test of good directions is where you arrive when you follow them! God authored the Bible, and His directions work.

Many times we Christians try to find a balance between God's ideas and man's. The precious "balance" we all seek in life does not come from staking out a median position between the two extremes on every issue of life! What kind of "balance" is that? It would be like trying to balance smart and stupid by choosing "reasonably dumb." No. Balance is achieved by positioning oneself squarely on the truth.

It is not unusual to be unsure of what the truth is on some particular matter. That's fine. But your choice is to seek direction either from the world's "experts" or God's Word. Even if we don't agree as to what is right concerning a matter, we can agree on where to find out. And we must agree on God's Word as the authority or else we end up with an authority who, no matter how broadminded he may sound or how vigorously he may argue to the contrary, tells us how to live based merely on his opinion.

Although I love my GPS, it is not perfect, and there is no foolproof way to explain to it exactly what I want. This past Sunday I took an unplanned detour because of outdated information in my electronic compass. In the end, wise men do ask directions. But they are not wise because they ask; they are wise because they ask the right One.



**"God** authored  
the **Bible,**  
&  
His **directions** work."



# Just Give Me the Truth

by Evangelist Bill Rice III



What is your weather like today? Answering that question is a multimillion-dollar business in our world. While the business may be brisk, it is my contention that the question is seldom answered, and, when answered, it is done poorly. Television is especially low on the thermometer when it comes to telling me what the weather is or what it is going to be. The reason is simple. Media people want big weather events that will capture one's attention rather than simply saying it is 65 degrees and cloudy—simply telling the truth.

Look at the name of local weather programs. "Storm Tracker" comes to mind. How about, "Your Severe Weather Station" or "Storm Center"? When I was a kid, channel four in Nashville had a jingle with which they began their weather report. I don't know that I remember it word for word, but I can come close.

"Is it cold, is it hot?"

Is it cloudy, rain or snow?

Here's the weather man, the guy who'll know!"

Note the choices: cold, hot, cloudy, rain or snow. What! No warm and sunny? Nope. Weather has to have extremes when reported on TV.

Have you ever heard of a weatherman who was called anything less than a meteorologist? What does this guy do? He reads a computer screen! Sure, he may prepare his report, but don't government agencies do that?

Recently, when I was traveling by car with Wil and Tim Thompson from Montana to Tennessee, there was a severe weather system throughout the West and Midwest, including Wyoming, Kansas, Iowa, Missouri and Illinois. These were states through which we had to travel, so we wanted to know the weather on our route. We couldn't get helpful information on radio or television. One TV network had a reporter "on location" with Interstate 80 behind him.

"Conditions throughout the Midwest are very dangerous," he told us as we watched traffic behind him traveling normally at interstate speeds! In an early morning report on the radio from a large city, we heard that conditions were causing accidents; and, over a period of one hour, we heard about the same three accidents five or six times. These accidents, which were without injury, by the way, may have been caused by the weather conditions; but three fender benders in a large city with thousands of vehicles traveling is not what I needed to know. I wanted to know the weather!

"Stay off the roads, unless absolutely necessary," a weatherman said to us on the radio. Obviously, it was necessary for him to be on the road so he could get to the station to tell us to stay off the road!

Just tell me the truth about the weather! In over two thousand miles, we traveled without incident safely. We saw snow on the side of the road, but no cars in it.

What could be more important or exciting than the truth? A lot of things, it seems. Sometimes I think Bible believers are more interested in the way truth is presented than the truth itself. If a preacher hollers and pounds the pulpit (two things of which I am guilty), he is "preaching with power." The more important question is, Does he preach the truth?

The way of presenting the truth has a place of importance, but it is the truth that matters and makes a difference, not the presenter or his interests. That is true with meteorologists, and that is true with God's children.

The ministries here have been centered on the truth for over fifty-five years. The "reporters" have changed. The place has changed. Programs have changed. But the purpose of the ministry here is still to report God's truth.

## Summer 2008 SCHEDULE

**June 8-13** Junior I (Ranch Evangelists)  
Youth I (Carlson, Reilly)  
Deaf Week I (R. Rice, Snare)

**June 15-20** Junior II (Ranch Evangelists)  
Youth II (Knowles, Cook)  
Deaf Week II (R. Rice, Snare)

**June 22-27** Junior III (Ranch Evangelists)  
Youth III (Downs, W. Hardy)  
Deaf Week III (R. Rice, Snare)

**June 30-July 4** Junior IV (Ranch Evangelists)  
Family Week I (D. Hardy, Obero)

**July 6-11** Junior V (Ranch Evangelists)  
Youth IV (Thompson, Hightower)  
Deaf Week IV (R. Rice, Snare)

**July 13-18** Junior VI (Ranch Evangelists)  
Youth V (Miller, Redlin)  
Deaf Week V (R. Rice, Snare)

**July 20-24** Deaf Adult Conference  
Sign Language School

**July 27-Aug. 1** Junior VII (Ranch Evangelists)  
Youth VI (Coyle, Schettler)  
Deaf Week VI (R. Rice, Snare)

**Aug. 3-7** Family Week II (Flanders)

1-800-253-RICE

www.billriceranch.org

info@billriceranch.org

627 Bill Rice Ranch Road

Murfreesboro, TN 37128-4555

## Needs at the Ranch



Thanks to our friends who helped provide the rest of the hay needed for the horses until summer!

- Mig Welder
- Jack Hammer  
*(Electric or Air Compressor)*
- Rock Auger
- Leather Sewing Machine
- Concrete Mixer
- Sheet Metal Brake
- Compound Miter Saw



If you have a lead on any of these items or you would like to make a donation of one of these items to the Ranch, please contact Dale Stover, 615-893-2767, ext. 105 or dstover@billriceranch.org

## Deaf Camps in the PHILIPPINES

Long time Bill Rice Ranch missionary **Bob Himes** will be holding the **28th Annual Deaf Camps** in the Philippines this spring. Camp is scheduled in Bacolod for April 14-28. Throughout the years, the Lord has used these camps to see nearly 2500 Deaf saved in the Philippines. As is true in our Tennessee and Arizona Deaf camps, Filipino Deaf young people come free of charge. This is made possible by **gifts to the Campership Fund** of the Bill Rice Ranch. To contribute to this important evangelistic outreach, please mark your donation as "Deaf Camps-Philippines." Your donation this month will help Brother Himes in his preparation for this important effort.

Please send all donations to: Bill Rice Ranch, 627 Bill Rice Ranch Rd., Murfreesboro, TN 37128



# THE RANCH IS PEOPLE



## The Spirit of Valentine's Day by Jenny Coleman

It's February, and that means it will soon be Valentine's Day, the day we celebrate love and romance. Therefore, in the spirit of Valentine's Day, let us consider all the romances in which the Bill Rice Ranch has played a part. However, because the Ranch has played a part in so many romances over its fifty-five years of existence, we had better narrow our consideration to only the romances of our present, permanent staff who actually met on the Ranch.

We can start with our president, Wil Rice IV, and his wife, Sena. Okay, they did not truly meet at the Ranch if by "meet" one means a formal introduction. Actually, they were married without a formal introduction, but after thirteen years of marriage and three children, it seems they have survived well enough in spite of that omission. It was at the Ranch, though, that they first saw each other, and we will let that qualify. It is not like they remember that first sight, though there definitely was one. For them it was more of a gradual and progressive awareness of each other as they saw each other year after year, Wil as summer staff and Sena as a family camper. Eventually, they came to know each other better while working together as summer

staff counselors. One thing led to another, and the rest, as we say, is history.

Then there are Dale and Pam Stover, Troy and Sara Carlson, Matt and April Downs, and Don and Jennifer Cowart, all of whom met as summer staff counselors. Interestingly, Dale Stover knew nothing about the Ranch and only came at the last minute under the influence of his roommate, the same roommate who wanted him to meet a young lady named Pam. In the case of the Stovers as well as the other three couples, interest was ignited over the summer, and that interest led to courtship, either by summer's end or over the next school year.

Dan and Julie Potter first became familiar with each other when Julie was on permanent staff and Dan was a summer staff counselor. It was not until they both were on permanent staff, however, that they really got to know each other. Little by little, their courtship began; and as it is for all permanent staff who date on the Ranch, it was kind of like courting in a fish bowl.

Next are Michael and Angie Aulgur. Angie was on permanent staff and met Michael for the first time when he came to the Ranch

to consider becoming the Ranch's much-needed cowboy. He must have made quite an impression on her because once he came on staff in May, it only took until January for them to get engaged.

Last but not least, we have Frank and Lindsay Finney, our newlyweds, who still are being forced to endure all the teasing that comes with their status. These two first met when Frank was a summer staff counselor and Lindsay was a camper and a senior in high school. Lindsay would probably agree that Frank took his precious time because he did not begin to pursue her until she was a senior in college and he was out of college and on permanent staff. Ah, but pursue her he finally did, and they were married this past December.

Yes, the spirit of Valentine's Day is definitely alive here on the Ranch. Seeing how often it has prevailed in the past, should we venture to wonder who will succumb to it next?

## BACK AT THE RANCH...



### New York City Evangelistic Trip Report

18 Prayer Station Workers prayed with **hundreds of New Yorkers** and distributed over **20,000 pieces of Gospel literature** in **8 languages**. **45 people** prayed to **receive Christ as Savior** and **2** received assurance of salvation. Please prayerfully consider joining us for the 8th annual trip, **January 5-9, 2009**.



### Recruiting Update

Throughout the fall and winter many decisions have been made by prospective summer staff. Recruiting has gone well. Following is an update of areas in which we still have **needs for this summer** (May 28- August 8):

**Registered Nurse** serve as summer camp nurse.



#### Summer Staff Counselors

Counselors must have two semesters completed in a Ranch-approved Christian college by the start of the summer.

**Lady counselors**—4 positions left  
**Men Counselors**—8 positions left

#### Operational Staff

**Operational Staff Ladies**—Young ladies who are attending Christian college or have been out of high school at least 1 year. Assistant cook, Linen Room, Etc.—6 Positions left.

**Operational Staff Men**—Young men who are attending Christian college and high school age guys 15 and up.

**Dining Hall Staff**—all positions full

**Cowboys**—all positions full

**Maintenance Staff**—all positions full

**Grounds Helper**—1 position left

#### C.O.R.E. Challenging Opportunities Rewarding Experiences

A 5-week program for young men ages 15 and up. They help in the dining hall and in other camp areas.

**C.O.R.E. Session 1**, June 1-July 5

all positions full

**C.O.R.E. Session 2**, July 1-August 2

8 positions left

For application information:  
1-800-253-RICE, ext. 135  
recruitment@billriceranch.org



### Spring 2008 Schedule

**February 22-23**

#### Families on the Move Conference

Maranatha Baptist Church: Glendale, AZ  
Speakers: Dick Mercado, Sr., Wil Rice IV, Troy Carlson

**March 8**

#### Regional Youth Conference

Bible Baptist Church: National City, CA  
Speakers: Wil Rice IV, Troy Carlson

**March 14-15**

#### Men on the Move Conference

Williams Middle School: Williams, AZ  
Speakers: Jim Schettler, Wil Rice IV, Troy Carlson

1-800-253-RICE

[www.billriceranch.org](http://www.billriceranch.org) (click on "West Branch")

**Look for a report on these events in the April-May Branding Iron!**



Bill Rice Ranch, Inc.  
627 Bill Rice Ranch Road  
Murfreesboro, TN 37128-4555



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## Bill Rice Ranch PUBLICATIONS

### Devotions for the Deaf

These 31-day devotional books cover the Proverbs & the books of Galatians, Ephesians, Philippians, Colossians, & Philemon. Each day has a focus passage and an explanation of the meaning of words in that passage. A second format covers the books in an additional 31 days providing two full months of devotional help in each volume. **\$4.00** each.

### Six Classic Sermons by Evangelist Bill Rice

Classic messages of timeless truth and memorable illustrations from the founder, Bill Rice. Often those reminiscing of Bill Rice's preaching remember the very sermon they heard—over 30 years ago! Three volumes; sets includes such messages as "A Fool's Last Night on Earth," "Don't Be a Baby," and "Chasing Snakes." **\$15.00** each.

NOTE: Prices DO NOT include shipping & handling.  
For orders, call **1-800-253-RICE, ext.117**  
or visit our website **www.billriceranch.org**

# STRENGTHEN YOUR FAMILY IN 2008!

## HOMESCHOOL CONFERENCE April 3-5, 2008

Speaker: **Wil Rice IV, Evangelist and homeschool dad**

A great time of **fun, fellowship, and practical help** in home schooling, and competition for homeschool kids. Special programs and activities will be available for all ages. Nurseries will be provided for all services and sessions. *The entire family is encouraged to attend!*

Plus, a Fine Arts Competition will be held for grades 1-12 in vocal, instrumental and Bible or prose reading. Contact us for more contest details. **All contestants must be entered by March 20, 2008.**

## COUPLES RETREAT April 10-12

Speaker: **Bill Rice III, Evangelist**

## FATHER & SON RETREAT May 16-17

Speaker: **Wil Rice IV, Evangelist**



To register or for more information, contact:

1-800-253-RICE • [www.billriceranch.org](http://www.billriceranch.org) • [info@billriceranch.org](mailto:info@billriceranch.org) • 627 Bill Rice Ranch Road, Murfreesboro, TN 37128-4555

## Family Weeks

### Now, Two Weeks to choose from!



Dave Hardy



Larry Obero



Rick Flanders

**Family Week I**  
June 30-July 4

**Family Week II**  
August 3-7



**Wil Rice IV & Bill Rice III  
will speak  
both weeks!**

Looking for a **PERFECT Family Vacation?**  
Come to **Family Week at the Ranch**

A time for fun and spiritual growth bringing your family closer to God and to each other. Don't miss out on this exciting opportunity.

#### Spiritual encouragement:

- ◆ "Family Seminars" addressing specific needs in the home.
- ◆ Excellent Bible preaching each day
- ◆ Beautiful music that will bless and encourage

**Special Activities** include: Trail Rides, Swimming Pool, "Western Day" Rodeo, Family Activities, Hikes, Pony Rides for the little ones, and more!

