

Branding Iron

of the Bill Rice Ranch Murfreesboro, Tennessee



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“Let us not *think* more highly of **OURSELVES** than we ought to think.”



From the President

Is It Great to Be Famous?

by Evangelist Wil Rice IV



I seem to have a knack for spotting famous people. I have seen numerous celebrities in Nashville and abroad, in airports, bookstores, and large public spaces. If I were to pinpoint the moment I first became conscious of this gift, I would probably point to the star I spotted in the Sports Authority in Las Vegas back in May of 1993.

My dad and I were on a road trip celebrating my unlikely graduation from college. We were in the sports superstore to supply ourselves for a trip into the outback of the Arizona Strip country. That’s when I saw him.

The giant who caught my attention was obviously athletic, and had apparently just stepped in from the gym next door. He looked vaguely familiar. Something in the back of my head whispered, “That guy is somebody you know, and he is somebody important!” I tried to verify this hunch against the pictures in my “famous people” database.

Whoever he was, there was a growing realization that I had seen him on television many times before; but standing just steps away, he was out of place, out of script, and out of costume. He looked like a basketball player, so I was about to start flipping through the small file I had on the NBA when suddenly I knew who he was.

He was an all-pro quarterback in the NFL. What happened when we approached him was both comical and to be expected from a celebrity cornered on what was supposed to be a vacation. “Are you _____?” Dad smiled, “I’m Bill Rice, and this is my son, Wil.” The star responded by saying, uh... well, nothing, really!

He glanced with lowered eyes in our general direction, affirmed with a half-hearted nod and grunt that he was the man, and offered a dead fish to my dad who pumped his hand then gave it to me. We told him how much we enjoyed watching him play football, which was true. We told him we hoped he would have a good day. That was true. We told him that we had better get going. That was true, because we were sensing something like the “two minute warning”!

Now don’t get me wrong. The all-pro in question is probably a great guy, but he hadn’t ex-

pected us. We scared him out of the brush like a spotlight on a desert jackrabbit! I do not fault him. After all, he was famous, and we were not.

Would you like to be famous? Perhaps you are too good a Christian to aspire to worldly acclaim. Who cares about sports, the arts, or business success? That wouldn’t be right. Maybe you’d just like to be a Christian celebrity. You would just like to be so skilled at being a Christian that people would have to notice.

That desire, however it may be framed, is based on a flawed perspective of what it means to be great. First of all, becoming a giant or a hero does not mean that you will be happy! I remember pointing to the tragic life of a young star to emphasize this to my young daughter.

“Lauren,” I said, “this girl had lots of money, but having money won’t make you happy. She had lots of fame, but fame won’t make you happy. She was beautiful, but being beautiful won’t make you happy.” Lauren pondered this for a moment and then replied sincerely, “Yes, Daddy, but being ugly won’t make you happy either, will it?”

Like my daughter, we all know of famous but miserable people. Yet sometimes we speak of being great Christians when what we are angling for is to be greatly admired personalities. Being great and being known are not one in the same.

I might add that a dose of realism would help our perspective. While the athlete we met in Vegas was one of the better quarterbacks who has played the game, many reading this wouldn’t even be familiar with him. And yet, the “greatest” or best known Christian you know of would not be half as well known by the public at large.

I want my children to admire, honor, and respect godly people and to follow their good example. That is as it should be! But let us not think more highly of ourselves than we ought to think, because it would be both misguided and naive.

God said through Jeremiah the prophet, “Let

not the wise man glory in his wisdom, neither let the mighty man glory in his might, let not the rich man glory in his riches; But let him that glorieth glory in this, that he understandeth and knoweth me....”

Knowing God is far better than being known by men. Their acclaim is not the most important thing. Ask Jeremiah. And fame is fleeting. Ask any quarterback.



The Marvels of Technology



by *Evangelist Bill Rice III*

Ah, technology. The marvels of modern day science! Don't we live in an amazing day?

I have had an interest in photography since I was a kid. A roommate in college fanned the flames of my interest.

"Film is cheap," he used to say. "Shoot a lot of pictures!"

And I did. Well, if film was cheap a few years ago, digital photography makes it easier and even more economical to take pictures now.

I took a bunch of pictures this summer. In fact, there were almost 300 "pictures" on the digital card in my camera. So I went to a very fancy camera store—it's called Wal-Mart—to have my pictures developed.

After I did so, I was ready to take more pictures, but I could not get the camera to work. I checked to make sure that the card was in the camera properly. It still wouldn't work. I checked the battery, and it was okay. It still wouldn't work. Turned on? Yep, but it would not work.

I was in Colorado at the time. The resident camera whiz at the Ranch is Paul Sallmen. In fact he has a SLR camera just like mine. So, even though I was in Colorado, another marvel of modern technology, the cell phone, put me in touch with Paul in just a matter of seconds.

"Paul," I said, "I just took 279 pictures off my camera, and now it won't work!"

"It should," he answered.

"Well, it doesn't." And even after several suggested remedies on the cell phone I still could not get my SLR camera to work.

Disgusting? Was it ever! Here I had a good camera, one of the finest some would argue, but it was not working.

"You sure it's on," Paul asked.

"What does this guy think I am, a dunce?" I thought to myself. I know Paul well. He is really a nice guy, but it bothered me that he would suggest that I might have done something as dumb as not turning my digital camera on.

After another 45 seconds of questions and answers via my cell phone, I found the problem. Now you may not understand all of the technical reasons for the problem. I mean, it may be that you have not been taking pictures since college as I have. I will state the problem in "layman" terms and trust you to grasp it.

My lens cap was still on. I reached down, took off the lens cap and moved back into the age of technological marvels! I told Paul about the "problem."

"We don't need to be telling anyone about this, Paul," I said on the phone.

"I'm sworn to secrecy," he said.

I felt a little better until Mary said simply, "Well, I'm not!"

The camera had worked well; unfortunately, I did not!

It was just a quiet reminder that the greatest needs in our day and time have to do with people, not things. I have friends who fix cars, plumbing, computers and even cameras. But the Lord Jesus came to fix people. The Bill Rice Ranch is involved in helping people get fixed. I hope you are too.

Ranch evangelists are conducting services, revival meetings and conferences in nineteen states from Alaska to Florida this fall.

Go to www.billriceranch.org and click on Revival Ministries to view itineraries



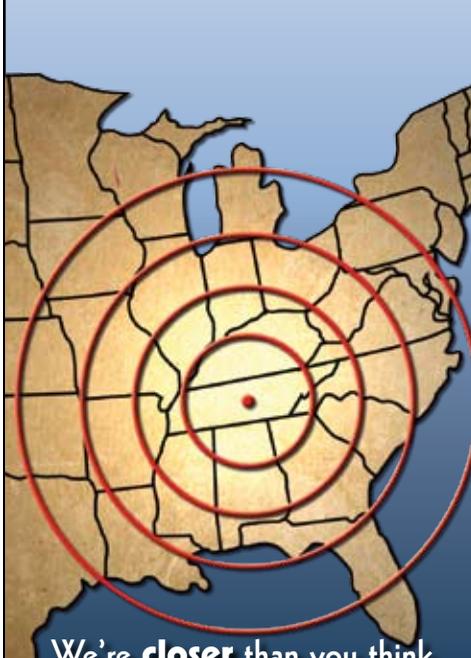
and listen to sample sermons.

Come see us in your state this fall!

Get away to a **Couples Retreat at the Ranch** and enjoy...

- ✓ Time together
- ✓ Delicious meals
- ✓ Practical Bible messages
- ✓ Fresh, Christ-honoring music
- ✓ Fellowship with others
- ✓ A relaxed atmosphere
- ✓ A beautiful, private deluxe room
- ✓ Horse rides
- ✓ Leisurely hikes
- ✓ And a change of pace

All of which will renew your spirit and strengthen your marriage!



We're **closer** than you think.

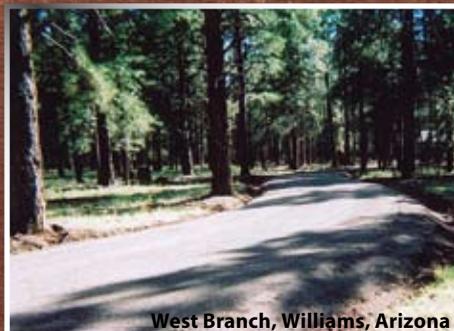


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West Branch, Williams, Arizona

ROAD MAINTENANCE PROJECT

Projects are continually coming up at the Ranch, and fall is a wonderful time to work on them. While several projects will be undertaken in Tennessee in the coming months, there are also projects taking place in **Arizona at West Branch**. As we await major construction to resume, we have the **need to maintain what we have already accomplished**. One such project this fall is the maintenance of our large cinder road. The cost of this maintenance project is **\$600**. The project needs to be completed before winter and is in the scheduling process now. **Your gift would make a difference this month**. To help provide for this project, please send your gift to the Ranch and mark it **"West Branch road."**

THE RANCH IS PEOPLE



A Picture is Worth 500 Words by Jake Griffith

Recently, a photo of twenty-two campers standing at Cowboy Town Square caught my attention. The sign hanging in the background said, "1993." Surprisingly, most of the faces in the photo looked familiar, but one face in particular jumped out at me. On the second row was a teenage boy who now works on permanent staff! I wondered if fifteen years earlier, this particular person had any idea that he would be working full-time at the Bill Rice Ranch.

Coming as a camper can give a unique perspective on working here full-time. Over twenty current permanent staff have attended the Ranch as campers. Some came as junior campers; others came as teens. Some came with churches as church counselors, while others came with their families to Family Week. One person had even been a camper at West Branch! Ask any one of these staff members, and you might hear memories of the Archery Range, of riding a horse for the first time, or of competition in the sports tournaments and music contests.

Not everyone comes to the Ranch as a junior or teen camper. In the case of Bruce and Anne

Ford, they first came to a Couples Retreat. Anne begged her husband to come, and although initially opposed to the idea, Bruce came and liked it so much that he just kept



coming back! The Fords soon decided to make Family Weeks at the Ranch an annual event. One summer, Bruce, Anne, and their two children came to the Ranch and didn't leave! Bruce learned of the Ranch's need for a full-time maintenance supervisor; and he was qualified, willing, and familiar with the place!

The Fords moved from Illinois to the Bill Rice Ranch in 2003, and Bruce now heads up the maintenance operations of the Ranch.

Nathan Reeves knows the difference a week of camp can make in a teenager's life. He came to Youth Weeks as a teenager, but the summer before his senior year was particularly special. God worked in his heart during the preaching, and he recalls, "It completely changed my senior year!" That summer later influenced him to spend a summer working at the Ranch. What better place to work than where he had been helped! After graduating from Christian college, Nathan returned full-time as Administrator of the Bill Rice Christian Academy.

Remember that photo of the group at Cowboy Town? It hangs in my Ranch office. The familiar faces are my church youth group. That guy on the second row? You guessed it—that young boy is me! Like Nathan, I came to the Ranch as a teen camper, and I remember specific sermons I heard and decisions I made at camp. One "step" the Lord ordered was returning each summer during college to serve on summer staff, and eventually the next "step" was coming on permanent staff!

This past summer marked my ninth summer on staff at the Ranch. Next to that 1993 picture, I have a staff photo from this summer. Who would have known that fifteen years later I would be standing on the second row again!

BACK AT THE RANCH...

Retreats and School Keep Things Hopping!

This fall has already been busy as we held **five retreats in consecutive weeks** at the Ranch. At the same time, two events were held out West as a part of **West Branch on the Move**. We especially praise the Lord for the **23 who trusted Christ as Savior** during the two elementary retreats.



The sixteenth year of **Bill Rice Christian Academy** is well underway. The academy serves the staff children on the Ranch as well as local students from K-6th grade. Along with providing a quality, Christian-based education, the academy also strives to see young lives trust Christ as Savior. We are grateful to have already seen **9 students receive Christ as their Savior** this fall through Bible classes and daily interaction.



Needs at the Ranch

Thank you to our friends at Buffalo Ridge Baptist Church in Gray, TN who gave us a bus which is a big upgrade from our old one!

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

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

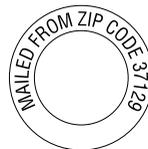
Ranch events across the country this month:

- Men's Retreat (*Bill Rice Ranch*) Oct. 2-4 Rick Flanders, Wil Rice IV, Bill Rice III
- **Deaf on the Move** Rally (*Seattle, WA*) Oct. 4 Nathan McConnell
- Ladies Retreat (*Bill Rice Ranch*) Oct. 9-11 Toni Flanders, Mary Rice, Wil & Sena Rice
- **Families on the Move** Conference (*Santa Maria, CA*) Oct. 17-18 Bill Rice III, Troy Carlson
- **Men on the Move** Conference (*Fort Collins, CO*) Oct. 24-25 Jim Schettler, Bill Rice III, Troy Carlson, Jeff Redlin





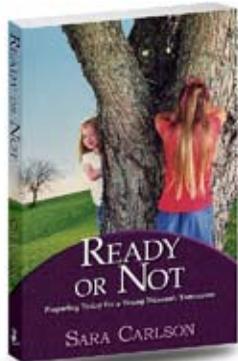
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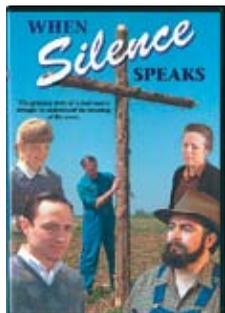
Bill Rice Ranch PUBLICATIONS



Ready or Not:

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Provides helpful instruction for teen girls and young adult ladies as they prepare for the future. Also an excellent resource for parents and youth pastors. 286 pages. \$14.00



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or visit our website www.billriceranch.org

Plan Ahead for a Great Week NEXT SUMMER

SCHEDULE

- June 7-12 **Junior I** (Ranch Evangelists)
Youth I (Carlson, Cook)
Deaf Week I (R. Rice, Snare)
- June 14-19 **Junior II** (Ranch Evangelists)
Youth II (Miller, Stone)
Deaf Week II (R. Rice, Snare)
- June 21-26 **Junior III** (Ranch Evangelists)
Youth III (Thompson, Reilly)
Deaf Week III (R. Rice, Snare)
- June 29-July 3 **Junior IV** (Ranch Evangelists)
Family Week I (Flanders, Smith)
- July 5-10 **Junior V** (Ranch Evangelists)
Youth IV (Carlson, Redlin)
Deaf Week IV (R. Rice, Snare)
- July 12-17 **Junior VI** (Ranch Evangelists)
Youth V (Downs, Goetsch, Jr.)
Deaf Week V (R. Rice, Snare)
- July 19-23 **Deaf Adult Conference**
Sign Language School
Family Week II (Hardy, Miller)
- July 26-31 **Junior VII** (Ranch Evangelists)
Youth VI (Coyle, Goetsch)
Deaf Week VI (R. Rice, Snare)



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