



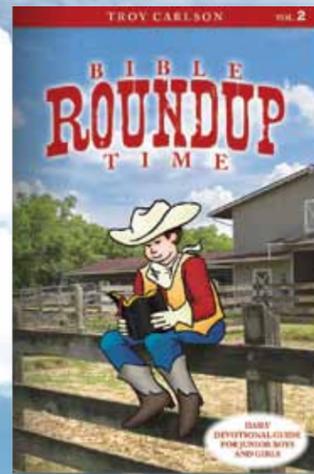
Bill Rice Ranch, Inc.
627 Bill Rice Ranch Road
Murfreesboro, TN 37128-4555

Return Service Requested



NONPROFIT ORG.
U. S. POSTAGE PAID
Murfreesboro, TN 37129
PERMIT #200

Bill Rice Ranch PUBLICATIONS



BIBLE ROUNDUP TIME, Volume 2 is our newest daily devotional guide for junior boys and girls. It will encourage your child in the good habit of daily Bible reading. Contains six months of devotions. An excellent resource for children's ministry workers! **\$6**

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



February–March 2011, Vol. 50—No. 1

www.billriceranch.org



Inside this issue

Bowls and Games
by Evangelist Bill Rice III

Back at the Ranch
People Saved in Year's First Week

The Ranch is People
The Way to a Camper's Heart
by Susanna Flanders



From the President

What True Love Costs

by Evangelist Wil Rice IV

Authentic love always costs something to the person giving it, and I am here to tell you that it costs more now than it did when I married my lovely wife sixteen years ago! I remember looking for engagement rings back then, a completely new experience for me. I spent more than I ever had on a ring before; but then, I had never spent anything on a ring before, except for the kind that comes in a Cracker Jack box!

They say that "diamonds are forever," but that is only true if you keep track of them. Two years ago, Sena lost the ring I had given her upon our engagement. That made me feel bad, and that made me feel good. I felt bad because we had lost a very special ring. I felt good because I am usually the one who always loses things; and I felt somewhat justified for all the keys, pens, papers and passwords I have managed to make disappear throughout our marriage!

After an extensive search, we purchased a new wedding ring in December. Every time I walked into a jewelry store, I felt like a young suitor again. It was great! But when we saw the prices of the rings, Sena and I were reminded of our age. Rings cost more now than they did the first time! Anything of value costs something. Love certainly does.

In I John 3:16-18, the Bible says, "Hereby perceive we the love of God, because he laid down his life for us: and we ought to lay down our lives for the brethren. But whoso hath this world's good, and seeth his brother have need, and shutteth up his bowels of compassion from him, how dwelleth the love of God in Him? My little children, let us not love in word, neither in tongue; but in deed and in truth." Talk is cheap; love is not.

God's love for us cost the Father His Son! This same love cost Christ Himself! Marriage is a picture of the love which cost the Lord so much. Ephesians 5:25 says, "Husbands, love your wives, even as Christ also loved the church, and gave himself for it." God the Son gave Himself. All other gifts we receive from Heaven come because of that.

In the end, love is not like a diamond. It is not static. It is not hard. Without work and without giving, love is not forever. Yes, like anything that we wish to see live and grow, love must be cultivated. Love costs something. The question is not, "What is love giving you?" but rather, "What does love cost you?"



Would you like to improve your marriage and strengthen your home?

Why not consider attending a **Ranch Regional Family Conference**? If you are in the area of Dayton, Ohio, you may be interested to know that we will hold one in **West Carrollton, Ohio, on April 8-9, 2011**. We are privileged to partner with the Bethel Baptist Church there. Please call us for details.

All-Day Teen Event

DAY OF CHAMPIONS

★ APRIL 2 ★

- Tournaments
- Activities
- Preaching
- Fellowship



Speaker:
**Evangelist
Matt Downs**

Cost: \$18
includes lunch &



Tournaments in:
Co-ed Volleyball, 3 on 3 Basketball, Putt-putt Golf, Torpedo Ball, and More!
Also enjoy Cowboy Town and exciting activities throughout the day!

An all-day teen activity your youth group will not want to miss!

Father & Son ADVENTURE

A weekend that can make a difference!
May 13-14

Speaker: Evangelist Wil Rice IV

Cost: \$45 for father and one son;
\$20 for each additional son

Age: First grade and above



For more details and to register go to **billriceranch.org**



or call **1.800.253.RICE** Make your plans now—register today!



Bowls and Games

by Evangelist Bill Rice III

When you read this, college football will be a distant memory. In fact, for some, the memory of college football may be non-existent. Well, no matter your name or station in life, I want to talk about college football and I want you to listen, because I am on a crusade – sort of.

American college football needs a play-off system to determine the national champion. Now I have your attention, right? Okay, maybe you are still a little bored but stay with me for just a few minutes, and you will be as riled as a cat in a dog pound.

Here is the deal: in college football you have all of these teams – hundreds of them – that play football representing a – well, a college. Experts get together via a poll to decide which two teams will play in a game for the championship. The experts don't agree, of course, so a "consensus" is taken and the two chosen winners play. What's wrong with that? you may ask. Well, if you can play a game to decide who is best – the championship – why can't you play games to decide who is best to play in the game to decide who is best? Confusing? Okay, we're getting somewhere.

Let me see if I can make this simple.

Football is a sport. In sports, different teams compete to see which is best. The winner in any contest is deemed the winner because he won! You don't have experts vote to say who wins; you have teams play to see who wins! So why not a *play-off* system? The logical question would be, why don't we have one?

Money!

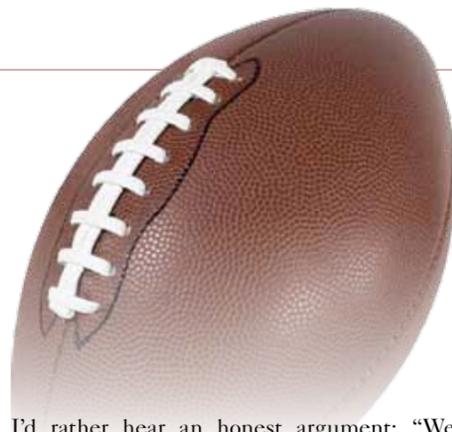
There, I said it. There is a ton of money to be made when colleges play in Bowl Games in December and January. Bowl Games are *fine*. Money is *fine*. The whole Bowl system is *fine*, but a play-off system would be *great* because it would determine (through competition, not votes) the champion in college ranks.

Everybody knows this, but the Bowl system persists with spurious arguments to support it. Here are a couple I've heard:

"Play-offs don't always work because the best team doesn't always win." What! This is an example of the "experts" speaking.

"The players would have to play too many games." What? Could it be said that we have too many Bowls?

"We would give up tradition." Huh? Personally, I'm all for it.



I'd rather hear an honest argument: "We can't go to a play-off system 'cause we'd lose money." I'd love to hear that.

Don't you get tired of hearing spurious arguments from people who avoid honesty? Well, I suppose we can expect it from the world, but we shouldn't hear insincere arguments from Christians.

"Can't make it to church Sunday night 'cause I go to work Monday at 6:00."

"I would give more to the Lord's work, but this economy!"

"Witness? Sure I would, but I don't have the gift."

"...but let your yea be yea; and your nay, nay..." In other words, tell the truth, Christian, even if it means losing money or a championship.

PROJECTS The year is just starting, but already several projects are underway. The Administration Building painting project has been completed! Funds are coming in for the Stoutenborough Chapel, though more funds are needed. This new chapel is exactly what we need for numerous smaller sessions throughout the year. West Branch construction may restart soon. Because we had a huge breakthrough on our sanitation options, we are now in the final stages of getting our engineering plans approved.



THE RANCH IS PEOPLE

The Way to a Camper's Heart by Susanna Flanders

Ah! The setting is perfect for a romantic dinner by candlelight. The candle glow reveals a beautifully decorated table with glassware and intricately folded napkins. The aroma of twice-baked potatoes, cheesy vegetables, rolls, and savory rotisserie chicken fills your nostrils— your mouth starts to water. You enjoy each bite of your dinner and then force yourself to make room for a rich slice of cheesecake, a decision you don't regret. Not too shabby for camp food! Camp food!? Believe it or not, this meal was served at our Friday evening banquet during the recent Conference on Marriage and the Home. The head cook at the Ranch, Tim Schwanke, makes sure that every meal served here satisfies the hungriest of campers.

Tim's journey to head cook started when he was a teenager. His first summer, he came to serve in the CORE program working in the Dining Hall. And the rest is history, as they say! Interestingly, Tim did not set out to be a cook. He simply followed the Lord's leading step by step, and God used his love for cooking to meet a definite need here. Anyone who is here very long will appreciate his skill and creativity.

A surprising amount of thought and planning goes into every meal that is enjoyed by retreat or summer campers. Tim's food choices are driven by the desire to have something for everyone at each meal. For instance, at breakfast you might choose from a hearty breakfast cas-

serole, sweet white chocolate raspberry scones, biscuits and gravy, or a variety of brand name cereals—even the pickiest of eaters will not go hungry. To make each meal a medley of great choices, Tim attends food shows in the fall and spring, meets weekly with sales representatives, studies various cookbooks, and continually tries new recipes.

Once the menu is set, the real work begins! In the summer, the kitchen opens bright and early at 5:15 am. A tight-knit kitchen crew made up of summer staff volunteers works tirelessly under Tim's direction to prepare, cook, serve, and clean each meal. Anyone who ventures to peek into the kitchen will see lots of hard work in process! Everyone has a job, and all jobs are important. But this hard work does not dampen the spirits at all. Many times, you will hear loud singing coming from the kitchen or see "superheroes" clad with towel "capas" serving junior campers their food! Every meal is served on time, and campers are constantly surprised by the food quality and selection. Once the final dish is washed, the kitchen finally closes around 7:30 pm. Whew!

Weekly inventory and ordering result in four delivery trucks carrying food and ingredients; the food is stored in two walk-in freezers, one walk-in cooler, and two storage rooms. Some weeks last summer had Tim and the food service crew serving over 800 people each meal. And you thought Thanksgiving dinner was hectic? Try serving over 250 pounds of turkey for one meal! That chocolate chip cookie you ate at lunch? Campers consume 1,200 of them at one meal without even blinking. Yes, early mornings and long hours are a must.

The reward for all of this work is unmatched food quality producing satisfied, happy campers. But that is only the small picture; the big picture is even more rewarding. You see, having good food improves the camp experience and, ultimately, helps the campers maintain a good attitude as they go into the preaching services. The ultimate goal is to see lives changed through the preaching of the Word; and Tim knows that the food service plays an important supportive role. In those early morning hours, at the start of each busy summer day, Tim and his cooks will gather for prayer, lifting up the campers before the Lord. After all, reaching the hearts of the campers is what it's all about.



BACK AT THE RANCH...

People Saved in Year's First Week The 10th Anniversary New York City Evangelistic Trip was held January 3-7 with 33 team members and 18 local workers participating and **63 people trusting Christ as Savior**. In the ten years of ministry there, 689 have been saved! **Pray about joining us next year, January 9-13, 2012!**



Training Deaf Workers The January Sign Language School at the Bill Rice Ranch was held January 17-22 with local residents attending. The purpose of this event was to support our own local churches in reaching the Deaf of our communities. A local church Sign Language School will be held in Lafayette, Indiana, in February. Our annual Sign Language School and Interpreter's Seminar will be held July 31-August 4. Visit www.billriceranch.org for more information.



Someone Call a Nurse!

We need someone with medical expertise (RN, Paramedic, PA, etc.) to serve as our camp nurse this summer. Responsibilities include supervising our First Aid Station with several college-aged first aid assistants.

Here's how three former summer camp nurses have described their experiences:

"Camp nursing gave me the opportunity to interact with people of all ages, from the toddlers and grandparents during Family Week to the juniors and teenagers."

"So many campers bring needed prescription medications to camp. Having a professional on staff to take care of that allows parents and church counselors to focus on why they are at camp—to minister to their campers."

"The Ranch is a wonderful place to be—lasting friendships are formed, spiritual refreshment is received, and children's lives are transformed."

If you or someone you know might be interested in filling this vital position for next summer, please contact the Bill Rice Ranch Recruiting Department by emailing recruitment@billriceranch.org or calling (615) 893-2767, ext. 135.

What YOU Have Done!

Since the fall of 2003, we have included in each *Branding Iron* a list of items needed at the Ranch and West Branch. You, our friends, have been so generous to donate many of these items and others or provide the money to purchase an item. Day in and day out your contributions have made our work easier and more fruitful.

Thank you!

- Bus
- Compound miter saw
- Hay
- Jackhammer
- Leather sewing machine
- Manure spreader
- Metal chop saw
- Mig welder
- Passenger vans (2)
- Portable arc welder
- Refrigerated salad bar
- Sheet metal brake
- Small lathe
- Wood surface planer



Needs at the Ranch

- Portable 125 CFM air compressor
- Rock Drill
- Small Sized Self-propelled Road Grader (for upkeep of road at West Branch)
- Digital SLR camera & external flash

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

2011

SUMMER SCHEDULE

- June 12-17 **JuFULL I** (Ranch Evangelists)
YoFULL I (Coyle, Schettler, Ingram)
Deaf I (R. Rice, Snare)
- June 20-24 **Day Camp**
- June 26-July 1 **JuFULL II** (Ranch Evangelists)
Youth II (Carlson, Cook, Redlin)
Deaf II (R. Rice, Snare)
- July 3-7 **Junior III** (Ranch Evangelists)
Family I (Mercado, Edwards)
- July 10-15 **Junior IV** (Ranch Evangelists)
Youth III (Miller, Reilly, Gaddis)
Deaf III (R. Rice, Snare)
- July 17-22 **Junior V** (Ranch Evangelists)
Youth IV (Thompson, Goetsch Jr.)
Deaf IV (R. Rice, Snare)
- July 24-29 **Junior VI** (Ranch Evangelists)
Youth V (Downs, Beal, Goetsch Jr.)
Deaf V (R. Rice, Snare)
- July 31-Aug. 4 **Deaf Adult Conference**
Sign Language School
Family II (D. Hardy, R. Miller)

Space is limited—register early!