



*From the President*

## He Must Increase

*by Evangelist Wil Rice IV*

This morning I read a splendid email from a lady who was saved as a twelve-year-old camper more than fifty years ago this week. She remembers vividly the service and the speaker whom God used to convince her of her need and the Lord's provision. She is now thousands of miles from here, winning and training others!

Interestingly enough, I have talked to many a former camper who made a life-changing decision years ago on the Ranch but cannot recall who the preacher was during their week of camp. While their life was gripped by a Bible truth, they can't remember the man who preached it. Is this wrong? It certainly isn't unusual!

John the Baptist knew what it was to be forgotten, and he was okay with that! When Jesus began to rise to prominence in Judea, John's disciples grew jealous. Perhaps they felt a little aggravated that John himself was the cause for many to be leaving John and going to Christ. "You are the one who keeps talking about Him!" they seemed to lament.

It is easy to be more concerned about who knows us than about who knows Jesus. But whoever we are and whatever we have done, our greatest accomplishments are not the ones other people see; they are the ones that help others see Jesus.

When John the Baptist's disciples became concerned that people were beginning to pay more attention to Jesus than to John, the Baptist replied, "*He must increase, but I must decrease.*"

John realized that he was not the Light of the world, but rather one who pointed people to that Light. When we "let our light shine," others should be impressed with how glorious Christ is and not with how bright we are. *He must increase.*

Perhaps today you are a little discouraged that others do not seem to notice your service to Christ or remember your name. Maybe they are following or applauding someone else. It could be that they are going on with Christ, but they have forgotten you. Remember that *He must increase.*

John did not focus on building his ministry; he focused on fulfilling it. Acts 13:25 reminds us that "John fulfilled his course." It did not bring him to prominence; it brought Jesus to light. John told his jealous disciples, "My joy therefore is fulfilled." Success for John meant that his star would fade, eclipsed by God's Son. *He must increase.*

We are looking forward to a significant summer in 2014, even as we reflect on God's goodness to us in this past summer. What must happen in 2014 if the summer is to be a success? Who must campers remember in another fifty years? Who must grow in the hearts and minds of campers? *Jesus Christ must increase.*

Next summer, a banner will hang in each of the three auditoriums here on the Ranch. On them will be the words of John regarding Jesus Christ. They are John's confession and our goal: *He must increase!*



### Inside this issue

#### In the Middle

*by Evangelist Bill Rice III*

#### Back at the Ranch A Spectacular 60th Anniversary!

#### From West Branch

*by Evangelist Troy Carlson*

*“Our greatest accomplishments  
are the ones that help others see  
JESUS.”*

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# HE MUST INCREASE

JOHN 3:30







## In the Middle

by Evangelist Bill Rice III

The picture is of a nineteen-year-old cowboy standing by a horse named Goodfellow. The cowboy's chaps and worn boots are testimony to the fact that he came from Texas and not Hollywood. The ranch, on which the photograph was taken, was in West Texas and the year was 1931. The cowboy's name was Bill, just like his cowboy/ businessman/ state senator father. His dad went by the name Will, however. So would his yet-to-be-born grandson.

Twenty-two years later this Bill, now an evangelist, would begin a revival ministry on his own nine hundred acre ranch in Middle Tennessee. Will, Bill, and his grandson Wil all have the same name – William Henry Rice. The original William Henry was senior, of course. The second William was junior, though he never used that designation, and Wil – note the one

“L”—is the fourth. You might have guessed that there is a fifth Bill Rice now. He is thirteen and goes by the name “Wilson.” There are two Bill Rices before me and two after me.

I am in the middle!

And that is a great place to be. I did not establish the Bill Rice Ranch, and I do not lead it now. Dad was responsible for the former, and Wil is for the latter. However, being in the middle, I can see both ways – I can see two Bill Rices, and the view is grand.

Actually, the view is pretty much the same no matter which direction I look. For example, last night I heard Wil close a service here on the Ranch by publicly saying, “Teenager, one of the great things about camp is that the invitation does not end with the service. No matter where you are at camp, you are not far from someone who is ready and willing to help.”

I have heard Dad say that.

In leading a meeting for counselors from churches which have brought young people this week, Wil

asked, “How many still have lost teens in your group this week? Here we believe that every lost young person at camp can be saved – and we believe they should be!”

I have heard Dad say that as well.

Yesterday 165 young people responded in the invitations here to meet with counselors. Thus far this week we have had 35 young people saved! You know, we had days and weeks like this when Dad was here!

In these sixty years there have been changes here on the Ranch, but it is sometimes hard for me to see that. Haven't we always had air conditioning? (I sometimes think.) And haven't we always had hot water? Hasn't Cowboy Town always been here? Well the answer is no, no, and no. Many things have changed here on the Ranch. However, from my vantage point it can be difficult to see that. Somehow, when I look around or back over my shoulder, I am more likely to see the eternal principles that are guiding this ministry. I see them in the character, determination, and vision of Will, Bill, and Wil.



Will Rice



Bill Rice



Bill Rice III



Wil Rice IV



Wilson Rice

## BACK AT THE RANCH...

### A Spectacular 60th Anniversary!

It seems impossible that we are already looking back on our 2013 summer season. Our 116 summer staff members were a wonderful blessing, serving tirelessly with positive, thankful attitudes. Several of our summer staff had never been here before. Others had come as campers and were familiar with our summer program. The Lord knew the exact blend of servants we would need this summer to fulfill His work. We are thankful for the unified, godly group of staff He sent our way.

**Day Camp** From June 17-21, we hosted our fourth annual evangelistic Day Camp for children who live in our local area. Each year, Day Camp has seen steady growth; and for the second year in a row, we were filled to capacity and even had a waiting list! This summer, over half of our day campers were brand new to the Ranch. What an enthusiastic, responsive group we had this year! Yes, this week has quickly become a highlight of the summer for us, and we have come to appreciate the avenue of outreach this has given us with our neighbors.

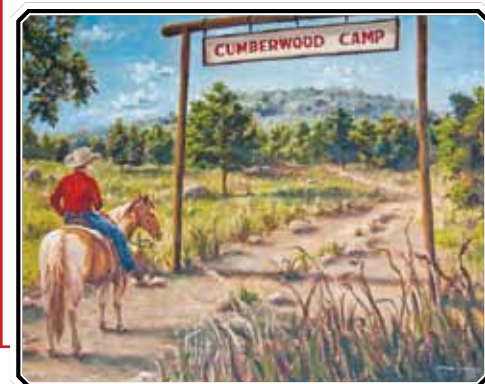


**Family Camp** Almost 800 attended our two weeks of Family Camp this summer, and both of these weeks proved to be refreshing times of fellowship for both the staff and the families alike. One cannot put a price on the helpful preaching of Jim Cook, Jim Schettler, Richard Coyle, Dave Hardy, and Bill Rice III. That in itself made these weeks “worth it.” The rodeo, the games, the hikes, the food, the pony rides, the swimming, and the cookouts were all just the icing on the cake!



**Evangelist Wil Rice IV** has now led the ministries of the Ranch for ten years. Can you believe that? We can't either! The staff wanted to honor Brother Wil this summer for his ten years of service, and so in both Family Weeks, there was a brief time in a service where staff and guests all paused to reflect on what God has done through Brother Wil in these ten years.

The staff and friends presented Brother Wil with a painting (pictured below) by Brenda Godbey. The title of the painting is *If It Were Easy*. The title reflects on a statement the Founder used to make, “If it were easy, everybody would be doing it!” Brother Wil loves it.



### Needs at the Ranch

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 Jake Griffith, 615-893-2767, ext. 114 or [jgriffith@billriceranch.org](mailto:jgriffith@billriceranch.org)

- **Pneumatic rock drill**
- **6 foot T-posts** (new or used, up to 50)
- **Digital SLR camera & external flash**
- **Five to seven Quarter-type horses 4-12 years old** (preferably well-trained)



# FROM West Branch *by Evangelist Troy Carlson*

## God's timing is always best

"SWA Flt 2038 on June 8 from BNA has changed. New estimated departure is 2:20pm." This was the text my wife received as we were pulling into the terminal. She and my kids were flying back to Arizona for a week in the middle of a four month stint helping at the Ranch in Tennessee. I dropped them off hoping that they would be able to catch an earlier flight. After reaching the gate, she texted me, informing me that their plane was grounded in New York due to maintenance issues. There were no other options but to wait the seven hours for a new plane. My thought, as I pictured them sitting in the airport was, "Uggggh."

Delays are no fun. It is hard to be patient. But often there are positive results that come from delays. In the case of my family's flight, they each received a \$200 voucher toward a future flight. That was a bonus for sure! As they sat in the gate area, I received a text from Sara saying she was enjoying a Frappuccino. That's not all that bad. And, of course, the advantage of flying across the country in a fully functional plane as opposed to one in jeopardy of falling out of the sky was definitely worth the wait!

God's timing is always best, even when that timing seems like a delay to us. It has been over two thousand years since Jesus promised His followers that He would come again. And today, we are still waiting. Now that is a long delay!

Why has the Lord made us wait so long? Well, of course, we could never know all the answers. But consider where you would be if the rapture had taken place twenty, thirty, or fifty years ago. Would you have been ready to go with Him? Perhaps part of His delay has been for your advantage. It certainly has been advantageous to the 224 teen, junior, deaf, and day campers who have been saved here at the Ranch this summer. Now that has been worth the wait!



When it comes to West Branch, we have done our fair share of waiting too. "What's the hold-up?" or "When will West Branch ever be done?" are questions that I am often asked concerning the development of our camp property. While I often try to answer these questions on a human level, and while I am optimistic that we will be ready to open sooner as opposed to later, the answer really is this: "It's God's timing." Why has He chosen to have the development take longer than we ever anticipated? I do not fully know, but I do know of some positive results from our waiting.

In the past seven years of our **West Branch on the Move** ministry, we have conducted forty-three events for teens, men, ladies, families, and deaf people in four states. This has multiplied our opportunities to help people and allowed us to serve churches we had no contact with before. Also, our Arizona Youth Challenge encourages teenagers to stay faithful in their churches throughout the summer. Among other achievements, these teens in four summers have collectively brought 921 guests to church! With no summer camps going on out West, our family has been plugged into the summer program in Tennessee. I am confident the Lord has used this to sharpen us in preparation for camps beginning again in Arizona.

Has there been a delay in your life? It is easy to become disillusioned as we sit in the "airport gate area" of life. Instead of focusing on the delay, why not take a look at your \$200 voucher and smile? And then go get a Frappuccino!

## A Growing Ranch Ministry *by Nathan Reeves*

In a nutshell, Bill Rice Christian Academy is a microcosm locally for what the Bill Rice Ranch does nationally. As a ministry of the Ranch, BRCA obviously has the same philosophy but applied in the form of a Christian elementary school. The Academy's focus on developing knowledge and character has opened the door for dozens to be saved throughout the years. The ministry the Ranch has in the summer is continued during the school year by the Academy.

God has been leading and continues to lead our school down a path of growth and excitement. Over the last ten years, our enrollment has more than tripled! Obviously, it is not possible to sustain that kind of growth even over the next five years in our current facilities. We need more space! We also plan to add grades 7-12 over the next several years, beginning with 7th grade next year.

So in order to help more young people and add upper grades at the same time, something has to happen. And actually, it has already begun! For three years we have been exploring our options for a new school building and have come to some definite conclusions that, with God's help (and yours), will provide the needed space to continue our growth.

Not only will this new K-12 building be used to minister to local young people during the school year, but also it will be used during our summer camps. Being on the campground proper, the building will provide needed classrooms, meeting space, and staff nurseries. Best of all, it will also provide a new auditorium for the deaf campers!

**Will you consider helping us with this large endeavor?** Please pray for information, favor, and funds. We need the right information in order to make wise decisions; we need favor with people as we work towards permits, etc.; and we need funds to supplement tuition and fundraisers. Please also consider helping financially so that even more young people can experience the Ranch year-round.

More information and donation opportunities can be found at **BRCAmustangs.org.**

**87 students**  
in fall semester at  
Bill Rice Christian  
Academy!



## Calendar OF EVENTS

### SEASONAL RETREATS

Elementary Retreat 2.....	<b>Sept. 6-7</b>
Junior High Retreat .....	<b>Sept. 16-18</b>
Ladies' Retreat .....	<b>Oct. 10-12</b>
Men's Challenge .....	<b>Nov. 1-2</b>
Conference on Marriage & the Home .....	<b>Dec. 5-7</b>

### REGIONAL EVENTS

Youth Conference Peoria, AZ .....	<b>Sept. 7</b>
Men on the Move Fort Collins, CO .....	<b>Oct. 4-5</b>

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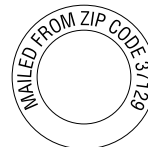
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CD recording offers a variety of fresh and uplifting music from this summer. Receive 18 encouraging selections to enjoy every day throughout the year. Makes a great gift!

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a time to Ladies' Retreat

# Reflect

October 10-12 Cost: \$90

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- ♥ Encouraging Fellowship
- ♥ Delicious Meals
- ♥ Country Craft Fair



Guest Speaker:  
**Wanda Stewart**  
Pastor's Wife

Host Speakers:  
Mary Rice, Wil & Sena Rice

# MEN'S CHALLENGE

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**Jim Cook,**  
Evangelist

**TARGET CHALLENGE** —Shoot to win prizes on Friday afternoon

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Cost: \$200 per couple (includes meals & lodging)

CONFERENCE SPEAKERS:  
Evangelist **Bill Rice III**  
Evangelist **Wil Rice IV**



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