



*From the President*

## What Will Last?

*by Evangelist Wil Rice IV*

It was a gorgeous, almost-spring Saturday afternoon on the Ranch

when Michael, Wilson, and I rode out of a large pasture and into the shade of cedars and hickories. I have been riding the Ranch my entire life, but I was about to see something I had never seen before. The crazy thing is, it had been here the entire time! In fact, it had probably been here a hundred years before I began living on the Ranch.

There, by the scrub brush and hidden by the years, was a low-lying stone wall, shortened by the soil that had washed around it over the decades. It was like others I have seen on the Ranch; there are quite a few pioneer relics around here, if you know where to look. But I hadn't known where to look!

The wall seemed to grow out of the earth and trailed off into the woods towards Altar Mountain. The most striking aspect of the old stone wall was what lay just beyond it: a sprawling patch of daffodils. In Tennessee, daffodils bloom in March and announce the coming of spring. They also frequently indicate that people once occupied the space.

On our ride back to the barn that afternoon, I commented on how many people have lived on the place we now call the Ranch, the place I now call home. How many generations of natives, pioneers, and farmers had come and gone before we got here? These people were real, though they lived in a world we would not recognize. They built homes, planted food, and raised children. Then they melted back into the dust from which they came.

My thoughts inevitably turned to what people will find of me, of my neighbors, and of the Ranch in one hundred years. Anyone who is paying attention knows that no generation lives

eternally on this earth. One day, each of us will be as obscure as the ancients; but any of us can leave a mark, and all of us should.

So, what will last? What can change, what should change, and what will most surely change with the passing of time? What is it that we have dreamed, planted, and built into existence that will weather the years and best represent what our time here meant?

These questions are important to me because we are busy here every day! As I drove down to the office from the campground ten minutes ago, I saw men painting and others putting on a new roof. A half-mile down the Ranch drive, others are tearing off another old roof. In the office, teachers are planning, others are on the phone, and everyone is in a state of activity we call "busy." And while "busy" is not necessarily the same as "significant," I can honestly say that in each of these cases, I do believe that it is.

When deaf campers come to the Ranch this summer, they will be "hearing" and seeing the gospel in a completely renovated Roberson Auditorium. It still smells new! This renovation is the result of friends who gave generously and of those here who worked diligently.

It represents the many things we have "dreamed, planted, and built" this year.

But here is the important thing: long after a metal detector becomes the only way to find the rotting ruins of what is now a beautiful "new" facility, there will be people in Heaven because of the kind of investment the Roberson Auditorium represents. This kind of "labor is not in vain in the Lord"! All the work of this past year and of this coming summer is important, not because it is merely beautiful now, but because it is eternal. For every hour and dollar that has gone into the Ranch this year, people are laying up something in heaven that will not rust, rot, or be stolen. The time we have spent has eternal significance, and that brings a certain warmth that should be the companion of spring on the Ranch.



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Visit [billriceranch.org](http://billriceranch.org) for photos, videos, registration forms, and exciting opportunities!





# The Style of Microphones

by Evangelist Bill Rice III

Have you ever thought of a microphone as a fashion statement? Probably not, but it is. Yes, the dictionary says that a mic is “an instrument for converting sound waves into electrical energy variations, which may then be amplified, transmitted, or recorded.” That is true, but a mic is so much more.

There are times when a person is mic'd up; and it is important that you not see the mic, so you do not. An example would be a western story on TV, set in the 1870s. The actor needs a mic, but the visual story does not allow it to be seen. So you will not see the mic. More often than not, if you can see the mic on TV, it is part of the story. When a reporter in a storm is commenting on the weather on TV, you see the weather, the reporter, and the mic. All three are important to be seen. In the booth of a sporting event like a baseball game, those who give the play-by-play wear their mics with headsets, and you will see them.

Musicians best illustrate what I am saying. How often have you seen a vocalist who was singing but not holding a mic? Not very often. In fact, you have never seen it, unless the performer was playing a guitar or piano or some other instrument. Even then, the mic was very prominent. Those microphones are often held with care. In fact, I would

say they are displayed.

Campaigning politicians often use handheld mics. They become as much a part of what you see as the rolled-up sleeves or – in the case of the recent campaign – the pantsuit! It is all definitely style.

Preachers and microphones fascinate me. Some preachers like handheld mics. Others prefer mics that are small and attach to a lapel or shirt (my favorite). And some prefer a microphone on the pulpit. The current fashion craze for preachers is a microphone that hooks onto one's ear and has an arm extending along the cheek to the corner of the mouth. It is sort of a smaller version of what the sportscasters, Justin Bieber, and Madonna use. Okay, so you don't listen to the rock stars, but hopefully you have a mental image. Personally, I don't like those.

“But Bill,” every tech guru will say, “when you turn your head, the mic turns with you and the sound quality is so much better.”

Maybe, but I'm not buying it. Why not? Because I don't like the way they look!

“But Bill, mics are all about sound.”

No, microphones are about fashion also. Fashions change, and so one day millions may wear mics that appear to be nose rings that connect via blue tooth to one's smart phone so that they can talk to people whose earrings are actually speakers! Do not laugh.



## BACK AT THE RANCH...

BILL RICE RANCH



New York City Trip



Ranch Work Weeks



Florida Day of Champions



Admittedly, the idea sounds absurd; but then, we are talking fashion here.

The human mic, known as the ear, is such a good little instrument. Often unseen, as in the case of a lady with flowing locks, an ear works without one having to speak directly into it. One can actually look into his wife's eyes while speaking. If some techies I have known had created humans, our ears would have been on either side of our nose! The style would leave me cold, even if the sound might be great. So do not be shocked when I say I do not like a mic, and I say it based on its appearance. And please admit it when you like a mic based (at least partially) on the way it looks.

Wil was talking to his three children once about the emptiness of beauty. “Being beautiful doesn't make you happy,” he said.

“But Daddy,” his ten-year-old daughter said, “being ugly doesn't make you happy either, does it?”

So from the brilliance of a ten-year-old we learn that happiness does not depend on appearance. However, we all have preferences in appearance. It's all right to have preferences on the way things look. We all know that God told Samuel in I Samuel 16 that “...the LORD looketh on the heart.” What we see, while not as important as what God sees and knows, has a place of some importance to us. God knows the heart – I do not. I do know what my eyes see, and I have likes and dislikes. So I must trust God with what I can't see – Samuel did. And I might as well enjoy what I can see.

Good electronic sound does not come from appearance. That may be true. It is all right to look good, however; and I still like my ears on the side of my head!

## NEED FOCUS

### Goodbye, red carpet!

As the home auditorium for our deaf camps as well as a needed meeting place throughout the year, the Roberson Auditorium has been in desperate need of a facelift for quite some time. While red carpet and two-toned walls have served their purpose for many years, it was time to bring the Roberson out of the seventies and into the twenty-first century. To accomplish this task, we were in need of \$8,500; and thanks to many friends of the Ranch who gave, the entire amount has been provided! Thank you for giving. The renovation has been completed!





# FROM West Branch by Evangelist Troy Carlson

## Giving Your Best for Small Things

In Luke 7, the Lord Jesus enjoyed a meal in the home of a skeptical Pharisee named Simon. Hoping to see something that would reveal Jesus for who He really was, Simon got his wish. In walked a woman of the community—a woman known for her openly sinful lifestyle. She used her own tears and hair along with some very costly ointment to bathe the feet of the Lord Jesus.

“Aha!” thought the Pharisee. “This proves what I suspected. If Jesus were really a prophet, He would know this woman for who she is!” Well, he was right. Not only did Jesus know this woman for who she was—a repentant sinner loving her Savior—but He also knew Simon for who he was—a self-righteous, self-sufficient man who felt no need for a Savior.

At the end of the exchange, Jesus reprimanded Simon for his lack of common courtesy. Though he presumably had the advantage of a nice home and a sterling reputation to hold such a feast for the Lord, his service lacked the one quality that the woman personified—love. Jesus said

**“The woman willingly rubbed costly ointment onto ordinary feet.”**

to Simon, “My head with oil thou didst not anoint: but this woman hath anointed my feet with ointment” (Luke 7:46).

Two contrasts are made in this statement. First, Jesus references the head and the feet. No doubt,

the head is more important than the foot. I have known people to live without feet, but I have yet to meet someone who lived without a head! The second comparison is between the common anointing oil of the day and the woman’s precious ointment. Jesus identifies the fact that

while the woman willingly rubbed costly ointment onto ordinary feet, Simon had neglected the minimal courtesy of applying generic oil on the Savior’s head.

How it often is with us! It seems that when you love the Lord, you are willing to give your very best for simple, mundane tasks. When our love has dwindled, our spirits object to making the smallest sacrifice for Him! Perhaps we have forgotten the sacrifice He made for us? Perhaps,

like Simon, we overvalue our own place in this world. Whatever you do for the Lord today, do it because you love Him! Give your best for any service opportunity He brings your way.



God has been very good to West Branch! For news on our camps and events as well as the latest about our development progress (including the plan to build a 10,000 square foot dining hall), please visit [westbranchAZ.org](http://westbranchAZ.org).

Very soon, approximately **100 summer staff members** will arrive at the Ranch to volunteer their time as counselors, operational staff, and Ranch Hand workers. Every one will come trusting God to provide their needs in response to their giving the summer to the Lord. **The Ranch is also trusting the Lord to provide** what we will give them as a weekly volunteer allowance to take care of minor expenses they have while here. We give out volunteer allowances weekly beginning **June 10**, before the first week of camp.

Would you pray about entering into this **FAITH PROJECT** with us? Whether you have a little or a lot that you can share, your gift will be greatly appreciated and reap eternal dividends. You might consider one of these FAITH PROJECT levels:

FAITH PROJECT Level	Gift Amount	Provides for
Level 1	\$50 gift	one counselor for one week
Level 2	\$135 gift	one Ranch Hand position for the summer
Level 3	\$270 gift	one operational staff member for the summer
Level 4	\$450 gift	one counselor for the summer



Everyone sending a **gift marked “FAITH PROJECT”** will receive a **personal note from a summer staff member** you are supporting, sharing how God has used them and worked in their lives this summer.

## Calendar OF EVENTS

### SPRING RETREAT

Father & Son Adventure ..... **May 19-20**

### SUMMER CAMPS

Youth I/ Junior I/ Deaf I ..... **June 12-16**  
 Day Camp ..... **June 19-23**  
 Youth II/ Junior II/ Deaf II ..... **June 26-30**  
 Family I ..... **July 3-7**  
 Independence Day Retreat ..... **July 4**  
 Youth III/ Junior III/ Deaf III ..... **July 10-14**  
 Youth IV/ Junior IV/ Deaf IV ..... **July 17-21**  
 Youth V / Junior V / Deaf V ..... **July 24-28**  
 Family II/ Deaf Adult Camp ..... **July 31-Aug. 4**  
 Deaf Adult & Interpreters’ Retreat ..... **Aug. 4**

### WEST BRANCH EVENTS

Youth Camp I ..... **June 19-23**  
 Junior Camp ..... **June 26-30**  
 Family Camp ..... **July 6-8**  
 Youth Camp II ..... **July 10-14**  
 Youth Conference ..... **Sept. 9**

### FALL RETREATS

Elementary Retreat 1 ..... **Aug. 24-25**  
 Elementary Retreat 2 ..... **Sept. 7-8**  
 Junior & Senior High Retreat ..... **Sept. 14-15**  
 Ladies’ Retreat ..... **Oct. 5-7**  
 Men’s Challenge ..... **Nov. 2-4**  
 Couples Retreat ..... **Nov. 30-Dec.2**



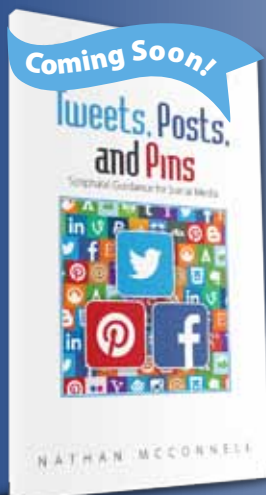
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Murfreesboro, TN 37128-4555

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## Bill Rice Ranch PUBLICATIONS



### Tweets, Posts, and Pins

Scriptural Guidance for Social Media

*Nathan McConnell*

Does God really have an opinion about what I share on social media? This book demonstrates that the use of twenty-first century technology is still governed by the timeless truths of God's Book, the Bible.  
54 pages **\$5**

**NOTE:** Price **DOES NOT** include shipping & handling.  
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## Independence Day RETREAT July 4

All-day event for the whole family!

**Cost: Adults \$15, Kids \$10**

*Register early and save!*

Enjoy great preaching, swimming,  
a rodeo, two meals, Cowboy Town, and  
spectacular fireworks!



## FAMILY CAMP

WEEK I  
**JULY 3-7**

(Don Stramge & Jeff Amsbaugh)

WEEK II  
**JULY 31-AUG. 4**

(Alton Beal & Jim Cook)

### LADIES' RETREAT *Apple of His Eye*

*October 5-7 • \$95*

Helpful Bible Teaching • Delicious Meals  
Encouraging Fellowship • Country Craft Fair

*Guest Speaker: Bobbi Cook*



## MEN'S CHALLENGE

**NOVEMBER 2-4 COST: \$95**

**SOLID PREACHING • GREAT FOOD • UPLIFTING FELLOWSHIP**

5th Annual

**TARGET  
CHALLENGE**

Target shooting contest—prizes will be awarded!



Dave Hardy

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