



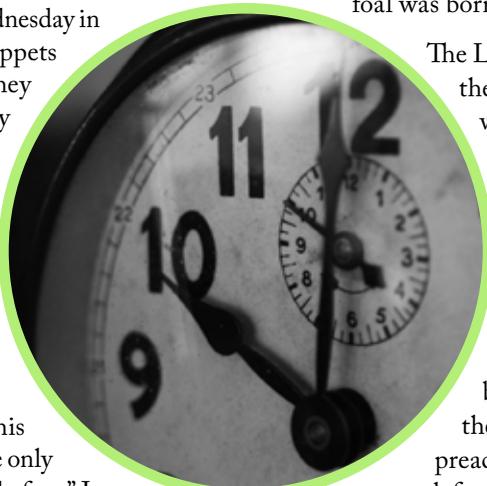
*From the President*

## It Is Later Than You Think

*by Evangelist Wil Rice IV*

A few weeks ago, I took my son Weston to Linebaugh Library here in Murfreesboro so he could check out some books for a research project. This was perhaps my third or fourth time to the new library, but I grew up going to the old Linebaugh Public Library. Getting a little nostalgic as I thought about the old library, I told Buster about it.

The old library was a grand old building with white pillars and steps that reminded me of something you might see in Washington, D.C. Signs pointing the way to the basement of the building indicated that it also served as a bomb shelter. And while I never sought refuge from Soviet bombs in that basement, I did find my way there every Wednesday in the summer for the puppets and other programs they produced on a weekly basis. My mom would take me home every Wednesday with my quota of books and then return me the following Wednesday to check out new volumes.



“So you see, Weston, this is the new library. I have only been here a time or two before,” I told my son. I discovered that it must have been a while since my last visit, because I needed a new library card. The lady behind the desk told us how to find books on Andrew Jackson and then helped us when we returned with the bios in hand.

“How long has the new library been here?” I asked the librarian. She looked up. It was library—quiet. I listened for her answer. “The library has been here for twenty-five years.” Gulp. Twenty-five years! I was a little taken back by how old the “new” library was! And then I was shocked by how old I must be. Why, half of the biographies in the place must have been written since the last time I had darkened the door of this “new” library!

After a growing number of recent incidents that illustrate the brevity of time, I have come to a conclusion: it is later than you think! As of the early spring day that I write this, we have encountered snow twice in the last three weeks in the last two states we have visited. And yet I know that it will be warm enough soon enough.

Things will start heating up very soon. Already, there is a growing energy, a building enthusiasm, and a sharpened focus, all of which tell me, “Summer is soon!” At the Ranch and West Branch, we are planning menus, making preparations for this year’s Summer Staff, and firing up mowers and machines that have been in hibernation. And, just this week, our newest foal was born—a colt named King.

The Lord Jesus said, “I must work the works of him that sent me, while it is yet day: the night cometh, when no man can work.” King will be carrying cowboys or campers before you know it. The young people to whom we minister this summer will be taking on the world before we feel ready to send them out. (Incidentally, I am preaching revival meetings this week for a godly pastor who has been at this church since the early 1980s, and I just discovered that he came to camp as a young man!) And, whatever it is that we should do, we should do while we have the opportunity!

I do believe that there is enough time in your life to do everything that you really must do. This is not the same thing as saying you have plenty of time to do everything that you want to do, and we must align our actions and decisions to the priorities we cherish. Summer is upon us, eternity is beyond, and now is the time to do the things that matter most.

So come see us this summer if you can; and by all means, please pray for us. This is a great time of year! And it is later than you think.

### Inside this issue

**Revivals, Summer, and Camp**

*by Evangelist Bill Rice III*

**Back at the Ranch**

Spring Photos & Need Focus

**From West Branch**

Introducing High School Senior Trip Retreats

*by Evangelist Troy Carlson*



Visit **billriceranch.org** for photos, videos, registration forms, and exciting opportunities!



# Revivals, Summer, and Camp

by Evangelist Bill Rice III

It was a simple message on my phone. After saying that her daughter was in the Patriot Club at their church and that the youngster was writing about my father, a dear lady told me that this daughter was to provide “one interesting fact about Bill Rice, Jr.” in the booklet. “Could you help my daughter with that?” she wanted to know.

One interesting fact about Dad? Sure, I could help. Let’s see, he liked his steak rare. He almost always wore cowboy boots. He could explain just about anything—and you would understand it. He loved history. He was a little more than 6’2” but looked taller. He was seldom, if ever, late to anything, being time conscious. These are all facts, even if none of them may be interesting. So which one did I send her?

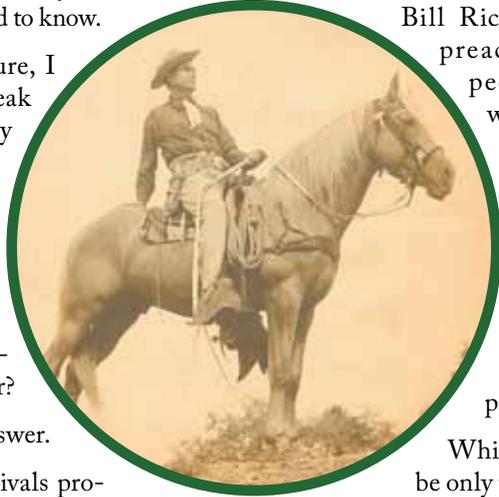
None of the above. Read on for the answer.

In the 1940s and into the 1950s, revivals provided their greatest attendance in the summer months. Television had not yet demanded a family’s time every evening, and the summer break from school gave everyone more time. I do not believe that as many people traveled out of state on vacations then as they do now. So, since the summers were less busy for most families, revival meetings were normally well-attended. Many evangelists used tents, and others rented large auditoriums in the summers for revival crusades lasting usually two to four weeks.

When Dad and a pastor agreed on dates for

a revival campaign in the summer months, my father would suggest that the pastor rent the largest auditorium in town for the meetings. Evangelists did have revival campaigns in the spring and fall, of course, but summers provided the best opportunity for revivals.

But there was one problem.



Bill Rice wanted to preach to deaf people. And while a town might have ten thousand residents, less than twenty of those would be numbered in the deaf population.

While there might be only twenty or thirty deaf people in a given community, the government said there were over eighteen million deaf people in the nation. How could Bill and Cathy Rice, who were burdened to reach those who were deaf, do so?

Their answer? Start a camp.

In 1950, Dad and Mother purchased the first nine hundred acres of what would become the Bill Rice Ranch. In 1953, they had their first camp with twelve deaf young people. And the rest is, as they say, history. My father gave up the very fruitful months of June, July, and

August in revival campaigns and began a camp which, in the early days, had fewer than two hundred campers!

When I was a boy, I do remember two evangelists who had begun camps that were running in the 1950s; but almost every other evangelist was working in large revival campaigns.

Of course, that dynamic has changed completely now. Most evangelists I know spend their summers with camp ministries. Most churches do not have revival campaigns in the summer because their membership is either really busy or gone on vacation!

I have often heard of people who talk about the sacrifices that Bill and Cathy Rice made to begin the Bill Rice Ranch. And there were many. Finances provided a real challenge, of course. They had sold their home, and so there was no real “house” in which to live. Five years after the Bill Rice Ranch began, attendance numbered in the hundreds, whereas attendance in revival campaigns had numbered in the thousands!

Thousands of people do attend the Bill Rice Ranch every summer now, and that has been true since the mid-70s. But none of this would have been possible had not an evangelist and his wife determined to do exactly what God had led them to do, even if it meant reaching fewer people in the beginning days.

Interesting facts about Bill Rice may include the truth that he was over six feet in height and that he was always on time; but if you ever reminisce about Bill and Cathy, be sure to remember the fact that they did what God led them to do when He led them to do it. They did so fearlessly and joyfully; and sixty-five years later—in a changed world—you and I reap the benefits.

## BACK AT THE RANCH...



New York City Trip



Florida Day of Champions



## NEED FOCUS

### Full-time Staff Needs

Would you consider being part of our team at Bill Rice Ranch?

We are looking for help in these positions:

- Maintenance Supervisor
- Graphic Design/Publications
- Academy Secretary

Please email [info@billriceranch.org](mailto:info@billriceranch.org) if you are interested.



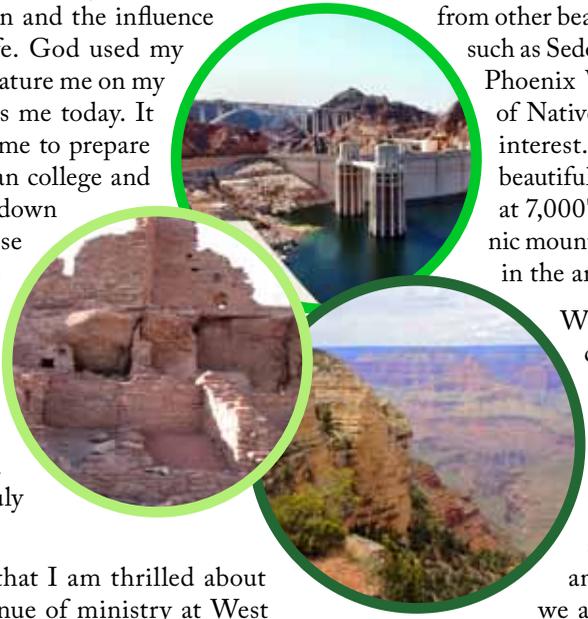
# Introducing High School Senior Trip Retreats

Graduating from a Christian high school in the early '90s, I was part of a senior class that made school history—we left our home state for our senior trip! Pioneers indeed! Reflecting on that trip reminded me once again of the value of Christian education and the influence that it had on my life. God used my Christian school to mature me on my path to where He has me today. It was a great place for me to prepare for attending Christian college and entering the ministry down the road. During those three formidable years of my life, I daily observed what ministry was all about as I watched my teachers and administrators. My time in a Christian school truly was impactful.

It is for that reason that I am thrilled about launching a new avenue of ministry at West Branch by offering Senior Trip Retreats for Christian high schools. We are only sixty miles

down the road from one of the Seven Natural Wonders of the World, the Grand Canyon. This masterpiece of God's nature is a once-in-a-lifetime sight for many people. Not only that, but we are also an hour's drive to a half-day's drive from other beautiful or historic sites, such as Sedona, Hoover Dam, the Phoenix Valley, and a number of Native American points of interest. We are located in a beautiful Ponderosa pine forest at 7,000' elevation, with volcanic mountains, cones, and caves in the area.

With such a magnificent surrounding, we believe that West Branch is a wonderful setting for a senior trip retreat. But beyond simply showing the nature and history of the area, we also have a burden to help young people. Seniors in high school are in a pivotal period of life, making



decisions that will impact the success of their future and their relationship with God. That is why West Branch focuses so much attention on ministering to youth through summer camps, and that is why we would love to partner with Christian schools to influence teenagers through these special retreats.

We have set aside several weeks in the spring to work with schools to create their own individualized retreat that will include a daily preaching service. It is our prayer that these events will be not only memorable but also life-changing for young people at such a critical time of life.

Please contact us for more information about these Senior Trip Retreats.

928.635.2097 | westbranch@billriceranch.org



## Calendar

### OF EVENTS

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#### SPRING RETREAT

Father & Son Adventure ..... **May 18-19**

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#### SUMMER CAMPS

Youth I/ <sup>FULL</sup> Junior I/ Deaf I ..... **June 11-15**  
 Day Camp I ..... **June 18-22**  
<sup>FULL</sup> Youth II/ Junior II / Deaf II ..... **June 25-29**  
 Family I ..... **July 2-6**  
 Independence Day Retreat ..... **July 4**  
<sup>FULL</sup> Youth III/ <sup>FULL</sup> Junior III/ Deaf III ..... **July 9-13**  
 Youth IV/ Junior IV/ Deaf IV ..... **July 16-20**  
 Day Camp II ..... **July 23-27**  
 Family II/ Deaf Adult Camp ..... **July 30-Aug. 3**  
 Deaf Adult & Interpreters' Retreat ..... **Aug. 3**

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#### WEST BRANCH EVENTS

Junior Camp ..... **June 25-29**  
 Family Camp ..... **July 5-7**  
 Youth Camp I ..... **July 9-13**  
 Youth <sup>FULL</sup> Camp II ..... **July 16-20**  
 Youth Conference ..... **Sept. 8**  
 Ladies' & Girls' Night in the Pines ..... **Sept. 14-15**  
 Men & Boys' Camp Out ..... **Oct. 5-6**

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#### FALL RETREATS

Elementary Retreat 1 ..... **Sept. 6-7**  
 Junior & Senior High Retreat ..... **Sept. 13-14**  
 Ladies' Retreat ..... **Oct. 4-6**  
 Men's Challenge ..... **Nov. 1-3**  
 Couples Retreat ..... **Nov. 29-Dec. 1**

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 9**, 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
<b>Level 1</b>	<b>\$50 gift</b>	one counselor for one week
<b>Level 2</b>	<b>\$135 gift</b>	one Ranch Hand position for the summer
<b>Level 3</b>	<b>\$270 gift</b>	one operational staff member for the summer
<b>Level 4</b>	<b>\$450 gift</b>	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.



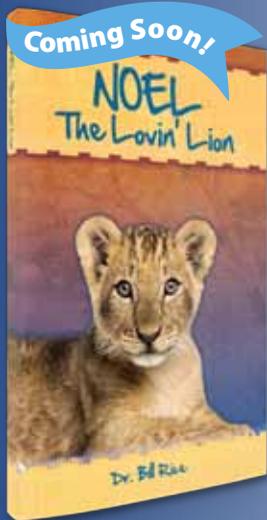
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Murfreesboro, TN 37128-4555



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## Bill Rice Ranch PUBLICATIONS



### NOEL The Lovin' Lion

Dr. Bill Rice

A heart-warming true story of Bill Rice and his family traveling to Lodi, California, and returning home with a real, honest-to-goodness African lion! Needing fuel to make it out to Lodi, Bill Rice stopped at a fuel station and bought...a run-of-the-mill lion. And that was the beginning of a fun-filled family adventure!

100 pages \$7

NOTE: Price DOES NOT include shipping & handling.

For orders, call **1-800-253-RICE, ext.117**  
or visit our website [www.billriceranch.org](http://www.billriceranch.org)

## Independence Day RETREAT July 4

All-day event for the whole family!

COST: Adults \$16, Kids \$11

*Register early and save!*

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



### FAMILY CAMP

WEEK I  
JULY 2-6

(Doug Jackson & Rick Flanders)

WEEK II  
JULY 30-AUG. 3

(Jerry Sivnksty & Troy Carlson)

## Ladies' Retreat

### HOME ON THE RANCH



October 4-6, 2018 | \$95

*Guest Speaker:* Joyce Comfort

## MEN'S CHALLENGE

NOVEMBER 1-3 COST: \$95

SOLID PREACHING • GREAT FOOD • UPLIFTING FELLOWSHIP

6th Annual

### TARGET CHALLENGE

Target shooting contest—prizes will be awarded!



Ron Comfort

Make your plans now—register today!

1-800-253-RICE • registration@billriceranch.org • [www.billriceranch.org](http://www.billriceranch.org)

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