

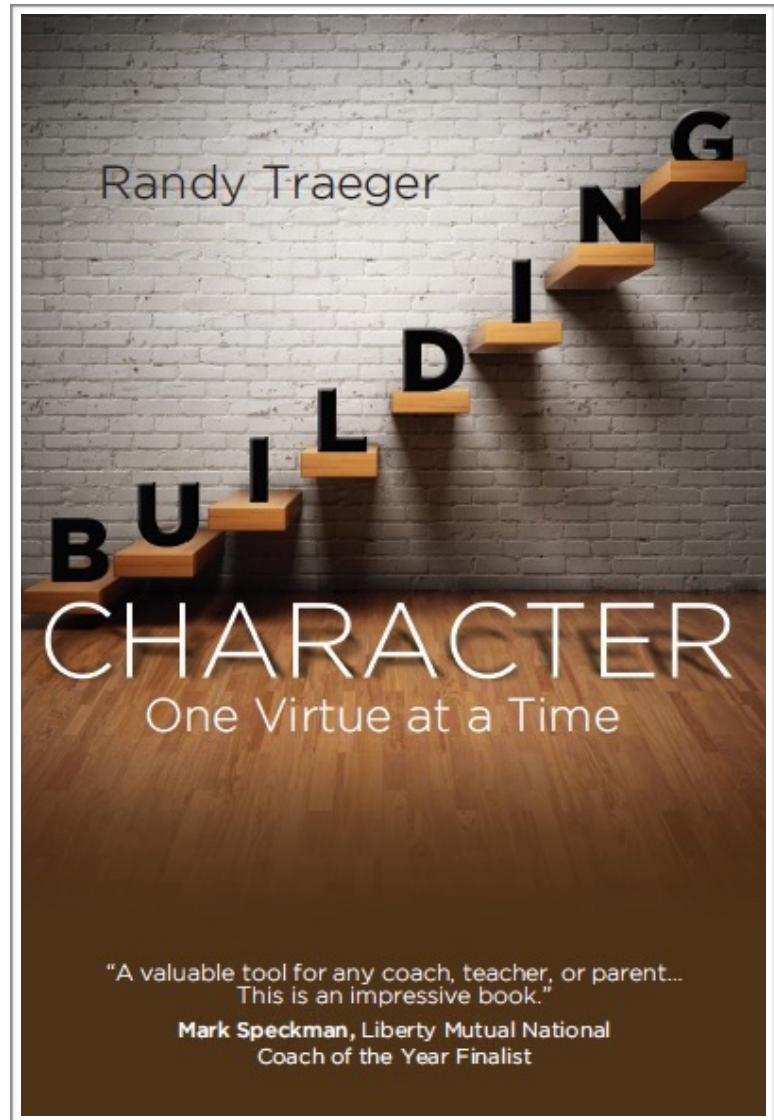
BUILDING CHARACTER

One Virtue at a Time

by Randy Traeger

What mother doesn't want her son to be respectful? What father doesn't want his daughter to be chaste? While Americans might disagree about a lot of things, it seems we are united by a basic set of socially objective virtues that transcends religious and political differences. We can and should use this common ground to help us reconstruct and solidify our moral foundations. It's no wonder so many of us are sick. In order for our teens to gain emotional, social, and spiritual health, we need a model for life that is based on virtue.

Building Character: One Virtue at a Time contains a treasure trove of inspiring quotes, stories, and essays about 52 unique virtues. Readers will begin to form a more virtuous self image as they identify who they truly are, where they belong, and where they need to go in order to be contributing members of our society and to live fulfilled lives.



Please contact Jami Carmichael at: jami@deepriverbooks.com for more information.

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Randy “Coach” Traeger - Mt Angel, Oregon

Randy Traeger is executive director of the Virtue First Foundation.

Through his weekly internet broadcasts and speaking engagements around the country, he tackles head-on the moral challenges facing families and young people today. After 35 years as an award-winning high school football coach, he now implements his Virtue First curriculum at the collegiate level as the character coach and a defensive line coach for his alma mater, Willamette University in Oregon. Randy is also a successful businessman (Traeger Grills), and a former mayor and volunteer firefighter for Mt. Angel, Oregon, where he resides with his wife, Lynnette. Randy and Lynnette raised seven children.



Connect with Randy Traeger through The Virtue First Foundation:

Website: <http://www.virtuefirst.org/>

Facebook: <https://www.facebook.com/virtuefirst>



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Endorsement for Building Character:

"Coach Traeger sees firsthand the problems facing our young people today. Rather than curse the darkness, he has lit a beautiful candle to help us find our way. After diligently studying the most effective ways to teach virtue concepts within a society that seems more interested in devaluing them, he has created a valuable tool for any coach, teacher, or parent. His concise, bite-sized lessons and activities will help us get back on a more virtuous path. This is an impressive book."

--Mark Speckman, running backs coach for the Montreal Alouettes, Canadian Football League; 2008 Liberty Mutual National Coach of the Year Finalist