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4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010  
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

## FOR INFORMATION CONTACT:

Julie Shutley 972-267-1111  
JShutley@alarryross.com  
Steve Yount  
Steve@alarryross.com

## FOR IMMEDIATE RELEASE

### **Super Bowl Champ Chad Hennings Shares Secrets to Becoming A Real, Godly Man**

**Military, Football Hero Details Battle Plan for Life in ‘Rules of Engagement’**

DALLAS, Jan. 6, 2010 – [Chad Hennings](#) quest to become a real man didn’t occur on the football field or in a jet fighter. Instead, the former Dallas Cowboys lineman and Air Force fighter pilot’s quest for authentic manhood began when he realized that to be a man after God’s own heart he needed to make himself vulnerable and share his dreams, frustrations, successes and sins with other men – his Wingmen.

Hennings recounts his journey to authentic manhood in [“Rules of Engagement: Finding Faith and Purpose in a Disconnected World”](#) and, more importantly, offers a guidebook to other men on their personal journeys.

“The true measure of manhood is not accomplishment but character and meaning,” Hennings writes.

In 1996, he experienced his greatest time of growth, as people so often do, during a crisis. When his 2-year-old son, Chase, inexplicably fell ill and had to fight for his life, Hennings faced a problem he couldn’t solve on his own.

“The outside world looked at me like I was Superman,” Hennings writes. “But instead, I was still failing as a man. I was still trying to go it alone, totally relying on myself in all things instead of seeing myself as part of a team – God’s team.”

Chase survived the crisis, and his father emerged from it a wiser man. Through this difficult situation, he discovered how much he needed God and how much he needed close relationships with other men. By growing closer to other Godly men, he grew closer to God.

Hennings calls acceptance, affirmation and accountability the real AAA – the type of “roadside assistance” every man needs from other men.

“We need affirmation from one another, because otherwise we may feel that our actions and hard work are simply disappearing in a void,” writes Hennings. “We need

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acceptance from other men, sometimes to make up for the lack of acceptance we may have experienced from our fathers, and otherwise to satisfy the basic human craving for friendship and connection.”

Hennings divides the book into two main sections, “Basic Training: Your Foundation” and “Active Duty: Engaging in Battle.” Chapters address topics such as “Crafting Character and Casting a Vision,” “Finding Fulfillment,” “Serving the Family” and “Men and Money.”

In the chapter entitled “Healing the Troubled Past,” he notes that many men fail to shed their addictions because they try to do it alone. They don’t realize that they need help – and someone to hold them accountable.

He tells a story about his days with the Cowboys, when he was part of three Super Bowl champion teams. Coach Barry Switzer figured baby-sitting the players wasn’t his job, and some of them got into trouble off the field.

“The careers of many of these players ended prematurely, due to these issues,” he writes. “Some of them now see the trouble they caused themselves and their team. But we failed them back then, because we did not recognize our own responsibility to demand accountability from those around us.”

The book, full of such nuggets of wisdom for men, is available Jan. 7, 2010 from FaithWords, an imprint of [Hachette Book Group](#). For more information please visit: <http://www.alrcnewskitchen.com/chadhennings>.

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**NOTE TO EDITORS:** To arrange an interview with Chad Hennings, please contact Julie Shutley or Steve Yount of A. Larry Ross Communications at 972.267.1111 or [jshutley@alarryross.com](mailto:jshutley@alarryross.com) and [steve@alarryross.com](mailto:steve@alarryross.com).