

Jim Hicks_Audio_V1

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Well, welcome back to the that's my dad podcast. I'm Scott Hilton, I got an old friend. He's not because he's old. He's He's a friend for a long time, I should say Jim Hicks. I'm glad to be here with you. And that that word you use is correct. You're 80 years old. Are you? Are you going to



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do any they're



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off to a bad start already.



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We've been friends for 49 years. Did you realize that? How old are you now? I'm 56. So I thought it was 50. So maybe I was seven when we first No. Okay. Yeah. So Jim is a very highly respected businessman in our community and



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father of three adult children, seven grandchildren, wife of 57 years Jane, and owned,



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owned a television repair shop and had some other businesses very highly respected guy. Tim, I want to start.



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We, at the end of the program, we're going to present you with something that we got from your from, from your three kids, we're going to surprise you with that. Did you know we've done that?

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Is it gonna be recorded? It's, yeah, we recorded a little something from you kids that we want to show you. But to start out with,

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I received a text from one of them. And I want to read you that text. And just get your response to to that text. And then we'll have some more questions, says, Hi, Scott, thanks for having my dad on your podcast. As you know, he's very humble and doesn't want to draw any attention to himself. So I'm glad he's getting the opportunity to tell his story. He's always been a supportive role model for our family. And he's helped many people in Gaston than surrounding communities.

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He would never call attention to this. But growing up, and even now, when I'm in town, people often come up to us and say,

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your dad is a good man, and provides a good example. They provide good examples of something he did for them. This was mostly from customers he had at the TV store that he treated fairly or helped out in some way. He told me before he retired, he was proud, he provided the goods and services of the TV store over the years. But he also felt his business was a way to help serve the community. In our society, we received many messages in business and sports and life messages like when at all cost or take advantage of others if you can get the better end of the deal. I think my dad's example,

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is as important as ever. He thought about the positive impact he could make, and not just about himself.

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Anyone that knows my dad also knows that he believes in the value of hard work. He sought to instill those values in us as kids when we were growing up. Here's some quotes that I remember him frequently saying.



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If it's worth doing, it's worth doing right.



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It's pretty self explanatory. But I recall, he would follow up with his customers and make sure they received the highest level of service as he expected.



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As a parent, he would encourage us to strive for excellence in our studies or extracurricular activities. He would say, finish what you started. You can stop an activity at the end of the season, but not in the middle. He highlighted the importance of commitment. If you agree to be on a team,



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or an organization, that group is counting on you to do your part. I recall this was a rule for all of us kids. It was okay if we want to try something different. But we had to see it through



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on the issue of parenting. He generated self reliance and us.



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I'll always support you and help you he said with one car, one college degree and one wedding. After that you're on your own.



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However, he helped us with a lot of stuff beyond that. The message was your life is up to you. It'll be what you make it. You need to take responsibility for it.



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As I mentioned in the



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earlier

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I'm grateful for my dad and the example he set for us as a father. He's self

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selfless, faithful, and dedicated, and has always been there, and has always been an inspiration to me, thanks for recognizing these qualities and sharing his example. So other men and fathers will be inspired as well. Best regards. That's one of your kids. Do you sure it's one of my kids.

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I'm sure I know your kids. And I know how they they feel about you hat. What did you do

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as a parent for all those years to reach this point where your kids respect to that highly?

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Well, like, like he said, you know, we expected a lot out of them.

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And we wanted them to be

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a good person lit up in person. And we also wanted them to be.

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And one of the things I'm most proud of all three of the kids are involved in church are local churches, they all live in different cities. One, one lives in north of Atlanta, one lives in North Carolina. And then one lives in Vestavia hills in Birmingham. And they're, they're all active, have active roles in their church. And that is so, so important. Wow. So Tom, let's go back and talk about your dad. Your dad. Y'all had a great relationship? Yes. Listen, what kind of guy was your daddy? Well, he was,



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didn't have much education. My dad had very little education. My mom didn't either. But they instilled in my sister and I the some of the things that that are later on and instilled in our kids. And



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my dad grew up in



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South Georgia, across from right across the state line, if you've ever been to Mentone, Alabama,



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about 15 miles over into Georgia, that's where he grew up. And it was really ruled. There was a my granddad was a deacon of a Baptist church. We found that church a few years ago, but anyway, they, my dad had two brothers and a sister. But my granddad was a he was just a farmer. And they had very, very little money. And the the two older boys, which my dad and his older brother,



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they had to work and they had to work to support the family at a very, very young age. And so so from that point, but he did have they were instilled in them good morals, and they went to church and had a course worth extra work ethic was really important because of the hard work to support the family help support the family. Had your granddad passed away, or no, no, he was. He was. Everybody just had to pitch in and say, Hey, you're alive. And they, they had my granddad had foresight when the when the Goodyear plant became an operation in 1929. They moved to Glencoe shortly after that time, and they ended up



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my granddad still was a farmer, and he drove a school bus hit kind of a family and then the kids were grown at that point in time, or were and they all the kids went to work at Goodyear during the early 30s. So he was thinking ahead, seeing that, Riley for those. That's what drew them to Glencoe. Yeah, that's good year Tire and Rubber, which is a big tire producer. And so your dad worked. He worked there as well. He worked at the other. He worked there.



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3034 years, he worked there 34 years and then he started a business. Tell us about that, hey, we lived in ECS. And

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family across us across the street, the father the the family, he was a manager of a Western auto store and hit they had a son was one year older than me and we became best friends and we were best friends up until we were in our 20s. So

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they at one point in time, they had the idea to go into business together and my dad would still solid partner in that business. And they stayed in that business for several years on South Fifth Street and guess and then they

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had a problem. And I won't go into details on that, but it kind of got ugly. And my dad told him that, you know, either you buy me out or I buy you out, whichever. And my dad was still working. He like said a good year. And so he called me one day. And in the SBA, I was, I was 20 years old. And,

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and I was taking business and economics and, and

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in college, and so I was kindly it at the time, I didn't, didn't know I was going up and in a business with my dad, but he, he called me and he said, What do you think about us forming?

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You know, electronics store? And?

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And I said, Well, let me think about so I did. And it didn't take me long. So I knew that

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it is education level, he couldn't do it alone, and also co working. So anyway, we formed a pic Stevie at that town, forest Davia. And that was in 1961. Yeah, I was telling the producers before we came on. That was in the days when you sold TVs to everybody for 30 miles around, I guess if he wanted a TV, that's where he went to his TV. Well, we didn't we didn't discriminate we were

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wherever they wanted one with us where we went. So how's your relationship with your dad work at your business partners in father saw it worked out he worked at the tire company for another six, seven years, and worked for shift. So

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he would come in afternoons. And then of course we would discuss at night. And now on the weekends we'd discuss business things, our goals and what we want to do. And so we

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and then when he retired, he came in the business full time. So y'all became very close the last 10 years. You were always close. But yeah, we did. And when he when he retired, and for the like you said 10 years, the last 10 years of his life, we work every night again. Yeah. That was really great. Really great. Yeah. So that's great to hear that generational. So it came down from your granddad, to your dad, to you to your kids. And now you got seven grandkids. And that's one of the things we talk about here is how

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guys who don't have the benefit of a good family can can change things. And then when they change things, they're not just changing their life and their kids, they're changing generations to come. Was there any particular like an answer that that something your dad did that really spoke to you that you remember, after all these years?


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It's not one single event, it's just that he wasn't a person that would,


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you know, have a conversation to say, I want you to do this 1234 These things or it was we would have conversations and it was always, you know, he would listen to me. And the main thing, he loved us, you know, my sister and I, and it's how do you think he's influenced you and your your kids are grown now. So I'm gonna say in your as a father, but when your kids were home, could you see your dad's influence and the way you raised your children? Oh, yeah, absolutely. He,

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like I said, he


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he had the ability to love our family. And in fact, in going back to my grandparents, they weren't. They weren't wants to tell you every night. Well, I love you. Our show emotion to that. And but you knew that my dad and mom, they loved us and that, that love and they they encouraged us to have that same same feeling towards our spouses and towards our kids. Changing the tone a little bit. What do you think some things that you may have done wrong? Or looking back was anything that you wish you'd done different and raising your kids?

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Last two, we

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just want to Yeah, just advice for dads is like, travel alone.

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Well, early on, I go back to church that I was involved in the church early on, because like I've stated before, but then

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my wife kept encouraging

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me one of the things, one of the kids were going to, I was gonna stay at home on Sunday. And one of the kids came to me



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said, while I will stay at home.



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I said, No.



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That's fine. So you did you realize you're setting the example that needed to be said. And that's good advice for dads out there, your kids are going to follow you in your footsteps. And I told him though, I was going, he was going after. That's right. But you made a commitment. You made a commitment to do that. And that really probably that one decision changed the trajectory of your children and your grandchildren. And that's something dads need to hear. I'm glad you say that. And I can see that that's a powerful moment. So Jeff, what do you what do you think it really takes to be a great dad? There's dads and then they're great dads? And it's probably not not there's no complicated answer. I think I know what you're going to say. And it's not complicated. But I want to hear from you though.



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I think you looked at yourself and and you just do what you think is right. And you want your your kids to do what is right, and do the right thing. And you don't think of yourself at that time, being a great dad, you have no idea but and and then I go back to the you got to you got to have love in the family. Even if it's a broken family, you know, our single mom or single dad raising a child, he's still gonna have that love and and you got to have love, respect and commitment.



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Those Those three things are you got you got to be committed to what? What you feel that the values that you want to instill in your kids, and make and be committed to it and stay with it and and be consistent in that in those values. Let me ask you something in terms of just practical things, we've been surveying people, how often as they were growing up to just try to sit down and have a meal together? Was it did you have to do that every day? Or? We? We tried to do that?



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Every night, the night meal? Because of course, you're not when you're on a mom and pop business, a small business and you've kindly Slug a ball and chain in a way that owns you. Yeah, to a certain extent. And you have you have to work hard yet to have long hours and most time, Jane would fix a meal at night. And we always sit down and talked about there would always ask them about their study.



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What happened at school that day, and, and so forth. And so y'all did that every night? Almost every night. Some nights? I didn't make it home. Yeah.



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So you and Jane and you've been married 57 years? Yeah. I don't want to get you in trouble. But have you ever had an argument? I don't know.



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I guess what I'm getting to what I mean, if you hang out with you and Jane, for a minute, you think, well, these are the most perfect people in the world. But I bet in reality, it's it's not always been easy. Oh, we've had a few. Yeah. The only times where you were you said I'm, I'm committed to this. I'm just living on commitment today.



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Of course, I think everybody has those and like, like I said, early on finances and religion, finances, you know that that's usually a big problem. Because when we first got married, we had zero money. I mean, we just didn't have any. And Diane was working for an answer convinced she made. She was actually making more than I was and and we had no money in the bank.



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Anyway, it was, you know, and sometimes I would create a, you know, a conversation, sometimes it would be more than a conversation.



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I would venture to say if I asked you if it's worth it, you'd say absolutely. No. Yeah, of course. And that has been and we



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you know, we're



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empty nesters now, but that we we enjoy doing things as much as we did 50 years ago. That's awesome. Together. Yeah, we're doing together. Yeah. I want to

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just on a personal note, when when I opened Eagle Rock in 1994 I believe it was 1992 that my daddy kind of gave me the opportunity to stand before our church and tell what God had laid on my heart at the time. I really didn't know how that was gonna unfold.

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And I just want to tell you and I hope that Jane can hear this that

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At the end of that service,

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several people came up and talk to me.

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And the one that I remember was Jane, your wife, give me a hug, and saying, I'll support you, and whatever you do, and I'll always be here for you. And that's been 30 years or whatever. And I've never forgotten that. So I want to thank you all, then y'all were kind enough, both of you to be on my board of directors. And to be honest, there were some people who didn't hang in there with me, because I didn't think I had what it took. And you're stuck with me. And,

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you know, wasn't just financial, it was encouragement. And so I owe you guys, I don't, I really don't know that Eagle Rock would be here and have ministered to those 400 kids. Had it not been for people like yourself who stuck with me through the winter, it was it was not easy. But you stuck with me. And we bought that first piece of property in 1997. And I'm not gonna go into detail because you wouldn't want me to you'd be embarrassed. But

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we wouldn't have gotten that without you. And I think you





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appreciate it. Pretty sad to say that. I want to give you a chance. I know your dad has passed. But if if you had one more conversation with your dad, how would that go? What would you want to tell him?



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Well, first, first, everyone would tell him that



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one probably beat the mind. And I was really disappointed that I didn't hospital. But you did. Did you get to talk to him? And tell him? Yeah, how you felt about him? Yeah, that's awesome that you get to do that. Yeah. You know, there's one thing for sure. All of us are gonna die one day.



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And I'm just wondering, have you been using that word? Only? LLD? I wonder I'm wondering, I mean, maybe you've got 2030 more years? Maybe not? I'm just wondering, when you're going, what would you want your kids to say about



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and your grandkids to say about you?



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Well, I just want them to really just say that



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he was great to us, or he was a good father, a good grandfather. Very simple, is very simple.



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Where you don't you don't have to wait too long. Because we got with Jeff, John and Jan, and we want to present you this kind of a little gift. Jim? Oh well

we want to present you this kind of a little gift, jinn. Oh, well.

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We want your kids think the world to you. And we just wanted you to give them a chance to honor you. And we're going to present you with a little little video of that they've made for us.

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Hey, Dad, I just wanted to say thank you for just the example that you've been in my life and my family's life. I tried to think of a word that would describe you and

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describe which which you've been in my life and how you've been an example. And the word that I came up with was faithful, you've been faithful to God, faithful to family, faithful to your work and faithful to family and friends. And I just

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looked at the definition of the word faithful, and it means steadfast and loyal. And that's a true picture of which you have been. And so I just want to say thank you for being that example to not only me, but also to my family. And just thank you for just all that you've done and the support that you've given me through all the years. Thank you. I love you.

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Hey, Dad, thanks for all that you've done for our family over the years and for the impact that you've had on my life. As I was thinking about what to say it was difficult to narrow it down the list of all the things that you've taught me a couple of things that stand out. However, first, you've always demonstrated a strong work ethic, and you taught me to always give my best effort to do things the right way, even if it took longer than the easy way. Second, you're always looking for ways to help others. You didn't make a big deal or you didn't seek praise, but if you saw a need, you would need it. I saw you model crossite love for others time and time again.

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owning your own business made it difficult for you to be at my events. I get that my sporting events or my high school events, but I always knew that she loved me nonetheless. One special area that we've always shared a bond together our entire lives is around sports, specifically basketball. I can remember those Sunday afternoons when you were so tired from working all week. But you would still come out and you would have time to shoot some shots with me. You think the ugliest set shot I've ever seen, but amazingly little



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Almost always go in, you would usually win the shoot around until I finally hit a growth spurt and got a lot taller. And then I started winning a lot more. That's amazing how that happens. One of my favorite memories was when you coach my church league basketball team. I was a junior in high school and really wanted to have a team for Forest Avenue Baptist Church. We started a roll ambassador's High School church league team. And we needed a coach so you volunteered. I don't think you realize what you're getting into. We had no size, no speed, no athletic ability. And I'm pretty sure that several of the boys on the team had never played basketball before in their lives. We didn't even have a gym to practice in. One of the church members put up a go in their company warehouse. And we would go down there to practice in the winter when no heat amidst a bunch of rolls and insulation.



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Nevertheless, you got a dry erase clipboard, you diagram some plays and you tried to teach this ragtag group of high school boys how to play as a team. You also shared crossite principles of sportsmanship and how we should conduct ourselves on and off the court. I remember one game where I thought you were gonna get into a fight with other coaches. We were down by a lot of points and the other coach was running up the score. You made sure to let him know how you felt about that after the game. You know, it showed our team that you were taking up for us and he also demonstrated how we could be humble and gracious when we were winning. That year, we only won one game. But I wouldn't take that for anything. You my dad were the coats and that meant a lot to me. We continue to share sports bond to this day. This past April, we're able to experience the NCAA Men's final four together for your 80th birthday. We were hoping to see our in play, but we got a great constellation and seeing Duke and UNC and Coach K's final game. Leading up to the Final Four, we were really excited to take part in the fan experience. There was a part where we could meet Hall of Fame coaches. We had a group chat going with the family and someone asks, What coaches do you think will be there that we can meet? I replied, I think Jim VIXX will be there. And he's a Hall of Fame coach from his one year career at Forest Avenue Baptist Church. Everyone got a good laugh about that. But Dad, you're still a Hall of Famer Mize. And I love you. Thank you that.



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Hey, Scott, John Hicks here. I'm really grateful for the role model that my father was to myself and my siblings growing up. And his priorities were around faith, family and community. For faith, he always encouraged us to be active and involved in our local church and take on responsibilities if we could or just help out in any way. For for a family. He put family at the center of everything, and really made it that focus. And for community, he really I saw him strive to be a positive influence and force in the community and in helping out and different activities, or just in his day to day business dealings. If there's any way that he could help he would. So for those reasons, I'm thankful for that model that to my dad for that model that he set for us and continues to set for us even today. So thanks, Dad. Love you.



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Well, I didn't know I was gonna be crying



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this night. What are you wiping tears? Let me let me just go over some of the words your kids used in that two minutes. community, family, gracious, humble, steadfast, loyal,



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impact, work ethic. Do your best. Help others and be Christ like? That's what we should all want our kids to say about us. congratulations you did a good job. Did a good job.



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That'll conclude this episode with as my dad we're encouraging and inspiring fathers to be great dads and we're breaking cycles of generational fatherlessness. That'll make it better for all of us. See you next week.