



# **DONALD JEFFREY HICKS**

MAY 18, 1937 - OCT 14, 2016



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# **DONALD JEFFREY HICKS**

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**O**n Friday, October 14th, Donald Jeffrey Hicks, 79, of Coral Gables, Florida passed away from sepsis contracted after an aortic valve replacement. He is survived by his loving wife of 55 years, Marilyn Mayes, his daughter, Laura Hicks Roberts (Jeff), his son, Jeff Hicks (Charlotte) and grandchildren, Andrew, Amanda, Sarah and Abigail Roberts, and Hanna, Sebastian and Axel Hicks.

Mr. Hicks was born in Boston, Massachusetts in 1937 and spent his childhood in Worcester, Massachusetts. He was the son of Everett and Eleanor Hicks. Mr. Hicks was one of five boys and he is survived by his brothers, James, David, Robert and Peter. In 1955, he graduated from Governor Dummer Academy. Mr. Hicks was ranked in the top five nationally in Boys U18 tennis for singles, doubles and father and son. In 1959, he graduated from Amherst College, where he lettered and was captain of the basketball, tennis, soccer and squash teams. After graduation, he started his career with General Electric and met Marilyn after a chance transfer to Miami. In 1961, the two were married and children followed in subsequent years. Rather than be transferred from his adopted home in Miami, Mr. Hicks left General Electric in 1965 to work in advertising sales at the Miami CBS affiliate, WTVJ. In 1972, he founded Hicks and Associates Advertising, which he ran and grew into a prosperous regional ad agency until his retirement in 1998.

Mr. Hicks' greatest joys came from time with his family. He guided his life and career to be home for family dinners, available to coach grandchildren's soccer teams and be truly present in the lives of those he loved most. Weekends with friends at the family home in Stiltsville were a favorite and he will long be remembered for his passion for life, positive demeanor and big hugs. He will be greatly missed by family and friends.

Mr. Hicks was a competitive athlete and enjoyed tennis and golf until the end of his life. He was active in the Coral Gables Kiwanis Club, University Club, Coral Gables Chamber of Commerce, Coral Gables First United Methodist Church, Riviera Country Club, Biscayne Bay Yacht Club and the Laurel Ridge Country Club in Waynesville, NC.



## Obituary

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A memorial service will be held at First United Methodist Church of Coral Gables (536 Coral Way) at 3pm on Monday, October 24th, 2016.

In lieu of flowers, the family has asked that donations be made to Coral Gables Kiwanis Youth Foundation – Donald J. Hicks Scholarship Fund (1215 Country Club Prado, Coral Gables, FL 33134).



# Events

**DONALD JEFFREY HICKS**

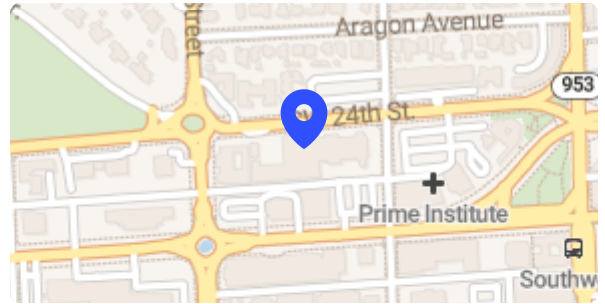
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## Memorial Service

**Monday**, October 24, 2016

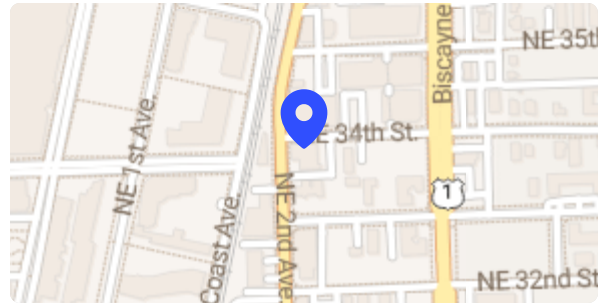
3:00 PM ET

**First United Methodist Church of Coral Gables**  
536 Coral Way, Coral Gables Fl



## Cemetery Details

**Van Orsdel Crematory**  
3333 NE 2nd Avenue, Miami FL 33137





## Tribute Wall

**DONALD JEFFREY HICKS**

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**Anonymous** sent a Peaceful White Lilies Basket to the HICKS family.



October 21 at 5:09 AM



**Lucie Jones** posted:

Garvin and I are so very sad to hear that Don has left us. He was a great husband, father and friend. Our condolences to the entire Hicks family. Lucie (Cogswell) Jones

October 21 at 2:42 AM



## **Memories only last if you share them**

Join us in honoring DONALD by contributing to a collection of shared memories.



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