

# The Man Behind the "Funky Chicken" Logo

I was very surprised and honored to receive a replica of the mascot for Hickmans' Egg Ranch recently during a lunch meeting with Clint Hickman. The special moment came when Mr. and Mrs. Hickman arrived at the restaurant with the Funky Chicken encased in glass box. This made the honor even more special as I remembered all the good times I had growing and running around the Hickman household hoping that I wouldn't run into Mr. Hickman (I still have a hard time calling them "Bill" and "Gertie") and given that famous look that made you check your pants afterward.

My relationship with the Hickman Family has been life-long and one that I treasure very much as it has had a positive impact on my life. I regularly speak to youth groups about the importance of making

good decisions in their lives, especially about who they surround themselves with, and I regularly use this relationship as a good example.

When I was in just entering college in hopes of becoming a famous designer, I was asked by Clint and his brothers to come up with a design for a mascot of the family business. I was given very specific instructions on what I should design so really much of the credit should go to them.

There is a famous story about how I submitted my design on a napkin but what the Hickman boys didn't realize was that it was on fancy art paper that only looked like a napkin (that is my story and I'm sticking with it). But really, much if not more of the credit should go to the person that took this "napkin" and touched it up enough to be

presentable enough to grace the cartons carrying the best eggs this side of the Mississippi (and Rio Grande I suppose).

Although I never became a professional designer, I did come up with one famous design. Not bad for a kid from Peoria. Thanks for the great gift and all of the wonderful memories (ahem) Bill and Gertie!



# HICKMAN'S family farms NEWSLETTER

WWW.HICKMANSEGGGS.COM

NOVEMBER 2009

## The Vanity Press Issue

By Clint Hickman

Ok, I am sure there comes a time when, if you are the type of person who receives and reads corporate newsletters, that you finally get to a point and say, "Dang, the whole content of these newsletters is trending toward personal backslapping" or "Man, do these people love themselves or what?" As I edit these newsletters, and come up with story lines, I try to be constantly aware of that fact. Actually, if I ever come close to forgetting it...I have two older brothers that take joy in reminding me in both sarcastic and highly critical ways that this farm isn't just about the doings of Clint and Sharman. So at this point in the story, and on the advice of our resident CFO/proofreader Jim Manos: **DISCLAIMER ALERT!**

The newsletter content for this issue will be written to both inform and to remind our readers that Hickman's Family Farms is currently celebrating its 65th Anniversary. Hickman's Family

Farms started on the back porch of Grandma Nell Hickman back in 1944. It cannot be helped that both the editor (me) and his trusty PR assistant (Sharman) bask in the limelight promoting our family business as the two older brothers (Glenn and Billy) hide in the shadows and guide the farm into bigger and better things. In other words, if they don't like it: **TOUGH.**

If you don't know it by now, our family is very aware of the fact that we are the last commercial egg producer in Arizona. With that, we have a responsibility to educate you, our customers, on where your eggs come from, how they are produced, cleaned, packaged, distributed and how they eventually make it to your refrigerator. We get requests for tours hundreds of times through the year, but we are just not set up for "agri-tainment". The protection of our flocks is paramount. So we do small things, like hosting

local TV crews, appearing on the Discovery Channel's Dirty Jobs, and actively promoting tours to community leaders, legislators, business leaders and the heads of purchasing for our many distributors and grocery retailers. A month ago, we were pleased to host a visit by the Honorable Gabrielle Giffords, the U.S. Congresswoman from Southern Arizona. We had a fantastic time with her, as she learned about us and what our employees do on a daily basis. She filled us in on what goes on at our nation's capital and what she deals with in her workday. Thanks so much Representative Giffords for taking us up on our offer to learn where Arizona's eggs comes from.



## EGG ON TOP



Anything With an "Egg on Top"  
Bon Appetit - January 2009 issue  
By Jill Silverman Hough

*"Not only is the egg the world's most perfect food, it's also one of the most economical ways to add protein and luscious richness to all kinds of dishes. And we can't think of anything more sunny and inviting than an egg, poached or fried, sitting atop our favorite pasta, pizza, salad..."*

In celebrating 65 years as Arizona's only egg producer, Hickman's Family Farms has invited the Valley's top chefs to serve up their best "Egg on Top" dish.

Order our "Egg on Top" dish now through November 22, and we'll donate \$1 to St. Mary's Food Bank Alliance. Hickman's Family Farms will match that donation.

Everyone who orders the dish will receive a certificate for a free dozen of Hickman's eggs.

HickmansEggs.com 

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# American Egg Board selects Clint Hickman as a featured Egg Farmer for their Good Egg Project

By Clint Hickman

I was very honored to be selected as a representative of our industry as the AEB rolled out its Good Egg Project (please visit [www.goodeggproject.org](http://www.goodeggproject.org)). The purpose of this project is to teach consumers about where eggs come from and to promote a change in peoples' eating habits to a more healthy diet. To that end, it includes a pledge that you can take online to "Eat Good. Do good everyday." My involvement has had me doing quite a few very fun and nerve-wracking events. First, I cut a radio commercial to be used throughout the U.S. I recorded the commercial locally at a studio while people in New York were listening and directing me. It is the first time I ever heard someone tell me to say something with "wryness" in my voice. Ummmm... when you figure out what that means please let me know.

Next, the AEB flew me to New York City to film a television commercial that will be played at the end of every Sesame Street starting in mid November (this is their 40th Season). I can now understand why it takes so long

to film a movie. For a fifteen second commercial, I would say the support staff during the shoot numbered somewhere close to fifty people and it took about 14 total hours to film (with only ONE line of dialogue).

Immediately following the commercial shoot came another opportunity, a media appearance for local Fox affiliates nationwide that featured an interview with THE COOKIE MONSTER and little old me. I took my wife and two little boys with me, and now I am a bona fide Rock Star at home. The interview played in sixty different cities. And finally, I was invited back to New York to appear on the CBS Early Show to talk about the Good Egg Project with their entire national broadcast team. Now THAT was an incredible experience. Watching the TV cameras, seeing Harry Smith and the crew walking out of the studios towards me, and hearing a huge crowd cheering behind me was kind of hair raising. The interview is featured on the front page of our website: [www.hickmansegs.com](http://www.hickmansegs.com).



# PJ's and Eggs was a SMASH HIT!

By Clint Hickman

The second event that we sponsored to celebrate our 65th Anniversary (the first was the massive free egg donation to the community food banks in Arizona, Colorado, and Hawaii) was PJ's and Eggs. Renee Moore helped us create an event that called attention to some of the wonderful breakfast restaurants that use our local eggs, and helped the Arizona

Children's Association get much needed pajamas and funds. With the help of TC Eggington's, First Watch, US EGG, Kiss the Cook, Matt's Big Breakfast, Scramble, OverEasy, Bacon and Stax/ Breakfast Club, we were able to collect over 1,100 pairs of pajamas for foster kids and over \$2,000.00. We are thinking that this event will be a new tradition, there were

lines out the door of almost all of the restaurants. Hickman family members and managers with their families were also sprinkled throughout the restaurants to talk to people...and my sister-in-law Audrey even became a "pressed into service" waitress at TC Eggington's because of the crowd.

