



## DeForrest Jackson

November 14, 2013

DeForrest Jackson, 87, of Gainesville, passed away on November 14, 2013, at Northeast Georgia Medical Center after a months-long battle with cancer. Born in Dacula, GA, on November 22, 1925, he grew up in Miami, FL, graduating from Edison High School.

During the Second World War he served in the U. S. Navy V-12 training program while in college, was honorably discharged at war's end, and in 1948 received an AB in journalism from Emory University, where he was a member and president of Kappa Alpha Order. He was employed by The Coca-Cola Company following graduation, but re-enlisted in the Navy at the start of the Korean conflict, graduated from OCS and served as gunnery officer aboard the destroyer Cogswell during that war. Following a second discharge, he returned to a long and successful, many-faceted career with Coca-Cola, including positions in bottler relations, product development (he was the first product manager for Sprite), advertising, marketing and promotions, ending as Director of Communications. In 1981 he took early retirement and moved eagerly in a new career direction.

DeForrest earned an MS in Communications from the University of Tennessee in 1982 and served as associate professor of advertising in the College of Communications until his final retirement in 1996. He and his wife remained in Knoxville in retirement until health concerns prompted their moving to Georgia in 2012 to be closer to family. During his career at UTK, he was twice selected one of the National Alumni Association's Most Outstanding Teachers, first as a

graduate teaching assistant and two years later as an associate professor. He received a Fulbright grant and in 1988 and 1990 taught advertising in the first Portuguese MBA programs in Lisbon and Oporto universities.

During his years in Atlanta, DeForrest served as deacon and elder at North Decatur Presbyterian Church and later was a member of Decatur Presbyterian Church. In Atlanta he and his wife were co-chairmen of the International Student Bureau in the late '60s, and he was a member of the Atlanta Track Club, running the Peachtree Road Race in its early years and also one marathon but concentrating on 200- and 400-meter track events, winning national awards in his age group in the 1970s. For the 1980 Winter Olympics, he was selected the one Torch Bearer from Georgia from a group of some 5000 applicants and was the second-oldest of a 52-person team representing each state, DC, and the town of Lake Placid, who relayed the Olympic Torch 1000 miles from Yorktown, VA, to Lake Placid, NY, and stayed throughout the Olympics serving in various ceremonial roles.

In Knoxville he was a member of Sequoyah Hills Presbyterian Church. He continued his longtime interests in art and architecture, classical music and opera, including holding a subscription to the Atlanta Symphony for 42 years, and season tickets to the Metropolitan Opera as long as its annual visits to Atlanta continued. He loved reading history and biography, traveling and regular trips with family to his favorite Destin-area beaches. He was an avid Atlanta Braves and UT Vols fan, enjoying Lady Vols basketball season tickets from 1984 to 2012.

He met his beloved wife, the former Eleanor Manuel of Austin, TX, in Dallas, when she was teaching there and he was briefly working out of the regional Coca-Cola office. They were married in her hometown in 1958 and were blessed with 55 years together before his death, raising their family in the Decatur suburban-Atlanta area.

DeForrest was preceded in death by his parents, Barney L. and Nellie Roark Jackson; two sisters, Wilda Chasteen and Charlotte Meade; a brother, Benjamin M. Jackson; a nephew, Jeffrey Chasteen; and several cousins.

Survivors include his wife Eleanor; two cherished sons--Drew Jackson (Mari-Lynn) of Flowery Branch, GA, and Joel Jackson (Melinda) of Atlanta; a much-loved niece, Maureen Haislip (Richard) of Avondale Estates, GA; and three beloved grandchildren, McKenzie Jackson, Will Jackson and Laurel Haislip. Other close relatives include first cousin John Roark (Peggy) of Buford, GA; niece Holly Meade of Tucson, AZ; nephew Alan Meade of Austin, TX; brother-in-law Ernest Chasteen of Spring Lake, FL, and his son Craig Chasteen (Sue) and their daughter Celine of Wellington, FL; and several other special cousins. The family is grateful for so many friends who offered prayers, encouraging thoughts and much loving support in the past months. Special thanks go to Hospice of Northeast Georgia and the wonderful Tina, Monique, Whitney and Emily in particular.

A memorial service will be held at Buford Presbyterian Church, 1242 Buford Hwy, Sugar Hill, GA, at 2 p.m. on Saturday, November 23. His cousin, Rev. Dr. John Roark, will conduct the service. The family invites all attending to an informal reception at the church following the service.

In lieu of flowers, please consider contributing to one of several causes dear to DeForrest's heart: Hospice of Northeast Georgia (2150 Limestone Pkwy, Gainesville, GA 30501); Appalachia Service Project (4523 Bristol Hwy, Johnson City, TN 37601; or The Pat Summitt Foundation for Alzheimer's Research (625 Market St., Suite 1400, Knoxville, TN 37902).

# Tribute Wall



“ *DeForrest Jackson*

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November 08, 2022 at 07:37 PM



“ *I was privileged to count Deforest as teacher, mentor, and friend while I was at the University of Tennessee. He was an amazing man and taught me many of the skills and attitudes that have taken me as far as they have. I am saddened to learn of his passing. He was the first teacher I had to believe in me, champion and encourage me. I will always value and treasure his guidance, humor, and attitude!*

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**Becky Blanton** - October 14, 2016 at 12:00 AM



“ *Local Search Engine Optimization is best way to increase your customer through website in your region. We know most of the customer searching online any kind of product and services. Search Rank India is Top SEO Company in Delhi which help you instant business growth.*

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**Top SEO Company in Delhi** - December 08, 2015 at 12:00 AM

WH

“ To the Jackson family,  
Our heartfelt condolences to the entire Jackson family. We were so saddened to hear of De's passing. His spirit of living life to the fullest had such an impact on me in my formidable years of growing up with Drew during our years at Briarcliff High School and through college. Please know that you and all the Jackson family are in our thoughts and prayers.

*Willie and Linda Ho*

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**Willie Ho** - December 04, 2013 at 12:00 AM

CC

“ Dear Ele: I was saddened to learn of De's death. He was a fine man and it was a privilege to know him as a friend for more than 50 years. Our time together in Dallas will always be remembered. My deepest sympathy to you, Drew, Joel and all the Jackson family. My love to all of you.

*Chapman*

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**Chapman Cunningham** - November 29, 2013 at 12:00 AM

JK

“ THOUGHTS ON DEFORREST JACKSON'S AMAZING LIFE

*At first sight, De Jackson exuded elegance. I first met him when I was 32 years old, he was 56. He seemed to just happen into my dance company's studio in downtown Atlanta. I don't know how it came about. That was my first encounter with the De Jackson Way. I had never met someone with such elegance. But I soon learned that just beneath that surface elegance, was a man dedicated to the relentless pursuit of things that amazed him.*

*He saw things that others could not see at first, particularly about themselves. And he could not wait to share these amazing new things. The breadth of his curiosity and interest in people and what they did, knew no bounds.*

*During one of our very first conversations, sometime in 1981, we discussed experimental theatre. I mentioned the "James Joyce Liquid Memorial Theatre," about whose recent performance in a makeshift setting at a Manhattan art gallery I happened to read in a Newsweek magazine article. To my astonishment, he said, "Wow! Yes! I was there!" Then this elegant man proceeded to share his amazing experience as an audience member of this experimental, experiential, and totally off-the-wall theatre encounter group performance.*

*De operated so refreshingly against the grain. To him, any given moment might well be filled with wonder. His vision was infectious. I, along with his colleagues at Coca-Cola, his students at University of Tennessee, and many hundreds of others, had the good fortune to experience the De Jackson Way: the intense one-on-one conversation where he shared the joy of something amazing that was in front of you all the time.*

*You've heard of thinking outside the box? For De, no such box even existed, except as a thing to be gently moved aside to help you see more clearly the amazing road ahead.*

*He was truly one of a kind. It is sad that he is gone. But he leaves his spirit of wonder that continues to inspire.*

*--Joe Kelly*

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Joe and Joyce Kelly - November 24, 2013 at 12:00 AM

JS

“ I was in the very first Advertising 101 class DeForrest taught at UT. The first day of class, he held up the textbook and hurled it at the wall. He said, "We don't need a book. I'll tell you what you need to know." Half the students were mortified...but the other half were energized. To this day, I'm proud to say I was in the latter half.

He didn't just teach--he inspired. He lit a fire in his students, and urged us to do more. One day, he passed around a bag of M&M Royals--mint flavored, before there was such a thing--that he had gotten from a test market. After we tried a few, he asked us to design an ad to launch this new product. I've still got my ad, on design paper, tucked into a portfolio. We held class at a bar on The Strip one day, so he could show us the finer aspects of having business drinks. He also fed us brunch at the Faculty Club, which was quite a treat on forbidden turf. He swallowed a bee at that brunch, and had to leave early for a hospital visit.

After 25 years in the television business, creating and producing, I now teach college classes. I don't throw textbooks, but each semester, I greet my Commercial Writing students the same way: "You don't need a book. I'll tell you what you need to know."

I'm honored to have crossed paths with such a colorful and inspiring man. Godspeed, DeForrest!

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**Jeff Sams** - November 21, 2013 at 12:00 AM

CM

“ I served as secretary to Mr. Jackson at Coca-Cola USA when his regular secretary, Sara Beth Battan, was out. I found him to be a gracious and witty boss. I had no idea we both lived in Hall County, Georgia. My prayers and thoughts with his family and friends.

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**Carol Maybach** - November 21, 2013 at 12:00 AM

AB

“ Professor Jackson was my advertising professor and advisor during my time at the University of Tennessee (1990-1994). But he was much more than that.

*Other than my father, Professor Jackson had the most significant influence on my choosing a career in marketing. Sometimes abrasive and always unorthodox, Professor Jackson's style very much emulated the creative directors and agency heads that I would soon work for in the real world. I didn't appreciate it then, but I certainly appreciated it later.*

*There were many parallels in our two lives. He was president of my fraternity (he waited to share the fact that we were fraternity brothers until the week before my graduation). He graduated from the same school as my Dad (Emory). Both of us honed our careers at The Coca-Cola Company. His lovely wife, Eleanor was from Austin, TX (where I now live).*

*In 2006 I can remember calling DeForrest and Ellie the day I accepted the job at Coca-Cola to create and lead their Digital Marketing organization. At that point DeForrest was having trouble hearing, so he recommended that I write him a note. On paper. In an envelope. With a stamp. "Professor Jackson, don't you have email?" I asked. "NO!" was the curt response.*

*My new office at Coca-Cola Headquarters was next door to the chief historian of the Company - a legend and almost 40-year Coke veteran named Phil Mooney. As I got to know Phil, I asked him if he remembered a DeForrest Jackson. Oh yes, he remembered DeForrest - he remembered DeForrest quite well. Phil did me a favor, and went into the vast Coke archives and found a few pictures of a younger (but no less vibrant) DeForrest standing next to a costumed character named Sprite (yes, there was an actual cartoon character named Sprite).*

*I sent my paper-based note and the pictures to Professor Jackson.*

*And DeForrest quickly wrote back, his flowery handwriting and sharp wit unencumbered like his hearing. I still have that note.*

*Professor Jackson's style was unlike any other teacher I know, and it was exactly what I needed at the time. I will remember his booming voice and laugh. I will remember his turtlenecks - lots and lots of turtlenecks. But most importantly I will remember his high expectations for me and his other students - and the satisfaction he engrained in me when I delivered.*

*May his memory be a blessing.*

*Adam Brown  
Austin, Texas*

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**Adam Brown** - November 21, 2013 at 12:00 AM

WD

“ *We will miss Dee's unshakeable spirit and his bold character. He was a shining light for me in my younger years - someone I truly looked up to. To this day his memory lives as an inspiration for me. My thoughts and prayers are with you.*

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**William Scott Downs** - November 20, 2013 at 12:00 AM

PC

“ De

*bless him hired me at TCC and was a wonderful boss and mentor.  
What a wonderful, engaging, gentleman.*

*what a delight to watch him get his way with the operations and  
finance guys,*

*will be there Saturday.*

*Pat curran*

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**Patrick curran** - November 20, 2013 at 12:00 AM

JK

“ *I am very saddened to hear of Professor Jackson's passing. I had him for an advertising class - I almost dropped it because of his pre-class speech made it sound hard - but I stuck it out and it became the best class I ever took on The Hill! He soon became a friend, as I would see he and Eleanor at a play, a ball game or some other event. I admired and try to emulate his zest for all factions of life. I too love the Destin area and am surprised to never have run into him there. I am a better person for knowing and learning from him! My thoughts and prayers are with the family.*

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**Jeff Kelley** - November 20, 2013 at 12:00 AM

DB

“ Drew, we were truly saddened to hear of the passing of your father and would like to express our sincere condolences to you and your family.

*While I never met your dad, I am awed by his accomplishments and honored to have earned the friendship of his remarkable son and granddaughter.*

*We can only imagine how difficult this must be for you and your family. We pray that you find courage and strength to bear this irreparable loss.*

Love,

*Dave and Marilyn Burks*

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**Dave & Marilyn Burks** - November 20, 2013 at 12:00 AM

BC

“ ... thank you all for sharing so many remarkable things about De's life, including many I didn't know about him - that he re-enlisted in the Navy for the Korean War, to be part of such a difficult time, and that he was the first product manager for Sprite! Actually, I thought he invented Coca-Cola, or at least its "image" during the time we both worked together there. He did. He was such a creative force, such a "doer," in the very best sense. He always made me want to do more, be more, enjoy life more - those wonderful opera weekends with Ele and De, Drew and Joel in Atlanta! He certainly was a major influence in my life. I know we'll all miss him, and I'm so glad that we are all, in a way at least, members of his "family" of friends and loved ones. My love to you all, and especially to Ele, as you say goodbye to him.

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**Betty Taylor Cox** - November 20, 2013 at 12:00 AM

JB

“ *Ele, now it is my turn to send my sympathies to you and your family. Jim & I were invited to your condo years ago when we played tennis together. I do remember De being so very gracious to so many people he didn't know, as they were your friends from KRC. He certainly was a very accomplished man and one of those special people who makes life better for all who were around him. I will be keeping you in my prayers, as there will certainly be some difficult times ahead for you. Love to you.*

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**Jan Benton** - November 20, 2013 at 12:00 AM

MF

“ *Our condolences. I loved how your father kept everything in the proper perspective with an open mind and a great sense of humor. I am very sorry for our loss.*

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**Mike & Elaine Florence** - November 20, 2013 at 12:00 AM

LR

“ *My condolences and thoughts are with you. In due time, I would enjoy hearing from any of the family regarding genealogy research. I connect to De Forrest distantly. We both share kinship with Edward Wade, b. 1726, d. 1790. Edward is my 5th great granddad. I came into the "Daughters of the American Revolution" and "First Families of TN" through Edward. God bless each of you is my prayer.*

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**Lanelle Romines** - November 20, 2013 at 12:00 AM

PJ

“ I had DeForrest as my Campaigns class professor in 1989. I'll never forget the impact he had on me as a student. That impact is carried with me today in my own marketing business. I can only hope that I could effect a young marketing mind a fraction of what he did to mine. He was the most passionate professor I ever had and I'm grateful for the time I had with him. Please accept my deepest condolences for your loss and know that he leaves a deeply rooted, positive legacy.

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**Paul Jankowski** - November 20, 2013 at 12:00 AM

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**Paul Jankowski** - November 20, 2013 at 12:00 AM

TP

“ Oh how I loved Professor Jackson. I was in his first classes at UT (graduated in 1984 w/BS in Communications). I learned so much from him - more than just advertising. He will always hold a very special place in my heart for his encouragement and enthusiasm. I pray his smile will fill your memories as they have and will continue to fill mine.

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**Tina Price** - November 20, 2013 at 12:00 AM

RW

“ *De's obituary is so well done. He had many outstanding accomplishments and was a very caring and concerned husband, father, grandfather, and friend. I am so glad I could be counted as a friend. He enriched all who knew him. I am sending my heartfelt sympathy to all his family. May God bless each of you.*

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**Ruth Wood** - November 19, 2013 at 12:00 AM