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HARD WORK Faith & FAMILY

Ryan DeVoe

HARDWORK, FAITH, AND FAMILY. These three qualities form a single portrait of one of America's most innovative auto industry executives, my father, James "Jim" F. DeVoe Sr. Born on March 14, 1943, in Carmel, California, Dad's family relocated to Indiana when he was a toddler and they settled in Marion, IN in 1962. His commitment to hardwork showed up early in life. As a boy, he had a local paper route. He took a special interest in giving the very best service he could and won the respect of the many wealthy professionals he delivered papers to.



He took his work ethic to Indiana University where he graduated with honors in 1966 with a B.S. in Business Finance and Management. It even took the same persistence and hard work for him to win the heart of his college sweetheart, Andrea (Andy). His hardwork paid off when he graduated with an MBA from IU and married Mom during the summer of 1967.

Dad's success was not built on hardwork alone, however. He had a belief in becoming the best by learning from the best, and he selected his role models very carefully. He read books about successful people and learned how they faced struggles and how they got through them. If you spent enough time with him, you would often hear him listening to his collection of cassette tapes which featured audio biographies of corporate executives, often telling of their humble beginnings and journeys to towering success. He would learn these stories, repeat these stories, and embrace these stories. Soon, he would be one of those stories himself.

Dad not only set his gaze upon many corporate executives but, more importantly, he set his sights on God as his ultimate role model.

Even before his formal confession of Christian faith, Dad

Jim F. DeVoe, Sr.

read the Bible and strived to live a principled life to the best of his abilities. During their dating experience, Dad and Mom often spent time reading devotionals, which focused on the Bible, and praying together.

Dad gave his life to Christ and began his Christian journey at a conference at Oral Roberts University. It was this faith in Christ which served as the foundation of Dad and Mom's marriage and family. It also guided them in the parenting of their six children, the loving of their many grandchildren (each of whom had a special nickname from Grandpa), and ultimately their legacy in business.

The Business

Early in their marriage, Dad and Mom decided to return to Marion, IN to take responsibility for the family's Chevy-Cadillac car dealership. Dad led the dealership effectively and thrived while selling new cars to the residents of Grant County and beyond. His financial acumen, innovative mind, and entrepreneurial bent would serve him well in the economic market insecurity which defined the early-to-mid 1980's. With oil embargos driving gas prices further upward and interest rates on a steady climb, the market demand for expensive, big bodied new American vehicles subsided significantly. It was these market conditions that led to the launch of a start-up used car business on the lot next door to the new car business in 1987.

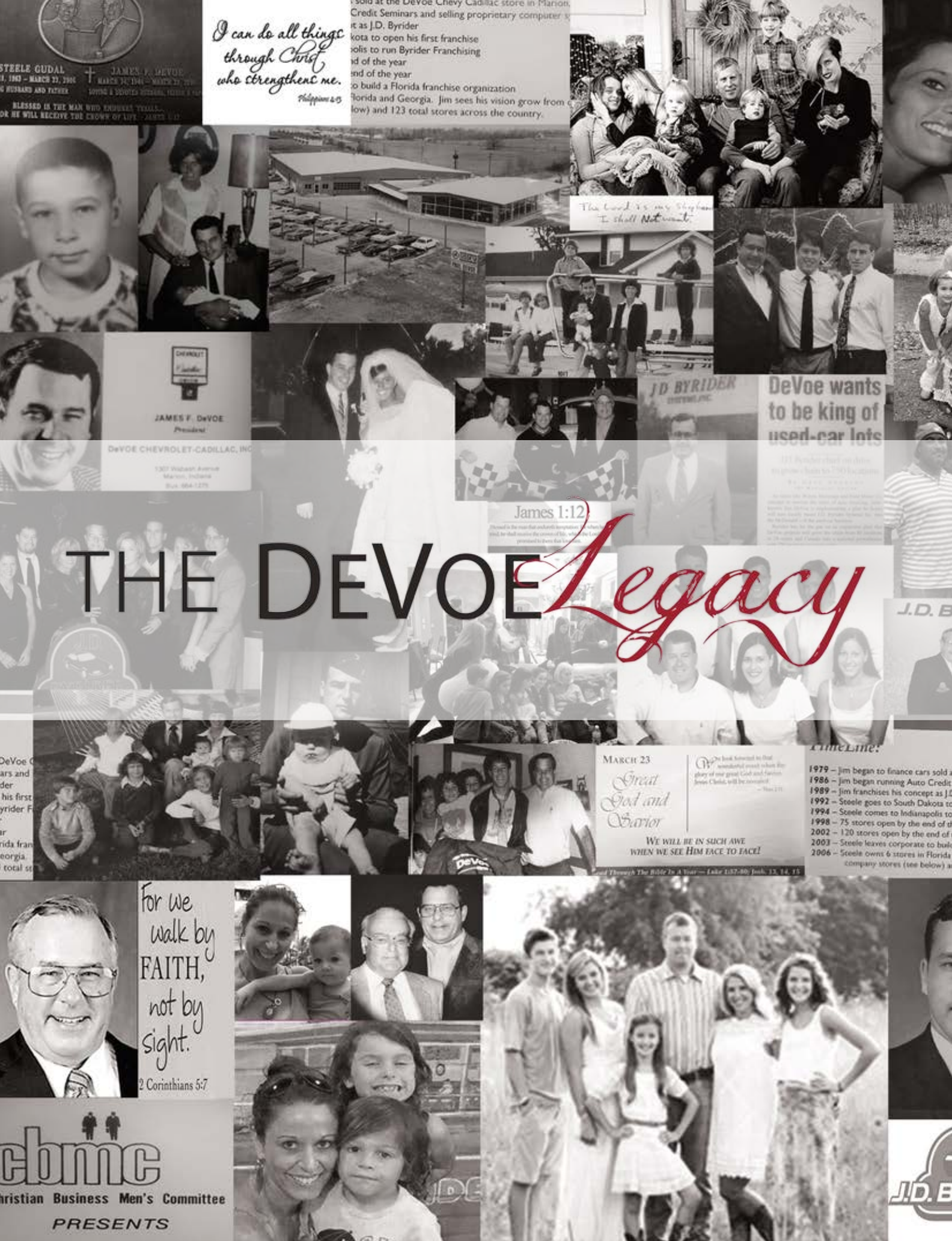
Understanding the need for affordable, fuel-efficient and reliable vehicles, while also being mindful of the difficulty many of his potential customers had financially, he developed the nation's first "buy here, pay here" car sales system. Dealership owners and managers flew in from around the globe to attend seminars in Marion, IN and learn about his "auto credit" system which was triggering so many sales. Soon, more than 750 new car dealers had gone

through his seminar and launched used car businesses. In the midst of the training, his business continued to flourish to the point that franchising became the most effective means of sustaining ongoing growth.

In 1989, he formalized this innovative credit system under the J.D. Byrider brand. It was a walk of faith, coupled with a lot of hardwork, and the active involvement of his growing family that helped facilitate the success. While the business continued to grow, Dad held onto his Christian values, treating customers with respect and dignity while ensuring that employees were treated well. J.D. Byrider would eventually total 168 franchises nationwide in 28 U.S. states under his committed leadership and care.

The DeVoe School

On March 23, 2006, Dad would transition from earth to heaven in a private plane crash near Melbourne, FL. While this was an untimely and tragic event, it is certainly not the end of his legacy of hardwork, faith, and family. In 2013, Indiana Wesleyan University (IWU) completed a \$5 million gift agreement, one of the largest donations received in its history, which led to the naming of the DeVoe School of Business (DSB). The gift came from our family in Dad's memory; however, it was not a gift intended to enshrine his name. Rather, it was a gift meant to inspire others to embrace their purpose. Mom hopes that students and alumni of the DeVoe School of Business "combine both their talents and their God-given gifts with the guidelines and principles that He has set out in His Word as their foundation: to guide them, to direct them, to hold to them, to trust them, to go forward during times when they can't go forward, to restore them...He is able when you are not able. When you are weak, He is strong." These are profound words from my mother and a fitting tribute to Dad's faithful story. ▼



STEELE GUDAL
1913 - MARCH 27, 1981
HUSBAND AND FATHER

JAMES F. DEVOE
MARCH 14, 1941 - MARCH 27, 2011
LOVING & DEVOTED HUSBAND, FATHER & SON

BLESSED IS THE MAN WHO ENDURES TRIALS...
FOR HE WILL RECEIVE THE CROWN OF LIFE - JAMES 1:12

*I can do all things
through Christ
who strengthens me.*
Philippians 4:13

...sold at the DeVoe Chevy Cadillac store in Marion, Indiana. Credit Seminars and selling proprietary computer software. It was J.D. Byrider who opened his first franchise unit in 1979. Byrider was named Franchise 101 of the year at the end of the year to build a Florida franchise organization in Florida and Georgia. Jim sees his vision grow from 6 stores in 1979 to 123 total stores across the country.



*This world is my Shepherd
I shall not want.*



DeVoe wants to be king of used-car lots

121 Byrider chief on drive to grow chain to 200 locations

By J.D. BYRIDER

As the used-car market continues to grow, Jim DeVoe is looking to become the king of used-car lots. DeVoe's chain of used-car lots, DeVoe Chevrolet-Cadillac, Inc., is looking to grow its chain to 200 locations by the end of the year. DeVoe's chain of used-car lots, DeVoe Chevrolet-Cadillac, Inc., is looking to grow its chain to 200 locations by the end of the year.

James 1:12

Consider it all joy, my brothers, when you encounter various trials, for the testing of your faith produces steadfastness. As steadfastness endures, it will perfect your character. If you lack steadfastness, you will not be perfect. But if you have steadfastness, you will be perfect and complete, lacking nothing. If anyone lacks wisdom, let him ask God, who gives to all liberally and without reproach, and it will be given to him. But let him ask in faith, without doubting, for the one who doubts is like the sea breeze, blown and blown away by the wind. A double-minded man is unstable in all his ways. Blessed is the man that endures temptation, for when he has been tried, he will receive the crown of life which God has promised to those who love him.

THE DEVOE Legacy



MARCH 23

Great God and Savior

WE WILL BE IN SUCH AWE
WHEN WE SEE HIM FACE TO FACE!

And Through The Bible In A Year - Luke 10:7-8; John 13, 14, 15

Timeline:

1979 - Jim began to finance cars sold at the DeVoe Chevrolet-Cadillac store in Marion, Indiana.

1986 - Jim began running Auto Credit Seminars.

1989 - Jim franchises his concept as J.D. Byrider.

1992 - Steele goes to South Dakota to start a franchise.

1994 - Steele comes to Indianapolis to start a franchise.

1998 - 75 stores open by the end of the year.

2002 - 120 stores open by the end of the year.

2003 - Steele leaves corporate to build his own franchise.

2006 - Steele owns 6 stores in Florida and 123 total stores across the country.



*For we walk by FAITH,
not by sight.*
2 Corinthians 5:7



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Christian Business Men's Committee
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