



## Nicky Dan Wheeler

June 26, 1956 - April 15, 2018

Services for Nicky Wheeler, 61, of Flint, will be held on Thursday, April 19, 2018 at 2:00 p.m. at Cross Brand Cowboy Church with Terry Holland and Marcus Jackson officiating. Burial will follow at Tyler Memorial Park Cemetery under the direction of Stewart Family Funeral Home.

Mr. Wheeler passed away Sunday, April 15, 2018 in Tyler. He was born June 26, 1956 in Lubbock, Texas to Johnny and Lola Wheeler.

Nicky graduated from Robert E. Lee High School. He is co-owner of Fresh Country Fund-Raising in Longview, Texas.

Nicky was preceded in death by his parents and his brother, Billy Don Wheeler. He is survived by his loving family, including his wife of 36 years, Beverly Conine Wheeler; his sons, Trent Wheeler, Cole Wheeler and Blake Wheeler; siblings, Alan Neil Wheeler and wife Rachel, and Jimmy Wheeler; his uncle, Lloyd Wheeler and aunt, Sandy, as well as many nieces and nephews; and his lifelong friend Ricky Blalock.

Visitation is scheduled from 6:00 to 8:00 p.m. on Wednesday, April 18, 2018 at Stewart Family Funeral Home, 7525 Old Jacksonville Highway, in Tyler.

As a young cowboy, Nicky worked for Frank Perkins breaking cutting horses.

During his high school years, he began riding bulls. He was described as a “natural talent” by many, and in 1977, he qualified for and competed at the National Finals Rodeo in Oklahoma City, OK. There he rode 9 out of 10 bulls to finish in the top five in the World. He also won the East Texas Rodeo Association Year-End Championship and Finals in 1979.

Nicky had a true love of his sport and was loved by all he met. Nicky went on to teach numerous others to compete and to love rodeo as well. Having heard story after story in the past 3 weeks, reminded us all of this love of all things rodeo. He stayed involved in the sport by judging many bull ridings, including both CBR and PBR.

When Nicky’s bull riding days were over, he found many other ways to stay involved in rodeo. Nicky produced numerous rodeos at Wheeler Arena. He produced the Peltier Rodeo, which was a weekly rodeo from June through August where a truck was given away to the top bull-rider of the series. Nicky later raised bucking bulls. He was a pioneer in breeding top-level bloodline bucking bulls of his own. Nicky travelled the US to find and add top-rated bulls to his breeding venture.

Nicky met the love of his life, Beverly Conine, in 1981, and married her a short 6 months later on April 24, 1982. Together, with the help of Nicky’s parents, Nicky and Beverly started Fresh Country Wholesale in 1983 in Longview, TX. This grew into a family venture with the addition of Nicky’s brother, Jimmy, in 1985, when the fundraising portion of the business began. Nicky, Beverly, and Jimmy have worked over the ensuing years with various FFA groups, elementary schools, and others, spanning five states. These groups and their members mean so very much to the Wheeler family.

Nicky spent many hours with his boys. Nicky’s two younger boys showed interest in rodeo. Knowing that he didn’t want his boys to ride bulls, he taught

them to team rope and calf rope at a young age. During these years, the Wheeler family met a host of new and very dear friends from all over the country. Here, Nicky continued to help so many young rodeo contestants to be the best they could be in their sport.

Nicky never met a stranger and made everything he did fun. Nicky was a great friend to all and will be missed dearly. The impact that he made in so many lives has left a lasting effect on all of us.

In lieu of flowers, donations may be made to the American Heart Association at P.O. Box 841125, Dallas, TX 75284-1125 or The Hospice of East Texas Foundation, 4111 University Blvd., Tyler, TX 75701.

\*\*\*Pallbearers are Mark Minton, Barry Dagnel, Terry Williams, Mark Tatom, David Sawyer, Gary Dean Sanders, Greg McKeethan, John Acker, and Jim Acker.

\*\*\* Honorary pallbearers are Mac Waddle, Jayhu Thorp, Bart Futrell, Russell Welch, Mike Stephens, Phillip Burns, Dwayne Orr, Danny Crossley, Mike Stanley, and Robert Williamson.

# Cemetery Details

## Tyler Memorial Park

12053 SH 64 West  
Tyler, TX 75704

# Previous Events

## Visitation

APR **18**. 6:00 PM - 8:00 PM (CT)

Stewart Family Funeral Home  
7525 Old Jacksonville Hwy  
Tyler, TX 75703  
(903) 581-2008

## Service

APR **19**. 2:00 PM (CT)

Cross Brand Cowboy Church  
11915 FM 2015  
Tyler, TX

# Tribute Wall

LM

“ *Loretta Martinez lit a candle in memory of Nicky Dan Wheeler*



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**Loretta martinez** - April 20, 2018 at 08:41 AM

PL

“ *May God bless you all during this difficult time. Nicky was a wonderful person who never met a stranger. He was a very kind man and always had a big smile on his face! He was loved and will be missed by many. Know my prayers will be with you in the coming weeks and months. RIP Nicky. Pam. Lemons*

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**Pam Lemons** - April 19, 2018 at 03:31 PM

HH

“ *We have great memories when we went to the Wheeler Rodeo. It was a privilege and honor to have known Nicky. He was a Great Man. We are praying that God's peace & Love will comfort the Wheeler Family! Hodge & Anne Holman*



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**Hodge Holman** - April 19, 2018 at 10:10 AM



“ *Sweet Sincerity was purchased for the family of Nicky Dan Wheeler.*



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April 19, 2018 at 10:06 AM



“ *Donna Barker (c/o Michelle Mcleod) purchased the Simply Elegant Spathiphyllum for the family of Nicky Dan Wheeler.*



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**Donna Barker (c/o Michelle Mcleod)** - April 19, 2018 at 09:00 AM



“ *Crystal Cross Bouquet was purchased for the family of Nicky Dan Wheeler.*



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April 18, 2018 at 10:00 PM



“ *Simply Elegant Spathiphyllum was purchased for the family of Nicky Dan Wheeler.*



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April 18, 2018 at 05:29 PM



“ 146 files added to the album *LifeTributes*



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**Stewart Family Funeral Home** - April 18, 2018 at 04:03 PM



“ *Divine Peace Bouquet* was purchased for the family of Nicky Dan Wheeler.



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April 18, 2018 at 01:33 PM



“ *Country Basket Blooms* was purchased for the family of Nicky Dan Wheeler.



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April 18, 2018 at 10:41 AM

KH

“ Kelly Hale lit a candle in memory of Nicky Dan Wheeler



Kelly Hale - April 18, 2018 at 10:01 AM

KH

*Im so sorry to learn of Nicky Dans passing. What a wonderful and funny man to work for and along side with. He will be greatly missed. Keep your heads high and know that he will be watching from above all of you with a smile on his face.*

Kelly Hale - April 18, 2018 at 10:03 AM

MJ

*nicky sold me my first good bar back rig so I would have a good rig to ride with in the bar back event I knew him through the sanders who road bulls . He was the type of man that would help you if he could and for that I will never forget . He was a good man. Bro. Mark Johnson*

Mark Johnson - October 02, 2018 at 02:37 PM



“ Emerald Garden Basket was purchased for the family of Nicky Dan Wheeler.



April 18, 2018 at 12:12 AM

DL

“ Deon & Debbie Lennie lit a candle in memory of Nicky Dan Wheeler



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**Deon & Debbie Lennie** - April 17, 2018 at 09:13 PM



“ *Simply Elegant Spathiphyllum* was purchased for the family of Nicky Dan Wheeler.



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April 17, 2018 at 07:00 PM



“ *Strength & Solace Spray* was purchased for the family of Nicky Dan Wheeler.



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April 17, 2018 at 06:43 PM

DR

“ Great memories of Nicky with so many people for sure.....an honest man, a great Dad and husband, an incredibly strong competitor....it has been an honor to get to know Nicky as he hauled the boys to every team roping event possible. He was quick to joke, encourage the kiddos and did so much for his boys including their hauling partners over the years...I always knew when I was producing my team ropings I didn't have to worry about one thing when it came to Nicky Wheeler.....he would help if asked, his word was something you could count on 100% and he even made sure he brought the entry office some good Fresh Country cookies!! Heaven gained a great cowboy for sure. His impact on people is one we can only wish for. It will definitely not be the same the next time I announce a roping, knowing he isn't sitting in the stands. Rest easy my friend.....you are entered in the best rodeo of all!

Dina Reynolds - April 17, 2018 at 05:23 PM

DV

“ Debbie Vela lit a candle in memory of Nicky Dan Wheeler



Debbie Vela - April 17, 2018 at 03:40 PM

DV

Our thoughts and prayers are with you all. The Dusty Vela Family

Debbie Vela - April 17, 2018 at 05:17 PM

TR

“ Teresa Ray and John Ray purchased the Divine Peace Bouquet for the family of Nicky Dan Wheeler.



Teresa Ray and John Ray - April 17, 2018 at 03:21 PM

BB

“ Beverly I am so sorry for your loss. I know Nicky was a good man and husband. He was well respected. If there is anything I can do for you please feel free to contact me.

Brent Berryman

Brent Berryman - April 17, 2018 at 12:39 PM

TR

“ Nicky was such a great guy. My thoughts and prayers are with all of the Wheeler family.

Tracey Rounsavall - April 17, 2018 at 12:35 PM

TI

So much fun to watch our children rodeo, have dinner and cookouts. Great memories

Teresa Ingle - April 19, 2018 at 10:18 AM

JC

“ James & Carol Chambless lit a candle in memory of Nicky Dan Wheeler



James & Carol Chambless - April 17, 2018 at 12:25 PM

LF

“ Love, The Payne Family purchased the Crystal Cross Bouquet for the family of Nicky Dan Wheeler.



Love, The Payne Family - April 17, 2018 at 11:18 AM



“ Country Basket Blooms was purchased for the family of Nicky Dan Wheeler.



April 17, 2018 at 11:07 AM



“ Basket of Memories was purchased for the family of Nicky Dan Wheeler.



April 17, 2018 at 10:26 AM

CB

“ Have always considered Nicki a friend, went to high school together and thought I wanted to be a bull rider, but learned real fast that wasn't for me! Stay in my prayers! Miss seeing you and Beverly and Neil and his wife at El Charo's!!

Carl Bohanon - April 17, 2018 at 09:11 AM

GS

“ Gary, Deborah, Garrett and JD Sanders purchased the Lavender Reflections Spray for the family of Nicky Dan Wheeler.



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**Gary, Deborah, Garrett and JD Sanders** - April 17, 2018 at 08:39 AM

DD

“ Nicky will be missed. the family is in my prayers. i always enjoyed Nickys friendship thru the years. Will be thinking about this time of sorrow.

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**Doug dotson** - April 16, 2018 at 09:49 PM

KU

“ The Lonny Uzzell family has wonderful memories of time spent at Wheelers Rodeo with Nicky and family. Our Hearts are heavy and he will be greatly missed.  
Much love,  
Lonny and Kelley Uzzell

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**Kelley Uzzell** - April 16, 2018 at 09:15 PM

DC

“ My heart is broken for you all. Nicky was a great man who will be missed by many. Love to you all. Many prayers.

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**Debie Conine Corbello** - April 16, 2018 at 06:52 PM

PL

“ Well Glory gained another great Cowboy. Looks like the Heavenly version of the REL Rodeo Club just gained another member. We will all be together again. We will look after things here until we join you. Bev and the family we share your sorrow but rejoice in the life that cowboy lived!

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**Paul Lowden** - April 16, 2018 at 06:13 PM

LM

“ Loretta Martinez lit a candle in memory of Nicky Dan Wheeler



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**Loretta martinez** - April 16, 2018 at 06:11 PM

LW

Heaven has gained not just another Cowboy, but a Texas Bull Rider, stockbroker, rancher, Genuine Rodeo Producer, businessman, a father, a brother and a cousin who will give the Lord his best effort, just as he did on this earth. Beverly, Cole, Blake and Trent we share your sorrow but rejoice in the life that Nicky lived. Nicky could not have asked for any better brothers that the pair he drew, live life to your fullest, just as he did.

*Larry, PeeWee Wheeler and family*

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**Larry WHEELER** - April 16, 2018 at 11:32 PM