



Ronald L. Dixon

November 29, 2021

On Monday, November 29, 2021, Ronald Lee Dixon, 79 of San Antonio and Arlington, VA, went home to be with the Lord and his beloved parents Durward Milton (Bob) Dixon and Ruby Dale Brigman Dixon after a battle with cancer. Ron passed peacefully surrounded by love in his hometown of San Antonio. He was a member and Deacon of Trinity Baptist Church where he was baptized and President of the Trinity Chorale where he participated with his mother never missing a rehearsal or presentation until she was no longer able. When Ron sang solo, to the congregation, his love of God was evident and often there wasn't a dry eye in the house.

Ron went to Jefferson High and thereafter, graduated from the University of Texas at Austin with a degree in Broadcasting. From the 1960's to the 1970s, Ron was the creative genius at The Atkins Agency. His unlimited creativity led him to run major ad campaigns and commercials for San Antonio clients and the city itself. Some of his spots won prestigious CLIO Awards, which are the equivalent to Academy Awards for commercials. Not only was he an outstanding ad producer, but he was also a comedic host known as "Bidmaster Ron" on a local Saturday morning TV series His personality was always upbeat and jovial. During the 1980's, Ron was one of the founders of the ACTS (American Christian Television System). He was in charge of production at this national television network which is still in operation today as "Hallmark Channel". In 1990, he and a group of partners bought a cable TV

network from Hollywood called "Silent Network" and expanded it in San Antonio. Additionally, a second network was launched called "America's Disability Channel" which then evolved to become "Kaleidoscope Television." This national network was seen in 17 million households across the USA and Canada and won several awards. The network is still in operation today as "Silent Network," thus continuing Ron's work. In addition to Ron's TV work, he also served on the San Antonio Mayor's Committee on People with Disabilities to help improve the lives of people with disabilities in the city. He subsequently held executive positions in health-oriented non-profits in Arlington, VA including Health Charities and National Alliance on Mental Illness (NAMI). It was in Arlington where in 2004, he met who would become his partner for the rest of his life.

Ron was selfless. He gave of himself with full measure through his involvement with Trinity Baptist and the chorale there as well as the Baptist Convention, following a calling there. When there was a downturn in his business at one point, he continued to pay his employees out of his own pocket as he didn't want circumstances to adversely affect them and their families. And speaking of families, he dearly loved and cared for his extraordinary parents and significantly, his mother for many years, eventually, selflessly, expending all the remainder of his resources for medical care in her later years.

Ron is loved and remembered for his sparkling, quick wit, his infectious laugh, his ability to make every colleague and friend feel important, and his many contributions to the communities he served. Ron was well loved in life, and is survived by his beloved partner, Gene C. Smith, his sister Bobbie Dale Giffen, his nephews Russell Mark Giffen and Robert Lee Giffen, his cousin Carolyn Morgenthaler and his cousin Gene Brigman.

Ron was laid to rest next to his parents in the Chamber Chapel Mausoleum at

Mission Park North Cemetery after honors recognizing his service in the U. S. Army and a service dedicated to his love of God and the love of those dearest to him.

Tribute Wall

ES

“ 1 file added to the album Memories Album



Emma Slifer - December 30, 2021 at 04:54 PM

ES

Much love and sympathy to you all! Ron is our family! I (Emma) met him at First Baptist Church SA when I was 17. He and his mom were wonderful mentors! Ron and his mom sang in our sanctuary choir, narrated lots of choir special, and sang solos beautifully. I would accompany him on the piano for years as he sang strong and unto the Lord. will miss your smiles, jokes, and our years of friendship! Your life has touched millions in this world to know and love Christ! God has you, and you are healed! Love you...The Slifer family..Mike and Emma Tucker Slifer

Emma Slifer - December 30, 2021 at 05:11 PM



“ 3 files added to the album Memories Album



Mission Park Funeral Chapels & Cemetery - December 16, 2021 at 02:59 PM

GG

We love you Ron and will miss those smiles and smirks that would keep us guessing if you were serious or joking. Loved all the vacations Gene and you shared with Jim and I. We'll miss you forever. Love GenJim

Gena & Jim Garzillo - December 17, 2021 at 12:45 PM

ES

Ron..I remember these photos! Very handsome with the smooth voice of an anchorman.Emma Tucker Slifer

Emma Tucker Slifer - December 30, 2021 at 05:18 PM

RH

We shared a true friendship and I will always carry you and Gene in my heart with sincere Love. You are part of our thoughts for ever and ever!

Richard Hoag - January 14, 2022 at 01:51 PM