



BLUE COLLAR HERO

BY KATIE CANNON

“Your blue collar all the way Charlie”!

“It could happen to you” © SONY pictures 1994.

One of my favorite lines from a movie. Pretty descriptive and nicely delivered. When talking about Jesse James’s life, from middle class America to American working class hero, I just remembered this movie. Jesse with all his “fame” is still just a good ole boy trying to make a buck.

From forging and fabricating steel Jesse soon realized the need for affordable work clothes. (I don’t think he will run pink welder hoods like mine) But good sustainable gear, you can pick up at the neighborhood Wal-mart.

BINK had the opportunity to interview Jesse James while on his promotional tour of Kentucky.

Who was your biggest influence in life? Personal and professional?

My kids. Every thing I do and say has them in mind.

Will Wal-mart be the only retailer carrying your clothing line?

Yep Wal-Mart only! Also www.wal-mart.com

How did West Coast Choppers expand it’s clothing line from Bikerwear to Work clothes?

I think it’s a natural progression because I’m a welder and spend most of my time in the shop working with my hands.

What’s the next big project?

Working on a new TV series and building some bikes.

What is your favorite charity?

I started an Industrial Arts foundation that supports shop classes for high school kids.

How many cities will you be visiting?

We have 8 locations on this leg of the tour. More coming in spring.

There you have it a modest man who loves his children. We at BINK wish you well and hope to see you at the Kentucky State Fair. — 