



A long, central checkout counter acts as an anchor at the base of the stairs on the first floor.

Marshall Highway. High among their priorities in purchasing a new store site was that it have good access from a major highway, ample parking for customers and plenty of room to accommodate the fleet of eight delivery trucks that would continue to be the backbone of their business.

The size, design and construction of the new facility turned out to be an evolutionary process as dreams met reality and new ideas rose phoenix-like from discarded concepts. While they declined to discuss numbers, the Jacksons admit that costs rose dramatically as design plans were modified mid-construction and the sourcing of environmentally friendly building materials proved to be both tricky and pricey. The result, though, is spectacular, and they are proud of sticking to their guns about using green materials where possible and completing a beautiful, well-designed home for their business.

The Jacksons are avid conservationists, deciding that it made no sense to practice those ideas at home

but not at their place of business.

“We do a number of things at the house, and it just seemed stupid to leave it there,” Jeri said. “Why not carry it throughout the whole day? Through the marketing of earth-friendly products and also products that we use daily in our store, we’re offering alternatives to leave a little smaller footprint (on the earth). Granted, this is not a 100-percent ‘green building.’ To the best of our ability and our budget, we have implemented enough to help make a difference. I stress that because someone can walk in and say, ‘Well, the building is made of wood. How environmentally friendly is that?’ ”

From the outside, the new building is evocative of a classic Virginia horse barn, complete with cupolas, white trim and metal roofing. Some materials used were recycled; some things—like the paints and the varnishes used throughout—are nontoxic. (For a more complete description of the construction of the facility and the materials used, see “Going Green” in *Tack ’n Togs* Oc-

tober, 2007 issue.)

The Jacksons have also incorporated their eco-minded approach into how they conduct their business. Materials used in everyday operations are separated, recycled or reused. They actively seek out vendors and products that reflect their commitment to preserving the environment.

Explaining that he and Jeri and her sons decided together to “go green,” Bill acknowledged that it is a challenge, but worth the effort. “We’re expanding our product lines daily with cleaning supplies, paper towels, all types of stuff that is either recycled or environmentally friendly,” he said. “Our customers are buying them and we’re using them and our staff is using the products, so it’s a win-win situation. We’re going to stick with that.”

“There are more and more vendors who are starting to offer alternatives to their traditional product lines,” Jeri added. “But you still really do need to research it. There have been a couple of clothing lines,