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#DexterFirst Jackson's Florist by Nancy Nelson Vines

DECEMBER 04TH 2017 BY DEE LOFLIN

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Jackson's Florist will celebrate sixty years of business in January 2018. Fifty-five of those years was under the leadership of Jack and Norma Jackson. For the past five years their granddaughter Ashley Miller has been at the helm and is very excited and proud to be carrying on her grandparents' legacy. "I've worked in this shop since I was 15 and I am happy to be able to carry on the family name and business," Miller said.

Miller took over operation in 2012 shortly after her graduation from college, where she earned a degree in agriculture business and horticulture. "Grandpa let me basically run the business for a while before I took over. I added a few lines and changed some merchandising displays." Today the thriving business features children and baby accessories, along with the popular Melissa and Doug toy line. She also carries Southern Belle and Girly Girl T-shirts for women.

"I broadened the lines and added more home décor and gift items, and changed the displays to vintage furniture pieces rather than rows of glass shelves." Those pieces, which include an early model Frigidaire refrigerator, lend a cozy, inviting feel to the shop.

Jackson's is a Willow Tree Select Dealer, which means they receive new pieces before

they are released for general distribution. “For example,” Miller said, “I received in November a piece that will not be available to other retailers until January.”
Candleberry candles are another popular new addition.

“While our gifts and décor lines are doing well, our memorial silk flowers continue to be a high-demand category, Miller noted. “We deliver memorial flowers and grave blankets to many surrounding cemeteries.”

Jackson’s is located at 205 N. Walnut in Dexter. They are open for business 8:00 to 5:00 Monday through Friday, and during the holiday season 8:00 to 5:00 on Saturday, as well. Follow Jackson’s Florist & Gifts on FaceBook to learn about in-store specials.

Pictured above: Ashley Miller stands beside the Melissa and Doug line of toys that she added to Jackson’s merchandise mix.

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Willow Tree is a popular sympathy and all occasion gift.

Jackson Florist 3

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An old Frigidaire has new life as a display case.

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