

Finding Aid to The HistoryMakers® Video Oral History with Steven Jackson

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Jackson, Steven, 1960-
Title:	The HistoryMakers® Video Oral History Interview with Steven Jackson,
Dates:	August 14, 2018
Bulk Dates:	2018
Physical Description:	4 uncompressed MOV digital video files (1:44:37).
Abstract:	Automobile sales entrepreneur Steven Jackson (1960-) served as president of the Jackson Automotive Investment Group and was an eight-time recipient of the Toyota President's Award. Jackson was interviewed by The HistoryMakers® on August 14, 2018, in Martha's Vineyard, Massachusetts. This collection is comprised of the original video footage of the interview.
Identification:	A2018_154
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Automobile sales entrepreneur Steven Jackson was born on October 25, 1960 in Klamath Falls, Oregon to Melvin and Earline Jackson. He graduated from Klamath Union High School.

Jackson began his career in the automotive industry at the age of eighteen working as a detailer for Klamath Falls Honda, before being promoted to salesperson. Jackson purchased his first automobile dealership, General Motors/GMC outlet in Sacramento, California in 1989. He then opened and operated Folsom Buick Pontiac GMC from 1998 to 2007 in Sacramento. In 2008, he opened Toyota of Rockwall in Dallas, Texas which was also the first automotive dealership to earn a LEED Gold certification by the U.S. Green Building Council for excellence in environmental design, and named "Top 100 Places to Work" for 2010 by the *Dallas Morning News*. In partnership with his wife Barbara Jackson, they purchased Toyota Subaru Scion of Corvallis in Western Oregon in 2013. Jackson has served as the principal for the Jackson Automotive Investment Group, which included six dealership outlets Folsom Buick Pontiac GMC and Folsom Lake Volkswagen in Sacramento, California, Toyota of Rockwell in the Dallas Metroplex, Texas and Toyota of Corvallis, Subaru of Corvallis and Toyota of Newport in Oregon. The Jackson Automotive Investment Group has been active in the community and has supported such programs as; Teachers of the Year Annual Car Lease Partnership, Toyota Matching Grant(s) for School Districts; organizations including Meals on Wheels, National Court Appointed Special Advocate (CASA) Association, Boys & Girls Clubs of Corvallis, School Supply Giveaway, Timberhill Athletic Club, One Man's Treasure, Rockwell Independent School District and events including the Teddy Bear Toss program with Oregon State University.

Previously, Jackson served as board member and vice president of the Toyota Dealer Council for The Toyota/Lexus Minority Dealers Association (TLMDA). Jackson's dealership was ranked #68 on the 2000 *Black Enterprise* BE Auto Dealer 100 list, and subsequently ranked #52 on the 2007 *Black Enterprise* BE Auto Dealer 100 list. Jackson was recognized by *USA Today* and the National Automobile Dealers Association (NADA), as a finalist for the annual 2007 Dealer Innovation Award. He was the recipient of the Toyota President's Award for

eight consecutive years from 2010 through 2017.

Jackson and his wife, Barbara Jackson, have four adult children, including Tabitha, Chelsea, Steven and Jasmine.

Steven Jackson was interviewed by *The HistoryMakers* on August 12, 2018.

Scope and Content

This life oral history interview with Steven Jackson was conducted by Larry Crowe on August 14, 2018, in Martha's Vineyard, Massachusetts, and was recorded on 4 uncompressed MOV digital video files. Automobile sales entrepreneur Steven Jackson (1960-) served as president of the Jackson Automotive Investment Group and was an eight-time recipient of the Toyota President's Award.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Jackson, Steven, 1960-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Jackson, Steven, 1960- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Automobile Sales Entrepreneur

HistoryMakers® Category:

BusinessMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Steven Jackson, August 14, 2018. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

Video Oral History Interview with Steven Jackson, Section A2018_154_001_001, TRT: 1:28:37 ?

Video Oral History Interview with Steven Jackson, Section A2018_154_001_002, TRT: 2:28:05 ?

Video Oral History Interview with Steven Jackson, Section A2018_154_001_003, TRT: 3:30:49 ?

Video Oral History Interview with Steven Jackson, Section A2018_154_001_004, TRT: 4:17:06 ?