



# JWT Celebrates 25 years




Twenty-five years is a treasured milestone in any relationship. J. W. Townsend, Inc.'s lasting relationship with Charlottesville and its' surrounds is no exception. This November, JWT will have been providing horticultural skill and landscaping integrity to clients and their landscapes throughout Central Virginia for a quarter of a century.

This long-standing relationship is a testament to the knowledge and reliability of our staff and the confidence placed in us by our clientele. From our founder Jay Townsend's first garden design (and solo planting effort!) for a residence in Ivy, Virginia in 1983, to the finely-tuned landscape design, installation, management and construction op-

eration of today, JWT's keen ability to attract and maintain top-notch employees and the respect of our landscaping peers ultimately leads to great things.

We're dedicated to people and focused on horticulture. We're devoted to the prospect of providing unique, well-designed, expertly installed landscapes. We're committed to providing exceptional customer service. And after twenty-five years, we know we've "gotten it right" and are proud to have garnered extensive and continued trust in our staff and the services they provide.

Our expertise led us to your garden and our integrity brings us back. At J.W. Townsend, Inc., we are pleased to celebrate our silver anniversary with Central Virginia and especially with you, our valued clients and friends. We look forward to another twenty-five years of beautifying our exceptional part of the world, one landscape at a time. 



## Fall Garden To-do List

There's so much to do in the fall garden that sometimes we just need a reminder of exactly what tasks are at hand. Here's your list, so get out and get dirty. Or better yet, give us a call and we'll do it for you!

- Divide Spring and Summer flowering perennials now. These include daylilies, irises, phlox and others. *Note: perennials that are flowering should NOT be divided now.*
- Last month to plant some evergreens until next spring.
- Fall fertilization of turf, trees and shrubs.
- Aerate your lawn to help alleviate com-

paction and reduce thatch.

- Lawn renovations, patch bare spots, topdress and overseed etc.
- Fall is a great time to go after broadleaf weeds in your lawn that may have grown through the summer--get them now for no worries next spring.
- Keep watching for insect problems that arrive in the fall, e.g. fall web worm.
- Protect tender fruits, vegetables, & annuals from early frosts (October 10 for us).
- Go shopping! Now's the time to plan for and purchase spring bulbs.

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### In the upcoming winter issue...

- Fire pits are for family time—cozy up!
- By Design—find out why winter is an ideal time to design your landscape.
- Arboriculture 101—the benefits of dormant season tree pruning



## A field trip through history

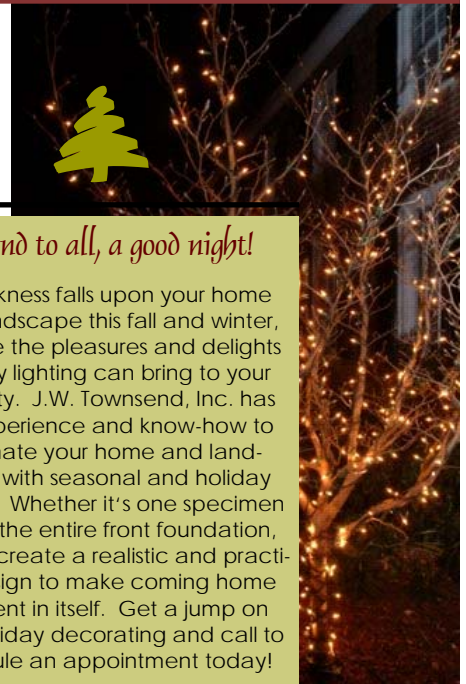
This past July, six members of J.W. Townsend, Inc. took a day trip to *Boxerwood Gardens* in Lexington, Virginia. *Boxerwood* was founded by Dr. Robert S. Munger as a private residence and garden. On this 31 acre property he collected many varieties of trees, shrubs and perennials, with an emphasis on Japanese Maples (154), unique Conifers (167), Rhododendron and Azaleas (290).

Over the years, the *Boxerwood* garden and landscape began to grow in conjunction with surrounding properties, making for a transition between temperate forest and the hay fields of central Virginian farmland.

The trip to Lexington also in-

cluded a wonderful drive through the historic town and its own rich gardening tradition. Careful to observe "North side manner", we drove through what seemed to be an endless maze of beautifully landscaped antebellum homes.

We also made an extensive walk of Washington and Lee University where J.W. Townsend, Inc. had performed tree and shrub installations throughout the campus last several years. We were happy to see the new trees thriving alongside the ancient Hardwoods which have shaded the grounds around Robert E. Lee's tomb for the past hundred years. 



*... and to all, a good night!*

As darkness falls upon your home and landscape this fall and winter, imagine the pleasures and delights holiday lighting can bring to your property. J.W. Townsend, Inc. has the experience and know-how to illuminate your home and landscape with seasonal and holiday lighting. Whether it's one specimen tree or the entire front foundation, we can create a realistic and practical design to make coming home an event in itself. Get a jump on your holiday decorating and call to schedule an appointment today!

## JWT Staff Stuff



### At a glance, we employ:

- o 11 Virginia Certified Horticulturists
- o 4 ISA\* Certified Arborists

### Associations with:

- o Virginia Society of Landscape Designers
- o American Society of Landscape Architects
- o Virginia Nursery and Landscape Association
- o American Landscape Contractors Association/PLANET
- o Virginia Turfgrass Council

\* International Society of Arboriculture

At JWT. Inc., our mission is about delivering quality—from the work we perform to the staff we employ. Each one of us has a solid horticultural background, through formal education or years of dedicated experience. We encourage and often require continuing education, industry certifications and specialized training for our entire staff, so you can be assured that your garden plan will be designed, coordinated, installed and maintained by some of the industry's finest landscape artisans.

### Meet the Sales Team!

Each project starts with a need and a vision. Our landscape designers are dedicated to discovering creative solutions that meet the unique requirements of every client. Our principal designers, Graham Howe and Holly Chichester, specialize in providing distinctive, site-appropriate, custom designs. Working both individually and as a team, you are assured that your plan has been carefully considered and evaluated before you see it.

*Graham Howe* received a B.S. degree in Landscape Architecture from Cornell University and is a certified member of the Virginia Society of Landscape Designers and a member of the American Society of Landscape Architects. *Holly Chichester* has been a horticulturist and designer since 1996, holding a B. A. degree in English from George Mason University and a B. S. in Horticulture from Virginia Tech, specializing in Landscape Design and Construction. She is also the former city horticulturist for Staunton, Virginia.





## In JWT's words...

Jay W. Townsend, Founder & President

**T**ime flies when you're planting a tree—or hundreds of thousands of them! Actually, over 25 years, I know the number is even greater than that (and I couldn't even venture a guess). But what I do know is that I've been proud of every one of them, whether it was a tree or shrub or tulip bulb, planted by me in 1983 or any member of the accomplished JWT crews over the years.

The secret to our success at J.W. Townsend, Inc. is three-fold—the quality of our staff, our enthusiasm for what we do, and our dedication to maintaining valued client re-

lationships. An extensive landscape portfolio speaks to the experience of our staff and our enthusiasm as a team. The kind words and continued support of each customer is the foundation of our quarter-century of success. As part of enhancing and maintaining that relationship, I'm pleased to introduce you to the JWT, Inc. seasonal

newsletter, *Garden Matters*. Available in hand or on our newly polished website, it's designed to share pertinent horticultural happenings with you, as well as offer insight on current events, achievements and services offered by our company. I hope you find it both inspiring and informative—feel free to share it with your friends!



It's been an exciting, enriching, and fulfilling 25 years. We appreciate your continued confidence in us and look forward to exceeding your expectations for many quarter-centuries to come.



Visit us on the Web! [www.townsendlandscape.com](http://www.townsendlandscape.com)

## Turf Alternatives—Warm season grasses and wildflowers offer options

Ed Yates, JWT Nursery Manager

**R**ising energy costs and evolving attitudes have inspired a number of people to reduce or eliminate their lawns and pastures in recent years. Increasingly, they have been turning to warm season grass and wildflower meadows as an alternative. J.W. Townsend, Inc. has participated in the creation of several of these meadows this spring. We are excited to be a part of these projects and are currently monitoring their development and effectiveness as an alternative land management strategy.


Warm season grass and wildflower meadows are comprised primarily of native warm season grasses and wildflowers, which have adapted to this region over time. Many of these are valued by local wildlife populations and are drought tolerant, unlike traditional lawn and forage plants,

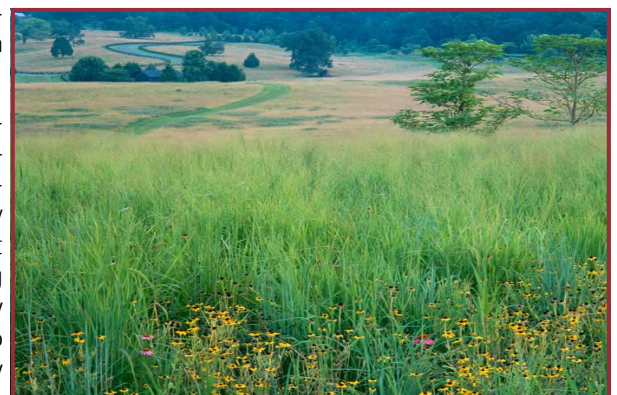
such as fescue and rye grass. Each species evolves throughout the year, providing for constant botanical interest and seasonal beauty.

In most instances, the meadow is started from seed. For smaller areas, plugs are a viable alternative. It is often necessary to eliminate the existing stand of vegetation, especially if traditional lawn grasses are abundant. Seeding can be done by hand or with a "No-Till-Drill," depending on the size of the area.

Unlike lawns or pastures, which require multiple visits per growing season, the native meadow is cut once per year at most. This is done during the late winter or early spring. The goal is to maintain a state of early succession and reduce the encroachment of woody plants. After the

meadow has established, this cutting may only have to be done every two or three years.

Warm season grass and wildflower meadows take up to three full growing seasons to establish. Many attempts have been deemed a failure and abandoned too early. However, if the appropriate time is allowed, the result can be quite spectacular. 



Converting sloped lawns should yield the greatest benefits in terms of stormwater runoff reduction and maintenance simplification. (Photo courtesy of Virginia Tech)

*Winter is an etching, spring a watercolor, summer an oil painting and autumn a mosaic of them all.* – Stephen Horowitz



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## A plant for all seasons...

### The details...

**Botanical name:** *Ilex verticillata*

**Hardiness Zones:** 3 to 9

**Height:** 8 ft, **Spread:** 8 ft

**Form:** rounded

**Type:** deciduous shrub

**Annual Growth:** less than 12"

**Fruits:** Red, (some yellow)

This upright winter dazzler boasts bright red berries that provide color in early winter after the leaves have fallen off. The plant grows in sun or partial shade and a rich, well-drained soil, although it tolerates swampy areas. It has a moderate growth rate once and once established, it can tolerate extended periods of drought (though it would appreciate an occasional drink when times are especially dry). Winterberry is dioecious, so both male and fe-


male plants are needed for fruit production. They make festive additions to your holiday décor or flower arrangements. An added bonus? The fruits are often eaten by birds as the winter season progresses.

Plant the larger cultivars as naturalized hedges or to attract wildlife. The more compact varieties work well fronting ornamental grasses—great varied late spring and summer texture and as the grasses go dormant, they create the perfect backdrop for the Winterberry fruit.

Here are a few of our favorite red-berried *Ilex verticillata* cultivars:

- 'Red Sprite' (a.k.a. 'Compacta', 'Nana')—multi-stemmed shrub, compact with large red fruit.
- 'Afterglow'—a 3- to 6-foot tall female cultivar that offers profuse, vibrant orange-red fruit.

- 'Early Male'—a male used to pollinate 'Afterglow' and 'Red Sprite'.

Have some open space or need an accent hedge? Try *Ilex verticillata* x 'Sparkleberry' - a female cultivar that may reach 12 feet with good fruit production. Use the hybrid 'Apollo'—a large plant, to 10 feet—as a male pollinator for this one. 

## Winterberry holly

