



LATE
SUMMER

Lawn & Landscape
Journal

JVS
LANDSCAPING
WHERE SERVICE AND QUALITY ARE ALWAYS IN SEASON!

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UPWARDLY MOBILE

Foot-long panicles of wisteria dangle overhead; a moonvine sends out its evening aroma; a trumpet vine offers its nectar to hummingbirds...the right vine can turn a garden into something special. Besides providing a little romance and ambiance, vines trained to climb arbors, trellises or walls provide that critical design element of verticality.

Plus, there's lots of payoff for very little effort. Not only are vines no-fuss plants, but several are fast growers and will cover a large area quickly. Use them to help provide privacy, soften a wall, add interest to a trellis, cover a "fort" for the kids, or add lushness and fragrance to the porch. Whether you're interested in flowers, fruit or foliage, there's a vine for you. Here are some of the JVS favorites:

Wisteria

Perhaps the grande dame of vines is wisteria. When trained to climb a vertical structure, its long, purple-blue or white racemes create a spectacular show in mid to late spring. Green compound leaves create an airy, feathery effect for the rest of the season, and you can enjoy its mature, woody stems in winter. This deciduous, twining vine should be planted for the long-term, and as a result, it should be placed on a structure that can ultimately handle its shrubby habit and resulting weight. Train it to grow up an arbor, trellis, fence, wall or other sturdy climbing structure where it can grow overhead. Wisteria can also be trained in tree form. When planting, it may need extra help in getting started, but it will take off once established. Plant in a moist but well-drained soil in a full-sun location. Wisteria grows to about 25' to 35'. Chinese wisteria and Japanese wisteria are quite beautiful, fragrant species, but they're known to escape from their garden confines into the wild. Try the native species, American wisteria, which is an equally vigorous climber and blooms later in the season than the Asian selections. Notable cultivars include 'Longwood Purple' and 'Amethyst Falls.'



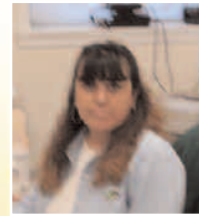
Clematis

The colorful pinwheels of clematis make this twining vine a beloved garden plant, and in the U.S. it's used for everything from decorating mailboxes to adorning porches. Bloom habits vary. Some types like 'Mrs. Cholmondely' bloom on old wood, others like the popular 'x jackmanii' bloom on new wood, and still others such as 'Henryii', one of the oldest large-flowering types of clematis, bloom on both old and new wood.

Growth rates and hardiness vary according to species, variety and cultivar. If given the conditions it prefers - shaded roots and sun-exposed tops - clematis typically grows to about 10'.

Moonvine

Looking for a plant to enjoy in the evening after a hard day's work? Take a look at moonvine (*Ipomoea alba*). This vigorous, twining vine - a cousin of the morning glory - provides enchantment on a late-summer evening when its 5" to 6", trumpet-shaped flowers open. Fragrant, creamy-white blooms open up in the early evening hours, ready to greet the weary after work. Large, heart-shaped leaves give this vine a lush look. Plant in full sun to partial shade. Train up a trellis or fence. Moonvine grows from 10' to 15'.



For this issue of our newsletter I wanted to try something different, to let Ali speak to you about her thoughts on JVS Landscaping:

"I became the Office Manager at JVS

Landscaping in June of 2005. I'm coming up on one year, and it's been the most exciting year of my life! In January of 2006, I was invited by Joe and Kim Soccodato to attend a Marty Grunder convention for landscapers in Kentucky. Joe idolizes the Grunder conventions, and he begins to plan for them in June for January...ha-ha! What an experience this was for me! The networking amongst landscapers from around the country was amazing. We exchanged ideas, past experiences (both good and bad), and I left Kentucky a new person. Ever since, I've done everything in my power to learn more about landscaping, customer care and everything necessary to be able to provide our clients with the quality service we promise.

As you know, JVS Landscaping prides itself on our client care. You hear from me at least once a month - just to see if you're completely happy with the service your team is providing you. We welcome all of your comments and suggestions, since this is so important for us to keep our communication open to better serve your needs.

As Office Manager, my responsibilities have grown a great deal since my first day, and I love every minute of the day I spend at the office. I'm grateful to JVS for giving me the opportunity to become part of their family, and I'm thankful to our clients for allowing us to be part of theirs."

Thanks Ali. We all appreciate the great job you do at JVS!

As we progress into the summer, just remember to let us do the sweating - call us for any of your landscaping design/build needs!

Joe!
Joe Soccodato
Founder and President

PLANTS WITH FOUR-SEASON INTEREST

A well-chosen mix of annuals, perennials, flowering shrubs and ornamental trees provides year-round color.

Most of our clients would benefit from gardens that are loaded with blossoms in spring and early summer, which is when the majority of flowering perennials, shrubs and trees bloom. With a little careful planning, though, there can be something in a garden to delight the senses at every time of year. In this landscape, spring-flowering daffodils, tulips, forsythia, azaleas, lilacs, rhododendrons and dogwoods give way to summer-flowering poppies, peonies, daylilies, iris, catmint, astilbe and hydrangeas. Shade-loving hostas and golden hakone grass brighten beds with their foliage. Annual petunias and impatiens maintain their color until fall, when Japanese maples go fiery red and birch leaves turn golden. These trees' ornamental bark also adds interest throughout the winter, as do the red fruits of the Hawthorn tree and the enduring form and color of the conifers, which range from towering blue spruces to long-needed white pines.



THERE'S NOTHING CUTE ABOUT RABBITS OR DEER IN THE GARDEN



Hungry rabbits and deer can cause serious problems when they're given free roam of your garden and landscape. We have a product we apply called Liquid Fence which is designed to repel deer and

rabbits. Our product keeps them from destroying valuable landscaping, gardens, vines and more. We apply this once a month (under normal conditions) to maintain proper protection. It's also designed to withstand about 1" of rain per week over a three- to four-week period. Our product is all natural and will cause no harm to people or animals.

Being an odor-based product, it effectively continues to train the deer and rabbits to avoid your plants and garden areas – even in the colder months when plants are dormant. When we first apply, you'll notice a strong odor, but this quickly dissipates as it dries. However, the odor will still be very noticeable to the deer and rabbits long after its application.

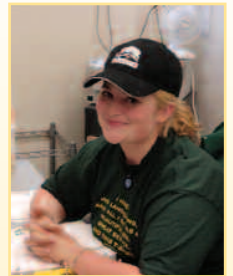
Protect your valuable plants and garden. Give us a call if rabbits and deer are eating your investment away!

KELLY'S CORNER

DIRECTOR OF FIRST IMPRESSIONS

My First Impressions:

Communication is a very important skill. It can come in many different forms, but it's something that aids all parties involved. Just as with other people in your life, it's so important for our clients to communicate to us their needs, wants, concerns and questions! As a new member of the JVS team, I too am learning the importance of communication. It can make all the difference in our relationship! If you have a concern about something, we would rather have the opportunity to rectify the situation than have a client silently stewing. As the Director of First Impressions, I make it a top priority to know what's going on with our clients, and I can tell you that we honestly want to hear from you! Our courtesy calls provide a convenient way for all of our clients to express their reactions to our service; we take everything as constructive criticism and learn from you! We pride ourselves on being an organization that's strong in client care, so please help us continue this 20-year tradition! The only result from an open communication line is better service for our customers. We know you lead very busy lives, but a few minutes out of your day when you need to contact us can make all the difference in the world! We're here to work with you, so don't forget to send us an e-mail, leave us a message after hours, or call and speak to Ali or myself. We love feedback at JVS, and yours is so important to us!



WHAT OUR CLIENTS ARE SAYING...

"Just a short note to let you know we are very pleased with the work. We consider this a terrific baseline from which to build a beautiful property. A property that is as beautiful on the outside as it is on the inside."

The Ortigas, Maintenance Clients

"The teams have been so helpful working on the lawn."

The Cohens, Maintenance Clients

"HE HAD DONE A TERRIFIC JOB!!!"

The Wurtzburgers, Maintenance Clients

"Guys are very nice and pleasant, and they do a great job."

The Randalls, 10-year Maintenance Clients



FOR MORE CLIENT TESTIMONIALS, GO TO WWW.JVSLANDSCAPE.COM.

JUST CLICK ON TESTIMONIALS AND LISTEN!