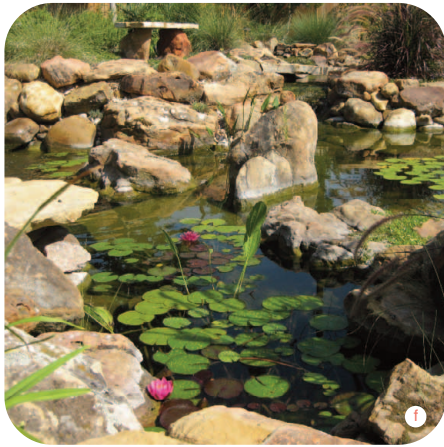




beautiful

business

Texas gets more than its fair share of extreme weather—bitter cold snaps, blistering heat waves and sky-splitting thunderstorms. Some say this makes Texas inhospitable to outdoor living. Texans see it a little differently. We relish every mid-winter warm spell, every unseasonably cool summer evening, the all-too-brief periods of trees blossoming in the spring and leaves changing colors in the fall. We take full advantage of these fleeting moments, and we'll almost certainly do it outdoors. This may explain why James Landscaping, Inc. stays so busy. Texans want to make the most of their outdoor time when these pockets of perfection present themselves, so our landscapes had better look and function optimally. *(Heaven forbid we spend a glorious Indian summer in a dingy yard.)*

While we often admire nature in its wild, unadulterated form, mankind has a knack (*some say a drive*) for manipulating our environment. We've elevated it to an art form and some people are more talented than others. Rhonda and Cassie James are more talented than most. Part of that aptitude stems from their celebration of nature's most modest gifts. "Like my neighbors' Forsythia blooming," Cassie pinpointed. "What a welcome sight it was this year."

It's this sincere connection to local flora, ecology and climate that gives every courtyard, every koi pond, every rain garden a kind of unfussy naturalism that also manages to feel so thoughtfully composed. That duality—accompanied with finesse and professionalism—has become a James Landscaping, Inc. hallmark.

JAMES LANDSCAPING, INC.: The Business of Beautiful Landscapes

rooted in service

"Educating and supporting our client is important in making sure they get value from their landscape," said Rhonda. She and Cassie have put courtesy and integrity at the forefront of their business model, and that has translated into a deep portfolio of satisfied clients. For 26 years, they've listened intently to their customers' needs, advised them of their best options and consistently delivered beyond expectations. And what are customers asking for these days?

"What I hear again and again is that customers want the landscape to look attractive when they come home. When you are away at work all day, you want your home to be a relaxing and rejuvenating place to come to. Landscaping is integral to that feeling," said Cassie.

The team diligently selects plants that will thrive and complement the sense of place envisioned by the architect and homeowners. Their goal isn't simply to meet the functional requirements or enhance the aesthetic qualities

of the space, but also make it easy to maintain in the long run. "We can transform an area in a matter of days once all the decisions have been made, but it will grow and change over time," shares Cassie. "We are working with nature, and that is very different than manufacturing a product."

Beautiful results can often be immediate, but landscapers' true magic reveals itself over the course of years. This is evidenced by revisits to some of their older projects. Waterfalls, streams

(continued on next page)

designer notes
from the desk of Cassie James

Want to know more about the project photos? Check out the design notes here from the Head Designer at James Landscaping, Cassie James.

a Pictured (l-r) the James Landscaping, Inc. Team: Rhonda James, Priscilla French and Cassie James (*Landscape Architect, Michael Parkey - refer to 'i' photo*).

b Path to Pond Sitting Area: Decomposed Granite path through a wooded area to a koi pond with stream and waterfall.

c Waterfall and Stream: Same location as above. This is a water feature that we designed and installed in 2006. Photo was taken two years later.

d Courtyard that we refurbished, adding the random rectangle patio on decomposed granite, pergola, lighting, basalt fountain and plantings.

e Koi Pond and landscaping in a new home. Custom stone bench, flagstone patio, Vitex Tree, ornamental grasses, perennials and annuals.

f View of above Koi Pond with Water Lilies in bloom (*pink and yellow*), Purple fountain grass and stone bench. A rugged boulder path leads through the water from one side of the pond to the other.

g Dry Stack Wall with perennials (phlox), thrift and dianthus.

h Outdoor living area including pergola, bar, seat wall, fire pit, built in grill and fridge are all in this backyard for enjoying family and friends.

i Michael Parkey, Landscape Architect

j Pond (*e,f*), patio, bridge—different view.

k Dry creek bed, shaded yard with Ferns, Hollies and Hydrangea 12 years after install.

l Irrigation Pond: This pond removes iron from well water so that it can be used for irrigation without staining trees, shrubs, walks and structures. This pond reduced iron levels from 7 ppm to trace amount in the sprinkler system which no longer stained walkways.

m Landscape lighting makes the house more attractive and safe at night. (photo: Margaret Wolf)

n If you like gravel and cactus, we pride ourselves on being creative about it. This dry creek bed helps move water and is decorative. The house is a Texas Ranch Style. This island features set boulders, decomposed granite, desert willow and hardy re-blooming perennials along with dramatic agave including landscape lighting.

o Rain Garden: This bed collects water when it rains and slows down run off. It is planted with both drought and water tolerant plants. These plants thrive in a bed that gets no more water than the others, yet it has decorative gravel that allows rain to be stored as it soaks into the earth recharging ground water stores. The plant can also handle wet feet for a number of days or even weeks with no damage. They re-bloom throughout the summer.

HELP! ROSE ROSETTE DISEASE
To identify if your roses have RRD, please visit:
<http://collin.agrilife.org/files/2011/09/Rose-Rosette-Disease-Handout.pdf>

6-minute informative video for those in charge of landscaping (*homeowner, municipality, HOA*):
<http://www.ccmgatx.org/gardening-resources/videos/rose-rosette-disease.aspx>



and ponds take on a lush splendor as its surrounding flora mature. Dry creek beds team with native life and abound with color. Walled, shaded courtyards buffer the noise and harsh light with well-developed foliage that provides a sanctuary from the modern world.

“We always have that in mind when we put together a landscape plan—how it will look when it goes in, in five years, in 10, 20 and beyond. We keep our clients up-to-date on what they need to know and help with quarterly maintenance to ensure that plants are cared for properly,” Cassie added. “It feels great to help a client get these moments of enjoyment and downtime in a very hectic and fast-paced environment.”

roses at risk

Part of the ongoing service that the team at James Landscaping, Inc. offers its clients is keeping them informed on the latest threats to the health and appearance of their plants. Lately, they’ve been educating homeowners about Rose Rosette’s Disease. Unfortunately, it’s a destructive virus that has spread to epidemic levels in North Texas.

“It is a virus that is carried by tiny mites that blow in the wind, spreading it from plant to plant. Once a plant is infected, nothing can be done to treat it, the rose must be removed immediately. The only way to get this disease under control is to remove all of the diseased roses in our area. As long as a diseased rose remains alive, it is a reservoir from which the disease can spread,” warned Rhonda.

Symptoms of Rose Rosette’s Disease include:

- Excessive lateral shoot growth
- Excessive thorniness
- Tell-tale “witches’ broom” appearance
- Leaf proliferation and malformation
- Mosaic, red pigmentation
- Eventually, plant death

“We would all love to have our beautiful roses back, so we need everyone’s help to rid the area of diseased roses. Please help by telling your church, HOA or property management company to remove diseased roses. Don’t hesitate to call us or the County Extension Office if you are not sure if your roses have it,” explained Rhonda.

water conservation continues

While new issues crop up, others remain in the forefront. Water scarcity continues to be a concern for all Texans, and James Landscaping, Inc. has responded by offering clients new ways to approach their outdoor designs. Landscapes that require less water and tolerate drought can still be verdant without resorting to the default gravel-and-cactus approach.

“We are fortunate to have many native and adapted plants that allow such a landscape to work in our area—when done right. The reservoir levels have improved over the last month, but they are not at capacity, and the chance of going to Stage 2 water restrictions (*once per week watering*) at some point this summer, is still high,” said Rhonda.

James Landscaping, Inc. is preparing their customers for these upcoming measures by recommending a transition to drip irrigation. Currently, drip irrigation is exempt from restrictions because it is much more efficient. This will enable homeowners to water every day, ensuring the safety of their investments, while saving water and money. And to further their impact, they’re also encouraging clients to consider the use of drought tolerant plants.

“Even if it continues to rain this spring and the reservoirs fill up, I believe that water scarcity and watering restrictions are here to stay. Our current reservoirs will not support the population growth of our area. We must all be conscious of this fact and water our yards responsibly, and do everything we can to conserve water. We must transition to landscapes with lower water requirements and more efficient irrigation systems,” Rhonda emphasized.

growth and development

As most of us face the challenge of managing our limited resources, James Landscaping, Inc. has managed to grow as a team. They’ve added Priscilla French to help with project management and tackle the difficult job of locating plants that Cassie specs into designs. They have also taken on landscape architect, Michael Parkey. He is an exciting addition to their roster of talent, contributing his expertise in native plants to some of their larger projects. That’s a plus because “going native” seems to be catching on.

While some homeowners have resisted the transition to a native landscape, others have come to appreciate the less structured, less formal, more free-flowing look of native plant life. Homeowners are further gratified that native plants require less maintenance and water.

“The old idea of boxed and rounded hedges is giving way to a more natural look that combines shrubs that stay green all winter with perennials for summer color and grasses for movement and interest. This type of landscape entails proper plant selection for each area so that they can grow to their mature size and won’t need a lot of trimming. It makes for a much lower maintenance landscape,” explained Rhonda.

Other developments include a new method to remove iron from well water to prevent sprinkler systems from staining plants, buildings and walkways. This strategy employs a beautiful pond, bogs and waterfalls that keep water from being thrown high up into the air where it can blow away or evaporate. People are also asking for edibles—herbs, fruits and vegetable—to be incorporated into their landscapes, adding extra functionality to their outdoor spaces.

a winning combination

“I think a well thought out design combining creativity with practicality is the key to a useful and beautiful space,” said Rhonda. “Cassie is

fabulous at the creativity and plant combinations to achieve a beautiful and interesting year-round look. I specialize in the practical evaluation of the site to determine if there are drainage issues to address, sprinkler modifications to be made, and whether we will need sun or shade plants.”

Every customer hopes to achieve a balance of style and function in their landscaping project. With the vision, innovation and experience of James Landscaping, Inc., that balance is consistently achieved. Perhaps it’s also because they value balance outside of their work. “One of the things that helps me relax and rejuvenate is watching the landscape change with the light of the day and with the seasons,” said Cassie. “Probably my favorite thing is to watch my pond and do some water gardening throughout the year. I also like coming home at night and seeing the landscape lighting making dramatic play with the trees and shrubs.”

Sound familiar? Cassie and Rhonda are talented landscapers, but they also unwind at home every night, just like the rest of us. They feel, as most of us do, that coming home is extra special when beauty greets us upon arrival. Professionally designed and installed landscapes—like the kinds James Landscaping, Inc. has delivered time and again for over 26 years—are an investment in balance and beauty. When that landscape stands the test of time and the elements, growing more beautiful each passing year, it’s money well spent.

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