

January 2005

The Castle CHRONICLES

www.yewdellgardens.org

Are "Yew" a Member?



The Castle at Yew Dell - Marian Klein Koehler

With the recent "Landmark of Excellence" award bestowed to Yew Dell Gardens for its membership campaign, now is the time to ask, "Are 'Yew' A Member?"

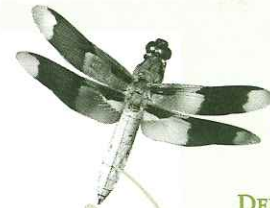
Many of our readers will recall the launch of our charter membership campaign in 2003 during a special visit by world-renowned gardener Frank Cabot. Well, if 'yew' didn't join, no time is better than the present.

Membership prices are set at affordable

levels to encourage people of all ages and income levels to join our efforts to save one of Kentucky's grandest outdoor treasures.

Memberships provide a plethora of perks – free access to the 33-acres gardens and Yew Dell's many jewels, a subscription to "The Castle Chronicles," and free admission to other botanical gardens, arboreta and conservatories throughout the country.

continued, page six



THE MISSION OF YEW

DELL GARDENS IS TO

CONTINUE THE

HORTICULTURAL LEGACY

OF THEODORE KLEIN;

TO ENCOURAGE

EXPLORATION OF

THE ARBORETUM,

GARDENS AND

THE EXTRAORDINARY

ARCHITECTURAL SETTING;

AND TO PROVIDE

OPPORTUNITIES FOR

EDUCATION, ENRICHMENT

AND ENJOYMENT.

YEW DELL GARDENS' MEMBERSHIP CAMPAIGN WINS TOP LANDMARK OF EXCELLENCE AWARD

Each year, the International Association of Business Communicators of Kentucky (IABC), in conjunction with the Public Relations Society of America's Bluegrass Chapter (PRSA Bluegrass), host the Landmarks of Excellence Awards to recognize outstanding achievement in the public relations arena. Hosted at local historic venues, the Landmarks ceremony has become one of the region's best showcases of communications talent.

Yew Dell Gardens' Membership Campaign received the top award for a community relations campaign. Not only was the award significant, but the judges panel included public relations and advertising professionals from across the country and the competition included much larger agencies and institutions including the United States Air Force and UPS.

The campaign garnered "perfect 10's" in exceeding technical or professional communication standards, and in showcasing creativity, imagination and innovation.

continued, page six

YEW DELL, INC.

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Crestwood, KY 40014

(502) 241-4788

www.yewdellgardens.org

A look back at Yew Dell in 2004



Restoration of the Walled Garden at Yew Dell Gardens was funded by a grant from the Glenview Garden Club, a member of the Garden Club of America. A handful of the 60 plus members are (front row, l-r) Louise Gardner, Barbie Thomas, Amy Spears, Ward Tabler, (back row, l-r) Susan Treitz, Winslow Fairleigh, and Mary Rounsavall.

It would have been easy for me, at the end of this unbelievably active year at Yew Dell Gardens, to simply put together a list of our accomplishments in 2004. However, in reflecting, I thought it made more sense to thank you, dear readers, for all the time, talent and treasure you have given Yew Dell Gardens throughout this wonderful year! It is your interest and support that has made this beautiful and peaceful place shine! Your confidence in our vision for Theodore Klein's horticultural legacy has allowed us to renew and replant many of our gardens and to refurbish many of the unique and fabulous buildings, and that in turn has allowed many stories to unfold: a young man who proposed to his soon-to-be-wife in the Arboretum; a garden club member whose eyes filled with tears in telling me how much it meant to be involved in Yew Dell's rebirth; visitors from all over who are stunned at what has been achieved in such a short time here; and in the hearts of many who have been uplifted by the beauty and promises of the future they sense when they come through Yew Dell's gate.

We are terribly touched by your gifts of time, in the volunteers who give us so many hours on the grounds on Wednesdays, Second Saturdays, and many other mornings, in the office throughout the week, on our many committees and on our special events. Your financial donations have allowed us to hire and retain a terrific team of star staff members. These include our Executive Director, the talented educator, writer, speaker and researcher Dr. Paul Capiello whose vision and patience with day-today details moves us constantly forward; our brilliant Director of Development and Marketing, Leslie Buddeke, who this fall single-handedly beat out large advertising agencies to win the coveted IRIS award from the Public Relations Society of America in recognition of her design of our charter membership campaign and brochure; and our much-appreciated new Horticulturalist and Volunteer Coordinator, Jo Anne Fischer, who is developing our first-ever tour docent training and who manages our corps of 450 volunteers; and our new Office Manager and IT Specialist Lynne Fears, who has climbed aboard a moving train with great enthusiasm. Of course, the grounds just wouldn't shine the way they do without the outstanding work of horticulturists Don Hightchew and Eric Doran. Rounding out the staff this summer was our first Bulldog in the Bluegrass, an intern from Yale, Emily Wang. Your gifts have also allowed us to burnish Theodore Klein's beautiful buildings and to plant and label thousands of new plants, many unusual and new, and some of Klein's own selections, so that we may teach, amaze and inform the thousands of visitors who come to us. And your generosity will allow us to transform Klein's bank barn into our Gheens Education Center very soon, so we may reach and teach a whole new generation of young gardeners and scientists.

Thank you so much, to all of you – to our donors, members, supporters and volunteers. Your wisdom, wealth, and work are all deeply appreciated and make Yew Dell thrive. May the New Year bring you much joy (and a visit to Yew Dell!).

Mary F. Rounsavall
PRESIDENT

YEW DELL CONTINUES TO BLOSSOM NEW STAFF JOINS THE TEAM

Yew Dell Gardens welcomed two new faces to its budding staff this fall, both of whom have plenty to offer and who look forward to gaining a little something for themselves.

Jo Anne Fischer's and Lynne C. Fears' careers have turned 180-degrees.

Lynne, who began working with Yew Dell as a consultant in October, was formerly a corporate data-cruncher for Accent Marketing and General Electric. She comes to Yew Dell with an extensive background in marketing and administration.

Lynne is a graduate of The Delaware Technical & Community College seated first with highest honors in Computer Sciences.

She is a dedicated volunteer serving our region as the lead contact for Cairn and West Highland Terrier Rescue. She also has a great fascination with cars and has served as the newsletter editor for the River Cities Corvette Club. She hopes her past experience will help in her role as Office Manager and IT Specialist at the Gardens.

"Yew Dell is a lovely place to work. I've been surprised at how incredibly busy it is, but that's how I like to work and part of what attracted me to the position. I just felt at home the first time I walked in the door," Lynne said.

And Jo Anne Fischer, who was recently hired as Yew Dell's Volunteer Coordinator and Horticulturist, agrees.

Finding inspiration in nature, Jo Anne said her new position has provided an exciting opportunity to work in a field that she's loved since she was a child.

And her experience in both design and horticulture will surely be a plus when it comes to finding a special place for the more than 450 volunteers helping at the Gardens.



Jo Anne Fischer (1) and Lynne C. Fears (2) are recent additions to the growing team at Yew Dell Gardens.

Jo Anne holds bachelor degrees in Interior Design from the University of Louisville and Fine Arts & French from Dickinson College. She has completed the two-year intensive program for an Associate Degree in Horticulture from the Jefferson Community and Technical College.

As the volunteer coordinator and horticulturist, Jo Anne said she feels challenged by Yew Dell's rapid ascent into the horticultural spotlight and enjoys working with the board, the staff and the volunteers on a daily basis.

"The personal satisfaction created by this daily interaction is enormous," Jo Anne said.

Jo Anne's personal interests include being Mom to four "adult" children, working on her Highlands home, kayaking, traveling to botanical spots, cross country skiing and mountain biking.

Many volunteers will remember Jo Anne, who served as an intern at Yew Dell Gardens this summer where she had the opportunity to become close and personal with all sorts of ivy from English to poison.

Both Lynne and Jo Anne are looking forward to being a part of Yew Dell's growth.

Castle
3

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Sue Brown

Holly Cooper

June Ezman- Secretary

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August 7 - November 30

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- Anonymous Foundation
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Staunch volunteers, Margaret Kulp and Hubert Schuvey, helped prepare the Walled Garden for Yew Dell Gardens' June open house weekend. Margaret, a floral designer and garden enthusiast has recently created two exceptional floral arrangements for the Castle that will grace the cover of Louisville Wedding Guide magazine. Mr. Schuvey's exceptional furniture refinishing work can be seen inside the Castle at Yew Dell too! Mr. Schuvey, a retired custom cabinetmaker and shop manager from Bittners, has showcased his talents refinishing the castle doors, wood trim and two desks.

Castle
4

Yew Dell Acquires Minish and Potts Property

We are delighted to announce that Yew Dell is growing with more than just volunteers, members and visitors. In December, Yew Dell completed the purchase of the neighboring former Minish and Potts florist nursery property. The 16.5 acres of property contains greenhouses, work and office space, several out buildings as well as some field and woods acreage. The property connects to Yew Dell in the wooded area below the castle and also wraps around to its frontage on Old LaGrange Road. Purchase of the property will protect the beautiful meadow and woodland view from the castle terrace.

The facilities on the new acreage will allow Yew Dell to begin exploration of expanded nursery production to support the display, plant evaluation, research and other activities. This work will be an essential part of Yew Dell's work to develop, distribute and promote superior ornamental plants for landscapes of the region.

We are very thankful to the Minish and Potts staff, Crestwood Mayor Dennis Deibel and the Crestwood City Council for all their help in making this project a reality.

Membership

VIRGINIA BLUEBELLS

Mrs. Karen Blair
Ms. Sarah Dickerson
Ms. Dorothy Eschan

Mrs. Carolyn Gessner
Mr. David Ray
- Spring Valley Farm

Ms. Christine Riddle
Ms. Gayle Strauss

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THE DELL SOCIETY

Mr. and Mrs. William King Stubbs

Please help us keep our records up to date and correct.

In an effort to better manage our donor and membership information, Yew Dell staff have gone to great lengths to update our computer records. Please check the mailing label on your newsletter and let us know if we don't have it listed as you would like. Also let us know if you receive duplicate mailings. The cleaner our mailing list is, the less we spend on postage and processing. Finally, if you think we've missed you somehow, with acknowledgements, mailings etc. please let us know. We now have a wonderful system in place, but it is only as good as the information it contains.

Thanks for helping us keep it in tip top shape.



Members of the Ramblers Garden Club, who have adopted the Secret Garden, worked tirelessly in the garden mowing the more than 70 hellebores, 100 hardy ferns, and dozens of shade plants that adorn the newly planted garden.

continued from cover

Are "Yew" a Member?

The mission of Yew Dell Gardens' membership focuses on bringing together a dedicated group of patrons who share an interest in preserving this amazing piece of horticultural history and developing first-rate horticultural programming for the entire community. Purchasing a membership will help us continue our efforts.

Take a moment to review the various membership levels and benefits offered, then join today. A membership form is attached for your convenience.

You can also visit our website at www.yewdellgardens.org or call the office at 502-241-4788.

"YEW" can become a member today!

continued from cover

EXCELLENCE AWARD

The membership campaign launched in October 2003 at the Frank Cabot lecture and book signing event, has been tremendously successful and continues to grow. Consider joining today and become a member of this award-winning campaign.

MEMBERSHIP

CONTRIBUTION FORM

Yes, I want to show my support to save Yew Dell Gardens by becoming a member today.

___ Virginia Bluebells
(\$25/single membership)

___ Silver Cloud
(\$35/family membership)

___ Weeping Katsura
(\$100 - \$499)

___ Golden-Berried Holly
(\$500 - \$999)

___ The Dell Society
(\$1,000 & above)

___ Other Donation

Total Contribution \$ _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email Address _____

Method of Payment

___ Personal Check ___ Mastercard ___ Visa

Card Number _____ Exp. Date _____ (mo/yr)

Signature _____

Please contact me regarding:

___ Volunteering ___ Planned Giving
___ Memorial or Honorary Gifts ___ Matching Gifts



PLEASE MAIL YOUR MEMBERSHIP TO:
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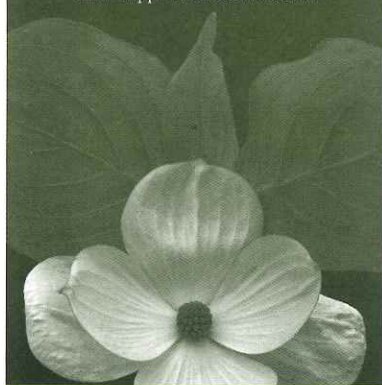
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Castle
7

DOGWOODS

Paul Cappiello & Don Shadow



Cappiello Coauthors "Dogwoods" with Shadow

Bookstores throughout the country will showcase a new book in early 2005 entitled "Dogwoods" coauthored by Yew Dell Gardens' Executive Director Paul Cappiello and Don Shadow. A sneak preview book signing party at the River Valley Club will be offered to Weeping Katsura and Dell Society members. Watch for your special invitation in the mail, and if you are not a member at this level, join now so you won't miss out!

2005 WISH LIST FOR THE VOLUNTEER ROOM

Mini Refrigerator
Wall Clock

Area Rug (9 x 12)
Extra Large Bulletin Board

Comfortable Reading Chairs
Comfortable Couch

Round Table
Bookcase

If you can help by donating any of the items, please contact our office at 241-4788.

Special thanks to—

United Mail, Inc. and
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*We are grateful for their
continued support.*

2005 UPCOMING TOURS & EVENTS

Our calendar is bursting with activity as we prepare for an exciting new year. It is a particularly important year for us as it marks the 100th Anniversary of Theodore Klein's birth. A member event is planned for July 16, 2005 in the newly renovated red tobacco barn to celebrate Klein's birth. In addition to this fun-filled celebration, four lectures are planned for the 2005 calendar. Watch for more details in our next newsletter.

Tours of the Garden

*On the second Saturday of every month, from 10:00 a.m. to 12:00 p.m.,
Yew Dell will host tours of the gardens, plants, and buildings.*

FEBRUARY 12
MARCH 12
APRIL 9
MAY 14
JULY 9

AUGUST 13
SEPTEMBER 10
OCTOBER 8
NOVEMBER 12
DECEMBER 10

Suggested donation, \$5.00 per person, free to members.

Events

JUNE 10 – GALA CELEBRATION AT YEW DELL GARDENS

Join Co-Chair's Rosemary Kirkwood and Jamie Swyers for this second annual gala evening, which will feature sumptuous samplings in stations throughout the gardens, romantic twilight tours, and a live and silent auction.

JUNE 12 – OPEN HOUSE AND PLANT SALE

Join Chair Mary Anne Thornton and spend a day in the garden at Yew Dell and enjoy guided tours, a sale of rare and unusual plants, lectures and much more.



Yew Dell Gardens is a partnership project of the Garden Conservancy, a national, non-profit organization founded to help preserve America's exceptional gardens.



The
Castle
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