Ashburn Village Community Spotlight

The Community Spotlight is a monthly article in *The Villager* featuring Ashburn Village residents or an Ashburn Village business. Guidelines and contact information can be found in the weekly updates to the community or at www.ashburnvillage.org.



Allisyn Jones

Sow Flower LLC: Helping Gardens & Gardeners Grow

For Allisyn Jones, gardening has always been more than a hobby. It's a lifelong passion that combines environmental stewardship, education, and the simple joy of helping people reconnect with nature. Through her business, Sow Flower, she is transforming yards and gardens into thriving spaces that support pollinators, wildlife, and the people who enjoy them.

Allisyn never imagined herself becoming a small business owner. The idea grew naturally from her experience as a Master Gardener and referrals from fellow gardeners. Just starting out in 2026, Sow Flower is already working with both residential clients and Montessori schools. For schools, Allisyn designs gardens that are not only beautiful but interactive. Spaces where children can touch, smell and learn. She tailors each project to the school's goals, whether creating sensory gardens for tea parties or vegetable beds for hands-on learning. She also provides multi-seasonal guides so teachers and students can continue caring for the gardens long after installation.

For homeowners, every project begins with listening. Some clients want a formal, symmetrical landscape, while others simply want to attract more butterflies or birds or aren't having luck with their current plantings. Allisyn evaluates sunlight, soil conditions, and basically how much effort the client wants to put into maintaining their garden, before creating a customized planting plan. She will go on shopping trips with her clients to local nurseries, helping to select plants while teaching them how to plant them and care for them so they have a successful garden.

At the heart of Sow Flower's philosophy is the use of native plants. Allisyn educates clients about replacing invasive species with alternatives, especially native plants. For example, while butterfly bushes may attract butterflies, she explains that they function more like a candy bar for butterflies rather than a complete habitat. Native plants such as milkweed, coneflowers, goldenrod, and yarrow offer food and shelter that better support butterflies and other pollinators.



Her own yard lives these principles in a very real way, welcoming birds, bees, butterflies, and even bats into a landscape designed to nurture and restore. It has been certified by Loudoun Wildlife as a Wildlife Sanctuary, a recognition earned through genuine ecological impact.

Allisyn also prefers chemical-free gardening and using nature's own systems rather than quick fixes. She solves most "pest problems" by addressing the real root causes: poor air flow, stressed plants, or mismatched placement. And when bunnies get a little too enthusiastic, she's even blended cinnamon, garlic, and essential oils to gently discourage nibbling. Who knew?

Originally from New Jersey, Allisyn moved to Virginia in elementary school and eventually attended George Mason University before spending several years teaching ESL in South Korea and Japan. Allisyn moved to Ashburn Village in 2014 because she valued the community's affordability, walkability and many amenities. One of her favorite things to do in Ashburn Village is ride bikes with her daughter through neighborhood paths.

Speaking of Allisyn's daughter, she provided a piece of advice to her Mom that happens to apply to gardening: "Sometimes you have to get messy to get joy."

While she currently balances the business with full-time work, Allisyn hopes Sow Flower will continue to grow and become a fulfilling retirement career.

To learn more or explore services, visit SowFlower.co or email info@sowflower.co. If you're not sure where to begin, the website includes a simple client survey that helps you clarify your goals and gardening style before a personalized plan is created. And, as a special thank-you to readers, the first two people who complete the survey and mention this article will receive a free consultation for a spot in their yard.