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Sights and Sounds
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Waterfalls

p.48



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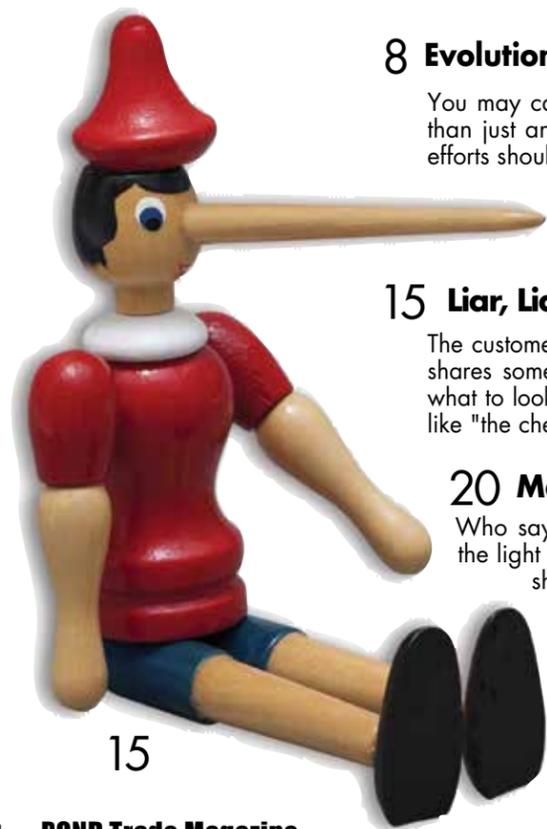
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FEATURES



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8 Evolution of a Pond Client POND CONSTRUCTION

You may call yourself a pond builder, but at the end of the day, you're building more than just an aquatic oasis. As **Dean Pipito** explains, an important by-product of your efforts should be a formidable foundation of trust that leads to repeat business, and more importantly, long-lasting relationships. Dean recounts one of his fondest customer success stories that created both an award-winning masterpiece and a blossoming friendship amid a fierce Wisconsin winter.

15 Liar, Liar, Pants on Fire: Customers' Tall Tales

The customer is always right — right? Not necessarily, according to **John Olson**, who shares some of his most egregious and outrageous customer service experiences. Learn what to look and listen for, so you don't fall hook, line and sinker for devious clients' fibs like "the check is in the mail" and "I didn't order that!"

20 Made in the Shade

Who says all the fun is in the sun? **Kelly Billing** and **Zac DeGarmeaux** shine the light on an array of radiant, awe-inspiring shadow lovers in a dazzling gallery of shady plants that will brighten your mind and the darkest corners of your yard.

30 Formal Pond Follies

Formal and functional don't always go hand-in-hand, especially when the client neglects to include you in the design process. Don't fret — **Kent Wallace** shares some tips for when you (finally) get the call to save the day.



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36 The Power of Koi LANGUAGE OF KOI

For more than 30 years, koi have brought endless joy to pond enthusiasts around the world. But is the market flooded? Decide for yourself after reading a brief history and industry analysis by **Joe Pawlak**. If you're looking to dip your toe in the business of selling koi, make sure you understand the difference between higher prices and higher ground and keep your head above water.

42 It's a Wired, Wired World

It's safe to say that the days of advertising in the Yellow Pages have gone out to sea. Are you confident in your company's SEO? Wait — do you even know what SEO is? Turn to pg. 42 and find out. The Pond Digger, **Eric Triplett**, navigates through the murky waters of modern-day media marketing with the latest trends, cost-saving secrets and — as usual — a few laughs.



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48 Sights and Sounds of Spectacular Waterfalls COVER STORY

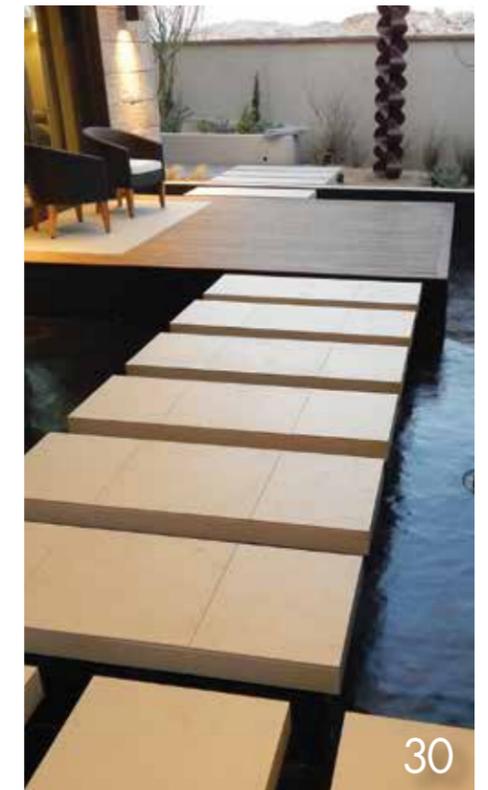
If you find yourself chasing waterfalls, make sure you know what to look and listen for. It's just as much about the ear as it is the eye, and with the devil in the details, **Dave Duensing** will steer you clear of going overboard. If you're not already an expert at manipulating the flow, fall, pitch, volume and projection of a waterfall, you can count on Dave's easy-to-follow, technical discussion to guide you through every step — and splash.

54 The Year of Yoshikigoi

Even if you're a novice in the industry, you know that koi originated in Japan. But you might be surprised that the new happiest place on earth for koi hobbyists is a hop across a different pond — to Poland! Take a trip with **Shawn Rosen** to a koi wonderland where old-world charm meets the future of fish farms. Read up on the latest developments of the award-winning Yoshikigoi as they prepare to swim into the U.S. market.

58 WGE Roundup

POND Trade's own **Lora Lee Gelles** had a blast at this year's Water Garden Expo in Oklahoma, which had a record-breaking attendance. In case you couldn't be there, take a stroll with her through a photo recap of the show's highlights and special moments. Who knows — you might even recognize a friendly face or two!



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Upcoming Events

2016

August 2 - 4
SuperZoo 2016
 Mandalay Bay Convention Center
 Las Vegas, Nevada
www.superzoo.org

August 2 - 4
IGC East
 Valley Forge Casino Resort
 King of Prussia, Pennsylvania
www.igcshow.com

August 16 - 18
IGC Chicago
 Navy Pier Festival Hall
 Chicago, Illinois
www.igcshow.com

August 24 - 25
Holmes Farm Pond Trade Show
 Bear Creek Mountain Resort
 Lehigh Valley, Pennsylvania
 877/412-3276

August 24 - 28
PONDEMONIUM
 The Q Center
 St. Charles, Illinois
www.aquascapeinc.com/pondemonium

October 19 - 21
Hardscapes and GIE+EXPO
 Kentucky Exposition Center
 Louisville, Kentucky
www.hardscapena.com
www.gie-expo.com

October 25 - 28
IWGS Symposium
 Hotel El Castellano Gamma de Fiesta Inn
 Mérida, Mexico
www.iwgs.org

November 2 - 4
International Pool | Spa | Patio Expo
 Ernest N. Morial Convention Center
 New Orleans, Louisiana
www.poolspapatio.com

December 5 - 9
Irrigation Show & Education Conference
 Las Vegas Convention Center
 Las Vegas, Nevada
www.irrigation.org/irrigationshow

2017

January 11 - 13
MANTS
 Baltimore Convention Center
 Baltimore, Maryland
www.mants.com

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POND Trade Magazine is published bi-monthly, starting in January, for \$41.70 per year by LG Publishing, Inc., POND Trade Magazine, PO BOX 2721, Orland Park, IL 60462. Qualified applicants may subscribe at no cost at www.pondtrademag.com. Postage is paid at Orland Park, IL and additional offices. For new subscriptions, additional copies and address changes, please call 708/873-1921 or email subscribe@pondtrademag.com.

POSTMASTER: Send address changes to POND Trade Magazine, PO BOX 2721, Orland Park, IL 60462 © Lora Lee Gelles, 2016

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Publisher's Perspective

I'm Living It!

If you use Facebook, there's a good chance you've seen a movement called "Living the Pond Life." It's a lifestyle group that was



started by Karrie and Lloyd Lightsey. The group is a great place to visit and enjoy ponds, the pond lifestyle and photos of people who are loving life via ponds. It has really taken off and has quite a few followers. If you're not currently on there, be sure to check it out. A shout-out also goes to Gerard Touhy and Jason Lenox for getting the Facebook site up and running. Good job to all!

It sure caught my attention — I'm all-in and living it! I've been on the road here and there this spring. I attended a publisher's seminar in Austin a few weeks back. I came in early and had a wonderful escort — Matt Boring. He took me around to several ponds where I was able to get some great photos for future POND Trade issues. I also had the privilege to visit and spend some time with Scott Butler-Sofran of Sonoran Water Gardens out in Silver Bell, Arizona. Scott gave me a tour of his operations and showed me a thing or two about plant propagation. The photo above is me thoroughly enjoying myself that day.

By turning the pages, you, my POND Trade friend, are "Living the Pond Life." We have a super issue for you. As promised in my last column, we have a wonderful roundup of shade plants that Kelly Billing and Zac DeGarmeaux wrote. You probably also noticed that beautiful waterfall on the cover. Dave Duensing taught me a thing or two with his very in-depth discussion of how to fine-tune the look and sound of falling water. Finally, you might get a real kick out of John Olson's article, in which he shares some of the tall tales his customers have told him. You've probably heard a few of them yourself!

Time to get out there and start "Living the Pond Life" — it's contagious!
 Happy PONDing!



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Building with trust, a flubbed feature becomes a **backyard jewel**

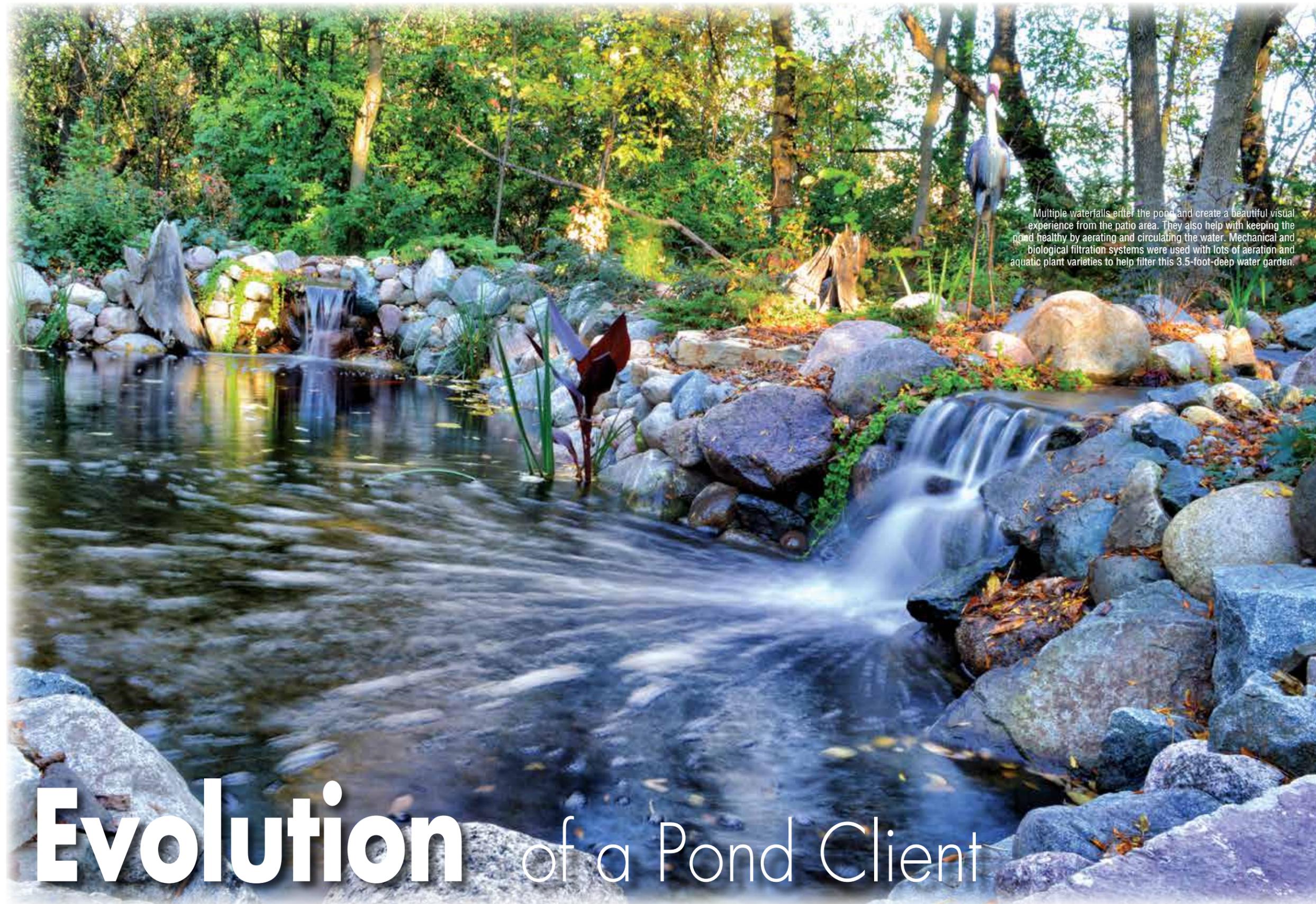
by **Dean Pipito,**
Aquatica

I'm entering my 23rd year helping clients see their landscape dreams come true. After all this time, one thing I am certain of is that people generally have a limited scope of what the final outcome of a project — especially a water feature project — will look like. Advances in technology and 3-D imaging have helped customers' visions evolve; however, I still believe that in the end, clients buy our vision and commission us to paint a picture for them. Simply said, clients are left trusting us and believing in us to build them a full-color, living landscape that they could not otherwise imagine themselves. Think about it!

The title of this piece is called "Evolution of a Pond Client" for a reason. My staff and I have worked with many clients with whom it has taken years to develop relationships. It can take years to gain a customer's trust and learn their lifestyle preferences and the intricacies of their landscape tastes. The end result for the customer is a water-scape masterpiece that they will fall in love with. Here is an example of a project that took time to evolve — and blind trust to develop.

Making the Most of a Mess

When our client, the Hofbauers, had a full-service landscape contractor install their first water feature at their home in New Berlin, Wisconsin, they already knew they wanted to enjoy the pond life. They did not realize, however, that the



Multiple waterfalls enter the pond and create a beautiful visual experience from the patio area. They also help with keeping the pond healthy by aerating and circulating the water. Mechanical and biological filtration systems were used with lots of aeration and aquatic plant varieties to help filter this 3.5-foot-deep water garden.

Evolution of a Pond Client



This is the pre-construction scene, which is unfortunately representative of what is all too common for pond contractors: a poorly-built, unattractive feature that is not functioning.



During construction, we had to take special care next to the home. Multiple grade, site access and drainage issues plagued our team during this reconstruction.

contractor whom they had hired did not have enough experience to create an enjoyable, well-built feature. Sadly, we see this a lot. We frequently come across a situation where we have to take a few steps backward, regain any trust lost by another contractor, and then find a way to make the customer's water feature experience an enjoyable and positive one.

After wrestling with the poorly-built feature for two years, it was important for them to find a trustworthy contractor capable of executing the renovation they envisioned and taking advantage of their current, underutilized yard space. After meeting us at a local home show, they knew that Aquatica, having worked for almost two decades exclusively with water features with hundreds of outstanding references, was the best choice for the job. We knew it was essential to get the Hofbauers to see our vision for their backyard: a water-garden haven filled with usable space to relax and enjoy the great outdoors. After getting to know the Hofbauers and doing some initial planning, they agreed to a complete redo of their existing stream and pond system. In addition, they wanted an entirely separate system of pondless waterfalls that would follow the ridge of their property and become a great sight line that would draw the eye from the falls down

to the main feature area — the pond. This was not going to be a small project!

A Challenging Canvas

The property's backyard was a difficult one. We only had an 8-foot access path around the side of the house to get materials into place. All the grades pitched toward the home and needed to be addressed. The most challenging aspect of the project was the narrow, wooded backyard setting filled with mature trees that had no useful lawn or patio space of any kind. I could see the potential of the space — now it was my job to help the Hofbauers envision it, too.

Damion Draeger, Aquatica's head foreman, took charge of the transformation. He had our crew start by dismantling the old feature, which was constructed entirely out of small stone and built with only one small waterfall over a 40-foot run. The stream was channel-like and very unnatural. The design did not take advantage of the natural pitch of the yard that could have easily afforded more waterfalls.

We had to take special care during his portion of the project in order to avoid causing damage to any of the mature trees on the property.

We frequently come across a situation where we have to take a few steps backward, regain any trust lost by another contractor, and then find a way to make the water feature experience an enjoyable and positive one.

Over the course of three weeks, the transformation took place. The new pond feature included two Aquascape Biofalls filters, one Aquascape Grande Skimmer, 22 tons of granite fieldstone, an Aqua Blue Boulder and twin Tsurumi 9pls pumps. This feature became an 18-by-16-foot ecosystem pond that was 3 1/2 feet deep. As with all deeper backyard ponds, we installed an under liner sump pump system to alleviate a groundwater issue we discovered during excavation. In addition to the pond, the Hofbauers also wanted a substantially long and winding pondless feature

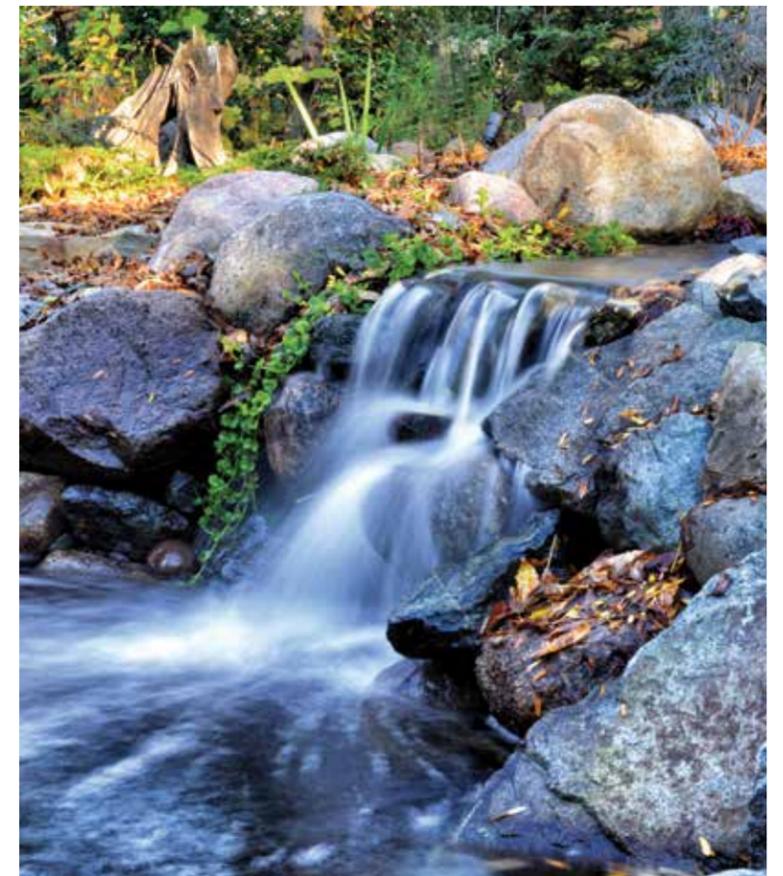
that appeared to feed the pond, riding along the back ridge line of their property. To accomplish this, the crew built a pondless system that included four Aquascape

spillways, a 6-by-8-foot basin, Aqua Blox matrix cubes, twin Tsurumi 9pls pumps and an additional AquaSurge pump.

Mission Accomplished... Almost

Upon completion, I joked with the Hofbauers that they would be calling us to

There's nothing quite like a natural treeline backdrop (below left). We loved creating a beautiful scene out of largely unusable space in this backyard. Sometimes less is more. Simple waterfalls (below right) were just what the doctor ordered so we could achieve the look we wanted.



renovate the feature again in a few years. Little did I know how right I'd be! This first transformation took place in April 2012, and the following September I received another call from them. They wanted to make the pond even larger! They loved the first renovation, but they had caught the water-gardening bug and had become hooked. Assuming that they wanted the work completed by the follow-

ing spring, I offered to design a new plan based on that time frame. However, they said they wanted the pond completed before the end of the year. In Wisconsin, no less — gulp!

Our crew came back in October to remove and then enlarge the pond. They had to deconstruct the entire pond, boulder by boulder, with even more limited access. We also removed the older,

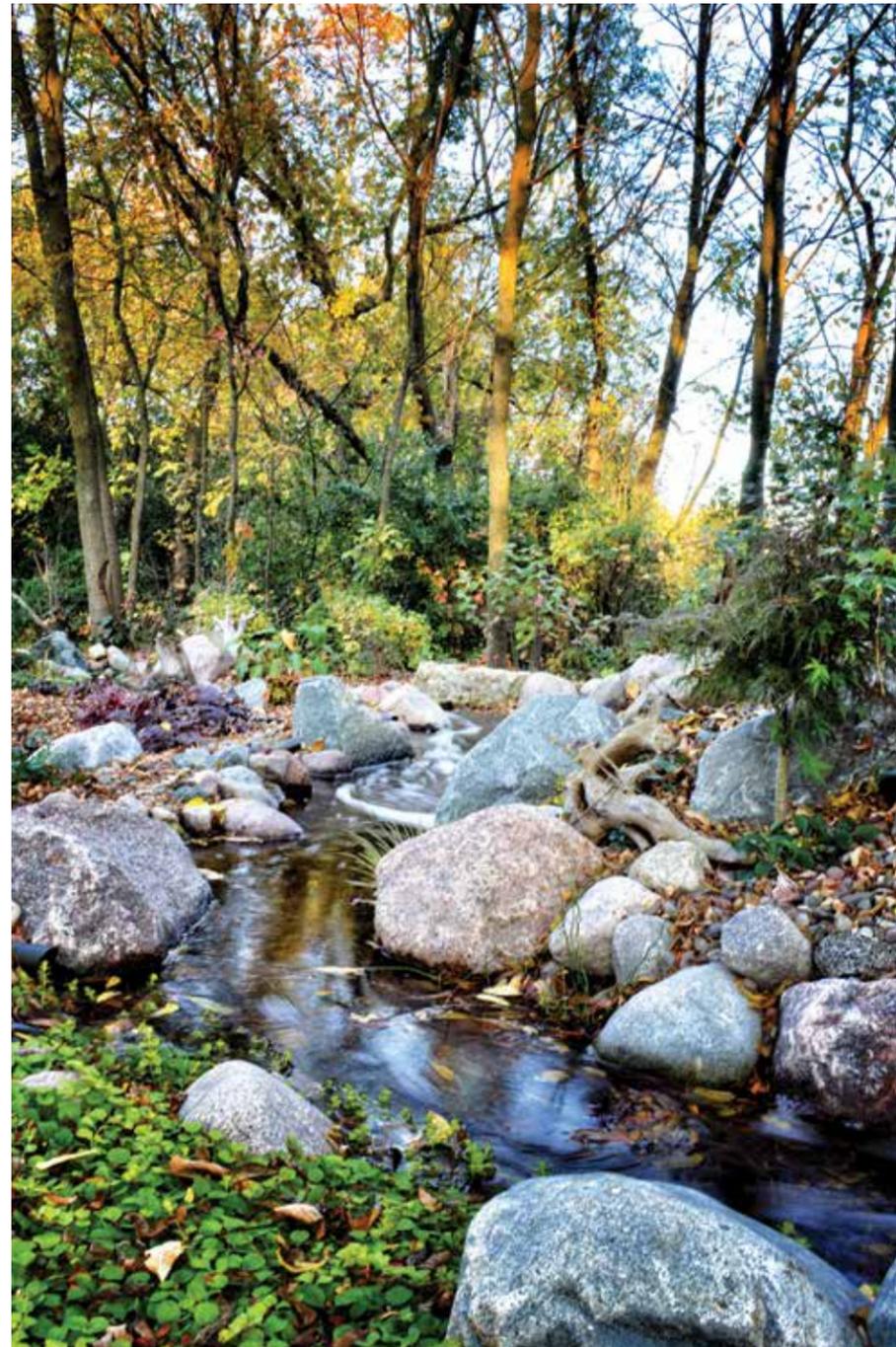
split-level, 35-by-20-foot deck area to make room for excavating the pond more deeply and widely. Three weeks and lots of weather delays later, the feature was rebuilt to its current size: 22 feet long, 35 feet wide and 4 feet deep. During this phase, we also added a large, 4-by-4-foot fish cave, multiple aeration points and key low-voltage lighting to accent pond life, waterfalls and aquatic plants. These varieties included hardy waterlilies, corkscrew and horsetail rush, sweet flag, iris cultivars and many more. Some stunning koi and goldfish were also added to make this feature complete. It's safe to say that the Hofbauers are hooked on the pond lifestyle with their new backyard jewel!

A WLCA Winner

Each year, Aquatica's goal is to enter at least one project into the Wisconsin Landscape Contractors Association awards program. Because this property had so many challenges all the way through the project — including tight spaces, groundwater, existing mature trees and grading issues — we thought it would be a great opportunity to enter this project. The Hofbauers' project won the State Gold Award in the Special Projects category, and the Hofbauers were able to join our crew at the awards ceremony and banquet. It was a special night seeing our customers glowing with pride.

At present, the family enjoys their feature every day. Mr. Hofbauer is always happy to show off the feature to anyone who is interested. Sometimes, he will grab someone taking a walk down the street and bring them to see his backyard paradise. He often jokes with us that he no longer has the desire to go to his vacation home in upper Wisconsin. Mission accomplished.

Quality time with your client matters. Recently, at a local home show, a vendor approached me from across the aisle and asked, "Why do you have so much of your family attending this show?" I must have looked confused, because he added, "You know, all these people who keep coming up to you and hugging you." I laughed and said, "That's not my family — those are my clients!" Point taken.



What a great way to utilize a woodland ridge — a meandering stream and cascading, rolling waterfalls.

As the relationship with your client evolves, so must you. Get to know your clients. Be genuine. Learn their kids' and dogs' names (the Hofbauers' dog is named Jake, by the way).

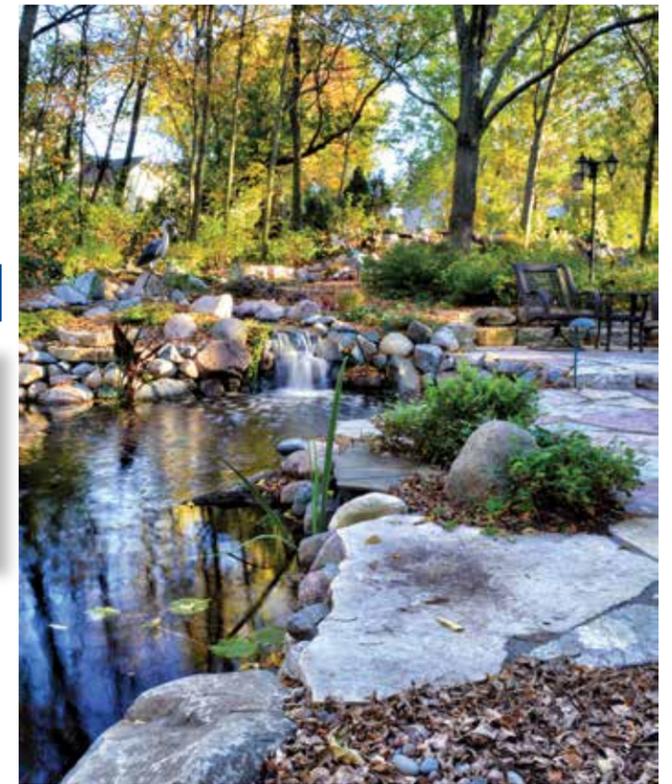
Go for the long goal instead of the short gain with all of your clients. Build trust, build the relationship, and before you know it, you will have built your business. ☞

About the Author



Dean Pipito, the owner of Aquatica, has been in the pond industry for the past 23 years developing his skills and a reputation that is highly respected. Dean and his staff have built one of the largest waterscape firms in the country over the last two decades, pioneering many waterscape techniques and methods. Dean has been featured in newspapers and magazines and appears as a regular guest on many radio programs and TV shows. He has won numerous state landscape awards. Dean has been highly involved in the Wisconsin Landscape Contractors Association in many roles, including president, vice president and treasurer. He currently serves as the treasurer of the Wildlife in Need Center in his hometown of Oconomowoc, Wisconsin. Dean and his wife, Angela, enjoy spending time on their farm when they're not working with their pond clients.

The look of a patio blending into a pond edge is stunning if done properly, giving the client seamless views that carry the landscape theme throughout the surrounding area. The result: an instant woodland paradise!



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Liar, Liar,



Pants on Fire!

Resist falling for customers' tall tales

by **John Olson**,
Graystone Industries

This phrase was, no doubt, born on a long forgotten playground generations ago. It humorously calls into question the veracity of a child whose exaggerations have exceeded the acceptable norm.

A classic example from my childhood is a fellow by the name of Marty. His brother was something else. According to Marty, his super-sibling was both a skilled fisherman, who had caught a 600-pound catfish at the dam using a tow truck, and a spy, who actually possessed a prototype bionic arm. Truly some amazingly absurd stories originated from my fellow classmate.

But Marty is not the only one to spin some tall tales. As adults and business owners, we still face an onslaught of lies that can sometimes leave us shaking our heads in wonder. To be clear, I'm not talking about your typical lies — "The fish was as long as my arm!" "My girlfriend is a model." "Vote for me, and I will fix everything." What I'm referring to are the kinds of lies that customers tell to cover their own mistakes, which deprive our companies of time and money.

Why Do They Do It?

A March 2012 scientific study helps shed a little light on the subject. According to researcher Dr. Christina Anthony, the average person tells two lies each day. That comes to



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about 42,000 lies by the age of 60!

“Lying is hard work,” indicates Dr. Anthony. “When people lie, they’re so preoccupied with telling the lie and not revealing the truth that they aren’t able to monitor cues from the listener, which are important for updating expectations about the likely outcome of the conversation. People who lie are more satisfied than truth-tellers if they get a favorable outcome, and more dissatisfied if they get an unfavorable outcome.”

Most of us have heard the age-old adage that happy customers tell three people about their experience, but unhappy customers tell 10. So does this research mean that letting liars lie is good for business? Should a business owner stand by the motto, “the customer is always right,”

Most of us have heard the age-old adage that happy customers tell three people about their experience, but unhappy customers tell 10. So does this research mean that letting liars lie is good for business?

and subsequently get taken advantage of? Should they call out customers on their lies, leaving a customer service nightmare, but leaving work feeling vindicated?

Weigh the Benefits

For many pond businesses, the answer falls somewhere in between. Small fibs that don’t really hurt the bottom line may build customer loyalty and positive word-of-mouth advertising. On the other hand, one needs to weigh the benefits against the drawbacks if the dishonesty is going to be hard to handle financially.

Each of our businesses must navigate through the fields of untruths and hopefully resolve each situation with as little damage as possible. Of course, that may not always be the case. The lists and examples below show some of the most common lies we hear, as well as a few solutions and a couple of more unusual and humorous contributions.

Top Lies to Installers

1. “The check is in the mail.” Yes, it’s still at No. 1 — a timeless classic that just never gets old with homeowners.
2. “I paid you when you started/finished.” As if we would not remember something like that!
3. “I have to talk it over with my wife/husband.” Hey, why won’t you take my calls anymore?
4. “We never overfeed the fish.” Then what is that cup of food clogging up the skimmer?

Top Lies to Store Owners

1. “I bought this here and want

to return it.” But we don’t even sell that brand!

2. “You told me to pour two gallons of algaecide into the 500-gallon pond.” Wow, look at those fish float...

3. “This is for the school/church/club; can you discount it?”

Top Lies to Internet Stores

1. “I did not receive the item, and I want a refund.” So why does UPS have your signature on file for delivery?

2. “We did not order this.” Hmm. But I have three emails from you asking for a discount, confirmation and tracking.

3. “I found this for less, so I want half of my money back.” But that’s an advertisement from 1998 for a different product.

Bonus (not even a lie, but a truth so strange it has to be shared): “My pump burned out while I was chasing my kids around the dining room table with it plugged in.”

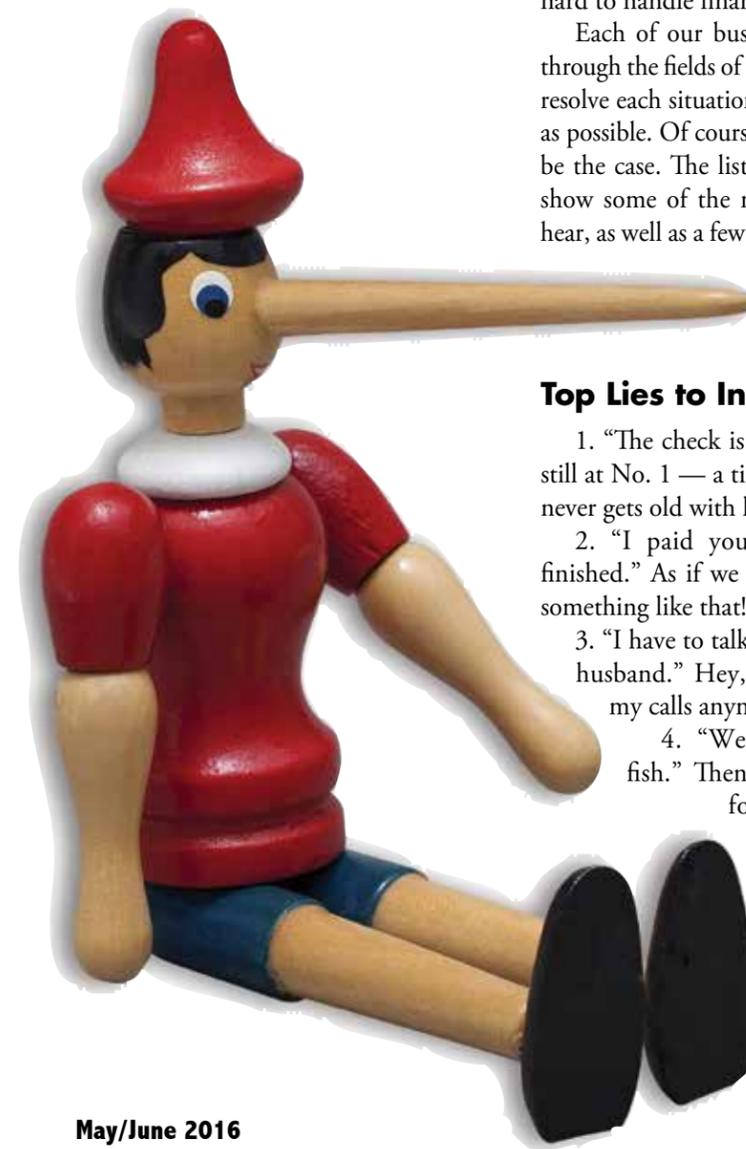
The best response I’ve ever heard to a lie is, “Sometimes, if the moon sits just right, you can find a way to simply lie back!”

Guilt to the Rescue

A dealer told us that a customer had claimed that a light strip did not arrive with their waterfall spillway kit. We checked the warehouse, and an associate remembered placing the strip inside the basin. We asked the customer twice to check inside the basin, but he replied, “No, the light was simply not sent... but I don’t want it now anyway. Just refund me that portion of the kit.”

This clever dealer responded in an email: “OK, sir. Thank you for checking. It will take a few days to get that refund to you. I just took out all the money in the account to pay my college tuition this semester.”

Twenty minutes later, the customer



replied and claimed that they had found the strip hidden behind something else. Guilt (and the dealer) won that particular battle.

A Personal Favorite

"I returned that set of 20-watt halogen lights because the lenses melted, and water leaked in," a customer once contested. "But sir," I replied, "the box, the instructions and the cord on the light say they must be used underwater to prevent overheating."

"Yes," said the customer. "I had them completely underwater."

"My goodness," I exclaimed. "There are moth wings and a dragonfly melted into the plastic lens. These lights were clearly above water, as those insects do not swim."

The customer, becoming very unhappy, shouted, "I will have you know I am a judge with so-and-so county in North Carolina, as well as a youth minister, and you should not be calling me a liar!"

"Then as a judge and a messenger of

God, you above anyone should know the importance of honesty in your testimony," I calmly replied, ending the conversation. This perhaps was not my best response ever, but I slept better that night. And I never heard from him again.

Sort the Wheat From the Chaff

As business owners, we will not see an end to the lying from those who keep us in business. To quote the old saying, it is important to "sort the wheat from the chaff" and determine which lies we are willing to endure, and which we could not possibly stand for.

The following people and companies contributed to this story: Benjamin Timmermans (Liquid Landscapes), Jon Loewy (NC Ponds), Peter Gonzales (The Asla Group) and Max Phelps (Rock Castles Landscaping).

To say I could have written this without them would be... a lie. ☞

About the Author

John Olson

is the CEO of Graystone Industries and an avid alligator wrestler. Graystone is a distributor for more than a dozen brands of quality pond supplies, with warehouse and retail locations in Georgia and North Carolina and an internet store.



John resides at Rosemont Estate in northern Georgia with his wife and two children. When not riding go-karts, gold mining or trout fishing with the children, John helps other businesses achieve their true potential.

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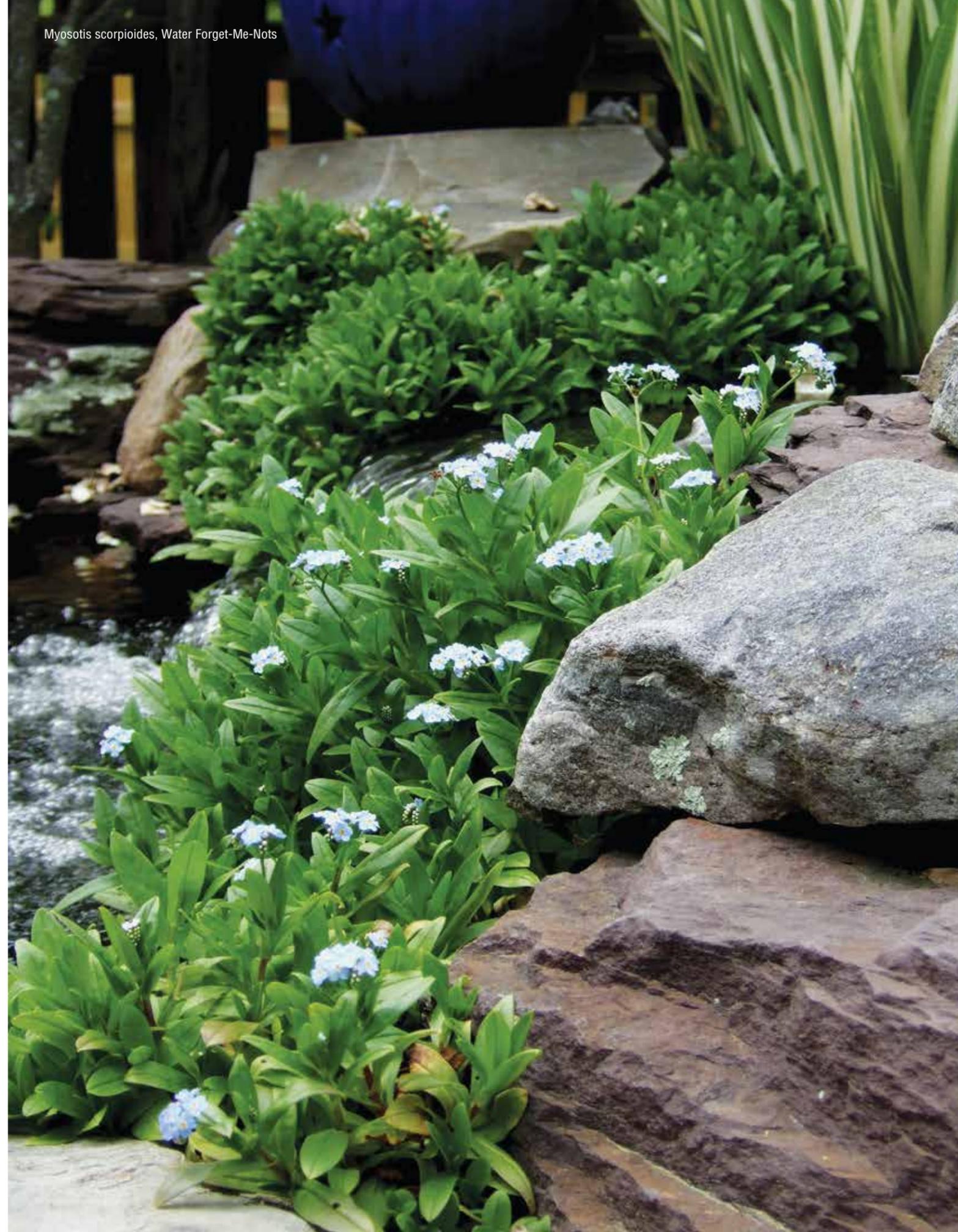
Acorus gramineus 'Ogon', Dwarf Golden Variegated Japanese Sweet Flag

by **Kelly Billing**, Maryland Aquatics
Zac DeGarmeaux, Pond Megastore

Water gardening is an infectious hobby, and though most ponds are located in the full sun, the absence of a blank canvas should not be a deterrent for the shady gardener. Water at any light level adds interest, sound and movement — and can even attract wildlife. Not to mention the beauty of reflection, which is welcome in all circumstances.

Of the first perennial plants to emerge in the

spring, a number of them are shade-loving or shade-tolerant plants, which begin blooming not long after the snow melts. Many sun-loving plants will grow in the shade quite happily but might have a reduction in the number of blooms they produce. Others will have abundant foliage in the shade but won't have the necessary sunlight to flower at all. That shouldn't discourage their use, since massing plants for foliage shape and texture doesn't lose effectiveness in the shade. Large plant groupings that concentrate on bold foliage or masses of flower color become even more important in the shade, so they stand out in lower





light levels. Extremely dense shade may not be suitable for all the plants listed, but this is a great list to begin trial and error.

Shallow Water Plants

Marsh Marigolds can provide a few weeks of sunny, yellow flowers certain to brighten up any corner and let you know that spring has arrived. These plants are extremely cold-hardy in North America and love clay soil or marshy conditions near the surface of the water. They are ideally suited to spring-fed areas where cold incoming water year-round deters

Many sun-loving plants will grow in the shade quite happily but might have a reduction in the number of blooms they produce. Others will have abundant foliage in the shade but won't have the necessary sunlight to flower at all.

summer dormancy. In warm parts of the country and in areas with hot seasonal temperatures, moving water is necessary to keep them alive even if they sleep during the summer months.

There are a number of varieties, but *Caltha palustris* (Marsh Marigold) and *Caltha polypetala* (Giant Marsh Marigold) are the most common. The Giant Marsh Marigold is more heat tolerant, and foliage persists longer into the summer in warmer climates where *Caltha palustris* retreats more quickly. Both are best suited to the northern garden. (12 inches tall, Zone 3.)

Bog Bean, or *Menyanthes trifoliata*, is an early bloomer as well, starting during or just following the Marsh Marigolds. Both of these plants begin flowering before the foliage emerges; however, it isn't far behind. Bog Bean stems root in the soil near the water's edge, reaching out many feet across the top of the water. Rooting easily without soil, stems can simply be threaded between rocks that are low enough in the water so that they won't dry out if the level drops. Slow growing compared to most other surface growers, they are tolerant of severe pruning when needed. Left to spread out, they are buoyant enough to support a frog's weight and become a favorite place for them to take up residency. (6 to 8 inches tall and spreading, Zone 3.)

Blue Flag Iris, or *Iris versicolor*, will bloom well

in moderate shade, but it may not produce flowers in dense shade. However, it will still form beautiful, dense masses of foliage. It is an excellent plant for nutrient uptake because of the generous root system it produces. Those roots are also an excellent harboring place for fish fry, dragonfly larvae, water boatmen and many other aquatic insects that benefit from the ecological balance in the water garden. In the sunshine, you can rest assured there will be an abundance of violet flowers. (2 to 3 feet tall, Zone 4.)

Cardinal Flower, part of the *Lobelia* family, is an excellent way to add color to an area out of the direct, hot sun. These deer-resistant plants have a fan following from hummingbirds and butterflies and can be planted in and out of the water. *Lobelia speciosa* is native to North America, and its intense red color is breathtaking. Not all varieties like the water as much as others. There are some highly improved varieties from the species including, but not limited to, Red Vulcan, Starship Scarlett and Fried Green Tomatoes. They tolerate more water and have been consistently more robust than most of the others we have tried. (2 to 3 feet tall, Zone 4.)

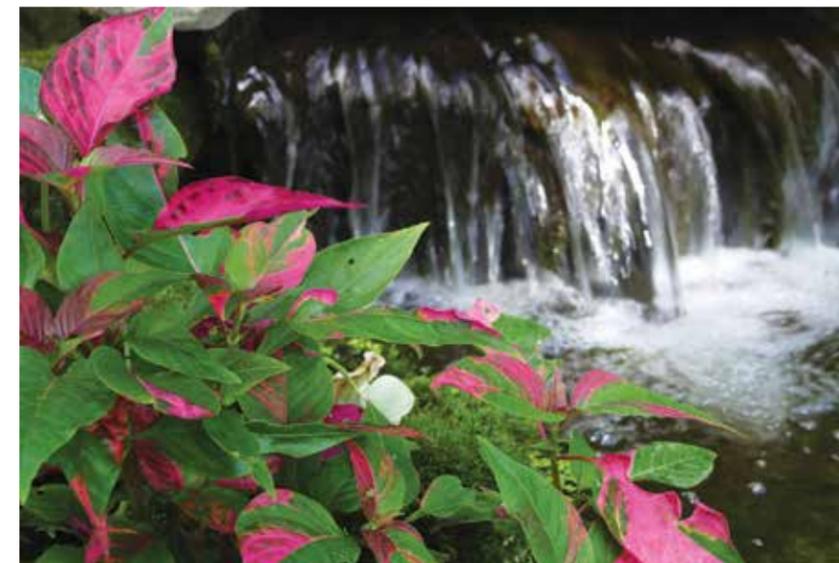
Golden Club (*Orontium aquaticum*) leaves repel water like the lotus and are sometimes referred to as Never Wet. The waxy, deep-green foliage looks just like velvet. It's a personal favorite because it's so slow-growing and never makes a nuisance of itself. On the flip side, that means it takes a couple of years to look good — and several years to look great. However long it takes, with all certainty, it's worth the wait! The slow-growing and clump-habited growth requires very little care in order to prosper. White spikes topped with yellow, club-like flowers stand well above the foliage for a striking combination. Once established, the candelabra effect is undeniable. It is resistant to pests and disease and loves moving water, growing in as deep as 12 inches at maturity. (Zone 6.)

Saururus cernuus (Lizard's Tail) and *Saururus chinensis* (Chinese Lizard's Tail) are both low-maintenance species that can add some late summer color to a shaded garden. The Chinese Lizard's Tail flushes a set of leaves with large white patches just below the flowers for some added interest and extra brightness to a dull corner. When space allows, Lizard's Tail is excellent for planting on the banks and shoreline of earth-bottom ponds where it will grow up and out of the water. It's also suited for shallow water, where its tenacious root system will stabilize the soil and limit erosion. In a lined pond it should be contained in a sturdy, but large pot. (2 to 3 feet tall, Zone 4.)

Carex riparia (Variegata), or Variegated Sedge, has interesting black and yellow flowers in the early



Colocasia antiquorum, Imperial Taro



Amaranthus tricolor, Joseph's Coat



Cuphea ignea, Firecracker Plant

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spring, rising just above the slender, ivory leaves. In full sunlight, this beautiful delicate grass turns completely green. If it is kept in part shade, the ivory color blends slightly with the green for a striking highlight to an otherwise dim area of the pond. 18 to 24 inches tall. Zone 4.

The Water Forget-Me-Not (*Myosotis scorpioides*) has dainty, heavenly blue flowers beginning in early spring and persists into the fall when planted in cool, shady areas of a bog or stream. It grows in sun or shade and in moist soil or water up to 1 foot deep. It performs best in moving water. The fine roots are excellent at trapping sediment without dislodging stone work. They are intolerant of warm, standing water and may be prohibited in some northern states. The spreading groundcover grows 6 to 8 inches tall. (Zone 3.)

Annuals

Taro (*Colocasia*) are especially tolerant of low light conditions, and due to their extreme foliage colors, they are well-suited to offering a bold statement in the shady garden pond. Intense yellow, vibrant green and black are some of the captivating options available. Some have shiny leaves, while others appear dusty and have ruffles, stripes or speckles. Others have contrasting stems with similar traits. The height range depends on the cultivar range, from 18 inches to 8 feet tall. (Zone 8.)

Firecracker Plant (*Cuphea ignea*) is an incredibly versatile plant. Establish it outside the pond in the garden, where moist, boggy soil exists or in up to an inch of shallow water. In sunshine or all shade, this annual will be covered in orange-red flowers. It flowers continually from early summer until frost. These plants are most prolific in wide streams or in baskets in areas of moving water. With no serious insect or pest problems, it is a favorite to add summer color to the shady pond. (18 to 24 inches tall, Zone 8.)

A couple of traditional annuals that love streams and moving water in the shade are *Impatiens* and *Coleus*. Both will thrive in the water as long as they are not sunken too deep. They should be planted at or above water level with saturated soil in moving water to provide a well-oxygenated environment to the roots. They are certain to add color and lighten things up.

- Other varieties include:
- Blue Hawaii (green, heart-shaped leaves; purple-red veining)
 - Electric Blue Gecko (glossy, nearly



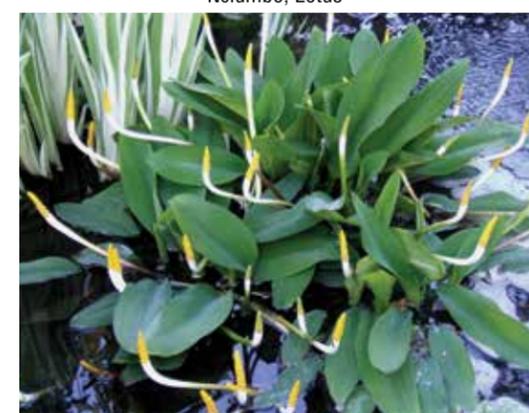
Lobelia cardinalis, Cardinal Flower



Oryza sativa, Black Madras Rice



Nelumbo, Lotus



Orontium aquaticum, Golden Club



Colocasia 'Mojito,' Taro



Iris versicolor, Blue Flag Iris



Saururus chinensis, Chinese Lizard Tail



Aponogeton distachyos, Water Hawthorne



Colocasia 'Elena,' Taro



Nymphaea "Rhonda Kay" with Colocasia 'Tea Cup'

coal-black leaves)

- Elena (chartreuse leaves)
- Elepaio (green-splashed with white)
- Imperial (green with purple blotches)
- Mojito (green speckled with burgundy)
- Red Stem (cranberry stems, lime-green leaves)
- Tea Cup (burgundy stems with upright, veined leaves that let the light through)

Perennials

Many plants that ordinarily won't grow in the water will adapt easily if the water is moving. Experiment with plants like Asclepias, Hosta and Ligularia, and moisture-loving ferns like Osmundo (Royal Fern),

Dryopteris (Autumn Fern) and Thelypteris (Marsh Fern).

Lily-like Aquatics

Nuphar advena (Spatterdock) leaves are similar to a waterlily, except they stand up rather than lay flat on the water's surface. The bold, yellow flowers are 1 1/2 to 2 inches in diameter, appearing in the spring. Although Spatterdock may not be quite as appealing as a water lily, it does provide an unusual texture in deep-water areas of a pond. It is an excellent choice for the koi keeper who has plant-eating fish. It tolerates sun or shade, and koi dislike it. (Zone 3.)

Water Hawthorne (Aponogeton distach-

yos) is a stunning, mid-depth to deep-water plant that emerges in cool conditions and can bloom all winter long if the water doesn't freeze. Active growth occurs when water temperatures are between 35 and 65 F. It has been known to bloom from Maryland to Ohio on a few Christmas days. Growth and flowering will cease when the water is frozen but will pick right back up as soon as the water thaws, blooming into late May when the hardy waterlilies have heavy growth. The strap-like leaves are a nice compliment to the lilies. Because waterlilies and Water Hawthorne have alternate growing seasons, we recommend planting them in the same container. Three to five plants per large waterlily container is ideal; one

plant sleeps while the other is awake. Water Hawthorne is a true bulb and goes completely dormant when water temperatures are very warm. Light shade helps extend the season, because the water stays cooler. It will simply go dormant during the summer in the South, so take caution not to throw it away. In addition to offering flowers and foliage during the off-season, Water Hawthorne makes a great cut flower, lasting up to two weeks in a vase. The strong, sweet fragrance fills the house when they are brought into the warm indoors. The flowers are edible and have a flavor similar to red leaf lettuce. They can be added to salads or used to decorate a fruit tray or even a cake! (12 to 24 inches, Zones 4-7.)

Waterlilies and Lotuses

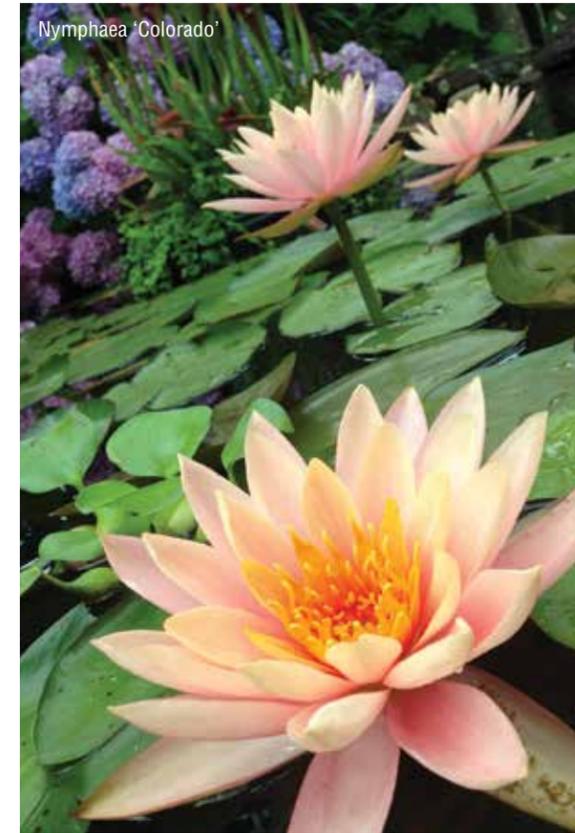
There are a few waterlilies that have shown to be extremely tolerant of low light levels, and they not only thrive but also flower quite well. These sun-loving plants have a few in their family that have proven to be impressive in a lot of shade.

Nymphaea 'Rhonda Kay' is beautiful

alone, but plant a few in the same pot, and you can have two or three flowers open per day on each plant with good fertilizer and as little as two hours of direct sunlight. Note this is a larger lily that likes to spread the pads at least 3 feet in each direction. A 16-inch-wide container is ideal for a single plant, a pair of plants or up to three plants to increase the volume of flowering. Zone 8.

Nymphaea 'Clyde Ikins' is a peachy-yellow perennial lily that does not play by the rules and will often bloom well in the shade. It is a beautiful lily with heavy flowering potential and deserves a good-sized container (14 inches wide or better). Add monthly fertilizer with humates or micronutrients. Zone 3.

Nymphaea 'Colorado' is a salmon-peach perennial lily that is an all-around favorite of waterlily growers. Colorado is usually considered one of the heaviest flowering perennial lilies in the sun. Extremely tolerant of low light, it has bloomed consistently in as little as two hours of direct sunlight. Plant in a wide container (14 inches wide) with the



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same care of fertilization. (Zone 3.)

Nelumbo lotuses will thrive in as little as four to five hours of sun. Not as many flowers will be produced in part shade compared to what you might see in full sun, but nothing can replace the awe-inspiring foliage it produces in the water garden. (Zone 3.)

In addition to the varieties listed, many other plants offer impressive foliage color

and texture to water gardens in part shade. Additional plants to consider for the shade garden are Horsetail (Equisetum), Umbrella Palms (Cyperus alternifolius), Compact Payprus (Cyperus percamentus), assorted Swords (Echinodorous) and Arrow Arum (Peltandra) for diversity and complementary interest to the water garden.

The list of options for the shady garden

pond isn't long, but the characters are distinctly different and very capable of putting together a worthy display. Care should be taken to select three to five varieties and plant substantial masses of each to empower them in the reduced light. Sweeps of texture and color will play off each other to create a setting that becomes a destination! ☘

About the Author

Kelly Billing has more than 30 years of experience in the water gardening industry wholesale trade working for Maryland Aquatic Nurseries Inc. She compiled and maintains the Aquatic Plant Invasive Species List for the nursery trade in the United States. She writes regularly for various trade magazines and other water gardening publications. A gardener since childhood, Kelly enthusiastically shares her knowledge and experience with organizations, garden centers and garden clubs.



About the Author

Zac DeGarmeaux built his first water garden at the age of nine. Each summer, he would design water gardens for friends and neighbors and then advise them on what waterlilies and plants they should purchase. He has been growing water garden plants for more than 25 years. He is always on the lookout for new developments in the waterlily field, having spent much of the last few years traveling the world to learn more about waterlilies and meeting with hybridizers and some of the world's foremost authorities on waterlilies. He is the owner of Pond Megastore and WholesaleWaterlilies.com, a retail and wholesale distributor of aquatic plants. He enjoys traveling with friends, photography, growing new varieties and helping introduce new waterlilies, lotus and pond plants each year.



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Here is a typical formal pond with steps.

Formal Pond Follies

How to rescue a functionless formal pond

by **Kent Wallace,**
Living Water Solutions

For most of us in the industry, we are often called upon last. By last, I mean the customer typically makes decisions about pond placement,

layout, aesthetics, an unrealistic budget and so forth. As a qualified builder, your job is to deal with the direction the project is already heading, making suggestions based on the types of construction techniques familiar to you. You make these suggestions to help the customer realize his or her vision within a more realistic budget for a successful build.

Your history of experience rebuilding poorly-constructed or poorly-designed ponds gives you an invaluable level of experience in things not to do.

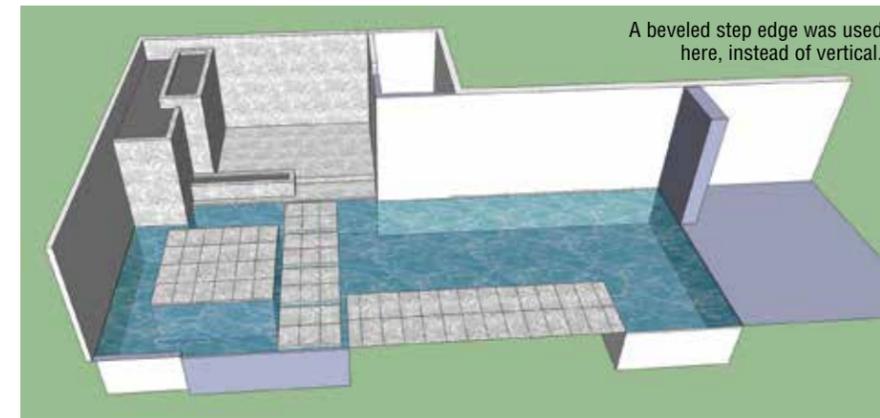
Backyard garden ponds usually have some room to expand pre-filtration, bio-filtration, circulation, aeration and all the necessary components you know your customer needs but might not be aware of. Formal ponds, on the other hand, can be much more difficult to build properly. If located in a backyard, these difficulties are somewhat easier to overcome; however, courtyard and patio ponds surrounded by hardscape or the walls and foundation of a house are the really tough ones.

Formal ponds present a different type of aesthetics. A formal pond usually has a minimal edge treatment to fit a particular cultural or architectural style. It may have a spill or very small waterfall that cannot be consid-

ered a source of the dissolved oxygen content the pond requires (as a larger waterfall does). A formal pond can be a raised pond with an edge high enough to sit on. The edge treatment might not allow for the same type of skimmer you normally install. Formal ponds are usually a quieter experience for the owner. This does not mean the turnover rate through filtration can be less or the circulation and dissolved oxygen content can be lower.

Architectural "Indigestion"

Most of the formal designs I come across are created by an architect hired by the customer to design their home or landscape. I have great respect for architects, but most of them have little to no experience with proper pond functionality and layout. This isn't an issue if you are brought in



during the design stage. An architect has an aesthetic concept in mind for the client without consideration for the life-support requirement necessary to express the vision. Architects consider the form first — and not necessarily the function, at all.

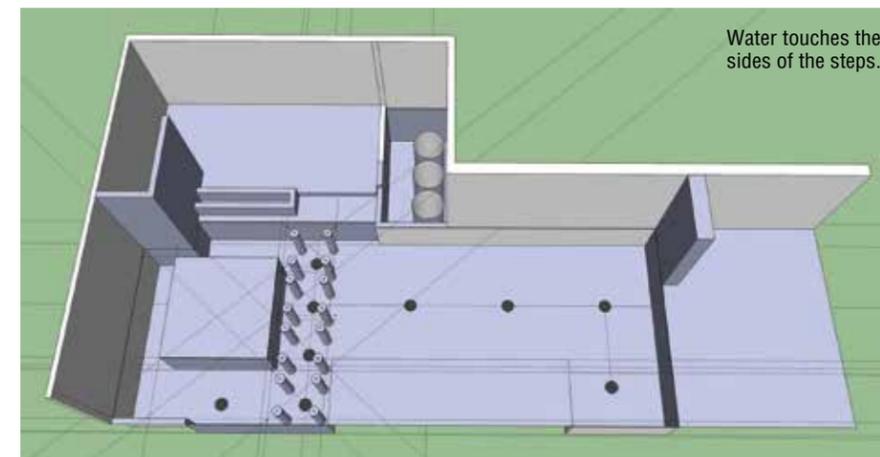
To be fair, an architect's job is the form, but the challenge comes when the plans arrive. There may be little to no room for filtration, or perhaps the construction process is already well underway. In an ideal world, the process would start with a call from the architect during the design stage, when an interactive discussion of the pond's function can ensue and be incorporated into the initial concept, adding the necessary function to the form.

Pond or Pool?

Often seen in formal pond design is a reflecting pool placed into a courtyard as a pond. Your job, should you choose to accept it, is to provide the filtration required to make it function after the fact. The pond is literally designed and built like a reflecting pool, at 12 to 16 inches deep with the

plumbing installed by the swimming pool contractor, who is in charge of the pool in another part of the yard. The drains will often be improperly placed and plumbed together in order to pass the pool code, with pipe sizes too small for it to function properly as a living water feature. The skimmers may also be small spa skimmers also linked with the rest of the plumbing to meet the pool code, with no consideration for adding dissolved oxygen to the system.

Are you having nightmares yet? Many times, the call will come several months after construction. You show up to a sewer and are asked to "fix" it. The original system is typically a high-pressure pump pulling directly from the pond, with the water going to a pressurized sand or bead filter through a UV light and back to the pond. As everyone knows, all it takes to turn a pool into a pond is a pressurized sand or bead filter and a UV light, right? The opportunity to sit with the architect at the beginning and express your concerns has long passed.



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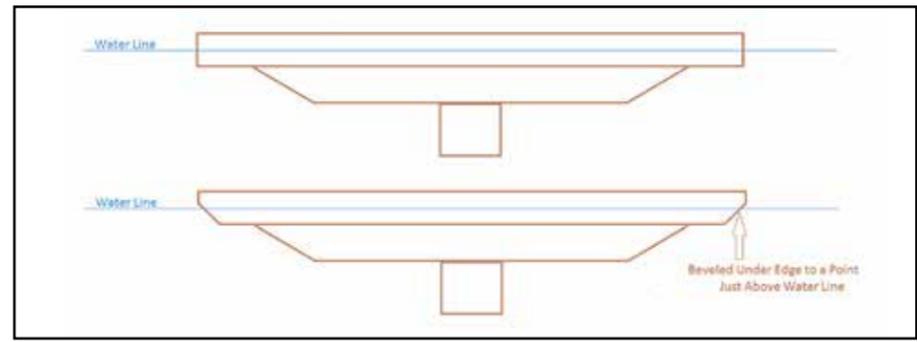
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Pillars were used here instead of blocks for step supports.



Filter Frustration

Formal layouts typically have remote filtration systems, making the engineering more difficult. Pressurized filtration leads to using less efficient pumps that run at a higher pressure. Gravity flow pre-filtration can become a luxury not applicable to the layout. You must get creative. Having a ground-level or pond-level area for filtration is a big plus. A filter room located below the water level is a normal situation for swimming pools, but it can be a detriment to pond design. Gravity flow pre-filtration is more difficult in a below-water-level filter room, but it can be achieved. Moving beds and shower filters for aerated bio-filtration can't be done below water level, and if the filtration room is completely enclosed, it can create humidity.

A remote filter area at ground or water level with increased pipe length is preferable to a below-ground filter room on the other side of a wall closer to the pond. Ground or water-level filtration allows the use of settlement tanks with pre-filters and sieves along with open, unpressurized bio-filtration, allowing for increased performance as long

as you allow for proper pipe sizing and flow rates for gravity flow in both directions. Filter rooms below water level must use pressurized filtration, so pre-filtration is an issue. Below-water-level filtration makes adding dissolved oxygen more difficult, unless the customer is on board with the aeration discs being located on the drains, running all the time. The best possible scenario is a water-level filtration room next to the pond. Once a homeowner or architect understands the issues, the design can often be adjusted in the early stages, making implementation much easier.

Hope Floats with Floating Steps

Formal designs can incorporate floating steps on blocks. This is a common method to support steps in pool design and can be difficult for a living water feature, because the blocks restrict circulation and are difficult to seal. Creating steps that sit on round pillars with more open space between them can be a better choice. A courtyard pond using the foundation of the home as the sides and floating steps on pillars is a difficult design to water-proof. Each of the corners and the connection

between the floor and walls constitute cold joints that will move and separate slightly over time. Polyurea as a pond coating is a big plus in these situations because of its elasticity. Keep in mind that the spacing between pillars, blocks or any other structures must be 18 to 24 inches at minimum to allow room for the applicator gun to operate. Whether polyurea is used or not, it is important to use a flexible coating in these situations.

Floating steps are usually poured afterward to sit on top of the pillars or blocks with a tiled overhang. The tile on the sides usually extends downward into the water. When real stones are used for this, the water line and biofilm growth on the sides seem natural. But with tile, the biofilm on the edge always looks dirty and creates a regular maintenance regime to keep them looking clean. A better solution would be to bevel the underside of the top blocks and tile only to the bevel, with the water line below the tile on the beveled surface. Simple things like this make formal pond design more manageable without any additional cost.

In the next few installments, I will discuss other aspects of formal pond design that can help better communicate the issues of formal pond design with both the customer and the architect. ☞

About the Author

Kent Wallace was born and raised in Las Vegas. Kent spent most of his adult life in the automobile industry at independent shops and dealerships, including his own shop as a race car fabricator at age 24. Then, in 2001 a neighbor asked Kent if he could build her a koi pond like the one Kent's father had.



From that point on, pond building became his new passion. That first pond he built was submitted to Better Homes & Gardens magazine and won Best Courtyard Nationwide in their special interest publication.

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- **Compressors** — The compressors from EasyPro are designed for the demanding job of 24 hour operation. The oil-less design is perfect for pond aeration. Models from 1/20 to 1 hp will work in applications for small garden ponds to lakes.
- **Steel Cabinets** — EasyPro offers a wide variety of cabinets to protect aeration compressors from the elements. Without protection the life of any air system will be greatly reduced. From post-mount to ground-mount, pre-plumbed to sound-proofed, we have the cabinet you need.
- **Diffusers** — Incredibly strong, quality products ideal for pond aeration, circulation and destratifying. Most deluxe systems are set up with membrane diffuser assemblies. We also offer air diffuser manifolds, rubber membrane air diffusers, Alumina air stones and all accessories to install or repair your system.
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Red, black and white koi continue to be a strong favorite in the koi hobby. This fish is a doitsu, or German scale/scaleless fish.



American-bred ZNA (Zen Nippon Arinkai) Young champion, beating out a slew of imported fish.



The Power of Koi

To sell or not to sell? Get to the bottom of the ever-changing market

by Joe Pawlak,
Blackwater Creek Koi Farms

You never know who might pull in your driveway. As I write this article and look from my office window down the driveway, I think of all of the wonderful people I have met coming down this driveway to our koi business. Some had their first 10-gallon tank; others had expansive ponds. Some were just starting their first job. Others had started and brought up their busi-

ness with sales close to a billion dollars. Meeting these people and sharing my knowledge, while getting advice and learning from them, has made my efforts of selling koi very much worthwhile for me and my business.

We have sold millions and millions of dollars' worth of koi — literally. There is something about these fish that grabs your attention and never lets go. For some, it's because of the high price they can command. For others, it's the constant pursuit of the perfect example of a variety. And for others, it's

just watching them swim around their pond nibbling on food and exploring their environment. Koi, just like dogs or cats, are pets that can mesmerize and calm frayed nerves.

Being in the pond trade, you may ask yourself if offering koi for sale is a part of the business you would like to include. This article will provide some information to those contemplating the possibilities, as well as to those who may already be selling koi at their shop. The focus is not to convince you either way, but to give you a better understanding

of where the market is and where it's heading.

The Early Days of Koi

In the early years of the koi industry — maybe 30 years ago — Japanese fish farmers produced koi in their ponds for enjoyment and profit. To purchase these fish, one would have to fly to Japan, get a driver and translator and handpick fish at the farm in the spring or fall. The fish would then be flown to the United States and placed in ponds or resold.

Before the internet, a friend of mine used to videotape the individual fish and send out the tapes to prospective clients. He had a very successful thing going. As the industry evolved and the

U.S. economy flourished, the popularity of koi grew. More people began traveling and purchasing koi for resale. Large broker dealers would purchase in bulk and supply U.S. koi dealers with a wide selection of fish sizes, grades and types. This was a great service, and many mom-and-pop shops purchased large amounts of fish from the brokers.

As the economy slowed in the mid-2000s, discretionary income lessened, and many pond shops had a hard time selling enough fish to justify the cost of keeping them. At the same time, more and more breeders of koi had been perfecting the rearing of import quality fish in other countries. Farms popped up in Malaysia, China, Israel,

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Clockwise from left: The heyday of retail pond shows, Blackwater Creek, puts on quite a show. One show brought a live, 5-foot alligator; another featured a Vegas magician. Next, a traditional celebratory lunch after harvest is pictured, featuring many of the "power brokers" of the industry. Then, you see mud ponds with green water, which are used to grow the best colored fish. Nothing beats natural food! The greenhouse holds tanks at least 6 feet deep and display koi up to 40 inches for sale. Shopping for larger fish in Japan typically is only allowed a couple of months each fall. Finally, pictured are some of the "who's who" in the industry harvesting top Japanese koi.

Europe and the United States. As with any competition, prices for fish declined as availability increased. Imports from other countries had created less scarcity in the market. More fish meant a better value for the consumer. Fish produced in the United States now rival those imported from other countries — including Japan.

New Markets, New Challenges

Up until the late '90s, viral diseases were not something of common knowledge. With the larger amounts of fish changing hands (or ponds), the rise in disease occurrence followed. Two major diseases had become more common knowledge: KHV, or Koi Herpes Virus, and SVC, or Spring Viremia of Carp. Both are serious diseases with very bad outcomes. The ease of purchasing and bringing fish into the United States from other countries had begun to get more difficult as the government tried to limit our country's exposure to some-

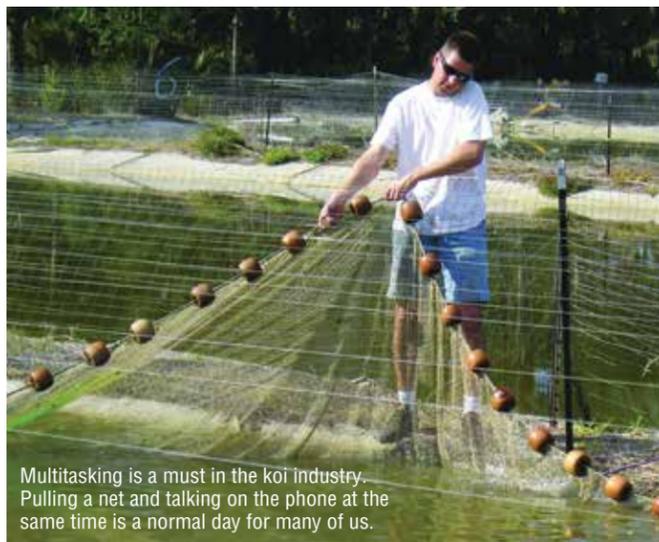
what foreign diseases. With these changes, many koi farms and brokers have adjusted their koi operations from as little as limiting from whom they purchase fish to as much as sealing off their farms (as we did 12 years ago) from any outside fish. Costs associated with importing fish rose substantially, and with lots of competition, it was difficult to pass these costs on to the consumer.

Present day sales of koi have continued to evolve. In the past, koi shows were the place

pond hobbyists would bring their savings and splurge on fish from a large number of vendors. The internet has become a major force of commerce. Consumers can now purchase single fish or groups of fish on the internet while sitting on their couch. Prices have leveled out, and the consumer can make slower, more thought-out, educated purchases. Koi farms are selling retail to the consumers. Crazy profits from the old days are gone — and all of this ramped up in just the past five years.

What's Next for Koi... and You?

The future of the fish business continues to evolve. Regulations to limit fish movement are active and will continue (think non-native lionfish in U.S. oceans). Disease-based regulations will force companies to change their methods or close. The internet will expose more and more people to this wonderful hobby and get them excited to have a pond and keep fish. Each decade has seen its



Multitasking is a must in the koi industry. Pulling a net and talking on the phone at the same time is a normal day for many of us.

challenges. We are in it because we love what we do. There are easier ways to make a profit, but they are not as rewarding overall.

So, how is it that you can make an argument to continue to carry and sell koi from your brick-and-mortar store? Without being too convincing either way, here are some ideas.

Pros

Koi are unique, and consumers pick the specific fish that they want in their pond. They are willing to pay more in your store than they would for a mixed group off the internet.

People visit pet stores not to look at a box of hamster food, but to watch all the cute hamsters run around their cages. Fish swimming around a pond at your store has a similar effect.



Smaller koi are not typically red. They must be fed pigmented food to get the vibrant color, or you can watch it develop naturally over a year or two.

Using fish sales as a tool to help sell consumables, such as fish food and filter material, rather than just for profit, is a proven technique.

Shipments of new fish always bring people back to your store for another look.

Cons

Fish prices have leveled off, and the



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A very happy customer with a bowl full of great fish.

prospective merchant must realize that high profits based on market scarcity no longer exist, thanks to farm-direct sales and the internet.

Fish take work. They are alive and require daily attention. If you like the work, it's easy. If you don't, you will have to get someone on staff to tend to them, or avoid fish all together.

There can be an expensive learning curve to finding a reliable source for your fish. Research takes time. Neglecting this is costly and can be heartbreaking and

detrimental to your business' reputation.

To me, the power of koi is the fact that it's the glue that makes all the other stuff stick together. It combines people, products, lifestyles and a way of life so many of us enjoy. But the market is changing. It's a different economy. How you view and approach it will determine your success.

Pond season is here — go out and grab it with both hands, and be sure you're having fun doing it! 

About the Author

Joe Pawlak, is the president of Blackwater Creek Koi Farms Inc., a group of three farms producing koi and goldfish, and vice president of Aquatic Nutrition, a manufacturer of fish foods and fishing bait. His professional career includes work in commercial aquaculture equipment manufacture and supply, retail pond store business ownership, real estate and private consulting. Residing in Florida with his wife and business partner Cheryl and their two children, he approaches all projects with vigor and enthusiasm. He loves what he does, and it shows.



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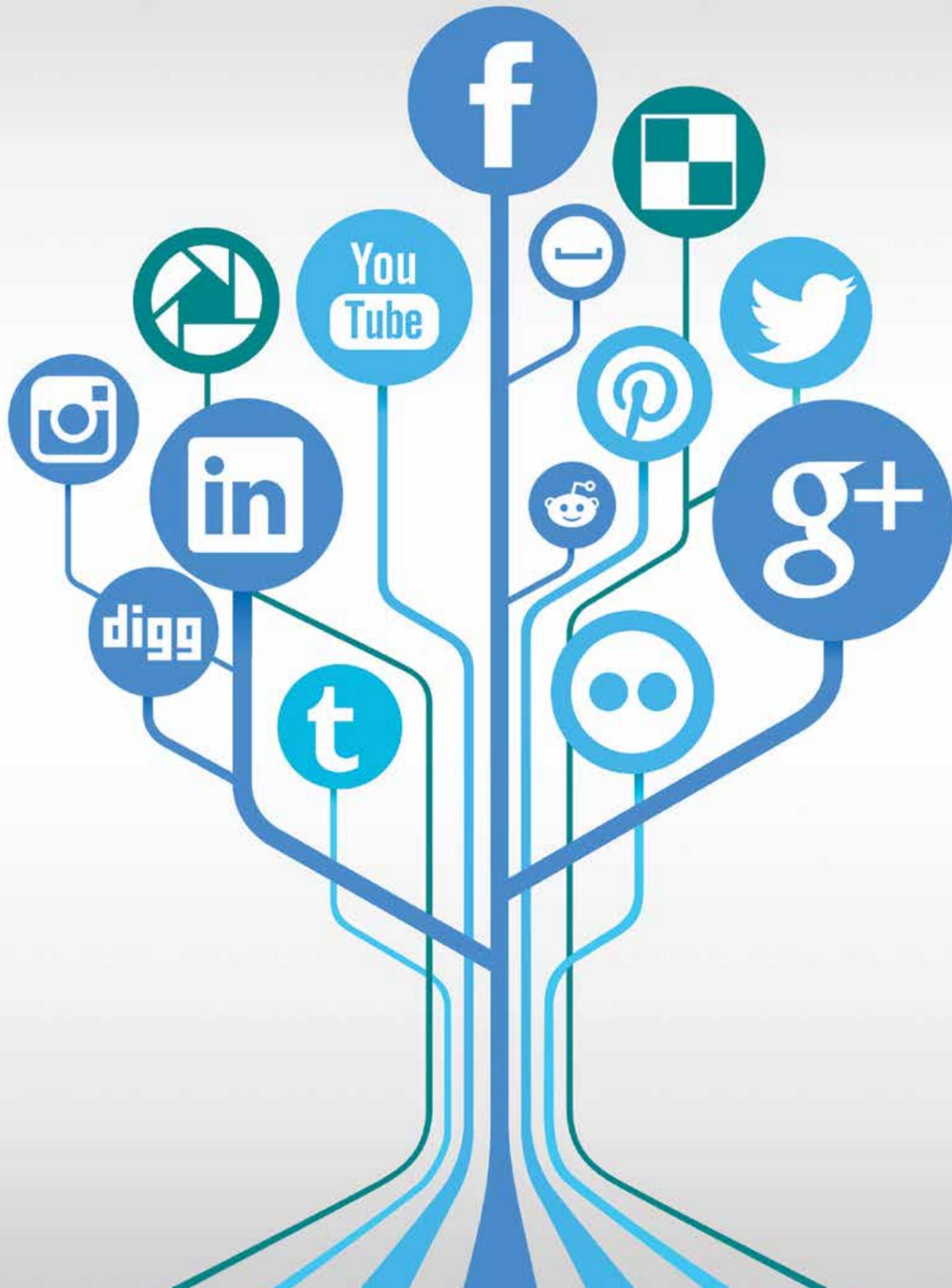
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It's a Wired, Wired World

Search engine optimization offers
a big bang for no bucks

by Eric Triplett,
The Pond Digger

Recently, a colleague in my online group, Barry Hilton of Aquaman Inc., asked a particular question on Facebook that plagues us all: “I’m sick of blowing money on advertising and getting nothing in return. What are the top three forms that have worked for you?”

Without hesitation, Heath Webb of Art of the Yard and Steve Sandalis of Mystic Water Gardens both replied, “SEO!”

Some of you may wonder, as Barry did, “What is SEO?” Search engine optimization is a term you need to get familiar with — and quickly, because advertising as your parents knew it is quickly becoming extinct.

Where Are All the Dinosaurs?

Historical advertising is quickly going the way of the dinosaurs, and unless you want your business to become extinct, you need to step up your social game immediately. (I mean, I guess the La Brea Tar Pits are cool, but I don’t want to run my business there.)

Social media is quickly taking over the purchasing influence formerly held by histori-

cal media giants like television, newspaper, radio and the Yellow Pages. Buyers are now more influenced by platforms like Facebook, Twitter, Periscope, Instagram, Pinterest and Snapchat.

People under 30 years old may never be influenced to purchase clothes, food, cars or even ponds, by the old media giants. My 28-year-old daughter literally never listens to traditional radio — only Pandora, Spotify or Rdio. She doesn’t watch television; she watches YouTube, Hulu and Netflix. She never buys a newspaper; she gets her news from Twitter, Facebook and Periscope.

The Facebook News Flash

My entire family learned about the deaths of Robin Williams, Glenn Frey and Nancy Reagan from Facebook — not television or newspapers. My friends will say in conversation, “Did you see on Facebook? Chumlee was released from jail! AC/DC singer Brian Johnson is being forced off the tour! There are hammerhead sharks trying to eat people where you kayak in La Jolla!” We get our news from Facebook or Twitter nowadays, not from television or newspapers!

The younger generations are already absent from historical advertising markets, but people



over 35 are quickly headed in the same direction. Consider yourself and your current television consumption. Are you on commercial-free Netflix? Do you TiVo your favorite shows so you can fast forward through the commercials? When is the last time you picked up a phone book to look in the Yellow Pages? My kids don't even know what that is (or was).

Are you beginning to see the gravity of the advertising situation? If you don't start looking forward, you may be advertising to no one, far behind the bell curve and struggling to catch up. On the upside, advertising has never been easier or less expensive.

Put a great picture on your Facebook, Instagram or Twitter for free, and then engage

your audience with clever tag lines, hashtags and questions. Engagement is the key here, and this is the biggest difference between the new way to advertise and the historical method. You can see within minutes if the photo you posted gets a response. If not, post a new picture and question, and try again.

Much as with traditional advertising sources, one-touch marketing is not enough. However, you can get serious and post beautiful, full-color pictures daily for a month. You may be surprised by the response you get.

Live Videos Pack Massive Results

Live-feed videos will soon become commonplace for small businesses, much like YouTube

marketing has become mainstream for many. Periscope and Snapchat offer consumers a chance to meet the "real" you on a live application, where they can interact with you. My customers have told me they feel like they are in a live, one-on-one conversation with me when they watch my Periscope and Snapchats. That's a personal connection that newspaper or television couldn't possibly deliver.

YouTube is another free advertising platform. It's the place to go to find out how to do... well, anything. Ask anyone you know — if you don't know how to do it, you can find out how on YouTube. It's the new-age library, instantly available in your home, in the car or in line at the grocery store. Create "How-To" videos on what you know and inspire new

customers.

Live-stream broadcasting like Periscope and informative videos on YouTube also help you build your personal brand. Snapchat can give viewers a real dose of your personality. Your viewers will not just want any pond put in their yard; they will want a pond by you, that interactive guy in the live feed who knows so much about installing a beautiful pond. They feel a personal connection to you, the cool guy (or gal) in the video.

If you are not yet convinced, consider this very important factoid. People are always a little suspicious of advertising. It's completely normal — I mean, here's a stranger telling you on a television commercial that you will be raring to go after simply rubbing a bar of Irish Spring soap on your body. Do you believe

this stranger? You don't know him from Adam, so of course you don't believe him. You either ask someone you know, or you go and buy a bar to see if it works. If it doesn't, you become even more

clients already trust. That trust gets transferred to you and your company when they recommend you. You will no longer be a stranger advertising to them,

Engagement is the key here, and this is the biggest difference between the new way to advertise and the historical method.

suspicious of the next stranger that tries to sell you something.

Engage with Shares, Likes & Comments

On social media sites, your friends and family become advertisers for your brand. These are people who your potential

but instead a friend of a friend who can perform the service they need. You literally cannot put a price tag on that kind of advertising — and it's free!

Back in the old days of the internet, the main goal was to link your website to Joe's, and his to yours, and yours to Fred's, and his to yours, and

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yours to someone else, and his back to yours, ad infinitum. This theoretically would give you better Web presence and help search engine optimization.

Now, by linking your own Facebook, Instagram, Twitter, Snapchat, LinkedIn, Periscope, Google+, Tumblr, Pinterest and YouTube to your website, you can create your own interlinks, effectively making your Web presence better. Just like that, you have

optimized yourself for the search engines, all on your own. Ben Timmermans of Liquid Landscapes says, "The more active you are, the more you push up. When you get static, you start to lose rankings."

There are a few steps to make this new ad campaign very easy. This is one of the secrets as to why The Pond Digger and Helix Life Support are seemingly everywhere, all the time.

Stay Accountable

You've heard of an accountability partner, right? It's someone who is with you, texting you, phoning you or calling you out on Facebook to make sure you are doing what you're supposed to be doing, whether it's eating healthy, exercising daily or not drinking. They just keep you accountable so you don't stray from your intended path. I have discovered Periscope is the best accountability partner ever! I aspire to make a daily Periscope and then capture the broadcast on Katch.me, where we can review it at our leisure.

Once that is complete, I will have broadcast some top-notch information that will be recommended by our advertising friends to their friends when they share the live Periscope. Effectively, I will have been put in the faces of potentially hundreds of new clients by trusted sources, their friends and family.

I will then have my wife take the information in the Periscope and break it down into bite-sized pieces to make three to five blog entries. In today's times, people have a shorter attention span than a goldfish, so your blog entry should be 300 words or fewer whenever possible. Blogs push your SEO because Google recognizes they have value. "Google loves blogs but hates spam," as Larry Carnes of Reflections Water Gardens once told Barry.

We will also take multiple, cool screenshots during the review of the Periscope and use them with a link on Twitter, Facebook and Instagram to advertise the broadcast. The best, most beautiful pictures are saved for Pinterest, which is then linked back to our blog and website. We will get multiple tweets, Instagram pictures, and Facebook posts from one Periscope broadcast, and then our friends and family will help by sharing them — because the information is valuable! This means more face time with potential customers and better SEO.

Are you starting to see the glorious beauty of your new, potential Web circle?

Get Quotable!

The words of the Periscope itself are my words, which means they are quotable phrases of The Pond Digger. For example,

the other day I said, "filter pad fatigue," which got an instant response from dozens of people. This is a handy quote that my staff now uses on Twitter, Facebook and Instagram. These quotable posts — you got it — give us better SEO.

This is my last point. The one thing you are not in control of is where people are getting their advertising from. You must go to where they are now, not where they have been. So, take action, move forward and accept technology as your new best friend in advertising. In other words, shed your dinosaur-like tendencies.

Good luck out there. Follow me on Periscope and Snapchat for daily pond pro tips! ☺

About the Author

Eric Triplett is the owner and operator of The Pond Digger Waterscape Design & Construction Company and the creator of Helix Life Support Pond Filtration Systems.



Triplett has dedicated his life to ponds and shares his experience, both successes and failures, to help professionals and do-it-yourselfers create beautiful, low-maintenance water features. Eric has touched

millions of people with his YouTube Channel "Ask The Pond Digger Show" and extensive playlists of how-to video tutorials on designing, building and maintaining ponds. He is regularly asked to speak at seminars, clubs, schools and garden centers. Eric also writes for trade magazines and has been featured on several TV shows including HGTV's "Yard Crashers." His Ponds for Schools program has allowed thousands of children in Southern California to experience and learn from water features.

With his focus on information, education and inspiration, it is easy to see why his successful company has won so many awards at local, state and national levels, including his 2015 induction into the Green Industry Hall of Fame.

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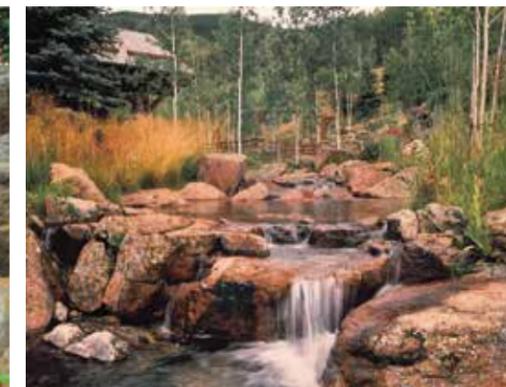
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Sights and Sounds
of Spectacular

Waterfalls

The devil is in
the details



by David Duensing,
Aquatic Construction Services

Remember how much fun it was as a child to redirect the flow of water in a small creek or a muddy water seep after a rain storm? It's a fascinating effort, and it can consume hours of a child's time. This childhood fascination has turned into a passionate profession for many of you reading this article – and for me as well.

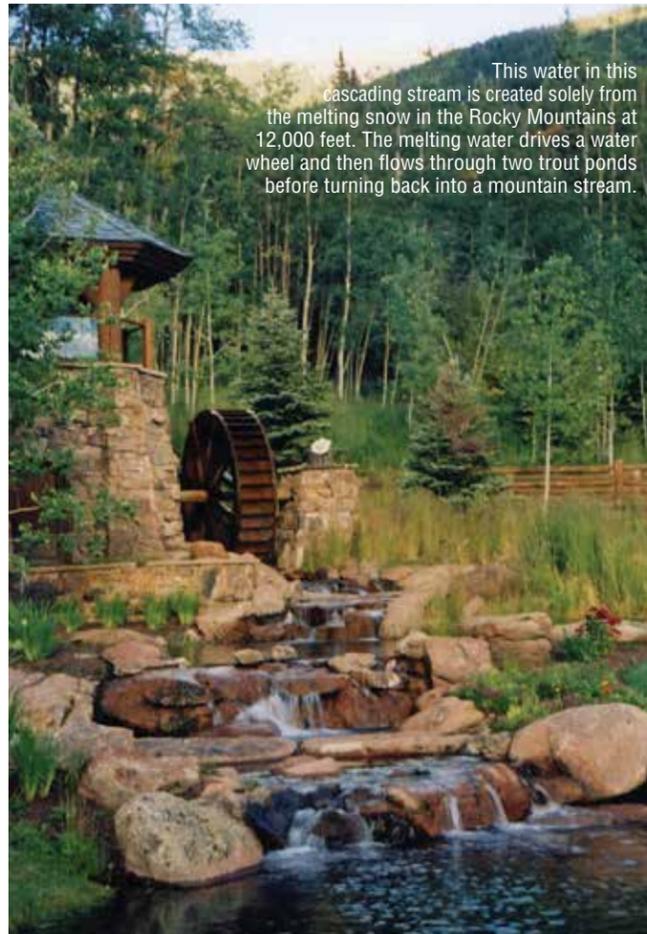
I speak for myself, and perhaps for many of you, when I say that the most enjoyable and rewarding aspect of water feature construction is building waterfalls and streams. There are so many material variations available that each waterfall or stream I build is unique unto itself. In my search for the perfect natural stone, I might find an unlimited variety of shapes, structures, textures and markings. They seem to call out, "Hey! Over here! Pick

me! I'd be perfect in a waterfall!"

Seeing that very first trickle of water emerge from a shadowy area and flow over a virgin waterfall stone is almost a spiritual experience for me. The anticipation grows as I watch the water flow increase, change direction and finally drop off the edge of a weir. As the flowing water begins to build and work its way down the rock formations, you can actually see the intricate character of the rock surfaces affecting the direction and visual nature of the water. This is also the time of reckoning when

Above, left to right: This 85-foot-wide, 15-foot-tall commercial entry waterfall is designed to be easily seen and recognized as a large waterfall from a distance, and its visual impact and "wow" factor grows as you get closer. In the middle photo, the waterfall sits within a few feet of the main entrance road of a retirement community and provides generous amounts of medium and high-pitch sounds that one would hear in a heavy rainstorm. The stepped weir waterfall at right in Silverthorne, Colorado, is built into a live stream at 12,000 feet and is designed to handle varying flows of water developing from melting snow. When water flows increase during warmer weather, the waterfalls seen here increase in size and character, and new waterfalls may form nearby.

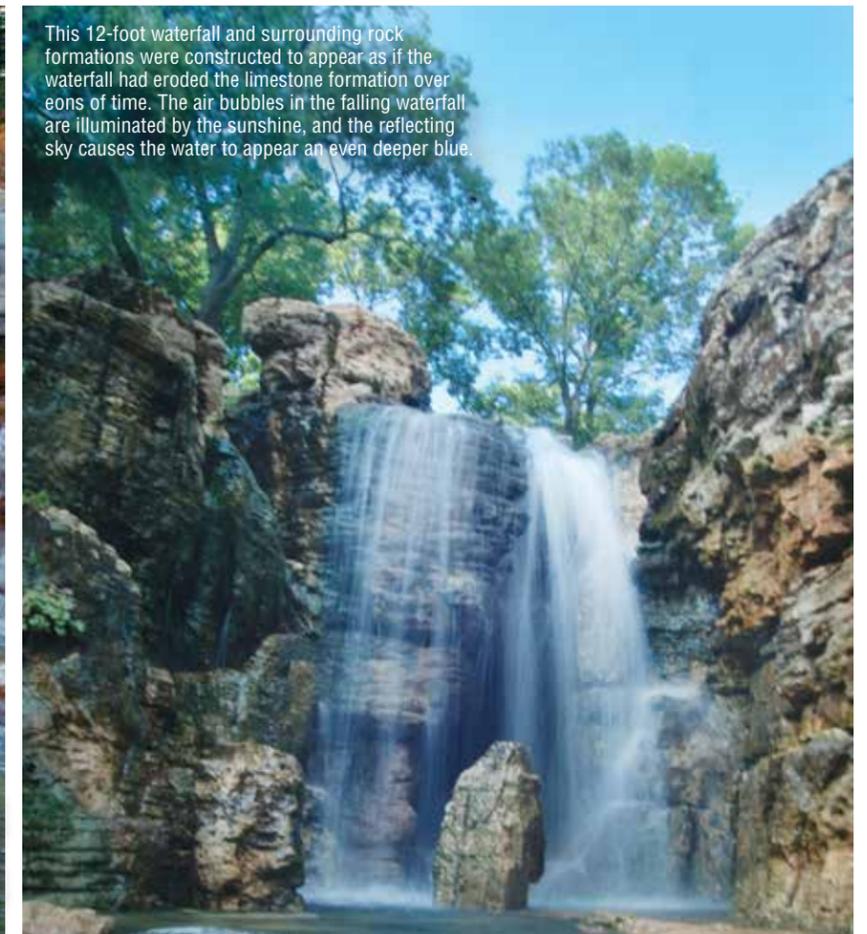
This cascading waterfall appears to initiate from a source higher up in the mountain, disappear, and then re-emerge close to the driveway.



This water in this cascading stream is created solely from the melting snow in the Rocky Mountains at 12,000 feet. The melting water drives a water wheel and then flows through two trout ponds before turning back into a mountain stream.



This frontal view of the left half of the main entry waterfall has very strong visual action provided by the water flow of 3,000 gpm over each 12-foot waterfall weir. The oversized fly fisherman and several deer placed throughout this waterfall display enhance the visual aesthetics.



This 12-foot waterfall and surrounding rock formations were constructed to appear as if the waterfall had eroded the limestone formation over eons of time. The air bubbles in the falling waterfall are illuminated by the sunshine, and the reflecting sky causes the water to appear an even deeper blue.

hopefully the water volumes, visual appearance and pleasant sounds meet or exceed my and my client's expectations and goals. This effort and passion to control and manipulate the water flow explains why, when considering waterfall and cascading stream design, I focus on two critical factors: visual and audible presentation.

Visual: Manipulating Moving and Falling Water

When I started building waterfalls, I just assumed that I would easily see the falling water, and it would be an awesome display. Disappointment with some of the visual results challenged me to understand how to manipulate the water. I quickly realized two things. First, only a portion of the water in the waterfall was actually falling — the rest was clinging to and running down the face of the waterfall. Second, the water that was actually falling was difficult to see because it was clear — so transparent, in fact, that I could look directly through the falling water and see the rocks behind it.

To make a waterfall or falling water visible and easily seen, there needs to be a sufficient quantity of fine air bubbles mixed within the falling or cascading water column to allow sunlight or landscape lighting to illuminate them. It is this illumination of the air bubbles that makes the falling water appear white — thus the term “white water” — and easily seen. Some water features, such as those in commercial projects that may require a strong visual impact from a greater distance away, require considerable mixing of air and water in order to be easily seen and identified as a waterfall. The method and the term I use is to create conflict upstream of the weir. Conflict is the act of encouraging chaos within the flowing water, which causes changes in water speed and direction to the point that as it tumbles, it turns and moves at different rates of speed than the water directly next to it. This action creates voids and turbulence, which in turn produces air bubbles within the flowing water. This is not to infer that you need to create extreme rapids upstream of a waterfall; however, you do need to create conditions

that agitate and break up the gentle, smooth and consistent flow.

Another key factor in maximizing water visibility is the need to ensure that the water leaves the weir edge abruptly, suddenly free-falling rather than clinging to vertical rock surfaces. The sharper the weir edge, the more water will actually separate from the weir edge. The smoother and rounder the weir edge, the more water will cling to the weir and ultimately run down the face of the waterfall.

Another technique and term Anthony Archer-Wills and I use in making water more visible in streams and areas immediately upstream of waterfall weirs is brimming. We elevate the water surface in a stream or waterfall rather than hide it in a ditch. This brimming effect allows the water to be easily seen and gives the feature a unique and desirable appearance.

Audible: Developing, Controlling and Projecting Sounds

There are three aspects of waterfall acoustics that I focus on: pitch, volume and the

projection of sounds away from the waterfall.

When discussing the audible aspect of waterfalls with my clients, I prefer to use the term “sound” rather than “noise,” because it places the perceived deliverable — that is, what they will hear — in a more desirable, positive and up-sellable manner. Clients will be receptive and willing to pay for added value in their future water feature when you use desirable, descriptive words relating to soothing sounds, peace and tranquility, rather than annoying, agitating words such as “noise.” Traditionally, clients are open and willing to invest more into project enhancements when they fully understand the details and options that are part of a high-quality, well-designed water feature.

In situations where there are annoying or distracting local noises, such as car traffic or airplanes overhead, the waterfall pitch can be tuned to mute or minimize them. I'm certainly not saying that we want to add so much waterfall sound or volume that we overpower the local noise. Instead, this is a situation where we want to encourage the

human ear and subconscious mind to pick up the ever-changing melody of cascading waterfall sounds. The closer we can tune the water-generated sound, or pitch, to match the local noise, the greater chance we have of the subconscious mind focusing on the



This is a 12-foot, very petite, intimate waterfall designed to be hidden and only discovered by those drawn by the soft, but higher-pitch sound of water falling onto a stone.

more pleasant, melodic and ever-changing soothing sounds. Typically, it is the medium and higher-pitch sounds that will assist with muting traffic and aircraft noise.

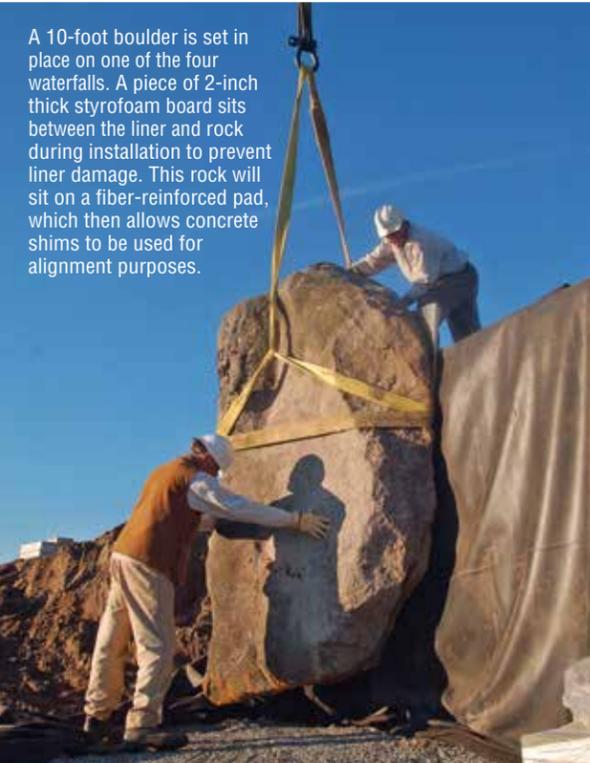
Pitch is the highness or lowness of a sound. Low, medium and high-pitch sounds are quite easily developed in a waterfall or stream by simply changing the depth of the water that the falling water is impacting. If water flows over a weir and falls onto a hard surface of rock, it is going to generate a high-pitch sound. Water falling into a deeper pool of water will generate a lower, bass-pitch sound. It is most desirable to provide a mix of pitch, and the conflict created upstream of the weir will help ensure that the sound is melodic and ever-changing. The best way to experiment with this pitch control is to begin by placing your hand, palm-up, deep into a basin where water is falling. As you raise your hand and reduce the depth of the water, you will begin to hear a distinct change in pitch. Too much high pitch, like the sound of a smoke detector, can be agitating rather than soothing. On the other hand, too much low-bass pitch negatively impacts the ability to have a conversation and can cancel out the human voice as well as the sounds of birds and wildlife nearby. Preferably a good variety of constantly



Construction of four large waterfall features is taking place above, with the larger boulders being set first. One thousand tons of select boulders were shipped from New York to Florida for this effort. These boulders sit on a fiber-reinforced concrete pad poured on top of the pond liner.



A 10-foot-tall, sheer commercial waterfall under construction. The three largest pieces have been set in place dry to confirm alignment.



A 10-foot boulder is set in place on one of the four waterfalls. A piece of 2-inch thick styrofoam board sits between the liner and rock during installation to prevent liner damage. This rock will sit on a fiber-reinforced pad, which then allows concrete shims to be used for alignment purposes.



This water feature can be viewed from three sides, so it is critical to make the water easily seen. We incorporate a brimming technique that makes it appear that the water is about to overflow in many different areas at the same time.

changing, melodic sounds and pitch is the best place to start, and then you can tune the waterfall to more specific client needs.

Volume of sound is typically a function of water mass and velocity. The higher the water column is falling and the tighter, denser the water column is, the greater the sound volume will be at impact. If, on the other hand, the same volume of water and height was used but the water was spread out, making the water column less dense, the sound volume would be reduced.

Another aspect to take into consideration is the multiplying factor of reflected sound. Constructing a waterfall

or cascading stream in a densely landscaped environment minimizes the likelihood that the generated sound will be reflected off the soft leaves, groundcover and curved branches. Conversely, where there is a concrete driveway, flagstone patio, stone veneer or large windows facing the water feature, the sound dynamics can change remarkably. Since the waterfall sounds cannot be absorbed by concrete, stone or glass, the sound is reflected back into the living, relaxing space and can be overwhelming unless understood and controlled.

Projecting sound from a waterfall is similar to how music is projected from



This large commercial entry waterfall weir rock is being set in place, and its position will be adjusted by using heavy-duty concrete blocks. Once the position is confirmed and adjacent boulders are set, concrete and rebar will be used to permanently secure them together.

an outdoor orchestra or band shell. The music is reflected off the curved, semi-overhanging, seashell-looking structure and is focused toward the audience, which can enjoy the balanced acoustics without any reflected sound. Similarly, in waterfalls, we typically have an overhanging weir supported by a curved or irregularly-shaped rock formation, which I call the echo chamber. The easiest way to detect an echo chamber in natural or man-made waterfalls is to look for shadows within the overhanging structure. These shadows, or caves, could be small or large, and there could just be one or a multitude of recesses within the waterfall structure. It is the orientation and shape of the caves, or echo chambers, and their proximity to the impacting water, which will determine where sounds are projected.

To encourage sound to travel to specific areas around the water feature, such as toward a more distant viewing area like a bedroom, kitchen or living room window, the orientation of the falling water, as well as the curve or curves within the echo chamber, can be focused on specific locations.

So when you're ready to experiment with the entire waterfall or cascading stream package, keep in mind three important details. First, make the water visible and easily seen from various viewing areas. Then, generate melodic sounds with varying pitch and volume. Finally, project the sound to the various interaction locations. This may take some time to master, but it will enhance your clients' enjoyment, fulfill your creative passion and make your work even more remarkable and memorable. **CS**

About the Author



David B. Duensing, a long-time industry expert and educator, specializes in combining natural stone, living water and his clients' dreams to build unique and exceptional aquatic features throughout the Americas, the Caribbean and abroad. With the creation of David B. Duensing & Associates Inc. in 1989, Duensing has focused his efforts on learning and perfecting the design and construction techniques required to perform at the top of the industry, internationally. In 2006 Duensing created David B. Duensing Aquatic Construction Services LLC, which specializes only in the construction of natural rock formations and living water features, leaving David B. Duensing & Associates to focus strictly on providing design and consulting to professionals and landowners. In addition to having won the Master of Design Award for his work, Duensing also teaches accredited, college-level courses on the many aspects of water feature design and construction through Genesis University.

In 2013 Duensing, along with Anthony Archer-Wills, were sought out by Animal Planet to develop a new TV series called "Pool Master." The show focuses on the blending of naturally filtered water, streams, ponds, waterfalls, swimming pools and swimming ponds, and is currently in its second season.

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| Coming to **America** |

The Year of Yoshikigoi

A new koi wonderland in a place you might not expect

by **Shawn Rosen,**
Koi Market | Yoshikigoi USA

When you think of koi, the first thing that probably pops into your head is Japan. After all, Niigata Prefecture in Japan is the birthplace of Nishikigoi. There are literally hundreds of koi farms throughout Japan dating all the way back to the 1820s. It can be somewhat of a challenge to combat the misnomer that breeding quality koi outside Japan can compete with Japanese koi, with hundreds of years of breeding experience behind them.

So, is it possible that a breeder outside Japan could quietly become the fourth largest koi farm in the world and the largest koi farm in Europe? Could a koi farm outside Japan breed more than 35 stable varieties of koi? Could an unknown koi farm outside Japan win two-thirds of all trophies in one of the largest koi shows in Europe dominated by Japanese koi breeders?

The Answer is Yes!

Although known in many European countries and among Facebook circles worldwide online, Yoshikigoi has led a somewhat quiet existence until now. In a small town two hours from Poznan airport in Poland, hidden behind dirt roads and farms and locked behind a steel gate lies the future of the koi hobby. Sprawled over 148 acres are beautifully lined-up mud ponds and koi houses helmed by Ernest Driessen, with koi creations by Jos Aben. All under the watchful eye of Jos, Ernest works like a mad scientist, imagining ways to create new types of koi and breed formidable competition to existing koi types revered by all. They breed more than 35 varieties, many new and existing types including Gosanke and Utsurimono. In my personal opinion, they are the best doitsu koi breeder in the world!

Now, for the biggest question of all: can a koi breeder

In a small town two hours from Poznan airport in Poland, hidden behind dirt roads and farms and locked behind a steel gate lies the future of the koi hobby.

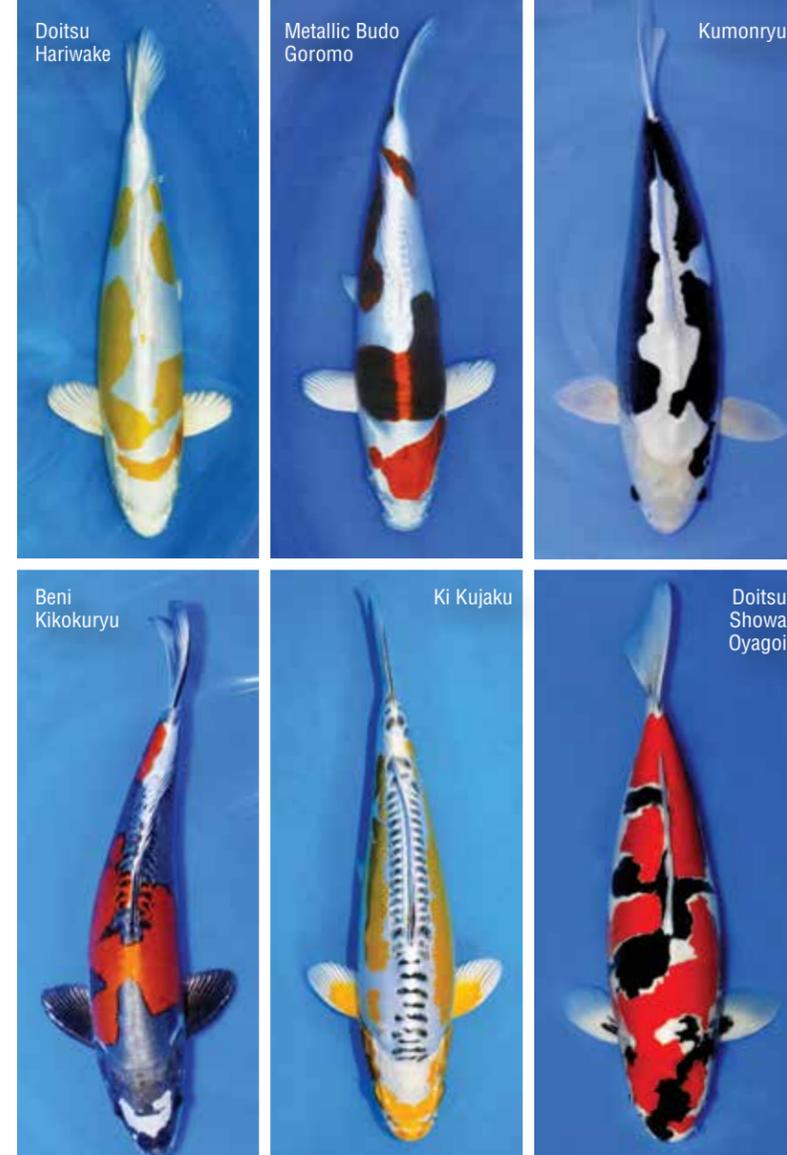
outside Japan breed koi that can compete with the best Japanese koi breeders?

You Bet Your Ass!

I had been tracking Jos Aben for a few years on Facebook and sharing his koi creations with thousands of people when I came to the conclusion that I needed to figure out a way to bring Yoshikigoi koi to America.

My first successful visit to Yoshikigoi was back in February 2015. Although I've been to Japan twice on business, I was in another industry and didn't have the time to visit any of the koi farms everyone raves about, so I had nothing to compare it to except for what I've read about. We worked diligently over the coming year, struggling through the red tape of importing koi from Europe to the United States. It had never been done before, so it has been a bit of a challenge.

Fast-forward to February 2016, and we finally saw the importing light at the end of the tunnel. Although I was blown away by my first visit to Yoshikigoi, I needed a gut-check to make sure I wasn't just drinking the Kool-Aid. I decided to ask a friend, Mat McCann, to join me on my second visit. Mat had extensive knowledge breeding at



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Who is Yoshikigoi USA?

Yoshikigoi USA, a subdivision of Koi Market Construction & Maintenance Inc., is the exclusive importer for the Yoshikigoi koi farm in Poland. Koi Market has been a part of the koi and pond hobby since 2006, with a 4,000 square-foot facility in Huntington, New York, dedicated to selling koi, aquatic plants and pond supplies. They have 20,000 gallons of retail tanks for koi that range in pricing from \$10 to \$10,000. They also have a large pond construction and maintenance division. The equipment they use in their retail store is the same equipment they use for their customers. Koi Market only sells the best filtration, aeration and circulation systems available and is always testing out the latest pond technology trends. Their maintenance division caters to weekly and biweekly maintenance programs. Their pond builds have been featured on TV shows like "Tanked" and "The LI Medium."

his company, Quality Koi, and had been back and forth to Japanese koi farms for the past 15 years, so he was the perfect person to help evaluate Yoshikigoi. We spent five days handpicking and photographing more than 50 Nisai and Sansai that will make koi history as the first Yoshikigoi to enter the United States.

Yoshikigoi: All the Buzz

My phone, email and messenger have been buzzing like crazy, as everyone wants to see what's coming. These are very exciting times for the koi hobby, and we're excited to be a part of it.

This trip was a huge success on many levels. Working with Jos and Ernest, we formed Yoshikigoi USA, the exclusive importer for Yoshikigoi Koi. Not only that, but Mat McCann was so impressed with Yoshikigoi that Quality Koi

is now assisting Koi Market in this exciting venture. It's hard to put into words just how amazing the Yoshikigoi Koi Farm is. Jos has been breeding koi for 25 years, spending every waking moment thinking outside the box about ways to extract the best genetics from different bloodlines to create beautiful, stable koi varieties.

His knowledge of koi genetics is unbelievable, and he doesn't refrain from sharing it. His goal is to educate hobbyists so that they understand what to look for when making a purchase. His book, "The Secrets of Koi Unraveled," has finally been translated and will be coming to the United States this spring. Like an exposed magician, he explains all the things that none of the other koi breeders talk about — like determining skin quality by looking at the fins, understanding

body confirmation and predicting how koi will develop in the future. He also reveals proper head shape, *fukurin*, the depth and distribution of skin layers and color, the appearance and disappearance of *sumi*, proper diet guidelines, growing and breeding tips and other secrets of success.

The Disneyland of Koi

Taking a trip is actually easier than one might think; Jos and Ernest make it really easy to travel to the farm. The only thing you need to pay for is your airline ticket and transportation to and from your home

airport. They cover transportation in Poland, food and lodging. If you're a koi collector, this is your Disneyland! Depending on when you come, you can take part in a harvest and handpick your fish right from the mud pond, or just sit back and enjoy some of the most amazing koi in the world. I could sit here and go on and on about how amazing Yoshikigoi is, or I could let you peruse the fruits of their labor.

That's why this shall be "The Year of Yoshikigoi."

If you are interested in taking a trip to Yoshikigoi, give Shawn a call at 516/809-6771. 

Doitsu Ochiba



About the Author

Shawn Rosen started Koi Market

in 2006 after leaving a 20-year career designing video games. He caught the pond bug at the age of 16 building a few pond projects with his dad, and it has stuck with him. He built another pond at his house in 2005 and made the decision to figure out how to turn the hobby into a business. After a brief kick-start in the retail business from his backyard, he quickly realized that he was onto something big and opened Koi Market Aquatic Gardens in Huntington, New York. They now house the largest koi retail facility on Long Island as well as a one-stop pond shop, a pond construction and pond maintenance division.

In 2016, Koi market partnered with the Yoshikigoi Koi farm to form Yoshikigoi USA, the exclusive importer for Yoshikigoi koi in the U.S.



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Water Garden Expo

A photo gallery of this year's big show



by **Lora Lee Gelles**,
Publisher, POND Trade magazine

It was a banner year at the Water Garden Expo. The three-day show was hosted by Pondliner in Shawnee, Oklahoma, with a record attendance of more than 200 people from all over the United States.

There were sessions on pumps, aquatic plants, business management, waterfalls, marketing and promotion, lighting and much more. Plus there was a hands-on pond build led by the Aquascape team. It was a great time to get educated and schmooze with your pond buddies. Let's let the photos do the talking, for they speak for themselves. ☘





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Sonoran Water Gardens is Proud to Offer Three, Brand New Tropical Waterlily Varieties for 2016

These exciting new varieties represent the first introductions from hybridist Scott Butler-Sofran.

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- *Nymphaea 'Pink Cup'* has rich-pink, cup-shaped, beautifully scented flowers. It is a prolific bloomer, with bronzy, reddish-green leaves and green veins. It blooms over a longer season than most night-bloomers and has a medium spread (like one of its parents, 'Red Cup').
- *Nymphaea 'Scotia'* has flowers that open violet-blue with a yellow-green inner glow. The attractive, heart-shaped foliage is avocado-green with chocolate mottles. It is a prolific, reliable bloomer with clusters of flowers blooming in only three to four hours of sunlight per day.

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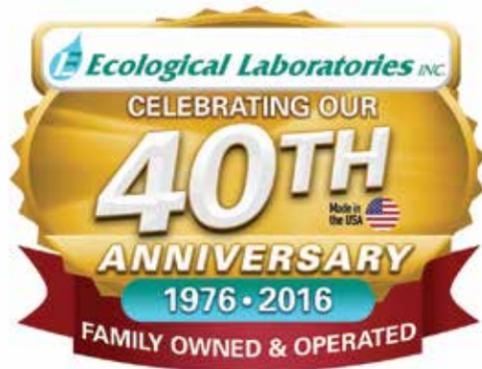
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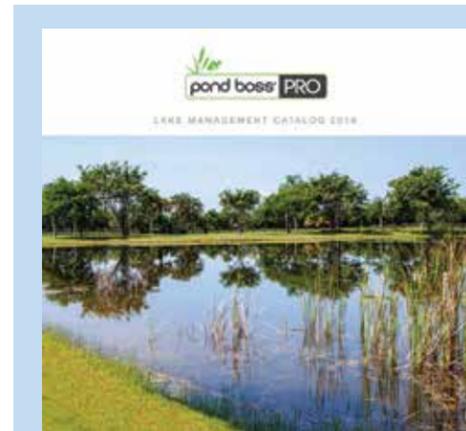


Kasco Welcomes New Southeast Sales Rep

Kasco is pleased to announce and welcome aquatic biologist Lee Wilson as the newest member of their experienced sales team. Based out of South Carolina, Lee is responsible for maintaining and initiating customer relationships in the southeastern region of the United States, contributing to new product direction and carrying out general sales responsibilities.

"I'm very happy about joining the Kasco team and having the opportunity to sell such high quality products," Lee said. "Kasco is a widely-respected name in the industry, and I can't wait to help the company continue its legacy of great customer service and great products."

Lee brings a wealth of experience to this position, having worked in several marine and aquaculture industries over the last 25 years. His background includes a bachelor of science in marine science – with a focus on water chemistry and bacteria. He has owned Fish Monger Seafood Bait & Tackle LLC, Aucupate Outfitters LLC and Winyah Water Gardens & Fountain Services LLC. Lee has also been a warehouse manager at a lake management company where he stocked fish, managed herbicide applications and trained new employees. Lee has also spent time as an assistant curator of natural history, herpetologist, member of Marine Mammal Stranding Network and Sea Turtle Stranding Network for USFWS/NMFS/SCDNR, a commercial fisherman and a deputy sheriff in South Carolina.



Pond Boss Pro 2016 Catalog Features Newly Expanded Line of Lake Management Products

GeoGlobal Partners announces the publication of their pond boss PRO Lake Management catalog. This catalog introduces the newly expanded line of products designed to maintain and enhance lakes or large bodies of water.

Known for their effective bacteria bio-maintenance product, The Block™, GeoGlobal Partners is pleased to showcase the entire family of pond boss PRO water treatments, which are designed to clean, clear, condition and balance the beauty of your body of water. Safe for fish, plants and wildlife, pond boss PRO water treatments work with the environment in mind and are produced using a green approach.

In addition to the complete line of professional-grade water treatments, pond boss PRO has launched a series of energy efficient and professional-grade aeration products to fully round out the line. These surface and subsurface aeration systems are engineered to introduce the needed amounts of oxygen into large bodies of water and improve water clarity.

For more information or to request a copy of the catalog, call 888/755-6750.

Alpine introduces New Eco-Sphere Pump – PUR Line

Alpine's Eco-Sphere high-performance pumps are ideal for filtration systems, waterfalls and ponds. They are engineered to be highly energy efficient, touting a 75% reduction in power consumption compared to standard pumps, while maintaining maximum output. Our durable "pre-filter" pump cage minimizes pump damage and clogging by selectively screening larger debris particles.

The pumps feature a convenient carrying handle and 360-degree rotating adapters for flexible placement. Includes "click-fit" connectors to allow simple disassembly for routine maintenance and compatibility with other Alpine series pond systems. For select models, an inline controller enables pumps to customize and adjust water flow for any application.



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Misty Mountain, an industry leader in high-quality, affordably priced pond and water gardening products, announces the launch of their new Carefree UV lamps.

These ultraviolet lamps use the latest technology to sanitize and deodorize pond water, killing microorganisms and fungus such as algae. Unlike many low-cost UV lamps made in Mexico and China, the dependable Carefree brand is made in the USA from the highest-grade quartz.

Misty Mountain offers these reasonably priced solutions in a variety of ratings with one-year and two-year usage, based on around-the-clock operation. Gaining control over your pond's green or brown water has never been easier, as the UV lamps remove tannic water from leaves and other organics, keeping bacteria and parasites at bay.



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For larger ponds from 6,000 to 12,000 gallons, Atlantic has two new Typhoon Air Diffuser Kits to complement the aluminum-bodied TA1800 and TA3600 Diaphragm Compressors. The innovative shape of the hollow base minimizes turbulence and enhances water flow. Fill with on-site sand or stone ballast to sink, or tether it above the bottom. Non-clogging diffuser tubing generates fine bubbles (<1.5 mm) for more efficient aeration and no maintenance.

TADK1800 includes one 8-inch diffuser, 20 feet of 3/8-inch weighted tubing and inline check valve. TADK3600 includes 40 feet of 3/8-inch weighted tubing, two 8-inch diffusers and inline check valves. Both Diffuser Kits carry a three-year warranty. MSRP: \$69.99 - \$139.98

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Pondemonium® Update

Aquascape Inc. is excited to announce the addition of a Leadership Boot Camp to this year's Pondemonium® schedule. Led by Lauri Mitchell of Mitchell Motivation, attendees will complete an online assessment prior to the event and will receive a personalized management evaluation during the training session. Participants will learn how their management style influences how they manage time, make decisions and approach problems. Participants will also learn how to adapt to various personality styles in order to bring out the best in every employee.

Aquascape also offers its popular Fish Wet Lab with Dr. Erik Johnson, DVM. Johnson is recognized as one of the world's leading experts on fish health and is author of the book "Koi Health and Disease." Space is limited to the first 100 enrollees.

Pondemonium is the water garden industry's premier business training and networking event. From August 24-28, distributors, contractors and retailers can attend Pondemonium, which will be held at the Q Center in St. Charles, Illinois. More information and online registration is available at www.pondemonium.com.

"No Tools" Rain-Saving Device Enters the Market

A novel, rain-saving device developed by a San Diego man in response to the extreme draught is now available for purchase in the commercial market.

Sheldon Levinson invented the No Tools Rain-Saving Device after his wife needed water for her plants, and using a single bucket to collect rainwater wasn't working very well.

This simple rainwater diverter requires no tools for installation and is easily removable and reusable. The device fits any standard residential gutter and connects to a garden hose. When it rains, the pressure rises in the drain and creates a bountiful water source for landscaping,

filling a swimming pool or storing in a container. Levinson says his "game changer" device can save more than 200 gallons of water per hour.

The No Tools Rain-Saving Device is now available on Amazon.com and at San Carlos Hardware in San Diego.

For more product information (non-orders), contact Sheldon Levinson at sheldonandjoan@gmail.com. To order, visit <http://amzn.com/B0134F5KXO>.

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