An Unnecessary Battle

Concrete and liner are teammates, not enemies
JOIN THESE AUTHORIZED HELIX CONTRACTORS IN THE Challenge to Win!

Call today and learn how you can become an official Atlantic Distributor Consultant OR Atlantic Professional Contractor

FOLLOW US ON ALL OUR SOCIAL NETWORKS AND STAY UP TO DATE

ATLANTIC WATER GARDENS | 4494 ORCHARD STREET | MANTUA, OHIO 44255 | (P) 330-274-8317 | (F) 330-274-8790
INFO@ATLANTICWATERGARDENS.COM | WWW.ATLANTICWATERGARDENS.COM

www.helixlifecare.com

Life is Short, Enjoy Koi!
FEATURES

8 Pond Construction 101
Pond maintenance isn’t easy, and problems can be time-consuming to diagnose and costly to resolve. But as Zack DeKuiper explains, many pond problems can be avoided with the application of some crucial knowledge at a much earlier stage: the design and construction of the pond! Here, the founder of WeakEnding, Inc. lays out the fundamental blueprint that every builder should follow to ensure flawless ponds and happy customers.

14 Near-Disaster at Chelsea
If gardening had a Super Bowl, it would be the Royal Horticultural Society’s Chelsea Flower Show. Each year, the best of the best in garden design bring their most innovative ideas to this prestigious U.K. event, hoping to win a medal on the world’s biggest stage. But when Mark MJ Wilson’s first Chelsea project was threatened by a series of curveballs and rookie mistakes, he knew it would take all his talent and know-how to turn a potential disaster into a medal-winning masterpiece.

21 A Beautiful Accident
When it comes to judging koi, the perfect specimen is usually one with beautiful, even color that’s consistent throughout the body. But when it comes to finding the perfect Tancho, the most important requirement is a big, red spot! Taro Kodama explains why an unlikely accident of genetics has created one of the most popular varieties of koi.

25 COVER — An Unnecessary Battle
Pepsi vs. Coke, Bears vs. Packers … and concrete vs. liner? While all three are flashy, ongoing rivalries, only two are well-founded. According to Kent Wallace, one of the more contentious debates in our industry isn’t a debate at all, but a misunderstanding. See why these two approaches to pond construction are better suited as teammates than rivals.

32 Tranquility through Technology
Running a pond business is a tough job. Between retail store sales, cleaning and maintenance services and new pond constructions, keeping all the cogs moving smoothly had become a daunting task for Holly Stouskas. But when her Las Vegas-based Tranquility Ponds developed its own proprietary software, she discovered that the key to better living really is technology! See how her software solution brought her complex business to the next level — and how it can do the same for you!

37 Like Breathing, Being Profitable Isn’t an Option
Business is picking up, and you want to take advantage of the growth by bringing on new employees. But do you know exactly how much that new builder is really going to cost you? (Here’s a hint: it’s not just his salary.) Michael Stone outlines the math you need to do to keep your business profitable — and the mistakes you must avoid to keep it afloat.

39 Reaching for the Stars at Pondemonium 2014
Pondemonium is a big deal every year, but this year’s week-long event was one for the record books. With new Rookie-Foreman training sessions, local pond tours with project bidding exercises, Cup of Coffee roundtable discussions and a challenging Certified Aquascape Contractor build, attendees got more involved in 2014 than ever before.

43 You Can’t Make Mistakes!
Famous last words: “I overwintered my fish last winter without any aeration; I’m sure they’re fine this year.” This kind of assumption is just one of the many mistakes that can turn a thriving pond in the fall into a cesspool of death come spring. Jamie Beyer lays out the key things you need to be aware of if you want your fish to survive the deep freeze.

48 They Wrote WHAT?
According to market research, 80 percent of consumers will change their decisions to purchase an item or service based on a bad online review. The worst part: anyone can write one, and there’s little you can do to stop it! The key to maintaining the health of your business is knowing how to respond. Follow Joe Dysart’s crucial tips to turn damaging digital insults into a strong online presence that builds customer trust in your business.

51 IWGS Symposium
Nature and art were never merged more beautifully than at the International Waterlily & Water Gardening Society Symposium in Denver. Lora Lee Gelles’ photo tour tells the story.
Publisher's Perspective

Models, athletes, politicians, movie stars … magazine covers are pretty predictable these days. Of course, we at POND Trade are never content with the same old thing, so we’ve decided to buck the trend! This month’s cover star may be a little bland compared to the aforementioned celebrities, but you’ll agree he’s — well, it’s — quite a bit more stable!

Yes, concrete is the star of POND Trade’s November/December issue. And though it may not have much in the way of personality, it’s somehow still the source of some fiery debate! While many pond builders consider concrete a necessity for a structurally sound pond, others swear by liner for its impermeability. In our cover story (part of our “Best Practices” series), Kent Wallace presents a new approach: Why not both? Though some consider them enemies, Kent’s got a lot of reasons why concrete and liner — like peanut butter and jelly — work much better together.

In other news, fall is here! For much of our readerships, that means shutting down ponds and getting them ready for winter. Do you know how to prepare your pond for the big freeze? No matter how you answered, I still recommend turning to pg. 43, where Jamie Beyer lays out the crucial steps you should take to keep your fish safe through the winter.

Speaking of crucial steps, you’ll surely enjoy reading Mark MJ Wilson’s account of the near-disaster he experienced when a few crucial steps were skipped during his build at the RHS Chelsea Flower Show! Turn to pg. 14 to read how Mark turned a series of unfortunate events into a magnificent, medal-winning masterpiece.

Do you know what “yelp” is? If you said, “The sound my dog makes when I step on his tail,” you’ll definitely want to read Joe Dvassin’s story about online reviews. Customer comments on the Internet can make or break your business (sometimes without you knowing it), so responding well to negative reviews and managing your online presence is a skill that all pond businesses need to master.

The same goes for us, which is why you’ll soon be noticing an upgrade. In just a few weeks, POND Trade will have a brand new website! We’re redesigning the site from the ground up to deliver a rich, beautiful reading experience. The layout is simple, streamlined and easy on the eyes, bringing the impact of our in-depth stories and colorful images to the foreground. We’ll also be starting up a new monthly feature called “Contractor’s Corner,” where you (yes, you!) can share a project that you have worked on or a solution to a problem you found. Anything that is worth sharing with your peers is fair game, so if you have an article idea you’d like to contribute, please email me at llgelles@pondtrademag.com.

Happy PONDering!

Lora Lee Gelles
Publisher
llgelles@pondtrademag.com
The fundamental blueprint every builder should use

by Zack DeKuiper
WeekEnding, Inc.

I look at a lot of ponds each year. A LOT of ponds. At our store in Holland, Michigan, we have customers come in every day who are struggling with a host of problems. Most pond owners’ issues can be addressed and solved during the design and construction of the pond. How? By thoroughly communicating with the customer to find out what they really want and can realistically expect from their water feature; by working with knowledgeable suppliers; and by you, the pond professional, becoming more knowledgeable.

Location, Location, Location

The first question to answer in pond construction is where to put the pond. When we look at nature, it makes sense that we build ponds in low-lying areas. After all, that is where we naturally find them! But in our world of beautiful yet artificial environments, this is a mistake. It is our job as professionals to encourage our customers to rethink their locations and foresee the challenges that locations can present — and deal with them. If a customer insists on that low-lying spot, ensure that your design includes a drainage system to relieve the pressure under the liner. Also, make sure the sides of the pond have a berm that is built up at least six inches above the surrounding grade so that water flowing over the ground is not able to get into the pond.

The Trouble with Rain

When ponds are built incorrectly (or in the wrong location), I sometimes have a perplexed pond owner show up at my store describing his murky brown pond that he “just can’t keep clear.” As I ask a few questions, I usually find that the problem presents itself after it rains. He cleans it again only to have it happen again.

What has happened is that hydraulic pressure from groundwater often lifts the liner from the pond bottom and creates all kinds of havoc. The next issue is that every time it rains hard, the water pours down the ground around the pond, picking up all kinds of debris and tannins and depositing them...
into our beautiful creations. This results in ponds filled with detritus and water that is stained brown.

I have a quote on my desk right now for a pond built too low in an already low area. The contractor’s solution to the floating line was to cut holes in it (which he did!). My new customer just spent $20,000, and it is going to take $15,000 to fix the problem. A better plan and conversation could have saved this customer a bundle of money and a lost client relationship.

Build Where You Want to Be

The other most common location mistake is to use side yards with hills that go down to walkout basements. They are so tempting because they help create beautiful waterfalls. But think about why we add pond lighting as the perfect location makes this pond the owner’s favorite place to unwind. A warm fire and some comfortable Adirondack chairs invite the owners to spend time interacting with their fish. The reality is that lighting is an option. Bonfires, drinks with friends and interacting with your fish at night are all wonderful ways to relax at the end of a long day or week.

Stocking the Pond

The second question to answer is what to use in the pond once it is built so your customer knows how to maintain his or her dream water feature. There are a lot of ways to balance our ponds with fish loads, water changes and plant materials, and I agree that all of these should be done.

The number one complaint that I get at our retail store is that customers’ ponds turned pea-soup green in a few weeks ... and no one told them this would happen. The choice is to wait two months or so and often it will improve. This is fine, except that here in Michigan it means not enjoying your pond for a large portion of the summer each year. The reality is that for a small additional expense, almost all of our customers would be happier with a pond that goes crystal clear fast and effectively each spring and stays “gin clear” for the entire season.

No tool does this as well as a good and properly sized ultraviolet system. You just plug it in, and without additional work or chemicals, the UV does the work for you. Once you get on a weekly maintenance program in addition to using UV, every pond can be quite simple to maintain. So at least give the customer the educated choice by learning how the systems of the manufacturers you use can be incorporated into our pond kits.

The last question to answer is how to bring the vision into reality. Once the correct products are chosen for your customer, make sure your installation crew knows not only how to install the entire system, but how and why they work together.

Bringing it to Fruition

The last question to answer is how to bring the vision into reality. Once the correct products are chosen for your customer, make sure your installation crew knows not only how to install the entire system, but how and why they work together. Most products come with instructions and photo diagrams. They should also be backed up with a knowledgeable supplier who you can speak with and get advice from if the situation arises. I cannot count the times that I’ve showed up at a pond to find the skimmer face-plate is installed upside down or there are live wires hanging down into the water. So for the record, the skimmer face-plate needs to be open at the surface of the water! If the skimmer does not open above the waterfall, it will not work. The owner now has a pond that does not deal with leaves and debris properly. The ideal water level should be about one inch from the top of the skimmer. This will allow material to pass through.
to the basket and enough flow of water to keep the pump operating properly, even with some evaporation between fill-ups. Your customer may never know you did it wrong, but they won’t be happy unless you do it right!

**Education**

The final step in pond building is educating the customer. We are all professionals here. If you build more than two ponds per year, invest in a water meter. If you don’t, at least time how long it takes the hose to fill a gallon milk jug. Time the filling of the pond with that hose and do the math to determine how many gallons are in the pond.

Write down that number on the customer’s final invoice for the pond. Type it into your records. Tattoo it onto his arm, and inscribe it on the bottom of the skimmer lid! Of course, you don’t need to go that far, but we need to make sure this magic number is known since it will answer many future questions. “How many fish can I have? Is my filter large enough and turnover adequate? How many ounces of bacteria should I use? What size algicide bottle should I buy?” Not one of these questions can be answered without knowing how many gallons the entire pond holds.

“But what about measuring the length and width and using the old 7.49 gallons per cubic foot method?” A couple of years ago, a structural engineer assured me that his math of 3,240 gallons was accurate to within 5 percent. Close enough to know how much ulcer medication to add, right? After half of his fish were killed by the treatment he put in, we drained and metered the fill at 1,159 gallons, to be precise. A simple step by his contractor up front would have saved his fish. We can all do this one, and your customers will thank you for it in the long run by hopefully recommending other clients to your business.

Proper design with the long-term needs of the customer in mind, along with choosing knowledgeable suppliers and installation crew, will make a big difference in your customers’ satisfaction for many years to come. If we expect to grow and thrive as an industry, we need solid customer experiences. One customer frustrated with his water feature will keep his friends and family from even considering wanting one. But a customer who loves her pond will bring repeat business and new friendships to your door for years to come.

Don’t forget the lights! Flickering movement of light dancing off of the trees makes for an enchanting backyard. The icing on the cake of a great pond.

**A customer who loves her pond will bring repeat business and new friendships to your door for years to come.**

---

**About the Author**

Zack DeKuiper has been in the fish hobby for almost 40 years and a professional pond builder and retailer of EasyPro Pond Products for over a decade. His obsession is with true custom koi ponds, but his knowledge extends to the creation of nearly all types of water features, from pondless waterfalls to hotel water fountains.

Zack DeKuiper
Weekending, Inc
616/335-5992
www.weekending.net
Across the Pond

Near-Disaster at Chelsea
Lessons learned the hard way across the pond

by Mark MJ Wilson,
Any Pond Limited

The Royal Horticultural Society's Chelsea Flower Show is the most prestigious horticultural show in the world. It is often regarded as the Olympics of Horticulture, where the best garden designers in the world all compete for highly prized medals.

All the garden designers are pre-qualified at other RHS shows before even being considered for space at Chelsea. The designers not only have to impress the judges, but they also have to think about their own sponsors, which are always demanding a good return for their investments. The cost for many gardens runs into the region of a few hundred thousand pounds. For their investments. The cost for many gardens runs into the region of a few hundred thousand pounds. The designers not only have to impress the judges, but they also have to think about their own sponsors, which are always demanding a good return for their investments. The cost for many gardens runs into the region of a few hundred thousand pounds.

Then the real hard work begins. The designers and nursery staff have to start running around sourcing the materials for the garden. Keep in mind that this is normally in the middle of winter, which is not the best time for most nursery staff to start preparing top-quality plants! The question is, “Do they need to control Mother Nature? Do the plants need to be forced on or held back?” To most people attending the show, this black magic is unseen.

Winning a Medal

Everything about the feature must be within the original brief and as described. The plants have to be the correct size, shape and in the right locations (for example, dry plants are not to be mixed in or even next to the moisture-lovers). The planting must be to the highest of standards, and every element has to be faultless and pristine. Also, the garden must be looking good for the whole of the week at Chelsea.

In short, being awarded an RHS medal is judged mainly on how well the designers fulfilled their own brief.

My Road to Chelsea

In the beginning, when I first started my own aquatic landscaping business in 2003, I built a few small show gardens to mainly showcase my aquatic plants. But these shows never covered my costs, even with free labor from friends and family. It’s tough to make any money from a show garden in the U.K., as weather plays a big part in the ticket sales for open-air events. For these shows never covered my costs, even with free labor from friends and family. It’s tough to make any money from a show garden in the U.K., as weather plays a big part in the ticket sales for open-air events.

Another Look

In March of this year that changed. I was working as the Aquatic Plant Guy with the Aquascape Designs team at the Chicago Flower and Garden Show. When I was flying back to the U.K., I made myself a commitment to take another look at the RHS shows and to put more skin in the game.

A couple weeks later, I was going through my emails and came across this exciting sentence in the subject headings: “We need help with a show garden at Chelsea.” The email was mainly looking for local businesses to sponsor part of the garden. I phoned the designer to see how I could help. When she said, “I am putting together a candelabra water feature,” I thought, “Wow, this water feature sounds crazy! I have got to see this!”

The designer asked if I could help by supplying a water feature pump. I agreed, in return for a couple of evening tickets to the show. After chatting with her on the phone I wanted to know more about the brief that she had submitted, so she sent me an artist’s impression of the water feature. When I phoned her back to discuss the image and express my surprise, she confirmed that yes, she did indeed “want water to jet out of the tops of the candles.”

“Yes, I can see that from your drawing,” I replied. “What is the size of the pipe?”

“No pipework or candles have been sourced yet,” she told me. “And one more thing: it has to be easy to install at the show.”

Calculations and Orders

After doing a quick calculation to get the right head pressure, I discovered we would have to go for a pump capable of around 4,000 litres per hour. The outlet pipe would then be reduced down to five lengths of 4 millimeters (3/16 inch) to feed each of the five candles. A couple of weeks went by, and by that point the designer had sourced the candelabra, the water feature base plates had been
made and the table was ready. So I set up a meeting to supply the pump and install the pipework.

Some lessons were quickly learned. At the meeting I was handed the candelabra, which was an “off-the-shelf item.” The candelabra arms were solid and too thin to run any pipework through. With the short timeframe we had before the show, it was unfeasible to completely remake the whole candelabra from scratch.

The designer had not thought about how the water would feed the candles. She was presuming the pipework would be very clear so it could run around the outside of the metal frame without being seen. I suggested that we could install a simple fountain that would simply spray water out of the main stem.

“OK,” she replied, as long as it’s not just a dribble; we are looking for something bold.” I reassured her that it could be as bold as she liked, and we agreed that the center stem would be replaced to hold a 15-millimeter (9/16 inch) pipe with a threaded fountain attachment on the top.

Curveballs
Another couple of curveballs were fired at me once the candelabra was assembled.

“OK, now how do we take this apart so we can add the floral tablecloth?” the designer asked.

“What floral tablecloth?” I thought.

“Part of the design is to have flowers sitting on the tabletop, which needs to be installed last thing before judging,” the designer explained.

“The candelabra will sit on a perspex tray to stop the flowers from getting wet.”

I started to scratch my head.

Once the center of the candelabra had been machined, I wanted to run a wet test to make sure this was OK with everyone.

Introducing . . .

AQUASCAPE ACADEMY

You Stop Earning When You Stop Learning!

You can now access a series of online courses designed to help propel you forward as a water feature professional. You’ll even be able to use our online platform to help fulfill the requirements for becoming a Certified Aquascape Contractor.

By simply logging onto www.aquascapeacademy.com, you’ll have access to:

≈ A variety of courses to help you succeed and prosper with water features.
≈ Quizzes so you can test your knowledge level with each class you take.
≈ Sample contracts and forms for you to download and use.
≈ Over twenty years of Aquascape’s industry experience and resources, all at the tips of your fingers, 24 hours a day, 7 days a week, from the comfort of your home.
≈ A constantly growing database of information that won’t be outdated after only a few years.

Aquascape is committed to helping all of our customers become the most knowledgeable water feature experts in the world, and we are so excited to share this new platform with you!

Visit www.aquascapeacademy.com or call 866.877.6637 TODAY and get started NOW and take your business to the next level!
involved. So I put my rain jacket on to be able to show them the flow rates and how simple the design was. Everyone agreed it looked great. I really loved the raindrop effect on top of the shallow water sitting on the perspex tray.

During this presentation, I noticed that the rest of the parts of the metal water feature were stacked up against the wall. I asked if the base had been wet-tested yet, as it was still in the same place from the first meeting. The answer: “How do we carry out a wet test?”

It was very clear nobody had installed a unique water feature before, so I offered to help with the build itself at Chelsea to ensure that it was completely level and safe. “How hard could this be,” I thought! I also loved the idea of getting an insight to working down at Chelsea.

Build Day

When the big day finally arrived, nobody had carried out a wet test at all. Of course, the water feature reservoir did not hold water! I ended up having to seal the base with EPDM and cover tape. By midday we finally had water in the base and were pleased with the whole feature, which stood about 180 centimeters (nearly 6 feet) high.

We stopped quickly for a bite to eat, and then I had my first chance to see what was being built around me. Lots of plants and flowers were coming in and being nurtured into place. While I was looking at the rest of the garden design, I started to talk about how I would have loved to have designed this garden ... of course with a waterfall and a bigger water feature with lots of lovely water plants in and around the base of the table.

A Heart-Sinking Moment

The next job for me was to run the electrical supply out of the reservoir into the timber surround where the outlets were located. I turned it on and it looked lovely, but it quickly became very clear we couldn’t have any splash at all (even with the pump on the lowest setting). Cardboard had been put down on top of the timber blocks around the reservoir, which was of course getting wet with the splashing on top of the table. I had thought that the cardboard was going to be under the splash curtain which would collect the water, but the garden designer said that area couldn’t get wet, as her plants were going to be there. The surrounding garden plants were only 20 centimeters away from the edge of the table, as this was the edge of the reservoir. Sadly, no splash curtain had been included.

An important note to garden designers: When you pump water six feet into the air, it has to come back down somewhere.

What a mistake I had made! I had presumed the designer understood the physics of water. As I quickly talked about, even a light breeze would blow the water around, out the top of the candles and onto the area that needed to be splash-free.

“The whole garden is now without any form of flowing water?”

“It’s all my fault,” I started to think. “What a failure!” I started to feel very sick and my heart sank. I also realized that I had good clients coming to the show ... they, of course, would be asking where the water feature was.

Why did I not look into the whole of the garden design? Why did I not take charge of the whole water feature, as my skin was in the game? I started to fall into my own little world of despair. People were talking to me, so I had to block the noise out and ask myself the question: What could I do to sort this mess out? I was in the middle of the capital at the most prestigious flower show on the planet, and the show gates opened in a few days’ time. To make matters worse, I had other work booked in, as I only had booked one day for this project in my busy spring timetable.

Quick Change

In a sudden burst of inspiration, I realized I now had to take charge. It was simple: I needed to get water back into the base with no splashing at all. Nothing could spray onto the surrounding reservoir, which was of course getting wet with the splashing on top of the table. I had thought that the cardboard was going to be under the splash curtain which would collect the water, but the garden designer said that area couldn’t get wet, as her plants were going to be there. The surrounding garden plants were only 20 centimeters away from the edge of the table, as this was the edge of the reservoir. Sadly, no splash curtain had been included.

An important note to garden designers: When you pump water six feet into the air, it has to come back down somewhere.

What a mistake I had made! I had presumed the designer understood the physics of water. As I quickly talked about, even a light breeze would blow the water around, out the top of the candles and onto the area that needed to be splash-free.

“The whole garden is now without any form of flowing water?”

“It’s all my fault,” I started to think. “What a failure!” I started to feel very sick and my heart sank. I also realized that I had good clients coming to the show ... they, of course, would be asking where the water feature was.

Why did I not look into the whole of the garden design? Why did I not take charge of the whole water feature, as my skin was in the game? I started to fall into my own little world of despair. People were talking to me, so I had to block the noise out and ask myself the question: What could I do to sort this mess out? I was in the middle of the capital at the most prestigious flower show on the planet, and the show gates opened in a few days’ time. To make matters worse, I had other work booked in, as I only had booked one day for this project in my busy spring timetable.

Quick Change

In a sudden burst of inspiration, I realized I now had to take charge. It was simple: I needed to get water back into the base with no splashing at all. Nothing could spray onto the surrounding
area or even the flowers on top of the table. The only way I could do this was to get the feature back to Northamptonshire, so I loaded up my kit and dismantled the feature. I left the base full of water so at least I could now carry out a wet test of my repair work when I returned.

That night I could not sleep as my mind was racing around. It was too late to contact my clients that were booked for the next day, I could not stop thinking, “How can I finish this nightmare? Should I tell the project manager it’s impossible, so they can start to think of something else they can have instead of a water feature?” But as I started playing with a few ideas, I had to keep reminding myself that I could turn this around.

The next day, after talking to my clients, all of whom gave me moral support, I started playing with a number of metal fittings and plastic pipes. By the end of the day I was able to fabricate a system allowing water to flow out of the main stem. The flowing water hugged the polished metalwork, but only if it was truly level. The arms caused a bit of splashing, but nothing a small piece of black filter foam would not fix. (This foam was disguised by the florist.) I even was able to turn the pump right up to the max and install a candle to look like it was floating.

We installed the feature and had it running in time for the opening of the show. I had done it and the team won a silver medal. 

---

**About the Author**

From a very early age, Mark MJ Wilson was fascinated by the aquatic world and knew that this would eventually become his life’s work. Through his academic training and varied commercial experience, MJ has built up a unique knowledge of aquatic design and husbandry, which, combined with his artistic eye, enables the construction of inspiring water garden designs that work in the real world. Taking his inspiration mainly from Mother Nature, Mark spends all of his professional life, and most of his spare time in and around water! Through his academic training and diverse experience in horticulture, fish husbandry and aquatic engineering, MJ has a wealth of experience of creating the perfect environment that will thrive in the long term.

---

**Language of Koi**

A Beautiful Accident

The desirable “byproduct” called Tancho

by Taro Kodama,
Kodama Koi Farm

Tancho is not always a winner at koi shows. In fact, some koi shows do not even have a Tancho category. But it is not too much exaggeration to say that Tancho is one of the most popular varieties of koi.

To be precise, Tancho is not really a fixed variety like the others. Rather, Tancho is a type of pattern, and this pattern could occur in any koi variety with red coloring.

Tancho is a koi whose only Hi (or red coloring) is a circle on its head. There should not be any other red pattern on the rest of the body. If a koi has a circle spot on its head like Tancho and still has some Hi pattern on the body, then the circle is not called Tancho, but “Maruten.” This may be confusing, ... indeed. Sometimes even dealers misuse the term, so it is important to understand the difference between Tancho and Maruten.

Koi like a Bird

Have you heard of the Tancho crane (also known as the Japanese crane)? She is a large, East Asian crane that lives in the northern part of Japan. She is very unique, as she has a red spot on her head. The “Tan” in Tancho means “red,” and the “Cho” in Tancho means “top.” So you can imagine why, when breeders found a variety of koi with a red, round spot on its head, it reminded them of the Tancho crane. That is how the Tancho koi variety got its name.

As I said, Tancho is not a fixed variety. It is more like a certain patterned koi. Thus, the Tancho pattern can be found in many varieties: Tancho Kohaku, Tancho Showa, Tancho Sanke, Tancho Kujaku, Tancho Goshiki and more.

When appreciating Tancho, we need to pay attention to two important traits: the shape of the Tancho (red spot) and the excellence of the base variety.

The Shape of the Tancho

Nevertheless, when it comes to Tancho, the shape of the actual “Tancho” (the red circle) is the life of the koi. Within the space of the eyes, nostrils and shoulder (before the scales begin), the circle needs to be round and big as possible. Rather than a variety, Tancho is more like a byproduct of each variety. For example, Tancho Kohaku comes out by accident from breeding Kohaku. This is not something you can plan. Therefore, finding a decent Tancho is very hard. Finding a perfect one is almost impossible. However, the closer the shape of the circle is to the ideal shape, the better.

Excellence of the Base Variety

Again, Tancho is a certain pattern that can appear on any variety, but the quality of the base variety is very important. For example, Kohaku has a red and white koi. Its red is only on the head. The body is white only. The quality of...
Shiroji, or white, is very critical. In the case of Tancho Showa, not to mention the importance of quality Sumi and Shiroji, its Sumi pattern plays a big role. The dynamic Sumi pattern needs to develop on its face and body.

**Picking a Tancho**

Because many varieties can have a Tancho version, it is sometimes a very difficult task to judge which one is better to buy. At koi shows, if the quality of two Tancho is similar, the vote usually goes to the rarer one. For example, between Tancho Kohaku and Tancho Showa, Tancho Showa will win because it is harder to breed and find a nice one.

When I started the business almost 20 years ago, I was taught that among Tancho Kohaku, Tancho Sanke and Tancho Showa, Tancho Showa always wins because it is much harder to find than the other two. However, in recent years, as Showa has become more popular, more breeders now breed Showa. Thus, the chance of finding Tancho Showa has increased. Nowadays, if the same question should arise, I must say that Tancho Sanke should be selected to win because it has the least production and Tancho Sanke is much harder to find.

**Selling Tancho**

Marketing Tancho should be easy, as everybody wants at least one Tancho in a pond. But I found out that many people ask for a perfect circle because they see pictures of show-winning Tancho in magazines or on the Internet. Of course, there are a small number of perfect ones, so if you find one that’s perfect, it will be very expensive. I think it is important to educate your clients that Tancho is not its own variety, but rather an unexpected byproduct of the varieties. Clients must understand that even a misshapen Tancho has real value.

There are no specific breeders for Tancho. So to find them, I visit as many breeders as possible as often as possible, hoping I am lucky enough to find one before others do. If you do the same, you have a chance to own a truly remarkable and valuable koi.

---

**About the Author**

Taro Kodama is president of Kodama Koi Farm. It is the largest importer and distributor of quality Japanese koi in the U.S. With locations in Japan, Hawaii, New York and New Jersey, Kodama Koi Farm carries over 35,000 Japanese koi from the top breeders in Japan. Taro Kodama, along with his father, Mamoru Kodama, not only provide winning show koi, but they also conduct many koi seminars.

---

**FEB. 25, 26 & 27**

Heart of Oklahoma Exposition Center

Shawnee, Oklahoma

**REGISTER TODAY!!**

866-219-3561

OR www.wgexpo.com

**ADMISSION IS FREE!!**

CONTRACTORS & DEALERS ONLY!

---

**HIT THE JACKPOT WITH WATER FEATURES**

**WHOLESALE**

- Twenty-one seminars taught by the leading industry experts
- Waterfall build on Wednesday, February 25th
- 10% Off Dealer prices on everything, days of the show
- Trade show featuring 25 of the industry’s top manufacturers
- Network with other successful water feature professionals

---

**MUCK-VAC ... The Simple Choice!**

**CLEANING SYSTEM**

- Easy to use and assemble
- Eliminates mud and fish waste
- Will not cause turbidity in pond
- No need to displace fish or plants
- Lowers water level
- No moving parts for lasting use
- Requires min. 50 PSI garden hose water pressure

**PONDS**

**FOUNTAINS**

**SPAS AND SMALL POOLS**

Made In America
There is a battle brewing between some of the builders who construct ponds with concrete and those builders who use pond liner. This is not a battle that needs to be fought. Concrete is a structural component and liner is a sealing component. The purpose of one shouldn’t be confused with the purpose of the other.

Liner — Seal without Structure

Liner has been around the pond industry since its inception and has a very important role to play as a waterproofing membrane. It has no structural capacity and, for the most part, conforms to whatever surface it’s covering. When installed correctly, liner can last for a decade or more.

An Unnecessary Battle

Concrete and liner are teammates, not enemies

by Kent Wallace,
Living Water Solutions, Inc.

There is a battle brewing between some of the builders who construct ponds with concrete and those builders who use pond liner. This is not a battle that needs to be fought. Concrete is a structural component and liner is a sealing component. Each has its place and its purpose. The purpose of one shouldn’t be confused with the purpose of the other.

Liner — Seal without Structure

Liner has been around the pond industry since its inception and has a very important role to play as a waterproofing membrane. It has no structural capacity and, for the most part, conforms to whatever surface it’s covering. When installed correctly, liner can last for a decade or more.
Vinyl, polyethylene and PVC liners are available, but EPDM rubber liner is the most common and seems to work the best for ponds. Each has its drawbacks, but EPDM rubber liner is the easiest to work with, team and repair when it gets punctured. Liner must be supported by a structure, which is usually the soil it is laying on, with the edge finished above waterline.

Many ponds are created as "loose edge" ponds, and many are built with a method that captures the upper edge in concrete or has the upper edge supported on a concrete shelf with a short wall up above the waterline to protect and secure the liner’s edge. This prevents the edge from sliding below the waterline, creating a leak over the top of the liner. Loose liner hidden below edge rock is one of the most prevalent sources of leaks. The edge gets pushed below the waterline by human and animal traffic, or it erodes with runoff, creating an area of the edge that water can escape over. These types of leaks are easy to find and repair just by pulling the liner up and supporting it again with soil, rocks or boulders. One way of dealing with the liner edge is to bring the liner straight up and fold it straight back down, forming a rolled upper edge that gets secured with the edge treatment rocks. This seems to be a superior way of accomplishing the "loose edge" method because the liner edge isn’t spread out under a section of loose rocks or dirt, and if there is an issue you readily have a folded piece of liner to work with.

**Concrete — Structure without Seal**

Concrete is used with liner to form a structural support for the sealing surface but not as a sealing element. Concrete by itself will crack over time so it must be sealed with something after installation. The pool industry uses a plaster coat or a coat of Hydro Ban or other sealing agent when tiling over it. The plaster coat is the sealing coat, but when the concrete cracks, algae and the layers of biofilm that naturally grow on the surface of all live water features have an effect on the plaster coat. This living surface etches into the plaster coat and destroys it over time.

A "pebble tech" surface (plaster with small stones in it) is a better option simply because much of the surface is small stone, with the exposed plaster as a much smaller percentage of the surface. When a swimming pool cracks and leaks, you drain it, remove the plaster coat with a small jackhammer and replaster it. This is not an option for a pond full of fish.

It is commonly stated that "There are two types of concrete: concrete that’s cracked and concrete that’s going to crack." Many installers use crystalline additives like Xypex, which are great. These compounds form crystalline structures that can fill small cracks and voids and "self-seal" as the concrete separates. This works well to a certain extent, but if the soil isn’t solid enough; has a lot of clay in it, causing it to expand and contract; or is extremely sandy and moves a bit; the cracks become unmanageable. In colder climates the freeze/thaw cycle will break concrete up over time, and in areas with a high water table, concrete can be broken up as the ground moves. In these areas pool contractors build with vinyl liners to seal the surface as the concrete cracks.

There are many products that are used to seal concrete. Epoxy coatings can be used, but because epoxy coating systems harden and aren’t flexible, they crack through along with the cracks in the concrete. There are rubberised coatings that stay flexible when cured and these are generally agreed upon to be superior. My personal favorite is polyurea.

**Polyurea**

Polyurea is not a "do it yourself" coating. It’s a spray-applied coating that is applied with special equipment by a trained technician. Polyurea has a part A and Part B, similar to epoxy. The two components are mixed as they exit the applicator gun at high pressure and high temperature. They combine and transform into plastic as they...
exit their nozzles, creating a flexible and extremely tough coating with an elasticity of approximately 400 percent as it forms on the surface.

Polyurea can be sprayed onto a geotextile fabric over the ground or sprayed over a variety of structural forms to create a waterproof liner on virtually any shape without folds or seams. Concrete, cement block, wood, plastic, several types of foam and steel can all be used as structural support systems for polyurea. Unlike rubber liner, roots can never grow through it and it’s not going to tear or puncture over time under heavy boulders as liner can. Polyurea has been speed tested to over 75 years and has a variety of applications in the waterproofing industry.

When using polyurea, the structure can be a complete concrete shell, or it can be constructed as a collar with an open center of dirt, or even as a loose-edge pond with no collar … although some edge is preferable. All penetrations must be mechanically clamped just as you would with rubber liner. Flanged bottom drains, skimmers and return fittings are all available and are the same products you would use for a rubber liner pond.

In a pond with a concrete collar and a dirt floor, a geotextile fabric is laid down over the dirt portions and attached to the collar and components with polyurea. This fabric is similar to the underlayment used with liner, but much smoother and stronger. Waterfalls can be built successfully with both polyurea and liner, but my experience has been that liner is easier to work with in a small waterfall situation with small boulders because it’s more flexible. Small waterfalls can be built with liner overlapped and secured onto the polyurea pond edge easily, but large waterfalls with tons of boulders should be constructed over polyurea to prevent future ruptures and leakage.

I believe all commercial ponds for businesses, hotels and resorts should be built with polyurea. Step up your game! Build it once and forget it without worry!

The battle isn’t concrete versus liner. It should be about structural integrity that will vary depending on the geography and location you are building in and the proper sealing method for the situation.
Tackle tough pond maintenance with an “Easy” solution

Our family of water treatment products are designed to work together to achieve the natural ecological balance every pond needs to maintain clean clear water.

Solutions for Every Need
Match the pond’s need to the correct EasyPro water treatment. We’ve created over a dozen treatments for just about every water issue that may arise.

Eliminate the Guesswork
Each product has simple dosages and application instructions with initial treatment and maintenance doses specified.

All Natural
Eco-Friendly items contain all natural ingredients and are chemical free. Products marked with the Eco-Friendly icon are safe for use around pets, fish, plants and wildlife.

Made in the USA
Every EasyPro water treatment is proudly manufactured in the United States.

Retail Ready
Full color, retail friendly packaging unites our products as a family brand. Solid margins are built-in to our products with the value of a lower “cost-per-treatment” on the entire EasyPro water treatment lineup.

For more information on EasyPro water treatments, visit our website: easypropondproducts.com/water-treatments

If you are a distributor or retailer looking for water treatment solutions please call us toll free: (800) 446-3873.

Spirit Pond & Stream Pumps
Italian engineering, reliable and energy efficient with a unique design
• Double bearings and triple seals for maximum life span
• Compact, versatile pump for ponds and water features
• Energy efficient, direct drive pumps with 20’ power cords
• Available in three sizes: 1/4 hp - 1850 gph, 1/3 hp - 2750 gph, 1/2 hp - 4250 gph

Universal Waterfall Diffuser
Made to last and faster to install than any other spillway on the market
• Ideal for use at beginning of streams and in block walls, pools and formal fountains
• Extra strong vertical rib design creates a nearly indestructible diffuser – allows block to be stacked directly on top
• Low profile design of 3½” makes them easy to conceal
• Available in four sizes: 16”, 23”, 32”, 46”
• Units have dual 2” inlets

New Product Spotlight
See your pond in a new light, again and again
Add color in and around your pond to create your own lighting theme. Give your back yard oasis its own unique atmosphere — color of lights can be set for special occasions, holidays or just for the fun of it.
• Synchronize all your Cabrio lights with a single remote
• Use Cabrio remote control, required, to create multiple preprogrammed patterns and color combinations
• Remote will work up to 60’ feet away from the comfort of your living room, use remote to change modes, speed of color change and brightness
• Wide spectrum of color options
• Epoxy filled, use in or out of water
• Aluminum housing

Visit our website to view our 2014 catalogs: easypropondproducts.com/catalogs
Tranquility through Technology
How a Pond Company Got Into The Software Business

by Holly Stauskas,
Tranquility Ponds

T
ranquility Ponds, LLC, has been designing, building and maintaining ponds and water features for over 22 years. Since our business is based in Las Vegas, I try to infuse it with a Vegas flair that incorporates that fast pace the city is famous for. Unfortunately, managing such a fast-paced and growing business while providing the very best in customer service can be a daunting task. I realized early on that we needed a business management system that could keep pace with all of the daily activities.

Software has become the solution — specifically, an Internet application and private website that has been designed by, and specifically for, Tranquility Ponds. This application has streamlined our daily business activities, and I now have instant access to a wide variety of information that helps with all aspects of managing my business. Most small businesses struggle with business management because the computer-based software tools available to them are expensive, complicated and don’t quite fit their business model or method of operation. But the software solution we’ve designed for Tranquility Ponds is easy to use and accessible anywhere over the Internet using a computer, a handheld device such as an iPad or a smartphone. Designed as an Internet application, the software is hosted in a cloud computing environment and accessed via a private, password-protected website that does not require any software installation on any specific computer. Neither the software nor the data entered into the system resides on a local computer — instead, everything is cloud-based, taking advantage of automated backups and universal accessibility. This arrangement provides a secure, maintenance-free, no-hassle software experience.

In general, the software is driven by a relational database that links various sets of data seamlessly and transparently to the user. All data entered is stored in the database for easy access by the software modules that comprise the total software solution. Modular design allows for easy expansion; as new functions are required, the software is easily extended to provide the new capability.

Managing the Complexities of Our Business

Specifically, the pond business consists of retail store sales, pond cleaning and maintenance services and new pond construction activities. This triad of activity must be managed to maintain adequate product inventories, allocate labor efficiently and meet construction and service schedules. The software has been designed with modules that manage each of these areas in an integrated fashion.

Field service and new construction activities are entered for online and remote access describing the work that needs to be performed at each site, the address and homeowner information as well as any special notes concerning any particular job. The software tracks new construction and service materials and costs to complete the job and, in conjunction with labor hours, allows profit per service or construction project to be managed on a daily basis. A built-in accounting system tracks customer payments for service work or new construction activity with color-coded flags indicating that payments are due.

The Importance of Security

With all of this sensitive information entered into the system, data security is a top priority. All of the software and database data are hosted in the cloud on a redundant network with 100% guaranteed availability to authorized users only. Having the data and software in the cloud alleviates the threat of a stolen computer containing valuable data, and system backups are automated and routinely performed.
This software has become indispensable to my daily management and long-term business operations. In fact, this software has made such an impact on my business that we’ve spun off a technology arm of our pond company to market and license the software to small business service providers everywhere!

**Not Just For Ponds**

Tranquility Technology, LLC. is the software and technology spinoff of Tranquility Ponds that provides our software solution, which can automate the daily activities of a wide variety of service and retail businesses — not just pond companies. The software can easily be tailored to manage service providers of all types.

This is one time where the rule “What Happens in Vegas Stays in Vegas” does not apply. Any business can benefit from our Internet software solution with the same Vegas Blit as Tranquility Ponds. And like Tranquility Ponds, your business may have just hit the jackpot!

**About the Author**

Holly Stauskas founded Tranquility Ponds in 1992, designing, building and maintaining ponds and water features in six states — including the flagship operation in Las Vegas.

Joe Stauskas is an electronic engineer and software developer and has developed a variety of Internet-based software solutions for the real estate and tennis racquet stringer markets.

Together they have founded Tranquility Technology LLC., a software company specializing in Internet applications for business management. For more information, call 702/270-3791. www.tranquilitytechnology.com

---

**When Things Get Heated**

Communicating effectively with a rude or angry customer

**The Round Table**

by Rick Smith

It’s just a fact of life that if you have customers, at some point you or your staff will have to deal with a frustrated, rude or angry customer. In fact, some dissatisfied customers can be so emotionally charged that it’s like having a blowtorch in your face. It is no wonder that communicating effectively in this situation can be one of the most challenging conversations you will ever have.

How we respond, though, will have a significant impact on whether the customer feels treated fairly or feels his needs were dismissed. If it’s the former, that customer might even be retained. If the latter, he might vow never to do business with you again — and will probably badmouth your company from here to the next ice age.

To prevent being blown back on our heels and/or escalating a challenging situation, it is important, ahead of time, to create the proper atmosphere. Consider who they are coming from psychologically. They are not! The vast majority will quickly become calm down once they know there is no fight here.

**The Rude One** — They are annoyed that they even need to explain anything to you. “Here’s my problem, just fix it. I am the customer, after all.” This is just another form of the Intimidator. Listening, compliments and empathizing are key when dealing with the Rude One.

**Demanding Anger** — No matter what you do or say, this customer just won’t be happy unless you meet their demands. Maybe you can ... maybe you can’t. It happens.

**The Solution**

The first objective is to reduce emotions to a level that allows us to turn an ugly situation into a positive experience, both for you and for the customer.

Create an Atmosphere That Allows the Customer to Emotionally Vent

#1. Remain Calm and Speak Softly — Do not take the customer’s emotions personally. Trust in the process and respond by speaking with a calm, steady voice.

#2. Apologize and Empathize — When a customer first tells you they are not happy, simply state, “I’m sorry; that has to be frustrating.” This statement will help de-escalate the high level of emotions.

#3. Offer a Verbal Contract — This helps customers know, early in the conversation, that you are interested in helping them with their situation and are willing to listen and work with them. Offer an agenda for the process. If you ask, they feel in control. If they agree, you have a verbal contract. “Ma’am, would it be OK with you if I first tell me about the situation and then we can work together toward a solution?” Their demeanor will become calmer 90% of the time.

**Not All Upset Customers Are the Same**

Do not assume that all upset, emotionally charged customers are all coming from the same place psychologically. They are not! The vast majority will quickly become very congenial, provided we professionally create the proper atmosphere. Consider the following five types of upset, rude or angry customers.

**Demanding Anger** — These customers will “sound” extremely angry and will want to explain their issue in detail before you have a chance to interrupt. Actually, they hate confrontation so much that they will “sound” extremely angry and will want to explain their issue in detail before you have a chance to interrupt. Actually, they hate confrontation so much that they will “sound” extremely angry and will want to explain their issue in detail before you have a chance to interrupt. Actually, they hate confrontation so much that they have to “psych themselves up” to even make the call for the anticipated fight. Use the proper problem-solving steps and they become the sweetest people you’ve ever talked to.

“A Really Terrible Awful Bad Day” — They are more frustrated with one more problem to solve than they are with you. Can’t anyone do anything right these days? Does anyone really care anymore? A calm, empathizing voice does wonders.

**The Intimidators** — They feel they get something — anything — for nothing. They are annoyed that they even need to explain anything to you. “Here’s my problem, just fix it. I am the customer, after all.” This is just another form of the Intimidator. Listening, compliments and empathizing are key when dealing with the Rude One.

**Hate Confrontation** — These customers will “sound” extremely angry and will want to explain their issue in detail before you have a chance to interrupt. Actually, they hate confrontation so much that they have to “psych themselves up” to even make the call for the anticipated fight. Use the proper problem-solving steps and they become the sweetest people you’ve ever talked to.

**Demanding Anger** — No matter what you do or say, this customer just won’t be happy unless you meet their demands. Maybe you can ... maybe you can’t. It happens.

**The Solution**

The first objective is to reduce emotions to a level that allows us to turn an ugly situation into a positive experience, both for you and for the customer.

Create an Atmosphere That Allows the Customer to Emotionally Vent

#1. Remain Calm and Speak Softly — Do not take the customer’s emotions personally. Trust in the process and respond by speaking with a calm, steady voice.

#2. Apologize and Empathize — When a customer first tells you they are not happy, simply state, “I’m sorry; that has to be frustrating.” This statement will help de-escalate the high level of emotions.

#3. Offer a Verbal Contract — This helps customers know, early in the conversation, that you are interested in helping them with their situation and are willing to listen and work with them. Offer an agenda for the process. If you ask, they feel in control. If they agree, you have a verbal contract. “Ma’am, would it be OK with you if I first tell me about the situation and then we can work together toward a solution?” Their demeanor will become calmer 90% of the time.

**Not All Upset Customers Are the Same**

Do not assume that all upset, emotionally charged customers are all coming from the same place psychologically. They are not! The vast majority will quickly become very congenial, provided we professionally create the proper atmosphere. Consider the following five types of upset, rude or angry customers.

**Demanding Anger** — These customers will “sound” extremely angry and will want to explain their issue in detail before you have a chance to interrupt. Actually, they hate confrontation so much that they have to “psych themselves up” to even make the call for the anticipated fight. Use the proper problem-solving steps and they become the sweetest people you’ve ever talked to.

“A Really Terrible Awful Bad Day” — They are more frustrated with one more problem to solve than they are with you. Can’t anyone do anything right these days? Does anyone really care anymore? A calm, empathizing voice does wonders.

**The Intimidators** — They feel they get something — anything — for nothing. They are annoyed that they even need to explain anything to you. “Here’s my problem, just fix it. I am the customer, after all.” This is just another form of the Intimidator. Listening, compliments and empathizing are key when dealing with the Rude One.

**Hate Confrontation** — These customers will “sound” extremely angry and will want to explain their issue in detail before you have a chance to interrupt. Actually, they hate confrontation so much that they have to “psych themselves up” to even make the call for the anticipated fight. Use the proper problem-solving steps and they become the sweetest people you’ve ever talked to.

**The Intimidators** — They feel they get something — anything — for nothing. They are annoyed that they even need to explain anything to you. “Here’s my problem, just fix it. I am the customer, after all.” This is just another form of the Intimidator. Listening, compliments and empathizing are key when dealing with the Rude One.

**Hate Confrontation** — These customers will “sound” extremely angry and will want to explain their issue in detail before you have a chance to interrupt. Actually, they hate confrontation so much that they have to “psych themselves up” to even make the call for the anticipated fight. Use the proper problem-solving steps and they become the sweetest people you’ve ever talked to.
Secure an Accurate Understanding of the Customer’s Concerns

#4. Utilize Good Active Listening Skills

By offering confirming responses like “Hmm,” “Yes” and “I see” to assure the customer you are actively listening. By letting the customer explain everything without interruption, you are actually helping him vent his emotions. Take active notes during this time in order to clarify and offer the correct solution.

#5. Recap and Offer a Solution

Briefly recap and clarify the customer’s main concern and offer a solution.

#6. Be Willing to Do the Extra

Sometimes you will have to compromise and be willing to offer something extra for the customer’s frustration and inconvenience. Leaving the conversation on a good note retains a good customer.

Additional Tips:

Don’t ever argue with a customer.

Don’t make up answers that sound good. If you don’t know, say, “I don’t know, but let me get an answer for you. Would you mind holding for a minute?”

Rick Smith serves as director of sales with EasyPro Pond Products and has over 30 years of organizational leadership and sales and marketing experience in the lawn & garden, nursery and water features industries. Water gardening has been one of Rick’s passions. While enjoying his own ponds and fish, Rick has had a focus on contributing to the enjoyment of other pond owners, as well as the success of business owners, by developing customized business plans and sales support.

Sound Advice

Like Breathing, Being Profitable Isn’t an Option

Follow these steps before hiring new employees

by Michael Stone,
Markup & Profit

You know those safety announcements the flight attendants give? The ones where they tell you that if the oxygen masks drop, you should put on your own mask before helping someone else? Well, I just got back from a visit with family in Texas, and hearing that announcement once again made me think about business. The announcement used to bother me; it sounded so selfish. The idea that you’d let your child go without oxygen while you took care of your own oxygen needs sounds wrong. But they’re right. When you’re able to breathe, you can help others who can’t help themselves. But if your child has oxygen and you don’t, he or she won’t know what to do — and then you’ll both be in trouble.

Likewise, if you don’t do what’s necessary to keep your business strong and profitable, your business won’t be strong enough to take care of those who depend on it.

Can You Afford a New Employee?

One mistake many businesses make is having more employees than they can afford. The employees begin to drain the financial resources of the company, and pretty soon the business goes under. Regardless of the time of year, when business picks up, you will want to consider hiring new employees. I hope you approach the responsibility carefully. Before you hire anyone, whether office or field staff, there are steps you should take to be sure your company can stay strong.

Are You in Good Shape?

First things first: Be sure your business is on solid ground before you even think about hiring anyone new. Do your math; make sure you’re making a profit on every job and that you don’t have any existing dead wood on staff. If your existing employees aren’t getting things done now because...
of poor systems or poor leadership, hiring someone new isn’t going to help. This is also the time to be sure you’re being honest with your evaluation of your company and your processes.

**Do the Math**

What will this new employee cost? And how much additional business will you need to sell, build and collect to cover his wage or salary? You can’t hire someone new and then find out you don’t have enough work for him. If you hire and then fire without good cause, word will get around and you’ll have a hard time finding anyone who is any good to come and work for you.

Let’s consider a new carpenter. Hiring him will be an increase to your job costs. So one method of finding out how much additional business you’ll need is to divide the cost of the new employee by your job cost percentage.

Example: You want to hire a new carpenter and you plan to pay him $25 an hour. You know that your labor burden is about 30 percent of wages. (Labor burden is the additional employee cost, like federal payroll taxes, unemployment, insurance and whatever other costs your company incurs.) Your gross margin is running 33 percent, so job costs are 67 percent of your sales price. 

$25/hour × 40 hours/week × 48 weeks a year is $48,000. Multiply that by 1.30 to cover the cost of your burden: $48,000 × 1.30 = $62,400.

Now we divide the cost of the new employee by the job cost percent. $62,400 ÷ 0.67 = $93,134. That means that before you hire this carpenter, you need to be sure that you are going to sell at least $93,134 more business during the next year to pay for this new person. (This is similar to how you handle an unbudgeted overhead expense, outlined in Chapter 5 of the book, “Markup & Profit: A Contractor’s Guide Revisited” and “Profitable Sales, A Contractor’s Guide” and has taught business management, sales and/or estimating classes. Michael also provides coaching and consulting services. Mark has an entire section of his blog focused on Employee Issues. You can find it at www.markupandprofit.com/book.)

Growing your business is a great plan, but take careful steps. Don’t take on new employees unless you know you can afford them.

---

**About the Author**

Michael Stone has used his experience to help thousands of general contractors, new home builders, remodelers and specialty contractors build stronger, more profitable businesses. Michael is the author of “Markup & Profit: A Contractor’s Guide Revisited” and “Profitable Sales, A Contractor’s Guide” and has taught business management, sales and/or estimating classes. Michael also provides coaching and consulting services. Mark has an entire section of his blog focused on Employee Issues. You can find it at www.markupandprofit.com/book.

www.markupandprofit.com
info@markupandprofit.com,
888/944-0044

---

**Reaching for the Stars at Pondemonium 2014**

Despite rain, Aquascape provides action-packed week

by Jennifer Zuri

Aquascape

Hundreds of contractors, retailers and distributors from around the world poured into St. Charles, Illinois to attend Aquascape’s annual Pondemonium, the water feature industry’s premier training event. This year’s Pondemonium, themed “Reach for the Stars,” was the longest one on record, stretching a full week from August 18 to 23. A new Rookie-Foreman training section was added to the beginning of the week while the traditional Pondemonium workshops, keynote sessions and networking events wrapped things up at the end of the week.

Rookie-Foreman training consisted of both classroom sessions and hands-on training, where the group was divided into several teams for a mini waterfall-building competition. On
Wednesday, the rookies and foremen attended a local pond tour with other Pondemonium attendees where they employed their calculating skills to bid several pond projects.

Thursday’s event was a challenging Certified Aquascape Contractor (CAC) build at McCannon Farm in Sugar Grove to benefit Farm Friends, a nonprofit organization dedicated to assisting individuals with special challenges and their families. The team of CACs were led by Ed Beaulieu and Brian Helfrich of Aquascape to transform an expansive farm pond into a sustainable ecosystem pond. A constructed wetland filter, pump intake bay, large waterfalls and perimeter aesthetics were successfully installed by the team despite a downpour of rain.

Friday and Saturday kicked off with the popular Cup of Coffee roundtable discussions led by pond professionals on various industry topics. Friday night concluded with an Aquascape Foundation fundraiser held at Top Golf. Saturday brought the final lineup of workshops on topics ranging from maintenance to marketing and more.

Saturday capped off with an awards ceremony and Blow-Out Bash dinner. The top 100 customers were awarded a Top Frog award, with the first place position going to Premier Ponds in Burtonsville, Maryland. The top 40 Certified Aquascape Contractors were given awards as well as the top 40 CAC Retailers.

Three special awards were presented at the end of the ceremony. Carl Petite of Columbia Water Gardens in Hemet, California was awarded Businessman of the Year; Jaak Harju of Atlantis Water Gardens in Denville, New Jersey received Artist of the Year; and Alden Zove of Cedar Run Landscapes in North Wales, Pennsylvania was awarded Conservationist of the Year.

Planning for Pondemonium 2015 is currently underway and dates will be announced in the near future. For more information about Pondemonium, log onto www.pondemonium.com.
Successful water gardening takes some knowledge, but it also requires attention to details. When conditions are less than desirable, extra steps need to be taken to prevent potentially disastrous results. During extremely cold weather, the potential for many problems to occur becomes more prevalent and can separate those who have done their homework from those who have not. These temperature extremes do not forgive mistakes and can be lethal to fish and entire pond ecosystems. (For a good explanation of overwintering fish in extreme weather, please refer to my article, “Overwintering Koi Under Thick Ice,” in the September/October 2009 issue of POND Trade.)

What extreme cold weather situations are we addressing? Extremes include the actual temperature, but also the length of time that those cold temperatures stick around. Weather conditions that create permanent ice cover for several weeks would qualify as stressful to fish and ecosystems. (For a good explanation of overwintering fish in extreme weather, please refer to my article, “Overwintering Koi Under Thick Ice,” in the September/October 2009 issue of POND Trade.)

What extreme cold weather situations are we addressing? Extremes include the actual temperature, but also the length of time that those cold temperatures stick around. Weather conditions that create permanent ice cover for several weeks would qualify as stressful to fish and ecosystems. Of course, colder conditions can occur, and ice thickness, as well as length of time the ice persists, can be greater. What works to keep pond ecosystems alive during one winter may not work in a winter when conditions become more extreme. These conditions can prove lethal, or at a minimum, stressful to the fish, making them more susceptible to parasites and disease.

Winter conditions with heavy icing do not allow for many, if any, mistakes, even for a day or two. There are many factors that dictate how many days a situation can be ignored before it is fatal to pond ecosystems. Each situation is different and depends on many factors, which will be explained. In more moderate weather conditions, ecosystems can be more resilient, allowing a few days of inattention without problems.

Don’t Get Too Comfortable
How many times have you heard something like, “I overwintered my fish the last three winters without any aeration, so I know that it is unnecessary to aerate my pond”? Or perhaps, “My large koi died this last winter in the same pond that I have overwintered them in for the last five years.” Those who say these things will wonder why there was a problem this year when there were no problems in the past.

In the above situations, there are a lot of things going on that cannot be seen. Of course, the severity of the winter can change from one season to the next, but over the years the fish population, as well as the size of the fish, may have increased. The sediment load may also have accumulated over the years, causing demand for more oxygen. The mistake is in thinking that you do not need aeration because you have been successful without it in the past.

The Crucial Mistakes
What are some of the mistakes that can potentially be made? One of the most common slips is thinking that simply having a heater in the pond, keeping a hole open in the ice, will successfully overwinter fish in extreme weather. This is a huge misconception.

Lack of Aeration
Aeration absolutely must be present in our ponds, especially during the winter. (Again, please refer to
my overwintering article for an explanation of how to add aeration.) Adding a pond heater, in most cases, is a waste of electricity. Most ponders feel better about adding heat, and I do understand why. In certain situations I do recommend a floating heater to keep ice from forming in certain spots, like in front of a skimmer box. I also like adding heat in really small ponds and to above-ground ponds. But these ponds also need aeration. Not checking aspects of the system can still fail, so frequent checks are still very important. Rodents or rabbits have been known to chew through the tubing. Moisture can accumulate in the tubing and freeze. The power can fail, causing both pumps to not work. Even when power is eventually restored, the air line can be frozen.

Clients may check on their aeration on a few occasions during the winter and find that everything seems to be working okay. However, between those checks, the air line may freeze without the client knowing. When it does warm up and everything seems to be working fine, the fish still may have died.

whether aeration is working every day is a mistake made quite frequently that can have serious consequences. A lack of oxygen can occur overnight, as well as a buildup of toxic gases. The fish and even the entire ecosystem can die — or at least be stressed within short timeframes. If checks cannot be done every day or two, then two air pumps should be run. The possibility of both pumps and the associated tubing failing is remote; however, other as fast in the cold water, but after a month or two they become toxic to the system. If possible, attempt to see your fish under the ice several times during the winter.

For those who have to endure three months of heavy ice, it is important to learn that ice can keep our fish secure. However, it is very difficult to go that long without seeing and monitoring the fish. Attempt to peer under the ice at every opportunity, but try to create as little disturbance as possible.

Low Oxygen Levels
Areas in a pond with low oxygen levels (dead zones) can be detrimental to a pond human workers enter a confined space that has toxic conditions. The fish can barely “flick a fin” due to the cold water, let alone swim out of these areas quickly.

Poor Pond Design
When this happens, typically the first contributing factor was in the initial design. Avoid over-complicated designs, even in more moderate winter regions. Recognizing that this is a potential problem is the first step. But when the design cannot be changed, then the next step should be adding additional aeration in those zones — or at least fencing off these areas so that the fish cannot get there.

Sickly Fish
As winter approaches, make sure all the fish are healthy and well-fed. Adding new fish right before winter is not recommended. New fish are very susceptible to problems until they become acclimated to the pond. If fish do happen to die under the ice in early winter, they are difficult to detect and remove. The rotting fish could cause toxic enough conditions by the middle of winter to kill the ecosystem and the other fish. Dead fish do not decompose at any time of the year, but in winter these zones are extremely lethal. These dead zones are characteristically more prevalent in ponds built with a complicated design. Good examples of potential dead zones include the far side of an island and the inlet to a stream that is not running during colder months.

Salt
Salt in the water can be lethal to the fish during the winter due to its characteristic of lowering the temperature at which water freezes, preventing that ice layer from forming at normal freezing temperatures. Salt added during the warmer months does benefit the fish by helping them maintain their osmotic balance. However, the salt needs to be removed by making water changes before cold temperatures arrive.

Aeration this heavy will ensure that dead zones are less prevalent. Normally, I recommend slower aeration during the winter with more aeration points to eliminate the dead zones. Heavy aeration can create an environment where the winter with more aeration points to eliminate the dead zones are characteristically more prevalent.

There is an aeration point in each pond (above, left) to provide the necessary oxygen exchange for the ecosystem to overwinter. The snow and ice are left undisturbed to provide a quiet, stable environment for the fish. Checking to make sure that the fish are healthy under the ice (above, right) is important. Hopefully, you can do this a few times during the winter without removing the snow and ice. Warm days when the snow and ice naturally melt may provide the opportunity to see them. An underwater camera to look things over can work well.

There is an aeration point in each pond (above, left) to provide the necessary oxygen exchange for the ecosystem to overwinter. The snow and ice are left undisturbed to provide a quiet, stable environment for the fish. Checking to make sure that the fish are healthy under the ice (above, right) is important. Hopefully, you can do this a few times during the winter without removing the snow and ice. Warm days when the snow and ice naturally melt may provide the opportunity to see them. An underwater camera to look things over can work well. If a fish dies under the ice and is left there for a couple months, it can create toxic conditions for the fish.
Ice and Snow

A lot of ponderers are focused on keeping snow and ice off a pond. This is a huge mistake. “WHAT?” you may. “This kind of thinking is blasphemy. How can this be a mistake?”

In many areas of the country, when the temperatures are consistently below freezing during winter, you want an ice layer to form and stay on the pond. It forms a protective barrier against even lower temperatures. When the winter winds and snows are howling, fish are under that ice, “snug as a bug.”

It may seem counterintuitive, but the snow and ice provide a secure, quiet environment. Shoveling snow off the ice, like a lot of references recommend, is a mistake. The scraping and banging of the shovel on the ice disrupts the fish’s environment and causes undue stress. It is recommended by the ice layer is in the same environment will have only a few degrees of fluctuation. It provides the stability that the fish need. Of course, the need for aeration is greater with a complete ice layer.

Mild and Moderate Winters

There are mild winters, or winters in warmer zones, where ice is not as prevalent, and these winters are potentially more stressful to fish than the winters that have colder temperatures with consequently more ice. An important thing to remember is to not make the mistake of trying to rush the ice and snow melt. Let things melt and acclimate naturally.

Another mistake in ponds with fish is to not make a water change of 10 to 20 percent two or three times during the winter. During summer we may experience rains that will automatically make our water changes. However, salts and toxins can build up in the water, even during the winter, and water changes will reduce these to normal levels.

In moderate weather conditions, ponds and fish are more forgiving when mistakes are made. The fish may still survive. However, mistakes during extreme winter weather — such as allowing a dead zone to exist, not having aeration (or allowing it to fail for even a day), adding new fish in the fall, not removing the salt, nor making water changes, shoveling the snow and/or removing the ice — can be fatal. At a minimum, they can be stressful to the fish and the pond ecosystem. These are mistakes you simply cannot afford to make during extreme weather.

Handheld Digital Water Testing

Our WaveSorter photometer developed for ponds and aquariums

TEST Fresh AND Salt water for:
- pH
- Total Hardness
- Chloride
- Dissolved Oxygen
- Total Alkalinity
- Total Nitrogen
- Nitrite
- Nitrate
- Ammonia
- Phosphate
- Chloride
- Copper

Keep the Ice!

The tendency for many folks is to want to reduce the ice layer so that it does not exist. The thinking is that less ice means a better environment for the fish. That is mistaken thinking for those who have winter temperatures consistently below freezing. The ice keeps the water temperatures from undergoing huge fluctuations. These fluctuations in relatively small bodies of water without an ice cover can be as much as 15 to 20 degrees during one day/night cycle. When our ecosystems go through these kinds of temperature swings, it creates an unhealthy situation. The fish are stressed and disease can become prevalent. Do not make the mistake of removing the ice. Besides, again, it is a lot of work.

Ponds with a complete ice layer in the same environment will have only a few degrees of fluctuation. It provides the stability that the fish need. Of course, the need for aeration is greater with a complete ice layer.

About the Author

Jamie Beyer

Water gardening has been a passion of Jamie’s for over 50 years and he has worked on over 1,000 ponds. He personally has several very large ponds, which contain many kinds of water plants and fish. Jamie has a Master’s Degree in Fish and Wildlife Biology, is a lifetime Master Gardener and is founder and past president of the Central Iowa Water Garden Association. He has a broad background in fisheries, the dynamics of water, horticulture and aquatic and wildlife ecology.

He owns a consulting/installation business, Midwest Waterscapes, in which he works as a pond gardener, fountain and pond consultant/installer.

INCREASE YOUR MARGINS

BUILD YOUR OWN BRAND!

Supplying concentrates, bulk products & private label

WATER GARDEN PRODUCTS
- Pond Bacteria - Liquid
- Pond Bacteria - Powder
- Pond Bacteria - Water Soluble Packets
- Pond Bacteria - Dissolvable Tablets
- Water Conditioners
- Barley Straw Extract
- Flocculant (Water Clarifier)
- Oxygen Based Rock Cleaner
- Natural Phosphate Binder
- Defoamer
- Pond Dye

LARGE POND PRODUCTS
- Pond Bacteria - Liquid
- Pond Bacteria - Water Soluble Packets
- Pond Bacteria - Dissolvable Tablets
- Concentrated BLUE Lake Dye
- Concentrated BLACK Lake Dye
- Concentrated Flocculant
- Natural Phosphate Binder

Call Dave or Nathan for more information on increasing your profits with Archway!

800-448-3873
Dealing with bad online reviews

by Joe Dysart

While negative online reviews can sometimes be completely unsubstantiated, pond industry businesses must face a hard truth: the Internet never forgets. Without a detailed strategy in place for handling negative reviews, a business can sometimes be completely undermined. I have learned this the hard way. When I was marketing a small pond, I received a one-star review on Yelp. The customer was angry because the pond was not finished on time. Without a plan, I immediately went on the attack, trying to explain my side of the story. But it was too late. The damage was done. Customers who were considering hiring me were now thinking twice. They didn’t want to be the next victim of my misunderstandings.

The Most Effective Response

The most effective way to respond to negative reviews is to stay calm and professional. Here are some tips:

1. Acknowledge the review. Thank the customer for their feedback.
2. Apologize. If the review is unsubstantiated, resist the temptation to respond negatively. Instead, apologize and offer to make it right.
3. Stay professional. Don’t get into a back-and-forth with the reviewer.
4. Keep your cool. Don’t let emotions get the best of you.
5. Offer a solution. If the review is legitimate, offer to make it right.

The Perfect Response

“On Yelp, a business owner can respond privately or publicly,” Lowe said. “We recommend starting with a private, diplomatic response.”

The Best Defense is a Good Offense

Of course, the easiest way to head off a bad review is to avoid it altogether. This is easier said than done, but there are some strategies you can use to prevent negative reviews in the first place.

1. Train your staff. Make sure your staff is well-trained in customer service.
2. Respond promptly. Respond to all reviews, even negative ones.
3. Provide excellent service. Focus on providing excellent service to prevent negative reviews.
4. Offer a guarantee. Offer a satisfaction guarantee to protect your reputation.
5. Monitor your online presence. Use tools like Google Alerts to monitor your online reputation.

The Perfect Response

“One Yelp review can cause a 5-9% increase in their revenues,” Lowe said. “When someone is using a public forum like Yelp to attack something you’re pouring your heart and soul into, a very natural response is to get emotional. Don’t. The last thing you want to do is overreact to someone online.”

Stay Completely Positive, If Possible

Generally, the best solution is a private, offline response to a consumer that offers a concrete solution to their complaint and essentially turns a negative customer into a positive one. And if your business is in the wrong, own it and make authentic amends.

The Perfect Response

“‘On Yelp, a business owner can respond privately or publicly,’ Lowe said. ‘We recommend starting with a private, diplomatic response.’”

The Perfect Response

Specifically, Lowe recommends using this script:

■ Introduce yourself. (“Hi, It’s Bruce, the owner of ...”)
■ Thank them for the review. (“Thank you for sharing your feedback ...”)
■ Apologize. (“I’m deeply sorry you didn’t have a five-star experience ...”)
■ Acknowledge their complaint, and explain what you’ve done to address the problem.
■ Don’t be too defensive. As tempting as it is to try to convince reviewers to see things your way, it’s easy to come off as dismissive of their accounts.
■ Devise them to return. (“We hope you’ll consider joining us again. Here’s my direct contact information if you do ...”)
■ “Remember, it is vital to be professional and ingratiating,” added a wry David Tucker, co-founder of RightNow Communications, a search engine optimization marketing firm. “Or, put another way: Embrace that time-tested mantra, ‘The customer is always right.’”

Go Public If You Must

Inevitably, there will be some complaints that are unresolvable via back channels, and you’ll have to go public with a response. Take care in these instances to come off as a consummate professional who is truly looking to satisfy customers.

Counterbalance the Negative with the Positive

Given there will probably be instances when you’ll deal with a belligerent customer who cannot be pleased no matter what you do, the next best thing is to maintain your own online reviews domain on your website. There are a number of service providers with turnkey solutions that will enable you to do this, including Zuberance (www.zuberance.com). You can also secure positive reviews from happy customers. Sometimes, all it takes is a request from a pleased customer to write a positive review. The best way to do this is to reach out to your best customers and ask them to write a review.

horizon.png
Soliciting Reviews from the Keyboard-Challenged

Customer Lobby (www.customerlobby.com), an online reviews service provider, includes a service that calls your customers, solicits their feedback over the phone and then transcribes the reviews to text for easy posting online. It also syndicates these reviews — as well as those it secures from people who know how to use keyboards — across the Web on many sites, including Facebook, Twitter, Bing, Google and Yelp.

Get your negative reviews under control — and balanced out with positive ones — and you’ll find your pond business growing faster than the plants and koi you sell.
Clockwise: One of many Dale Chihuly sculptures at the Denver Botanic Garden. Behind the scenes with Tamara Kilbane showing the efficient way the tubers are organized and stored. A “picture perfect” display of water lilies at the Garden. Demi Fortuna demonstrates the various flow of pumps and how to find the right flow for your project.

Clockwise, from top at Hudson Gardens: Brandon McLane shows his hybridizing technique. Mike Giles, Brandon McLane and Tony Moore lecture to a captive audience. Attendees take time to smell the waterlilies. Tony Moore gets down and dirty in his explanation of lily hybridizing. The Colorado Lily shines in the afternoon sun.

Tsurumi
[sue-ruh-mi] noun;
1. The most reliable pump in the world.
Synonyms: None. Nothing else like it.

www.tsurumipump.com
888-TSURUMI (878-8764)
BioSafe Disease Control Now Labeled For Hydroponics
BioSafe Disease Control Ready to Spray concentrate is now labeled and EPA-registered for use in hydroponic systems. Use BioSafe Disease Control in hydroponic and aquaponic systems to prevent algae and plant root rot diseases caused by water-borne and water-transmitted plant pathogens such as Pythium & Phytophthora*

BioSafe Disease Control Ready to Spray concentrate is now available in 32-fl oz containers. The concentrate is designed to be connected directly to a pump, Hardscape Wall Lighting, Brass Wall Spouts, Flexible Hardscape Liner, and so much more.

For more info: 877/80-PONDS
info@atlantawatergardens.com
www.atlantawatergardens.com

New Hydrogen Peroxide test for Industrial Test Systems line of eXact® Photometers

Industrial Test Systems, Inc. (ITS) introduces a new addition to its already popular family of water quality testing parameters. Its new eXact® strip Micro Hydrogen Peroxide test, available for the eXact iDip®, eXact® Micro 20, and eXact® Micro 10 photometers can test for a greater range of concentrations, making this test ideal for a wide range of industries. Accurate results have increased in range from 1 to 130 ppm (mg/L). The Hydrogen Peroxide eXact® strips come in a quantity of 50 strips and retail for only $15.99 per bottle.

Hydrogen Peroxide is a powerful and safe oxidizer and is commonly used as a water disinfectant in the food processing, municipal wastewater industries and added to many household cleaning agents as a disinfectant/odor control. Levels above or below an acceptable range can affect the overall performance of Hydrogen Peroxide. Accurate and reliable testing is important to ensure levels are within acceptable parameters. ITS’ patented eXact® strips are an alternative to powder packets, tablets, glass ampoules, and liquid systems because eXact® strips contain one or more test pads containing reagents for colorimetric detection of ions in water samples. By dipping an eXact® strip into a supplied vial, the reagent is released into the water sample. Discard the strip and read the most exact analysis via one of our eXact® photometers. For visual tests, match the color in the vial to a color chart.

For more info:
Industrial Test Systems, Inc.
803/332-9712 or toll-free at 800/861-9712.
www.entsafe.com
its@entsafe.com

BioSafe Disease Control Now Labeled For Hydroponics

BioSafe Disease Control Now Labeled For Hydroponics

To see full press releases and additional news items, go to www.pondtrademag.com/tradenews

*Not approved for use in California
Introducing New National Sales Manager for GeoGlobal Partners

GeoGlobal Partners is pleased to announce the addition of Frayne McAtee, who has over 20 years of experience in the water feature and fountain industry. Frayne’s responsibilities will include key account sales for all of our brands as well as increasing the distribution of the OASE brand of products nationally. Frayne is a motivated, results-oriented sales and marketing professional with extensive knowledge in both operating a small business and working within an international corporation. He excels at communication and building relationships with customers and colleagues alike.

Frayne brings to the company a wide range of experience in the industry, including product development, manufacturing, sales, training and retail support. Frayne’s past sales management experience includes working for both Beckert and OASE, as well as for ProEco Products. Born and raised in Washington State, he currently lives in the Seattle area.

Bioverse® Repositions Water Cleaners for Small Ponds and Water Features

Bioverse®, Inc. has introduced the newly repositioned Healthy Ponds® All Purpose Pond and Water Cleaners. The new products target the number of gallons being treated, rather than specific uses like small ponds, fountains, aquariums, rain barrels and bird baths.

Healthy Ponds water cleaners provide a natural alternative to chemicals. Like the commercially targeted AquaSpherePRO®, the new products use a patented time release system to disperse a proprietary blend of bacteria and enzymes into the water. They contain the same reliable formulation, but are dosed more aggressively for improved results.

Product dispensers vary in size. The smallest dispenser is disposable, and comes in a 3.5” x 3.5” x .5” preloaded shell. The other three products utilize two different sizes of reloadable dispensers with bacteria packs dosed to match the gallons being treated.

The Healthy Ponds All Purpose Pond and Water Cleaners should be used in combination with Healthy Ponds Blast and Healthy Ponds Pond Water Colorants to maintain clear water and to limit unwanted organic growth and aquatic vegetation.

For more info: 877/948-0303
www.bioverse.com

Premium Pond Leaf Nets wholesale and retail

F.O. Box 712
Orchard Park, NY 14127
716 662-2785 ph/fax
pondnets@yahoo.com
www.pondnets.com

wholesale and retail
Contact us for a price list

MARKETPLACE

Advertisers’ Index

Archway Bio ........................................... 47
Aquascape Inc. ............................... 16
Atlantic Water Gardens ......................... 3
Blue Ridge Fish Hatchery ..................... 49
Carlisle Syntec Systems ..................... 12
EasyPro Pond Products ...................... 30,31
Fielding Pumps ................................... 36
Fountain Blue ..................................... 38
Fountain Blue (2) ........................... 57
GC Tek ............................................... 34
Hecht Rubber ..................................... 50
Helix .................................................. 2
Industrial Test Systems .................... 46
Irrigation Association ......................... 20
IPPCA .................................................. 50
Kasco Marine ................................. 28
Kloubec Koi Farm ............................. 57
Kodama Koi Farm ............................. 57
KW Solutions ................................. 57
Little Giant ......................................... 60
Mainland Mart Corp ......................... 28
Matawa USA ...................................... 52
Mazuri .............................................. 59
Microbe-Lift....................................... 11
Niji-Yama Koi Wholesale ............... 18
OASE Living Water ............................ 24
Odyssey Systems Ltd ....................... 23
Polytank, Inc. .................................. 56
Pondliner.com .................................. 22
Pond Pro 2000 .................................. 17
Ponds For Peace .............................. 7
Pond World Distributing ................... 7
Pond Zinger ....................................... 29
Tsurumi America ............................. 53

POND Trade Magazine

Extend your national visibility - advertise in POND TRADE

Call Lora Lee Gelles 708/873-1921 or llgelles@pondtrademag.com

www.pondtrademag.com/advertise/marketplace
We know you take them seriously, which is why we take their nutrition seriously.

Exotic animal nutrition is our business. For over 20 years, we’ve collaborated with zoo and exotic animal professionals to conduct extensive research to improve nutrition of exotic species. Our products are proven to support the health and longevity of exotic animals.

Sign up for our newsletter today at MAZURI.COM/PTM14 and be the first to learn about:

- Latest Product Information
- Product Promotions
- Tradeshows & Events

©2014 PMI Nutrition International. All Rights Reserved.
INNOVATION. DURABILITY.

LITTLE GIANT

Little Giant offers a myriad of lighting products designed to add dramatic beauty to your water feature.

Visit Booth 1721 at the Irrigation Show Nov. 19-20 in Phoenix, AZ