November/December 2019

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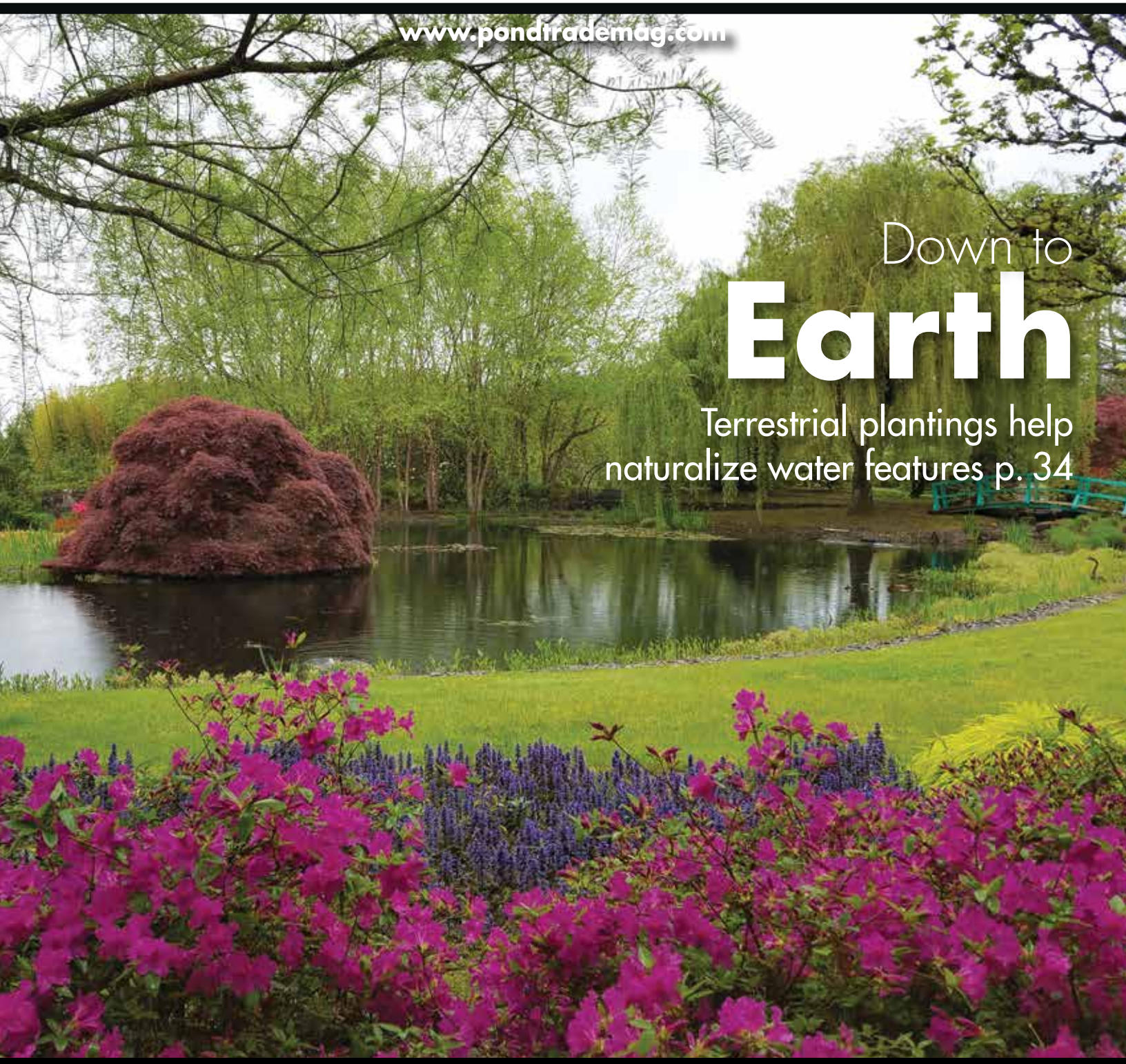

Down to Earth

Terrestrial plantings help naturalize water features p. 34

Air it Out p.14 | Pondemonium Recap p.20 | The Entertainment Factor p.42

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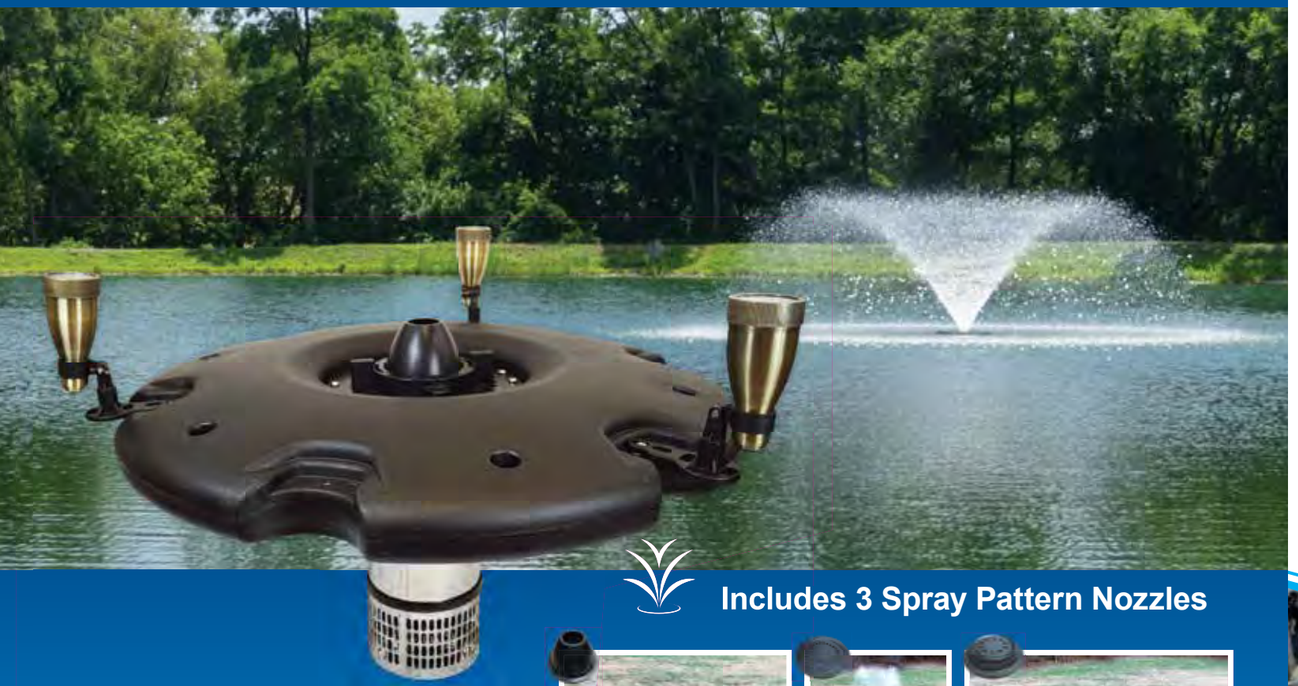

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POND CONSTRUCTION

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14 Air it Out

How confident are you that you could sell a customer on year-round aeration? **Rick Weidman** spells out all the benefits of subsurface diffused aeration and explains why it's not just a strategy for the cold-weather months.

20 Pondemonium Highlights

Every August, Aquascape holds its annual flagship conferencing and networking event in St. Charles, Illinois. **Jennifer Zuri** shares highlights from the 2019 event.

25 Two Ponds, Two Ways

Kent Wallace is back with this issue's Best Pond Practices segment, and he tells a story of two 2,000-gallon ponds with vastly different designs. Learn why a pond's size does not always dictate design and filtration.

29 Turning Over a New Leaf

The International Waterlily and Water Gardening Society (IWGS) welcomed aquatic plant enthusiasts and experts from around the world to its 2019 symposium in Le Temple-sur-Lot, France. Industry newcomer **Betsy Kremers** shares her perspective on the unique experience.

34 Down to Earth

There is so much that goes into a naturalistic pond — a man-made body of water that looks like it has always existed in its current environment. As **Eammon Hughes** says (and shows) you, choosing the right plantings is paramount.

42 Let Me Entertain You

There's an increasing number of over-the-top aquatic displays out there — we've even featured a few of them in this magazine. If you're looking for something "extra" in a water feature, OASE's **Frayne McAtee** has a few ideas for you.

47 Celebrating in Cleveland

Atlantic Water Gardens and OASE, which merged in 2018, hosted a momentous Atlantic Professional Conference in Cleveland, and **Demi Fortuna** was there to capture it. Check out the big winners from the company's third annual congress for professional contractors.

53 The Spice of Life
LANGUAGE OF KOI

It's Flashback time! In this issue, we travel back to 2014 for **Joe Pawlak**'s profile on the industry's most popular koi alternative — the goldfish. Discover the rich, long history of this fascinating swimming species and learn how they can even contribute to your profitability.

57 The Costs of Doing Business

Business expert **Tom Grandy** offers timeless advice about keeping up with changes in your operation's annual costs. If you've ever ignored new costs because you thought your margin was high enough, you'll probably want to read this.

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2019

November 5 – 7
International Pool |Spa | Patio Expo
Ernest N. Morial Convention Center
New Orleans, Louisiana
www.poolspapatio.com

November 14
Koi Smart Pond Supply Open House
Koi Smart Showroom
West Palm Beach, Florida
info@koismart.com

December 2 – 6
Irrigation Show
Las Vegas Convention Center
Las Vegas, Nevada
www.irrigation.org/2019Show

2020

January 8 – 9
MANTS
Baltimore Convention Center
Baltimore, Maryland
www.mants.com

February 19 – 21
Water Garden Expo
Heart of Oklahoma Exposition Center
Shawnee, Oklahoma
www.wgexpo.com

March 7 – 8
San Diego Koi Show
Del Mar Fairgrounds
San Diego, California
www.koiclubofsandiego.org/Koi-Shows

March 13 – 15
Central Floria Koi & Goldfish Show
Avanti Palms Resort
Orando, Florida
www.cfks.org/show-schedule.html

May 5 – 7
National Hardware Show
Las Vegas Convention Center
Las Vegas, Nevada
www.nationalhardwareshow.com

August 26 – 29
Pondemonium
The Q Center
St Charles, Illinois
www.aquascapeinc.com/professionals/pondemonium

Are you attending an event that you think others should know about? Are you hosting an event and want more people to come? Send event info to llgelles@pondtrademag.com.

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Publisher's Perspective

Waterlilies in the Limelight

OK, get ready — I'm going to gush a little bit. I'm officially a mother-in-law! My son Evan got married to sweet Maggie in September at the Como Park Zoo and Conservatory in St. Paul, Minnesota. The beautiful bride (and handsome groom, I might add) had to share the spotlight with a breathtaking waterlily collection, which you could see as you walked in, or if you stepped onto the outside balcony and looked down. I can't tell you how many people came over to me to make sure I saw them and tell me how much they enjoyed looking at them. How cool is that?

I'm starting to come down off Cloud Nine after all the festivities — of course, being on deadline with this November/December issue helped. That being said, let's talk about what's in store as you turn the pages of this issue.

Continuing with the theme of "fall festivities," we've got reviews of three of the season's major industry events — Aquascape's Pondemonium (pg. 20), the International Waterlily and Water Gardening Society's Annual Symposium (pg. 29) and the Atlantic Professional Conference (pg. 47). From all the photos, it looks like the shows had great turnouts, and much fun was had by all. If you've never been to an industry show before, check out what you're missing out on!

With the fourth annual Water Artisans of the Year contest right around the corner, we thought we would ask winners from previous years to write a pond construction feature. Gregg Sawyer — last year's Best Waterfall winner — obliged and submitted a fascinating profile of his company's stacked-flagstone edge treatments (pg. 8). Don't forget to visit our website and enter this year's contest for a chance to win and showcase your company's construction capabilities in a future issue of POND Trade.

Beyond these stories, we've still got a jam-packed issue covering a wide range of topics. Definitely don't miss the cover story, which explores how terrestrial plantings can help to naturalize a waterscape (pg. 34), and check out Rick Weidman's piece on the importance of year-round aeration — and how to sell it (pg. 14).

Happy PONDering!

Leave No Stone Unturned

Edge treatments with stacked flagstone

by Gregg Sawyer,
Sawyer Waterscaping

Do you struggle with ways to mix up the edge treatment of your water features? Are you looking to combine a patio and pond with a seamless transition? Have you been looking for a way to blend a pondless waterfall with an existing concrete patio?

If you said yes to any of these questions, you need to try using flagstone to take your water features' edge game to the next level!

Don't forget to secure your stacked wall with concrete or foam.

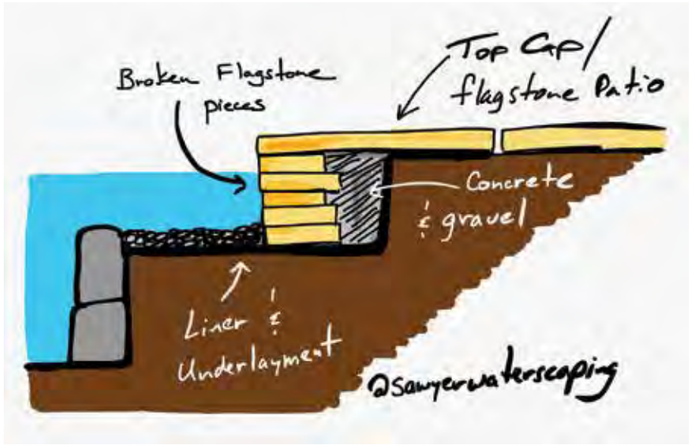
Flagstone? Really?

I know what you're thinking. "That's what DIY-ers do around their pond and in their waterfalls!" Yes, flagstone can look bad if installed poorly. However, I'm talking about using stacked flagstone walls to add an entirely different dimension to your water feature.

Anyone who has ever owned a water feature knows that the serene sound of water attracts all living things — especially us people! We are drawn to it and want to be near it as much as possible. By creating an outdoor living space that is part of the pond, you are inviting someone to be part of that experience.

As professional pond installers for more than 20 years, we at Sawyer Landscaping have experimented and searched for all sorts of ways to make the water feature and the "hangout spot" become one cohesive unit. We have found the stacked-flagstone

Stacked-flagstone edges can create a clean transition from landscape to pond.



This illustration shows how the top cap overlaps the wall and the pond's edge.

By using smaller pieces of flagstone, you can create a clean, flowing edge.

method to be the most fluid and structurally compatible way to accomplish this. It has been tested, molded and retested over the past 10 years into a fairly straightforward process.

Design & Layout

In terms of the type of flagstone, we prefer softer stones like Arizona buff because of the ability to cut flowing curves. We also use some of the more dense stones, such as Colorado buff, Arizona Red and Idaho buff.

Always keep in mind that the patio should extend over the pond or stream. For the patio

In terms of the type of flagstone, we prefer softer stones like Arizona buff because of the ability to cut flowing curves. We also use some of the more dense stones, such as Colorado buff, Arizona Red and Idaho buff.

base, we use a structural fill made of sand and pea gravel. It compacts well and allows for quick and easy leveling. It is best to have the stacked wall curve into a boulder as opposed to serving as a liner edge. If you're using a softer stone, design a smooth and curved edge. If you're using a more dense rock that doesn't cut as efficiently, you may need to make straighter edges.

Next, prepare for excavation. Allow at least 12 to 16 inches of space between the inside wall and the outer side of the wall. Always remember, it's better to over-dig and backfill if needed. The ground underneath the flagstone needs to be as level as possible. Once the liner is in, set the boulders and paint the outer edges of the patio onto the liner.

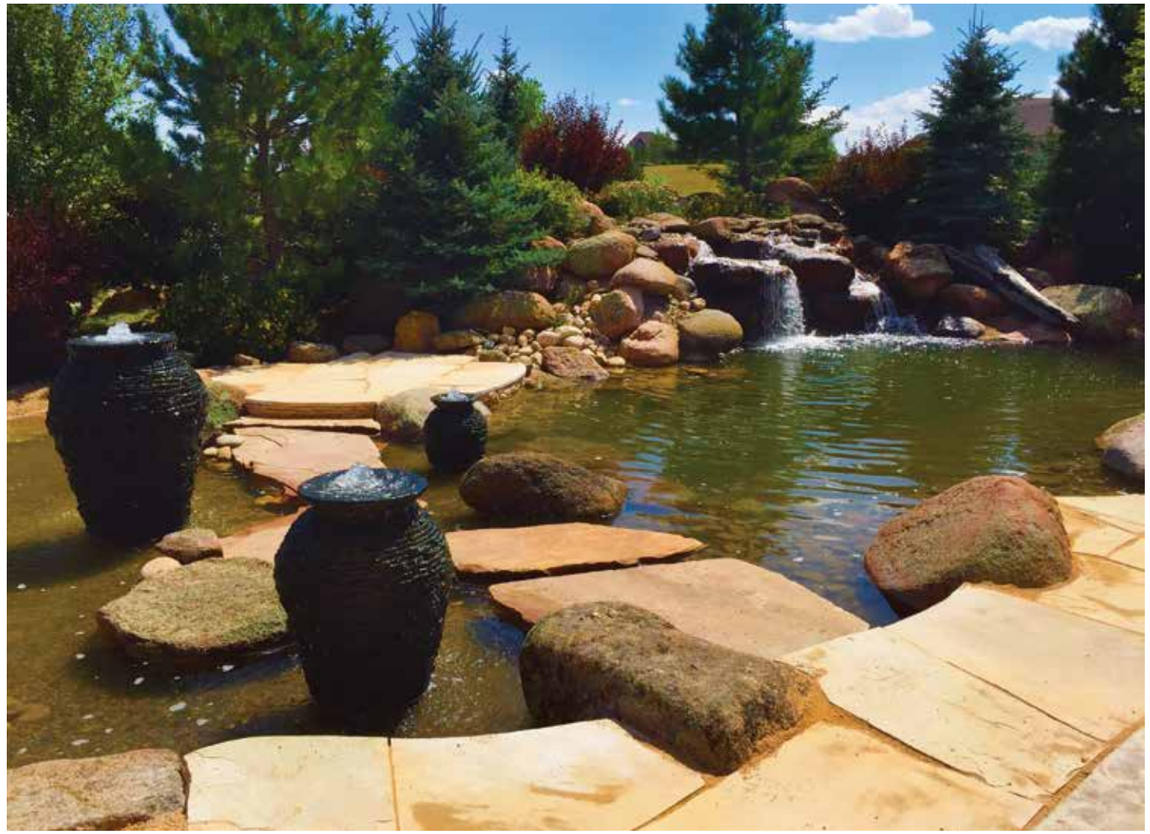
When the liner is ready, it's time to start breaking rock. Choose a sizable piece of flagstone with smooth and even sides. Break the large piece of stone by using the weight of a sledgehammer. Some of the pieces may need to be hit again to create smaller ones. Look for pieces that are 5 to 8 inches in length. If the pieces are too small, they will be hard to secure. If too large, they can create a hard curve.

In terms of saws, we prefer the Bosch circular saw combined with a 7.25-inch diamond blade. We've tried the large paver saws, but we have not been able to duplicate the tighter curves. They are big and awkward to manipulate when cutting curves. We have found that we can cut much more efficiently with the smaller saws. We use two guys to cut flagstone — one for cutting and one for spraying a small stream of water. The water keeps the blade from overheating and keeps the dust down. When using large pieces of flagstone, a second person is essential for moving and manipulating the stones.

Stack the Deck

Look for clean vertical edges that will match up evenly. If necessary, you can chip and hit the ends with a hammer. If a hammer doesn't work, a hand grinder may be needed.

Use a thin layer of pea gravel when setting the first layer. Follow your painted line with the first layer, paying close attention to ensure that the vertical joints match up. Make sure to level the flagstone pieces as you go. We prefer to dry-stack the layers, but you can use a



Stacking edges (top, right) that run into boulders help create a natural look. Stacked-flagstone edges (bottom) look great from all angles and create a world of possibilities.

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small bead of waterfall foam if you need the extra stability. Just as with laying bricks or setting tile, be sure to alternate the vertical joints as much as possible for a more secure wall.

Make sure you match up the stacked wall with the predetermined patio height. This can be one of the trickier aspects of the entire process, especially if the patio's level is dependent on an existing concrete patio.

After two to three layers have been stacked, it's time to secure them into position. We've used both waterfall foam and concrete. If time permits, we prefer concrete for a more secure wall. However, if you are working under a time crunch and can't wait for the concrete to dry, ample amounts of foam will hold up just as well.

Place foam or concrete along the backside of the wall. We also place concrete or foam along the base of the front edge of the first layer. Once the first layers are secure, begin stacking the additional layers and spreading the concrete as you go. It is not necessary to fill the entire area between the inside of the stacked wall and the liner wall with concrete or foam. Backfilling with pea gravel or 1-inch minus rock is our preferred method.

Next, make sure you match up the stacked wall with the predetermined patio height. This can be one of the trickier aspects of the entire process, especially if the patio's level is dependent on an existing concrete patio. At this point in the process, the wall height should be almost level with the outer bank and leveling height of the flagstone patio. Be sure that this height is at least 2 to 3 inches above water level. If the patio is in front of the pond or stream, keep it low so you don't block the pond or waterfall.

Adding horizontal lighting to the stacked walls can help outline the clean edges at night.

Crafting the Top

Selecting the thickness of the top piece of flagstone is critical, especially if you need multiple pieces that share the same wall. If you're matching it to an existing concrete pad, the final stacking height and the top piece will need to be taken into account to determine the final height of the wall.

When you cut the top edge, use chalk or a pencil to mark the curve of the top cut. Be sure to cut through the entire stone for a clean, visible edge. Outside curves are much easier to cut.

Keep inside curves long and clean. If the piece is hard to steady, consider foaming underneath to secure it in place.

Get Stackin'!

The beauty of the stacked-wall method is that it can be used on all types of water features and is not just limited to ponds. Creating an outdoor space that becomes part of the pond is a big game changer for any water garden. Stacking flagstone can be very tedious and time-consuming, but it can be well worth the effort. With a little practice, this method can be a very efficient strategy to add to your bag of edge-treatment tricks!

About the Author

Gregg Sawyer is the founder and president of Sawyer Waterscaping LLP in Cheyenne, Wyoming. As a 12-year-old, Gregg built his first pond in1988 with the help of his father Ron in their backyard. That summer sparked a passion for designing and building natural waterscapes. After graduating from the University of Wyoming in 1999, where he excelled in basketball and track, he had an epiphany to start a pond-building business. In 2000, Sawyer Waterscaping was formed, and he and his family have been building and maintaining ponds and waterfalls in Wyoming, Colorado and Nebraska ever since. Gregg is married and has four children.

| **All-Season** Aeration |

Air it Out!

Aeration isn't just a seasonal thing

by Rick Weidman,
Airmax

What's the No. 1 misconception about pond aeration? The idea that it's seasonal.

With all that's been written and talked about over the last eight to 10 years about the benefits of subsurface diffused aeration, I find it strange that as recently as two weeks ago I found myself having to defend it. One pond business owner thought

that summer aeration would "burn" his customer's pond, and another was under the impression that aeration was just a "winter thing."

Man, have they been missing out all these years! Diffused aeration works and certainly does no harm, but it also sells — and very well at that. I still get ample pushback from dealers and contractors that aeration is a tough sell. I understand that, but from my experience, those who do the best job of selling pond aeration truly understand how it can benefit a pond through spring, summer, fall and winter.

Moreover, they are able to convince their customers to commit. They also understand that no matter what type of aeration their customers may have in their ponds — whether it be a waterfall pump in a koi pond or a floating fountain in a recreational pond — none of these can achieve the consistently successful results that subsurface aeration brings to a pond. Ultimately, they understand that diffused aeration can make customers' lives better by reducing the amount of time they spend worrying about and working on their ponds. This understanding breeds a certain passion in the way these pond professionals urge pond owners to include diffused aeration in new pond builds and include it as an after-market tool to improve a pond's health and appearance.

"A Winter Thing"

Let's get one thing straight: Winter is a great time to aerate ponds. Try as we may to clean debris from our ponds before the winter freeze, we never seem to get it all. So, when it does freeze over, and organic debris continues to decompose in our ponds, gases like hydrogen sulfide, methane and carbon dioxide are released into the water column. With no subsurface aeration, these gases can become trapped by the ice and begin to replace clean oxygen. If enough oxygen is displaced, your fish will suffer, possibly resulting in a winter fish kill. Running a diffused aeration system in the winter infuses fresh oxygen into ponds while maintaining an open hole in surface, forming ice to release decomposition gases.

While we recommend running the aeration system in the winter months, if there's a chance someone will be venturing onto the ice for skating, fishing or just for fun, we recommend turning off the system or providing fencing and signage around the openings, where the ice may be thin and dangerous.

Spring into Action

Winter is waning. Birds are chirping. Snow and ice are melting. So, naturally, now it's time to pack up the aeration system until next winter, right?

Of course not! The increased oxygen and circulation provided by spring aeration will help evenly warm the water column and equalize oxygen levels from the top to the bottom, encouraging

earlier colonization of beneficial aerobic bacteria. Thus begins the yearly competition between algae and bacteria for the nutrients in the water column. These bacteria are responsible for preventing ammonia and nutrient accumulation, as well as preventing and removing muck buildup. The inevitability of early-spring green water is diminished with the use of a properly sized aeration system. Most importantly, well aerated ponds in the spring are better poised to take on the warm water temperatures of summer and all the problems that come with it.

Summer Sizzle or Fizzle?

The sun's beating down. Temperatures are rising, so your fish just may be jumping out of the pond to get a little extra oxygen. Warm water doesn't carry as much soluble oxygen as cold water — 32-degree water holds 75 percent more soluble oxygen than 77-degree water, for example — so aeration augmentation is paramount in the summer months.

It's a fact that algaecides play a big role in many pond owners' clear-water regimens, and unfortunately overdosing the pond with an algaecide is common, leading to dangerously low dissolved oxygen levels and resulting in stressed or dead fish. In deeper natural ponds, the circulation provided by summer aeration prevents pond stratification and eliminates the risk of pond turnovers, protecting your fish population. In addition to promoting excellent fish health, summer aeration also increases aerobic bacteria levels, thus reducing nutrients in the water column so that algae have less food available to grow and thrive. This reduces or even eliminates the need to use algaecides.

Don't Fall Back

You've probably already figured out that I'm going to suggest that we keep on aerating into the fall, even though cooler water temperatures and less overall sunlight may help slow excess algae growth. But, with falling leaves, dormant pond weeds and other organic debris being introduced to our ponds in the fall, our ponds need more help than ever breaking down waste and reducing pond muck. The boost in beneficial bacteria counts and exposure created by constant aeration help rapidly reduce accumulated debris in a pond. The less organic debris left in a pond leading into the winter months, the better.

So with the possible exception of winter safety issues, there's absolutely no reason to stop aerating a pond throughout the entire year. It's both economical and superior in efficiency. Running aeration in a water garden or koi pond all season long makes a biological filter operate at peak efficiency, possibly reducing the need to clean it so often. Adding an aeration system to a natural pond that already has a floating fountain makes sense, too. Not once in all the years I've been educating people on aeration have I heard anyone say they wished they hadn't bought an aeration system for their pond.

Have confidence in your knowledge and share your passion. Selling aeration will become easy.

About the Author

Rick Weidman is the vice president of business development at Airmax Inc., a manufacturer of pond and lake aeration and natural treatments. After 20 years in retail, he began a second career in water garden sales in 1993 and has given several talks over the years on ways to grow sales and succeed in the business of water features, ponds and lakes. He still spends a good portion of his time training and educating consumers, contractors and retailers on solid water management practices.

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One of the most popular events at Pondemonium is the waterfall-building contest, where pond builders from around the world compete with each other.

Pondemonium
Pairs Passion & Ponds
A recap of Aquascape's 2019 flagship event

by Jennifer Zuri,
Aquascape, Inc.

Another successful Pondemonium is in the books, and planning for 2020 is already underway! This year's event was held Aug. 21 – 25, 2019 at the Q Center and at Aquascape headquarters in St. Charles, Illinois. The theme was "I Love My Job!"

Pondemonium is a highly energetic and informative training and networking event for water feature professionals that takes place every summer. Hundreds of contractors, retailers and distributors from around the world gather at the Aquascape-hosted affair to learn everything about succeeding with water features — from construction practices to products, from finances to marketing, and more!

Conference Highlights

Pondemonium 2019 started with an all-day leadership and team-building workshop featuring popular keynote speaker Marcus Sheridan, whose expertise is in sales, marketing and communications. Greg Wittstock, founder and CEO of Aquascape Inc., and Clark O'Neill, owner of Celtic Outdoor LLC, were also featured presenters at this well attended and highly popular pre-event workshop.

Hands-on training and construction builds officially started the three-day training and networking event on Thursday, with foremen and rookies attending a morning classroom session. Class was followed by the ever-popular waterfall-building contest in the afternoon. Certified Aquascape Contractors were able to get their hands dirty at the same time during an advanced build that incorporated fountain features with a pondless waterfall. Caterpillar was on

Certified Aquascape Contractors attend hands-on training to create a custom fountain feature.

Learning how to safely strap and place large boulders is an important part of hands-on training.

Popular motivational speaker Marcus Sheridan captivates the audience with his message on communication and proper team building.

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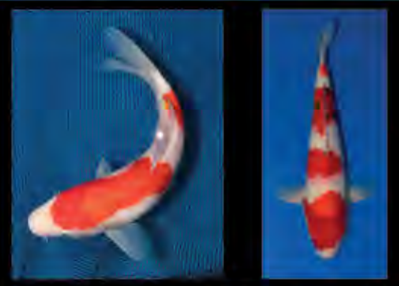

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Aquascape's Nick Streicher leads a discussion on the basics of pond building during a rookie-foreman training session.

hand to demonstrate their line of mini excavators, and attendees were able to test their skills driving the new equipment.

The next two days began with informal "Cup of Coffee" roundtable discussions featuring numerous topics about the industry. Water feature professionals from around the world led the conversations, providing their expertise on select subjects. Water feature business and construction seminars were held throughout the remainder of the day by leaders in the industry. In addition, attendees enjoyed a preview of innovative 2020 Aquascape products that incorporate the latest technology and advancements in the industry. The always-popular pond tour rounded out the schedule of activities.

Aquascape Accolades

Aquascape recognized several attendees with top honors during the event for their achievements as water feature professionals.

Artist of the Year: Patrick Handley of Waterscapes Australia in Yandina, Queensland, Australia.

Certified Aquascape Contractor of the Year: Derek Johnson of JVI Secret Gardens in Nashville, Tennessee.

Businessman of the Year: Jason Turpin of Turpin Landscape Design/Build in Coatesville, Pennsylvania.

Conservationist of the Year: Paul and Barbi Holdeman of The Pond Gnome in Phoenix, Arizona.

As always, Pondemonium wrapped up with its "Blow-Out Bash" on Saturday evening with beverages, hors d'oeuvres, music, games and plenty of networking with peers and Aquascape staff.

Pondemonium 2020 is slated for Aug. 26 – 29. We hope to see you there!

Meet the Winners!

Conservationist of the Year: Barbi and Paul Holdeman of The Pond Gnome

Certified Aquascape Contractor of the Year: Derek Johnson of JVI Secret Gardens

Artist of the Year: Patrick Handley of Waterscapes Australia

Businessman of the Year: Jason Turpin of Turpin Landscaping

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MAC Landscaping's in-ground 2,000-gallon pond is shown with shell and stone work completed.

Two Ponds, Two Ways

Volume and design don't always go hand in hand

SERIES:
Best Pond Practices

This is an installment of an ongoing, multi-part series. Be sure to watch for further installments in future issues!

by Kent Wallace,
Living Water Solutions

The most common pond size across the country is 2,000 gallons. Potential customers often call me asking, "How much will it cost to build a 2,000-gallon pond?" Unfortunately, this question can never be answered over the phone without further consultation.

So many factors are involved in making individual decisions about a specific design, including location, that make a phone quote both impossible and irresponsible.

Case in Point

Recently I received requests for two pond design consultations at the same time. The first was from Mike Newman of MAC Landscaping, and the second was from Hector Mardueno of Stonewall Creek. Each pond was just less than 2,000 gallons, and they had completely different designs. Naturally, each also had to be handled differently when it came to both filtration and design.

MAC Landscaping provided a partial landscape drawing (top). Two upflow 55-gallon drum sand and gravel filters (middle) sit behind the waterfall. The finished pond (bottom) is flowing.

The first pond from MAC Landscaping was in a backyard immediately across the patio and had plenty of room behind the waterfall for filtration. The Stonewall Creek pond was a formal courtyard pond with no room for filtration within the limited space in the corner the customer had available.

MAC Landscaping's Pond

MAC Landscaping was redoing most of the backyard, and the shape and style of the pond came to me as a drawing taken from the overall backyard makeover plans. The waterfall was in the center, with each side of the pond as a slight bulge. At this volume, a 3-inch bottom drain with one skimmer was all that was necessary to handle the required turnover rate, but the shape would leave one of the ends with poor skimming and circulation. This was solved by adding a second skimmer and a slightly larger pump, which helped the overall flow, considering the waterfall was to be visually larger than the pond's volume required.

A 55-gallon drum radial separator in the ground between the bottom drain and pump

I've always leaned toward passive, gravity-flow, low-pressure systems, and they were ideal for this pond. We used one in-ground 55-gallon drum radial separator fed by a 3-inch bottom drain. I chose a WLim Wave 1 ¼-Horsepower pump, which flows just less than 6,000 gallons per hour at 9 feet of head. This provides enough to pull 2,000 gph from the bottom drain-prefilter circuit and 2,000 gph from each Aqua-Niche skimmer.

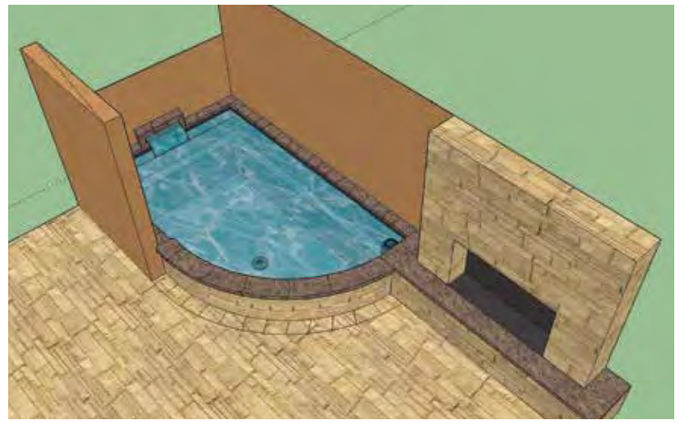
Biofiltration is handled by two 55-gallon drum upflow sand and gravel filters built into the waterfall. The diameter of each of the sand and gravel filters, at 22 ½ inches, restricts the flow rate to a maximum of 1,800 to 2,000 gph each. The balance of the water flow is diverted to a return jet opposite the waterfall and aimed toward the bottom drain. The 5-inch air diffuser disc on the bottom drain is powered by a V301 air pump at only 25 watts. The LWS ultraviolet light assembly was installed in a downflow configuration inside one of the sand and gravel filters. When UV light housings are mounted in a downflow configuration, remember to vent them at the top to release any trapped air that accumulates over time.

The autofill was installed inside the radial separator tank, hiding it from view. This setup formed a neat package hidden behind the waterfall. The concrete surface inside the pond was sealed with Hydro Ban by Laticrete, and the waterfall was sealed with EPDM rubber liner. Mike's crew has built many water features before, but this was their first dedicated koi pond. With just a little bit of guidance, they managed it perfectly.

Stonewall Creek's Pond

Stonewall Creek's pond had no plans to start with — just a space where the client wanted it built. I met with Hector and the homeowner on-site and saw that it was walled in on three sides next to a fireplace. The space had a few plants and a small tree that would have to be removed. We decided on a raised pond that matched the height of the fireplace hearth. The front raised edge would match the existing curve of the paver patio where it bordered the small garden. Hector would have to find both faux stone block that matched the original fireplace face and a top cap that matched the fireplace hearth. This sort of thing can be a challenge several years after the initial construction, because trends in faux stone surfaces and colors change with the times.

With no space inside the pond area and no way to gravity flow any of the plumbing, the filtration would have to be remote and pressurized. Luckily, the wall on the right side of the pond was also the wall of the garage. There was enough space between the wall and the garage doors to fit some filtration. The client decided on a low spill along the backside as a visual water feature. With these criteria in mind, I created a 3-D SketchUp drawing for everyone to



I created this 3-D sketch (top) for Stonewall Creek. The finished pond (middle) is filled after polyurea. The stone on the pond face and cap (below, left) matches the existing fireplace and wall. The Aqua-Niche (below, right) in-pond skimmer is mounted on the shelf.

approve before the work started.

The pond design started with a 3-inch bottom drain and one Aqua-Niche in-pond skimmer. For prefiltration, I built a smaller version of my Static Suction Prefilter and coupled it with my Low-Pressure Bioreactor.

The pump returns water through the spill and two 1 ½-inch returns. One 4-inch, 57-watt UV light was installed in the circuit with a bypass. A 45-LPM Medo air pump powers the bottom drain air diffuser, and a WLim 1/3-Horsepower pump operates the system. The pump needed to be larger than the required filtration because of the pressure needed for the LED-lighted spill the client had decided on. Two small LED lights located in the end opposite the spill completed the lighting package, and the autofill was an electronic Levelor system. The pond's interior was sealed with spray-applied Polyurea installed by Paul Parszik of Artisan Aquatics.

Ballpark Quotes

In summary, these two ponds are prime examples of polar opposite designs based on the same 2,000-gallon volume.

Remember when I said to "never" provide a quote based on size alone? In some cases, you might have to give a customer a general idea of what they can ultimately expect to spend. So, attempt to calculate a range based on your previous jobs and, at best, quote a range. A good habit is to go through your previous invoices and calculate a cost-per-gallon ratio that fits your construction style and expenses.

For example, you might quote a range of $8 – 12 per gallon depending on all the factors involved. This range will obviously vary among contractors, but at least you can get an initial conversation started and qualify a price range based on the pond size the new customer is willing step into, regardless of the ultimate design.

About the Author

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

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

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Turning Over a New Leaf

A 'newbie' attends the IWGS 2019 Symposium

by Betsy Kremers,
Freshwater Flora and Fauna

The first time I visited Berkeley, California, I was struck by how "into it" people were. It didn't matter what you were into — as long as you were really into it. There were no half-hearted protests or mildly spiritual persons; everyone was sincerely all about their "thing."

I was reminded of this as a newbie at the International Waterlily and Water Gardening Society (IWGS) 2019 Symposium, which was held in Le Temple-sur-Lot, France from Aug. 21 – 23.

Pre-Symposium Excursions

When I arrived in Paris and started to meet other attendees, I encountered so many smiling faces with interesting stories to share. The common interests, in this case, included waterlilies, lotus, bog plants and the cultivation and hybridization of these beauties. It was like an orchestra warming up, building to something you just knew was going to be great.

Knowing only a few of my fellow attendees, I joined the group on the first day at Musée de l'Orangerie to see the famous Monet waterlily panels, "Les Nymphéas." To see Monet's paintings — the actual canvases — was a phenomenal experience that I was completely unprepared for. To be in the presence of

Florian Henaux presented on his award-winning waterlily hybridizing efforts. His first HXT crosses were nearly 10 years ago.

We made another stop (left) to see a rare collection of aquatic plants (left). Created in 1999, Les Jardins d'eau overlooks the unspoiled banks of the River Dordogne. Rob Sheldon's Latour Marliac (above) was one of three locations we visited during the symposium. The hybrids of Bory Latour-Marliac were the inspiration for Claude Monet's impressionist paintings in the late 1800s.

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K1MicroBead24	9,600 US Gallons	24"	100 litres / 3.53 cu. ft.	2"	200W
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his paintings with his blood and sweat on them — I couldn't believe my good fortune. In particular, the painting with the iconic curved bridge with the waterlilies is what probably comes to mind for people all over the world when you say the word "waterlily."

This is when it began to dawn on me

A tour of Claude Monet's property at Giverny (top) included his home and studio. Several works of art from that period were displayed as well as his own. Weiwei Niu, Cuiwei Yu, and Lei Xie (bottom) enjoy dinner and music at a private dinner across the street from Monet's house at La Capucine.

that it's not just about waterlilies and lotus. It's a whole package of marvels, and the IWGS Symposium was the chance of a lifetime to see parts of our beautiful world that I never considered seeing. I began to feel so lucky, wondering whom should I thank for putting this all together.

Conference Program

The next day, we boarded a high-speed train bound for Le Temple-Sur-Lot. As the beautiful French countryside whipped past, it looked just as beautiful as I had hoped. When we arrived, we settled in for the main symposium. Being housed directly across the street from Latour-Marliac, the

Cuiwei Yu, Lei Xie, Nopchai Chansilpa, Danny Cox and Matt Herrman (left) observe some waterlilies in the extensive collection at Latour-Marliac. The view is magical (right) from the bridge at Monet's Garden. Deb Spencer, Kelly Billing, Susan Davis, Suzanne Boom and Jacklyn Rodman (below) pose at Latour-Marliac. Yann Mumber (bottom) stands among the lotus in one of the many gardens at Les Jardins d'eau.

nursery where Monet purchased his famous waterlilies, we had access to the promised land. This is when the waterlily aficionados began to tremble, their collective hearts skipping a beat.

I like waterlilies, but truth be told, I had never really considered them whatsoever until I met David Curtright a few years ago. So, it was with great joy that I watched David and his cohorts wander around one of the nurseries that put waterlilies on the map. With faces reminiscent of children on an Easter egg hunt, they pointed excitedly, photographed profusely, and of course, drank profoundly.

I'm compelled to mention a few of the varieties David was excited to see: N. Marliacea 'Rubra Punctata,' N. Laydekeri Lilacea, and N. 'Le Gloire De Temple-Sur-Lot,' to name but a few. The reverence and respect shown by all the attendees spoke to the caliber of participants and of the IWGS as a truly first-class organization.

The following day, we were invited to a cocktail party at the home of Joseph Bory Latour-Marliac, the original owner of the Latour-Marliac nursery and the man who helped put this whole waterlily "thing" into motion. It was a charming time capsule from the 1800s, serving as a brilliant background for the grand party in the backyard. They allowed us full access to the entire property while pouring delicious French champagne and providing delectable hors d'oeuvres.

Other highlights included a guided tour of Les Jardins d'Eau in Carsac-Aillac by the owner Steven Bernard, a tour of the Jardin Botanique de Bordeaux and an amazing gala dinner at the Cité du Vin in Bordeaux.

The speaker program was quite impressive and included Caroline Holmes, Rob Sheldon (who offered a guided tour of Latour-Marliac), Nicolas Obert, Rich Sacher, Yuchu Chen, Florian Henaux, Benoit Dubois, Lukas De Reze, Shiryu Kirie, Kelly Billing, Daike Tian, Yann Mumber, Lie Xie, Gianluca Bonomo, Cuiwei Yu Wang Xinyang, Zijun Li, Thierry Huau, James Bennett and Nopchai Chansilpa.

Attitude is Everything

Never being much of a joiner of groups, the "we are all in this together" spirit warmed my heart. I admired the way the whole group got along, with little kindnesses bestowed upon one another here and there.

The takeaway for me is this: It's always more meaningful to travel

with a purpose.. Attitude is everything, and you only get out of it what you put into it.

The IWGS Symposium was about so much more than just waterlilies and lotus. It was wonderful fun with an excellent group of people. Maybe all of them do happen to share a common interest, but this trip was uncommonly interesting. I can't wait to see everyone again!

Betsy Kremers of Freshwater Flora and Fauna lives in Southern California with David Curtright and two lazy cats. She has been an avid gardener her whole life and enjoys riding her vintage Harley Davidson. A prolific artist, she spends her spare time selling her work online and at local craft fairs. Her introduction to water gardening came several years ago, and she delights in all the beauty that can be found there.

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The garden slopes away from the house, with pylons in the background. You can see how the property looks in all seasons.

Down to Earth

Terrestrial plantings help naturalize water features

by Eamonn Hughes,
Hughes Water Gardens

The sight and sounds of water in the landscape captivate our senses in a way that resonates deep within our souls. The movement of water in the garden washes away the stresses of daily life. After you've had a garden with a water feature in it, you will never again want a garden without one.

This article is intended to show how the creative use of terrestrial plantings surrounding the water feature can address site problems and ensure that a new water feature appears naturally placed within the landscape.

Terrain Pains

I have been designing and constructing water features for almost 50 years. I love to create landscapes where the water feature blends seamlessly into the surrounding landscape. Sometimes this is relatively easy to do, because the terrain lends itself to a natural positioning of the feature. Other times, site conditions pose major difficulties and require a very creative design to fool the observer into believing that the feature has always existed there.

These difficult sites include intrusive surrounding properties and difficult terrain, especially when the slope of the garden

Strata lines (top) show the plane of the boulders, which looks like eroded bedrock. Planting among the waterfall boulders (bottom) softens the feel.

falls away from the main viewing areas. I sometimes joke with my clients that I have searched the internet for some “sloping water” to no avail, so we'll just have to use the regular level stuff!

Natural Wonders

The naturalizing of the water feature begins with proper placement within the contours of the area. Look to where water would naturally flow and settle, and this will guide you to the best location. Once you have completed the excavation and grading, you need to place the rock for the waterfalls and surroundings. The effect you are trying to create is that over the eons, water has eroded away the bedrock and gouged out the waterfalls.

The secret to good rock placement is to set it all in the same plane. This means that most of the rocks should have their strata lines generally lined up. If you do not do this, it will have the appearance of a pile of rocks dropped off by a dump truck. Each boulder and piece of rock needs to speak to each other and give the impression that they are all connected through the bedrock.

The next phase of naturalization occurs around the edges of the pond and sometimes within the waterfalls. This is achieved using aquatic and bog-loving plants to soften the hard edges of the rocks. Be careful that the plants you choose are not invasive, or else they will cause damming problems as they grow and may block the water course.

Planting Tips

Once the immediate edges of the feature are planted, it's time to address the surrounding landscape. Choose plant material that is native to your area or that which will blend well with the native flora. Layering these plants as you transition away from the pond's edge creates a soft, natural flow upward and away from the water. Try to frame the waterfalls with some taller plants, like vine or Japanese maples. This framing creates the illusion of depth as though the falls are deeply recessed.

If the contours of the site are such that you must do some cut and fill to create a flat area for the pond, the planting takes on a vital role in the naturalization. Often the downward side of the supporting berm creates a steep dropoff beyond the pond. If you do not address this properly, the pond will appear perched up in the landscape and feel out of place. This issue can be resolved by heavily planting the slopes with evergreen shrubbery and trees. If possible, I also like to create enough of a flat area on top of the berm to allow for a walkway around the back of the pond. In the Pacific Northwest where I live and work, river birch is a great tree to help create this shaded walkway.

Preserving Bog Wetlands

Over the years as development has intruded upon natural wetland areas, this critical wildlife habitat has been lost. I believe that we should take every opportunity presented to us as water garden designers to mitigate this loss.

Construction of these wetland habitats is not difficult. Once a suitable area is identified, excavate a deep pool with shallower shelf areas around the perimeter — about 1 foot below the finished grade. Allow the shallow sections to be wide enough in some areas so that steppingstones may be placed through the planted areas. This will let you to walk through the bog area of the new wetland and thus enjoy the fruits of your labor. After excavation, lay an EPDM pond liner for water containment. The liner is covered with geotextile fabric to protect it from damage. Place river rock of various sizes to naturalize the bottom and sides of the pond. Mortar larger river rock on the outer edge of the shelf, and backfill these areas with an organically rich soil mix. Then, plant these shelves with native aquatic species.

I love the transformation of a sterile piece of earth into a vibrant flora and fauna community. It fascinates me how in a short span of time, these areas teem with life. Within days, water skippers and oarsman bugs find the water. These are soon followed by dragonflies loving the new plants upon which they will lay their eggs. Frogs will settle in, and their croaking lures in salamanders, turtles and, inevitably, predator animals and birds. That is the circle of life completed for the new habitat.

Future wetland area

Completed wetland after 18 months

View of the wetland from the opposite end

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These pathways also lend themselves to setting a small, secluded sitting area with a view across the pond.

The other major problem we come up against are elements on a neighboring property that would detract from creating a natural water feature. One of our toughest projects was for a client who wanted a swimming-hole effect pool that backed up to the poly houses of their plant nursery. The difficulty was in hiding the surrounding nursery to create a secluded oasis. I sourced beautiful, natural-moss boulders and constructed a shelf that would be 1 foot below the pool's water level. This would allow the boulders to emerge from under the waterline, thus creating a more natural effect. The client, Dave Snodgrass, a prominent local landscaper, did an amazing job with the screening plants, and in a short time, you had no idea what was beyond the pool. I then created the illusion that the pool flowed under a bridge. I constructed an outflow to a stream under the other side of the bridge, and this stream flows around the home to a large pond in the front garden.

Framing of the sides of the waterfalls with plants creates a sense of depth.

There is a Season

It is very important in your design to make sure that the new water feature and its surrounding landscape will look appealing in all seasons. Include a mix of shrubbery that will have year-round interest.

Spring-flowering azaleas will brighten the landscape early in the season. The summer palette of perennials such as rudbeckia and salvias give joy all summer. After the fall color show of Japanese maples and Euonymus alatus, winter will be brightened by the planting of a bank of Cornus Midwinter Fire, which will glow until spring arrives again.

Often you can use landscape from beyond the property you are designing. This "borrowed" landscape can be as simple as a tall backdrop of shrubs and trees. You can plant an understory of plants that will hide boundary fences and appear that all the landscape belongs around your water feature. If you are designing a garden with the backdrop of hills, you can make the new watercourse appear to have originated

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Clockwise from top left: The lawn slopes away from the house. A walkway winds along the back berm. A high berm supports the back side of this pond. The sitting area blends in perfectly along the berm pathway.

in the far-off hills.

We often arrive at a new home to discover a lawn with some shrubs around the perimeter. We must create the client's oasis on this stark palette. The first thing you may need to do is convince them to abandon their lawns. This is often a tough sell, but make sure they realize that a properly balanced pond will be much less maintenance in the long term versus grass. Water also makes the whole area seem larger; the reflections of neighboring trees in the water amplify the feeling that the garden is much bigger and more interesting. By planting the surroundings of the new feature with a broad selection of trees and shrubs, you will provide food and shelter for a new, biologically diverse habitat.

We are often hired to enhance dark, uninviting spaces. The addition of water will bring these gloomy areas to life, and they can transform into a lush oasis where you can spend time relaxing. I once designed a garden in a small woodland glade. I had to make sure that I followed the contours of the area to make it look like the waterfalls had eroded through the underlying rock as it flowed down to the pond. An access stairway was built down to the pond with a small sitting area set into the hillside. Then the surrounding landscape was enhanced with shade-loving native plants, which softened the whole feel.

Enhancing Ecosystems

As I write this article, I look out from my home office window upon my large pond in wonderment at the teeming life that inhabits it. What was a bare, open field 12 years ago, is now a beautiful habitat. Swallows are skimming across the water as they drink. Dragon and damselflies of many colors are dipping and diving in their courtship dances above the water. A Pacific tree frog begins a short chorus. As water gardeners, we are truly blessed that we can create these environments.

Water also makes the whole area seem larger; the reflections of neighboring trees in the water amplify the feeling that the garden is much bigger and more interesting.

About the Author

A native of Ireland, **Eamonn Hughes** has been designing and constructing water features in Europe and the United States for almost 50 years. Since moving to Oregon in 1987, he has built hundreds of water gardens in the Pacific Northwest both in the commercial and residential areas. His work has been published in many national magazines, and he has written and co-authored a number of books on water gardening.

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Take your aquatic displays to the next level

by Frayne McAtee,
OASE

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There are two basic styles of these products that we can use in a variety of ways, depending on the project and the desired effect: illuminated jets that produce dancing water effects and laminar flow jets that create colorful, smooth and clear arcs of water. The right mix of these products will help you satisfy those customers looking for something a little extra special.

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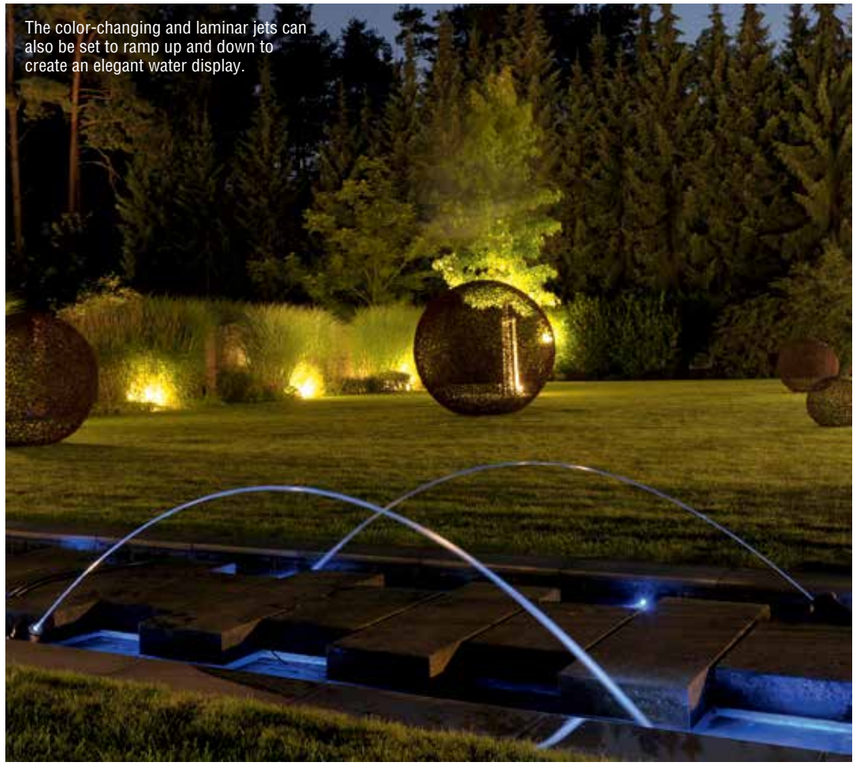

The color-changing and laminar jets can also be set to ramp up and down to create an elegant water display.

uses independently controlled pumps and lights to create jets of water that dance to a variety of preprogrammed shows. A compact and easy-to-hide control unit is at the heart of the power and control system. All water-display pumps, lights and nozzles are connected to the control unit, and a remote control is used to communicate with the control unit to choose the desired water display. The swivel nozzles can be adjusted at different angles to produce an even wider range of displays. The nine preprogrammed water-display choices produce water effects between 12 and 55 inches. There are a variety of different types of displays — some popping, some slowly ramping up and down, and some alternating between the nozzles.

The Water Quintet has five independently controlled pumps and five independently controlled white LED nozzles lights. The Water Trio has three of each. The housing that holds the pumps and lights has a base plate that easily can be mounted on any level surface at several different water depths, thanks to the included extension tubes. Once the unit is installed, the angle of the nozzles can be easily adjusted from the top side of the housing.

This pondless feature is easily controlled with the key fob remote.

The nine different programs are broken into three groups. The first group has four different types of displays at a low level. The next four are the same as the low level, just with an increased display height. The last program steadily rotates through all the programs.

Choosing the program is as easy as pushing a button on the remote control, which can be used up to 250 feet away from the control unit. Once the desired program is chosen, it is saved in the integrated memory of the control unit, so if there is a power outage or a timer is used, the preferred program is always used on default.

Another great feature of the controller is that if you want to install multiple units of the same type, you can sync up one of the remotes to control all of them. For example, if you wanted to install three Quintets (15 individual jets), you could control all of them with one remote.

The angle and height of the Water Jet Lightning easily can be adjusted to create interesting and pleasing laminar-flow displays.

Unlimited Options

While using the Quintet or Trio with the included housing creates a fantastic display, you can get more creative with each of these products. Each pump and light assembly on these units can be unmounted from the base and installed anywhere in a water feature to produce a completely custom display. The only restriction for this type of creative install is the 26-foot length of the power cables.

Then, once the pump and light assemblies are removed from the mounting base, remove the individual cables from the cable wrap. Using the extension tubes, the height of the nozzle and light can be adjusted. The only rule, as always, is to keep the pump below water level. Jets have been installed in cored rocks, waterfalls, floating islands, along walkways or on the edge of patios. The only limit is your imagination.

The Water Jet Lightning produces laminar arcs that have RGB lights injected into them and can be varied in height and range. Very smooth and clear water arcs are produced by controlling and smoothing out the water flow that is produced by the jets. The smooth and still water in the arcs allows for the RGB LED light to be transmitted through it. A single flow-controlled pump is connected to two jets. The angle of two included jets can be adjusted to fit into any water feature. The positioning of the jets is nearly infinite — the only rule is that they need to shoot into to the water enclosure that the pump is in. Interesting displays can be created by installing the jets at angles to each other or by aligning them with each other.

The Water Jet Lightning has four different programs. Each of them offers different arc heights and color choices. Like the Quintet and Trio, once a program is chosen it will remain the default program if the device loses power.

OASE's Water Entertainment products are just a few of the many next-level aquatic display options available on the market. Most are easy to install and use, and all of them provide the opportunity to create a high-end, visually stunning water feature that can be enjoyed for years to come.

About the Author

Frayne McAtee has more than 27 years of experience in the water feature and fountain industry. When Frayne built his first pond in 1989, he knew that this was the industry for him. Aside from being an avid water gardening enthusiast, his experience in the industry includes, but is not limited to, product development, manufacturing, marketing, sales, training, troubleshooting and installation. As the director of sales for distribution and commercial at OASE North America, Frayne is truly passionate about water and believes in the company motto: "Water is life." Born and raised in Washington, he currently lives in the Seattle area.

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Atlantic Conference

Celebrating in Cleveland

A rewarding Atlantic Water Gardens annual conference

by Demi Fortuna,
Atlantic Water Gardens

Atlantic Water Gardens (AWG) and OASE educated and entertained more than 100 attendees at its third annual Atlantic Professional Conference (APC) from Sept. 3 – 5, 2019, in Cleveland, Ohio.

New this year, early arrivers attended three hands-on business workshops focusing on business strategy, social media and water feature maintenance, hosted by experts Yolanda Ortiz of Corazon Business Coaching, Melanie Downes of The Grapevine Pro and AWG's own Sean Bell.

Afterward at the afternoon work-

shops, attendees were welcomed at the Pine Lake Trout Club, where company President Jeff Weemhoff shared his plans for the continued and accelerating expansion of AWG and OASE. The Club, a beautiful timbered fishing lodge surrounded by streams and waterfalls, always provides great food and drink and the perfect atmosphere for networking and camaraderie.

Meeting Kickoff

Thursday began early with a message from Weemhoff and Thorsten Muck, CEO of OASE Living Water, on the bright future of the AWG-OASE merger. Presentations on social media, advanced bog construction, product development, water feature estimating, and distributor meetings preceded lunch. After lunch, we boarded buses and

Congratulations to the Winners!

Atlantic Professional Contractor of the Year, Travis Whitaker.

Presidential Award goes to Matt Boring of Texas Ponds and Water Features.

The Monster Award was awarded to Lloyd Lightsey.

headed over to AWG headquarters.

There, seven demonstration stations showcased the power of PondoVacs; the new AWG InfiColor lighting system; automatic ScreenMatic filtration; tips on multiple fountain nozzle installations; the ease of adding FiltoClear pressure filters to existing ponds; programming the Easy Garden Control cloud-based control system; and a workshop on photographing water features by last year's Atlantic Professional Contractor of the Year, Shane Hemphill.

A highlight of the conference was the surprise stop at the company's new 165,000 sq. ft. facility on the way back to the hotel. The buses pulled right inside the huge building, where a champagne toast accompanied the reveal of the building and a surprise awards presentation.

AWG-OASE ... FTW!

Congratulations to 2019 Atlantic Professional Contractor of the Year, Travis Whitaker. Not only is Whitaker Farms a key contractor in their market, landing multiple large, high profile projects, but Travis, Shannon and their team also excel in combining excellence and creativity with a whole lot of heart.

AWG introduced the

PONDTRADE™

Water Artisans of the Year

Fourth annual

Water Artisans of the Year contest

5 CATEGORIES:

- Most Naturalistic
- Best Pondless
- Best Water Feature Under $15,000
- Best Waterscape/ Hardscape Combo
- Ponds Revisited*

* Installations from previous years that have matured & gotten better with age

Photos will be judged by an independent panel of experts, with a winner and honorable mention named in each category.

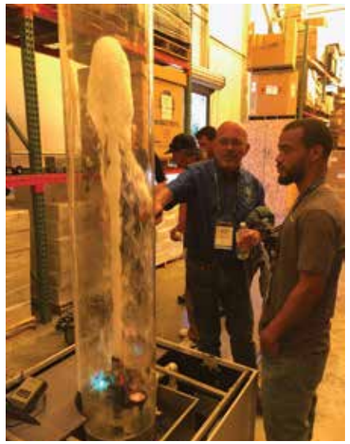
The cost for each entry is $25. All proceeds will be donated to St. Jude Children's Research Hospital.

Open to professional installers only.

In order to be eligible, projects must be completed between November 1, 2018 - November 1, 2019.
(exception: Ponds Revisited category)

Go to **www.pondtrademag.com/2019-water-artisans-of-the-year/** for official rules and entry form.

Contest deadline is November 30, 2019.



Presidential Award this year for those who have demonstrated outstanding creativity and performance. Congratulations to another standout member of the community, Matt Boring of Texas Ponds and Water Features. Matt earned the APC Presidential Award in recognition of the creativity and excellence of his work, as well as his constructive and helpful attitude to all in the industry.

Finally, in recognition of his longstanding dedication to the water gardening industry and his unique standing among (and usually a head above) his peers, AWG was proud to present the APC Monster Award to our beloved Lloyd Lightsey. AWG dedicates this award to those who go above and beyond in the industry. Always there to lend a helping hand and always smiling, Lightsey and his wife Karrie have also dedicated their time and energy — and even his beard — to the very serious challenge of raising money for cancer research. AWG has named this award in the Lightsey's honor, to recognize those who go above and beyond for the good of all.

Attendees spent the final evening playing and partying together at the Punch Bowl Social on the water in downtown Cleveland, the end of another rewarding, informative, unforgettable Atlantic Water Gardens-OASE Professional Conference.

Truly Unique
Comet Goldfish

Black & White
Sarassa Comet

The Spice of Life

The many beautiful varieties of goldfish

by Joe Pawlak,
Blackwater Creek Koi Farms, Inc.

POND TRADE FLASHBACK!
From the Archives
This article originally ran in the May/June 2014 issue.

Part of the allure of koi keeping and water gardening is the variety of species available to choose from. As for goldfish, new varieties have become very popular — and more available outside of the secret society you once had to be in to have access to them.

The history of goldfish dates back to 960 AD in China, where they were produced for food as a means to supplement protein sources. Over time these fish were developed into cherished pets.

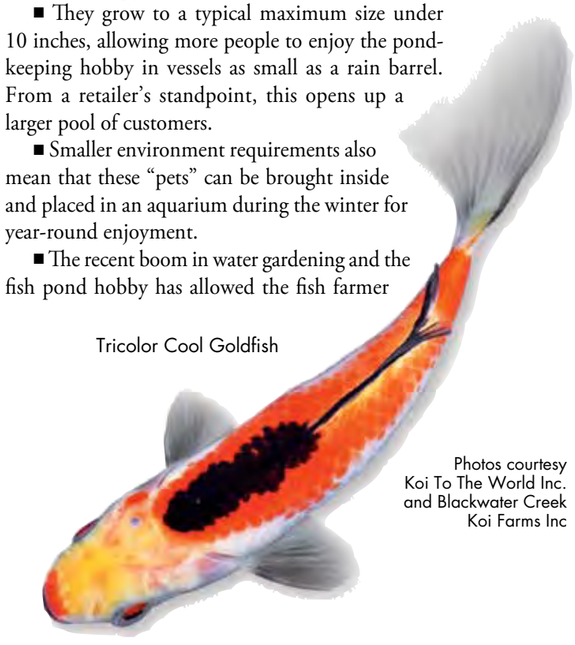
As America evolved in the early 1900s, "five-and-dime" department stores such as Woolworth introduced and gave access to these exotic fish (which we now know as common goldfish). The result: the beginning of the tropical fish industry. In-home fish-keeping was begun. Over time, goldfish bowls evolved into tanks and then small goldfish ponds. The pond hobby was started — and continues to grow.

Ideal Pond Fish

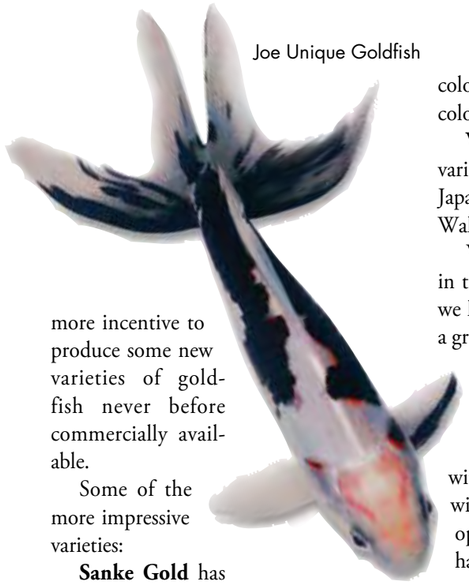
Goldfish, or Carassius auratus, make a great pond fish because:

- They are hardy fish that are cold-tolerant and can withstand many months of below-freezing weather, living just fine under the ice.
- They grow to a typical maximum size under 10 inches, allowing more people to enjoy the pond-keeping hobby in vessels as small as a rain barrel. From a retailer's standpoint, this opens up a larger pool of customers.
- Smaller environment requirements also mean that these "pets" can be brought inside and placed in an aquarium during the winter for year-round enjoyment.
- The recent boom in water gardening and the fish pond hobby has allowed the fish farmer

Tricolor Cool Goldfish



Photos courtesy
Koi To The World Inc.
and Blackwater Creek
Koi Farms Inc



Joe Unique Goldfish

more incentive to produce some new varieties of goldfish never before commercially available.

Some of the more impressive varieties:

Sanke Gold has a comet-shaped body with markings similar to that of a koi. This variety has a white body with red and black markings rivaling some top-grade koi.

"The challenge in developing something never before seen on the market, combined with the excitement of seeing these fish improve, generation after generation, keeps us working hard for the rewards of producing these beautiful fish," said Manley Davis, hatchery manager at Black Water Creek Koi Farms. "Reproducing someone else's breeding efforts is an easy way to make fish, but being able to say we 'evolved' this variety is something very few fish farms can claim."

Black Opal is an elongated variety. These fish have various markings of deep black over a white or even powder blue base color. The sharp contrast between the two colors really makes these fish stand out.

Wakin is a double-tailed, fast-swimming variety with origins dating back throughout Japan's ornamental fish history. Even today, Wakin are a favorite of hobbyists.

We were given a gift of six Wakin back in the early 2000s. Over a period of years we have been able to produce these fish as a great new variety to the market. In subsequent years, Calico Wakins and other color varieties have proved top sellers in retail outlets.

Watonai are double-tailed goldfish with a similar body shape to Wakin, but with a longer flowing tail. Recent developments from our breeding program have resulted in some very unique fish.

Fish Like Diamonds

I think what drives most fish farmers' passion, not pocket books, is the really unique and special opportunity to see and have a hand in the production of some truly unique fish. I often compare our fish farms to diamond mines; we go through an awful lot of dirt to get a few diamonds! But the allure of the unknown — that chance of finding that one "diamond" in the net when the fish are harvested — that's the reward that drives most of us.

It may not be the best business plan, as making those few diamonds takes tremendous resources. Most farms choose the route of mass production that favors a more consistent income stream with much less financial risk. But while these crazy-looking fish typically come with an appropriately higher price tag, these higher prices become a lot more reasonable when one knows the "true costs" of production, similar to the diamond mine I mentioned before. True aquatic diamonds, such as these one-in-a-million fish, attract buyers who desire the best and rarest goldfish available. The best part, from a shop owner's perspective, is the little space and care these fish need compared to the notoriety, traffic and cash flow they can produce.

The photos below portray some truly unique specimens that were found during the 2013 harvest here at our farm.

Making Goldfish Profitable

We are often asked: In terms of making a profit, what should a shop carry?

My response is based on what is best for the customer; what is best for you, the shop owner; and what is best for the hobby.

Outdoor ponds are a joy to their owners, and the aquatic pets that they keep quickly become members of the family. Sadly, smaller fish are an easier target for predators such as birds. Thus, I recommend only keeping elongated-bodied goldfish, such as those mentioned above, because of their ability to swim fast. Stubby body fancy goldfish have a lot higher risk of being eaten. There is nothing more discouraging than having your pets disappear. Happy customers will be back for more fish if the ones they purchased from you originally survived and

Black Opals

Sanke Golds

Fine examples of Watonai Goldfish

flourished as cherished family pets.

Starter Fish: I was very typical in my progression in the tropical fish hobby. I started with a dollar's worth of feeder goldfish and stocked them in my "hand-made," 150-gallon concrete pond. Over time I developed an interest that turned into an obsession with tropical fish and pond fish. As time went on, a career developed and I ended up with a fairly large business of three koi farms spread across 300 miles of Florida.

I think every shop owner should have some starter fish of low cost. Not necessarily feeder fish, as they typically are not handled or treated for long term survival (indeed, the term "feeder fish" is fitting). Feeder fish may harbor diseases and die or pollute your "new-to-the-hobby" customer's pond. Instead, offer them a three- or four-dollar fish — one that's affordable but still offers a high probability of success. Great choices include Sarassa Comets, Shubunkins and Wakins.

Stubby Body Goldfish: These fish have more health problems and cannot swim well enough to be in outdoor ponds with larger fish or fast-moving currents. They're great for aquariums, though.

Higher-End Fish: Keeping a tank or pond of specialty pond goldfish will keep customers coming back as their tastes change and they desire better and more

Goldfish Quick Facts:

- Originating in China around 960 AD, goldfish have been domesticated for over 1,000 years.
- Japanese goldfish varieties, including Wakin, Ranchu, Ryukin Fantail and Globe-Eyed Demekin, date back as early as 1500 AD with the first goldfish show in Tokyo in 1845!
- The average lifespan of goldfish is 10 years. Some live much longer!
- Goldfish are part of the Cyprinid family. This family of fishes contains some of the most intelligent species and is among the largest family of fishes in the world.

exotic fish. These fish can offer great profits and an edge that your competitors don't have.

Imported Goldfish: I am a bit biased to American-produced fish. Not only because of my involvement in the industry, but also for the more important reasons. Due to the difficulty in production, imported fish come from many different suppliers, thus increasing disease risks. As I like to say: "Kiss too many people, and you're likely to catch a cold." Buy from too many sources and increase your risk — and more importantly, your customers' risk — of getting a disease. Buying from a reputable producer rather than a broker-mixer will insure that you have happy repeat customers due to fewer problems.

Selling goldfish is no longer a "five-and-dime" affair. Goldfish can increase traffic, increase cash flow, and most importantly, increase your selling season. The setup costs are low and the possible rewards are many.

Good luck, enjoy this great industry and have a great season!

Wakin Goldfish

About the Author

Joe Pawlak is president of Blackwater Creek Koi Farms, Inc., a group of three koi farms located in Florida. He is vice president of Aquatic Nutrition, Inc., a company that produces fish and other aquatic diets, sport fishing products and private label products. Joe is former chairman of the board for the National Organization of Goldfish Growers.

Koisale.com
Aquaticnutrition.com

The Costs of Doing Business

Changing costs are a fact of life — how will you respond?

by Tom Grandy,
Grandy and Associates

When it comes to business, little things do mean a lot. You are not the same company you were last year, or even a month ago, and things will definitely be different this time next year. As time goes on, the costs of doing business change. Changing costs are a fact of life, but the question is, "How will the company respond to the change?" When it's all said and done, one of two choices will be made, whether you are aware of it or not.

Choice No. 1 (unconscious)

When small changes in the cost of doing business take place, most companies simply ignore them. The thinking is simply, "It's a small change, no big deal. Sales are up, so any change in the cost of doing business will easily be absorbed." That kind of thinking might be OK for small changes like stamps going from 48 to 50 cents, or property taxes increasing $150 per year. It doesn't make as much sense when worker's compensation goes up $3,000 per year, or if the office manager gets a $2,400 annual raise.

Choice No. 2 (conscious)

Wise business owners and managers understand the foundational law of doing business. "If any cost of doing business changes, it is going to affect bottom-line profitability." What's the bottom-line effect of worker's compensation going up $3,000 and/or the office manager getting a $2,400 annual raise? If pricing is not adjusted, the bottom-line profit of the company is going to decrease by $5,400. Yes, these types of changes do affect the company's bottom-line profit.

Let's think about a few common annual cost increases that most companies experience every year. To keep it simple, consider a service department with three employees. (However, keep in mind that these principles apply to every department in your company.)

- Salary Increases – The service manager and dispatcher each receive a $150 monthly raise. That totals $3,600 per year.
- Drug Testing – The company decides to begin random drug testing throughout the year, costing the service department $300 per year.
- Part Costs Increase 10 percent – The average service tech is responsible for $20,000 in part costs per year. That cost increase alone is going to add up to $6,000 ($20,000 per tech times 10 percent).
- Maintenance on Vehicles – The three service vehicles are getting older. The average maintenance costs are estimated to go up $200 per vehicle, or $600 per year.
- Miscellaneous Increases – Now think about increases in worker's compensation insurance, office supplies, gasoline, uniforms, tech-wage increases, bad debt, interest on your line of credit and a whole host of other costs that go up on a pretty regular basis each year!

A New Way of Thinking!

Begin to think in terms of dollars per hour charged the customer. Force yourself to think about how every extra dollar you spend is going to affect the hourly rate you charge the customer. Our three service techs are going to bill out roughly half their hours each year, or roughly 1,000 hours each. The increase in part costs alone was $6,000 per year, so at 3,000 billed hours, that will require the company to increase the hourly rate by $2 per hour, assuming the company wants to maintain its current profitability.

Try to go through this simple exercise before you take on any additional costs. Grab a calculator and divide the potential new cost by the current number of annual billed hours you have in the department.

For example, let's say you are considering purchasing a new truck for one of your service techs. That new truck will create an additional monthly loan payment of $734 per month, or $8,808 per year. Now divide the cost increase of $8,808 by the 3,000 billed hours per year.

Now you know that if you are going to purchase that new vehicle, you'd better be ready to increase your hourly rate by $2.94 per hour to cover the costs and maintain profitability. This simple process will apply to any additional cost of any amount that occurs during the year.

This process supports the philosophy that all companies need to create a projected annual budget for each coming year. This process will help to capture all projected additional costs and serve as the foundation for setting proper hourly rates in each department.

Tom Grandy has more than 35 years of experience in industry and small business. He has worked as the general manager of a service company and is the founder of Grandy & Associates, a firm that holds seminars, two day workshops and one-on-one consulting for business training. Grandy & Associates also writes articles for numerous trade publications. Tom routinely presents at national and state conventions. For more information, go to www.GrandyAssociates.com or call 800/432-7963.

Your Pond Farm Annual Trade Show

The annual Your Pond Farm Pond & Garden Trade Show was held Oct. 8 and 9 at the Bear Creek Mountain Resort in Macungie, Pennsylvania.

The show started Tuesday evening with a meet and greet accompanied by cocktails and hors d'oeuvres. There were more than 30 vendors for attendees to browse and chat with. On Wednesday, Your Pond Farm offered five educational seminars covering a wide range of industry topics.

For more information about Your Pond Farm or to check out our fall specials, visit www.yourpondfarm.com.

EasyPro Introduces New Bamboo Basalt Fountain Set

A totally Zen addition to EasyPro Pond Products' Tranquil Décor collection, the Bamboo Basalt fountain set is a true statement piece that combines the classic tranquility of a bamboo fountain with stately real basalt stone. The taller pillar basalt is approximately 39 inches tall with a diameter between 8 and 10 inches, while the lower stone is approximately 8 to 10 inches tall with a diameter of 12 to 15 inches. An optional kit includes the pillar basalt stone with faux bamboo spout, lower basalt stone, basin, support block, pump and plumbing.

For more information:
800/448-3873
www.easypro.com

Anjon Manufacturing & Savio Engineering Announce New National Sales Director

Anjon Manufacturing and Savio Engineering are thrilled to announce that Doug Main has accepted the position of national sales director.

"We are excited to have Doug (Main) as a part of our growing team," said Jon Lottes, president & CEO of Anjon Manufacturing. "He brings years of experience, knowledge and impeccable character to our company and customers. He has an established network of distributors, and his reputation of a great character and work ethic precedes him."

"Anjon is progressive, leading the pond market with their products," Main said. "Jon (Lottes) and I have known each other many years. Back in 2004, we built a backyard pond together as a hands-on training for employees. You learn a lot about someone when you are digging in the dirt and covered with sweat and mud. It was a great time!

"Jon and I have witnessed the changes in this industry over the last two decades. I know Jon to be a great, fair-minded leader. The care and responsibility he gives to his customers and employees is reflected in their trust and respect for him and the company he has built. It was an easy decision to come aboard to help lead this company on a path of continued success."

Main brings more than 20 years of experience working in the pond equipment industry. Prior to Anjon, he spent 17 years with Danner Manufacturing where he was a regional sales manager, national accounts manager of coops and national sales manager east of Mississippi. Additionally, Doug has been recognized for his quality of his work. He has consistently matured the water-garden products business in his territories and has received many awards, such as Sales Manager of the Year, Best Packaging Award and Vendor of the Year.

For more information about Doug Main and Anjon Manufacturing, please visit www.anjonmfg.com or call 800/553-5605.

Atlantic Water Gardens and OASE Expand Operations

Atlantic Water Gardens (AWG) and OASE Living Water are pleased to announce an important milestone in the American water-gardening market. AWG-OASE will be moving to a much larger location in Aurora, Ohio, seven miles from the current AWG headquarters in Mantua. The new 165,000 sq. ft. warehouse provides the ample space needed for the production, storage, organization and shipping of all AWG and OASE products, from raw materials to finished goods, throughout the entire hemisphere.

State-of-the-art SAP integration and inventory tracking will help us improve efficiency and streamline operations, ensuring that goods, materials and products flow effortlessly to our customers. AWG and OASE expect to capitalize on the efficiency of having all brands in one warehouse, ready to produce, pack and ship worldwide. We're also excited about the opportunity to implement up-to-date, cutting-edge infrastructure and technology right from the start — no retrofitting or compromising required.

More than 15,000 sq. ft. of offices, conference rooms and storage spaces, along with showrooms for immediate hands-on access to all products, will optimize day-to-day business. Multiple media rooms and a lecture center will handle small and large group interactions, while a sound room and video studio will accommodate in-house advertising, marketing and video production.

Aurora will also house the new training center, including a 3,750 sq. ft. indoor area with 30-foot ceilings already affectionately nicknamed The Sandbox. Instructors and contractors will be able to build entire hardscapes, dig and install every type of water feature and demonstrate lighting techniques year-round immediately adjacent to a fully equipped classroom. Outside, there are multiple berms and hollows perfect for outdoor-features training, as well as a large patio for warm-weather seating.

Make sure you follow our social media for updates on our big move!

Pondliner Wholesale Announces the 2020 Water Garden Expo

Kevin Dougherty headlines Pondliner Wholesale's 2020 Water Garden Expo from Feb. 19 – 21 at the Heart of Oklahoma Exposition Center in Shawnee, Oklahoma. Dougherty will lead four seminars designed to enhance the knowledge, skills and behaviors of front-line supervisors and crew leaders.

For the last 31 years, Dougherty has been speaking to the construction industry. Kevin represents a changing industry — aggressive, realistic and open-minded. His work and education experience enables him to relate to today's problems and provide tangible solutions in an easy-to-listen style. He has taught thousands of people in various seminars. His client base ranges from family-owned businesses to corporate conglomerates.

In addition to speaking and writing articles, Dougherty has served as sales manager, project manager, operations manager and corporate trainer for a multimillion-dollar specialty services contractor.

Wednesday will feature in-depth skills and product demonstrations at Pond Pro Shop led by the industry's top experts in conjunction with the largest and most innovative manufacturers.

The presentation of Pond Trade's 2019 Water Artisans of the Year awards will kick off Thursday morning with 21 seminars following over the next two days. Three educational tracks will provide learning opportunities for all knowledge levels. Attendees can also visit with 25 manufacturers exhibiting in the trade show and network with peers from across the country.

The Water Garden Expo is open to trade professionals only. Visit www.WGExpo.com or call 866/219-3561 to register or for more information.

Atlantic Water Gardens' LED Bar Light

Atlantic Water Gardens' new Bar Light addresses the need for a fully submersible linear light under overhangs, at the base of walls and waterfalls, in spillways, or anywhere else a narrow, waterproof 12-inch light source is needed. Solid brass with epoxy-encased LED diodes, the Bar Light is available in warm-white or color-changing models. Standard ¼-inch stainless steel screws at each end of the light securely attach the light to the dual bases for horizontal applications or to stainless steel L-brackets for permanent attachment. Bar Lights come with a 20-foot power cord and carry a five-year warranty.

For more information:
Atlantic Water Gardens
330/274-8317
info@atlanticwatergardens.com
www.atlanticwatergardens.com

Easy Koi Measurement From Matala USA

Matala USA announces the affordable and professional Koi Measuring Board specifically for koi. It is available in centimeters and inches, easy to carry and more flexible to use. Every serious koi enthusiast needs a Koi Measuring Board to monitor and measure growth of koi and properly size them for entry into koi shows.

For more information:
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