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A photograph of a young child with blonde hair, wearing a blue long-sleeved shirt and blue patterned shorts, standing on a rocky base and playing under a waterfall. The waterfall is cascading over a wall of large, dark, mossy rocks. The child has their arms outstretched and is smiling. The water is white and frothy as it falls.

Boulder On!

Assembling a sublime water
wall on St. Kitts pg. 38

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An uptick in demand for urban water features has forced contractors to think more creatively about staging equipment and materials (and building) in confined areas with limited access. **Geert Meganck** faced this very issue during a recent build in Ottawa.

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Everyone has heard of importing bulbs from the Netherlands — but have you ever considered growing bulbs stateside in a greenhouse? Check out **Andy Pollock's** advice on how to grow a wide range of water plants in not-so-natural environments.

18 By Hook or By Crook

Regardless of what line of business you're in, credit card fraud is a real and growing threat. When a scammer recently placed an order from Graystone Industries, **John Olson** decided to take the investigation into his own hands. Here's what happened.

25 The Road to Innovation

In the first of a two-part series looking back at the history of pond products and fabrication methods, **Kent Wallace** discusses how modern-day aeration, filtration and other standard pond practices have evolved over time. An innovator himself, Kent's first-hand experience with product development informs his unique perspective.



29 A Win for Wildlife

Paul & Barbi Holdeman's company, The Pond Gnome, was named Conservationist of the Year at the 2019 Pondemonium event hosted by Aquascape Inc. Here's a glimpse into the couple's environmentally conscious lifestyle.

34 Changes Midstream LANGUAGE OF KOI

With winter in full force, it's common to be a little concerned about your little swimmers. Understanding what's actually happening beneath the surface during seasonal transitions can be essential in promoting the long-term health of your fish, as **Paul Curtis** explains.

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Dave Duensing takes us on a voyage to the Lesser Antilles, where he grappled with volcanic rock and evolving client expectations to build a water wall that exceeded the wow factor. With chainsaws and cranes as his paintbrush and the Caribbean as his canvas, the results of his perseverance are stunning.

50 Write Off? Right On!

As digital technology continues to advance and tax regulators struggle to keep up, there can be mass confusion among business owners when it comes to the ability to deduct certain high-tech marketing expenses. Our tax expert, **Mark Battersby**, helps to sort through and make sense of it all.

54 Flashback! Fish in Extreme Temperatures

We're taking a peek back at the May/June 2014 issue and one of the most discussed features on our website. **Jamie Beyer** provides a survival guide for your fish and clarifies what to do (and not to do) to keep them alive in extremely cold weather.

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Upcoming Events

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 Florida Koi & Goldfish Show
Avanti Palms Resort
Orlando, 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

October 21 – 23

GIE+Expo / Hardscapes North America
Kentucky Exposition Center
Louisville, Kentucky
www.gie-expo.com

PONDTRADE™

STAFF

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

Editor
Jordan Morris
jmorris@pondtrademag.com

Advertising Sales
Lora Lee Gelles 708/873-1921
llgelles@pondtrademag.com

Graphic Design
Gelles Graphics
llgelles@comcast.net

Accounts Receivable
Lois Spano
lspano@pondtrademag.com

Web Editor
Grant Gerke
ggerke@acceleratedcontent.com

Printer
Sutherland Printing
Montezuma, Iowa

For your
Free Subscription
see our
website **www.pondtrademag.com**
or call **708/873-1921**

Contact Info
POND Trade Magazine
P.O. Box 2721
Orland Park, IL 60462
708/873-1921 • FAX 760/418-4606

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Publisher's Perspective

What's Your Game Plan?

Happy New Year, readers! Hope your holidays were wonderful, and here's looking forward to a great, prosperous 2020.

A new year calls for a new game plan, and perhaps a few resolutions. What are your goals for the next year? What do you want



to accomplish? Are you looking to up your game and attend some seminars and conferences? Are you planning to expand your business and hire a few new employees?

Whatever your resolution may be, one thing is certain — you'll need a game plan if you want to accomplish it. Here at POND Trade, we set a game plan every year. Our focus is to cover topics that you, the reader, are interested in and find value in. Once we draft our editorial calendar, we do

everything we can to ensure that the right qualified professionals write the appropriate articles. (The editorial committee takes this pretty seriously!) From koi to construction and from filtration to finance, we try to cover a wide variety of topics that are relevant and useful to you. If you can think of something we're not covering, or if you think we could do something a little better, please let us know. We'd love to hear from you!

This issue kicks off with Dave Duensing's towering boulder water wall gracing the cover. We love it when Dave writes for us, and his cover story ("Boulder On!" pg. 38) about putting together this massive water feature on the volcanic island of St. Kitts will keep you on the edge of your seat.

Speaking of exciting articles, John Olson has a real nail-biter for us about how to combat internet and phone fraud. John actually went undercover and engaged with one of the would-be crooks who tried to place fraudulent orders with his company, and he ended up gaining some unique insights into how these scammers operate. You won't want to miss that story on pg. 18.

I also recommend Kent Wallace's article on the history of some of the methods and products in our industry ("The Road to Innovation," pg. 25). When you look at the timeline, it's pretty amazing to see how far we've come in just a few decades. Kent will return in the next issue with his final installment in this two-part series.

Happy PONDering!

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Tight SQUEEZE

Building a formal scupper
waterfall with limited access

by **Geert Meganck,**
Geert's Land & Waterscapes

This backyard project came to us via a store rep at a well known and long-established landscape supplier here in Ottawa, Ritchie Feed & Seed Inc. I deal with this supplier quite often during the pond season and have had many conversations with him about the types of water features I build. So, when one of his customers asked for a contractor recommendation, he knew exactly whom to call.

When we first arrived on the scene of the Downtown Ottawa home, we knew right away that this was going to be an interesting project. This 17-by-20-foot backyard was situated behind an end unit of three narrow, three-story freehold townhomes that were built behind an existing row of old Ottawa homes. All these homes are situated in a very prestigious area of the famous Rideau Canal, a UNESCO World Heritage Site. Behind the client's property was a fairly busy public city park with lots of homeowners, dog traffic and park goers. We knew it would be difficult to get access from the City of Ottawa because all the entrances were gated with locks.

Close Quarters

Thanks to a very nice (and patient) neighbor, we were able to utilize his fairly empty backyard lawn to reach the client's 30-inch gate. Most of the equipment and materials had to pass through this tight corridor. The staging area for most of our job was a small courtyard with five garages. With five different cars coming in and out of the site every day, there was a little friction on more than one occasion, to put it lightly.

This original backyard was done in 1998 and had a very formal water garden with two pillars, a spillway and a mini formal pond. Everything was custom built and, in some cases, improvised by the contractor (as stainless steel waterfall scuppers weren't available 20 years ago, for example). The



An overhead view of the project (top) before we got started shows the space constraints we had to deal with. We had to remove the existing sunken reinforced concrete base (left), which was more than 20 years old. Everything, including accepting deliveries, had to be done through this tiny courtyard (above). Opposite page, from top to bottom: The old concrete base had sunken off to one side. Unilock recommended installing wall stones with their PVC spacers. It was painstakingly slow for the polyurethane adhesive to cure! A semicircle PVC basin for the scupper waterfall shows promise during installation.





A custom drilled, 250-pound bubbling boulder (top) with EPDM rubber-liner splash bib sits on the 30-inch basin. A back view of the spillway wall (bottom) reveals the plumbing, which has a removable 1 1/2-inch end-pipe drain plug at the lowest spot to make sure it self-drains before winter.



The end result? The wet look. The neighbor's second-story deck has a full view.

client wanted a similar spillway effect but without the pond component, as a very large neighboring silver maple had a tendency to make quite a mess certain times of the year. The client's main viewing areas are the second-floor balcony and the third-floor bedroom window. We only had about 8 1/2 feet of width to work with, as the client wanted to keep his two paths to the back fence and garden bench.

The old water feature and pillars had sunken slightly to one side because of a weak aggregate subbase. It also had been losing water in several spots for multiple years. The demolition was a rather large task — everything had to be taken out without the use of excavating

machines, as we couldn't drive them through the neighbor's yard. We filled and removed two 4-cubic-yard roll-off bins with demolition debris, as larger bins could not be maneuvered through the client's small, shared courtyard.

Following the demolition, we proceeded to build a brand-new concrete foundation on a compacted aggregate subbase with a full 4-inch-diameter drainage pipe system around it to get the water away from it quickly. We used 6,000-psi concrete mix and reinforced the footing with a wire mesh. The concrete had to be very smooth to make sure the two new pillars and mini walls would sit perfectly level.

Up the Walls

For the hardscape part, we choose to use the Lineo Dimensional Stone from Unilock for all the walls and pillars. We used the "Sierra" color with "Midnight Charcoal" banding throughout. It was our first time using this wall product, and it proved to be quite slow to install. The wall system came with 1/4-inch PVC spacers and strips that would move around as we ascended each row and applied the polyurethane adhesive. These big blobs of glue took time to fully cure, so we could only do two or three rows at a time. The two pillars are 24 by 24 inches and 41 inches high, with 3-by-30-by-30-inch pillar limestone caps on them. Once all the walls were finished, it looked quite nice, and the client was extremely pleased with the effect.

We decided to install a 24-inch-wide stainless steel scupper hooked up to a 3,000-gph asynchronous TidalWave pump with a 44-inch-wide PVC semicircle water basin, 1 1/2-inch-diameter plumbing and a 5-watt LED ring light underneath a stainless steel splash ring to prevent high water loss.

A Sweet Tweet Suite

In our original design, we planned on creating a raised planter box in front of the scupper waterfall with some very attractive, low-mounding perennials and evergreens that would soften the look of all the new precast stone. But the client liked the option of adding a bubbling rock to create a little oasis for birds to splash in, as they had once owned a mini pond that attracted songbirds.

So, we added a custom, core-drilled

bubbling boulder. The 250-pound, rippled boulder sits on a 30-inch-round PVC basin hooked to a 1,500-gph asynchronous TidalWave pump. A 2-watt LED brass spout light is built-in the 1 1/2-inch-diameter pipe at the bottom of the core-drilled boulder. We used black polished stone pebbles placed on a custom-cut EPDM rubber-liner "water splash bib" around the two basins to cover all the mechanical parts of the two water features. These black pebbles ended up looking really good with the black wall caps. These charcoal-black imported India Limestone wall and pillar caps come from Banas Stone, a large Canadian limestone importer. The wall caps come in 12-inch width only, so for the steps and the small, independent 3-by-8-foot planter box, we decided to reduce them to a 10-inch width

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so they would look better on the 8-inch-wide wall blocks.

For the LED night lighting, we ran nine Atlantic Water Gardens solid brass LED lights in underground electrical conduits and black PVC tubing. They all come to a central hub, so we can troubleshoot down the road should one fail. We ran the main power feed low-voltage cable to the client's existing 200-watt Kichler transformer on his second-story deck, so he has total control of the timer just outside his patio door. We also ran some extra low-voltage cables to the neighboring large silver maple hanging over the client's yard for possible future LED light fixtures around the trunk.

Wrapping Up

In redoing the patio, we went with a 6-centimeter-thick, modular Unilock paver called Beacon Hill Smooth in the "Granite Fusion" color with a 7-by-14-inch "Midnight Charcoal" border to give the upper patio a special touch.

The client added some of his own additional planting touches to make it look even better. We explained how to maintain the water features, as he prefers to do it himself (just as he did with his previous water

garden).

We were proud to have conquered this rather difficult-to-access backyard — and the feedback is already great! We see more and more of these small yards in our region, as many new home properties are being built so close to each other. The fun part about smaller water features is that they don't require a huge amount of access space to bring in materials, especially when there is not much demolition beforehand. We're also often working in places where parking is restricted, requiring some good communication skills with neighbors who are not directly involved in the project.

For us, disappearing or pondless waterfalls and fountainscapes are our niche, keeping equipment needs low and allowing us to build something uniquely creative within a short period of time. This was our first formal scupper waterfall project, and I have since seen a growing demand in our region for these. Hardscape manufacturers often like to market these. We sometimes come across these formal-wall waterfalls that were incorrectly installed by hardscape contractors who were not familiar with the water-garden product suppliers. Keep that in mind as you imagine

the wide range of possibilities provided by a formal scupper waterfall system. ☞

About the Author

Geert Meganck grew up in Flanders, Belgium, and has been passionate about horticulture since the young age of 15. He attended a specialized landscape and horticulture high school in the late '70s. At the age



of 17, he immigrated to Quebec, Canada, where his passion for gardening grew. In 1986, he pursued a two-year horticulture and landscape college diploma in Ottawa. Fresh out of college in 1988, he started his own specialized residential landscape business serving the Greater Ottawa-Gatineau capital region, with a focus on water features.

In his spare time, he is actively involved with the Greater Ottawa Water Garden Horticultural Society and its wide range of community water-garden projects.



Going Dutch

A modern approach to growing aquatic plants

by **Andy Pollock**,
Netherland Bulb Company

Our company has imported bulbs from the Netherlands since 1980. Over the years, we have expanded our product line to include patio pots and urns, bare roots, plug perennials, domestic fruits and vegetables — and now water plants.

You may be wondering what a flower-bulb company is doing in the water-plant business, but this is exactly what we have been up to since 2017.

We originally used third-party vendors to resell water plants to our vast base of independent garden centers across the country. We recognized the growth potential and seized the opportunity to bring this in house to have greater control over the selection, quality and shipment of water plants, while providing higher-quality customer service.

How We Do It

Our company owners still travel throughout the country visiting many greenhouse operations where Easter flowers are grown. Throughout the

years, we have seen it done many ways, and were able to gather many of the best practices to implement in this new venture. We decided to invest heavily in technology to streamline the propagating, planting, growing and shipping operation. The result is a state-of-the-art, 86,400-square-foot greenhouse divided into four equal zones, along with a planting and packing warehouse that make up an additional 26,000 square feet.

A key ingredient in making this venture a success is having experienced growers with years of experience specific to growing aquatic plants. Ed Smolko and I — both former employees of Black Bear Nursery — have made the move to Southern New Jersey to lead this operation. I serve as quality control and advisor, focusing primarily on advising customers how they can be successful with water plants. Smolko runs the day-to-day operations at the nursery and is responsible for all production and shipping-related activities.

For starter materials, we source from various aquatic plant producers and labs. We also draw on our experience in the flower-bulb business by using trusted

Opposite page: We grow 8-inch waterlilies directly in hanging baskets and then pre-tag them. This helps speed up the packing process and keeps waterlilies in our heated tanks for as long as possible.

Top: *Cyperus papyrus* 'Perkamentus' (Dwarf Papyrus) is brought in from Florida as starter material and grown in our facility in January. It is ready to ship by April.

Middle: We grow our own floaters in Southern New Jersey in large heated tanks, allowing better acclimation to seasonal temperatures while preventing the introduction of invasive pests from Florida.

Bottom: We also sell a lot of bearded iris in 3 ½-inch pots, which makes it much easier to grow.





This tropical tabletop aquatic planter (top) with carnivorous plants is a great example of how anybody can enjoy aquatic plants in small spaces or urban settings. Our greenhouses (bottom) are equipped with overhead booms for watering. Each boom can be adjusted remotely to water as needed. We pre-tag most of our product at the time of planting to streamline the shipping process. An added benefit of this is that it helps to contain crawling plants within their own pots, ultimately creating less waste at the shipping and store levels.



An aerial view of our greenhouse facility and warehouse in Southern New Jersey shows plenty of room for expansion.

sources in the Netherlands, along with domestic plug perennial sources.

Our Planting Operation

It starts with a Visser soil-mixing system that we can use to make a variety of different potting mixes. The soil feeds directly into our two flat pot-filling machines and is finished with a watering tunnel before taking plants into the greenhouse. This planting line setup allows us to plant any type of plant with ease. It only takes five minutes to switch from one type of soil or container to another.

Our greenhouse is managed with an Argus system. Everything from irrigation to heating, and from shading to ventilation can be monitored and adjusted on any device and from any location where internet is available. With everything fully integrated into the system, it is much easier to harden off the

plants so they are able to perform well outside and in other less-than-perfect conditions. This also allows the plants to handle the shipping process better. We have streamlined our order-pulling and packing processes to ensure the best possible quality of plants leaves our facility.

Waterlilies and floaters are out of the water for only a few minutes before they are processed and packed, ensuring they don't dry out. They are typically shipped the same day, as packed. They are grown in concrete tanks with floor heat, which can be utilized to keep the water warm and the air cool, preventing the floaters from getting too tall.

Like growing flower bulbs, we feel that this segment of the water-gardening market has great growth potential, but one of the barriers is education.

We seek to dispel the mystery surrounding aquatic plants in a series of web videos by sorting them

into categories based on the roles they play in any healthy pond or water garden. The videos correlate and align with our store signage, branding and tags. Everything is color-coded to make it much easier for the consumer to have confidence to start and maintain a water garden.

Visit our website for more information: www.netherlandbulb.com.

About the Author

Andy Pollock, formerly of Black Bear Nursery in Clearfield, Pennsylvania, has more than 35 years of aquatic plant-growing experience. Andy is now primarily focused on advising our customers on how to be successful with water plants. He provides quality assurance during the growing season and seeks out new selections to carry for the following season. He loves to share his knowledge of all things related to plants, including perennials and bulbs — but water plants are his true passion.



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K1MicroBead24	9,600 US Gallons	24"	100 litres / 3.53 cu. ft.	2"	200W
K1MicroBead30	14,400 US Gallons	30"	180 litres / 6.28 cu. ft.	2"	300W
K1MicroBead36	24,000 US Gallons	36"	250 litres / 8.83 cu. ft.	2"	300W

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By Hook or By Crook

A contractor's undercover
investigation into
credit card fraud

by **John Olson**,
Graystone Industries

I was studying our 2020 business plan when the call came in. The man on the phone said he wanted a skimmer, and I took his order. That's when things began to feel ... a little wrong.

The man's accent was Eastern European, but his name was Drake. The skimmer was not unusual, but I'd sold exactly the same one the previous day, again by phone. He haltingly supplied his address. Even more disturbing — the "customer" had zero questions!

With mounting suspicion, I proceeded to do a reverse-phone-number search and a quick online address verification while he was on the phone. The information returned very conflicting information. My suspicions were confirmed. It was clear that I was dealing with a con artist. I told "Fake Drake" that the card would not go through. He promised to call his bank and hung up.

After the call, I pondered what had happened. Our experience with credit card fraud had been limited to our website. I double-checked that previous skimmer order we received over the phone, and it, too, turned out to be a bogus order.

If criminals were placing orders by phone, we were really going to have a problem! I was not sure how to proceed, but by the next morning, I had a plan. It was reckless, slightly dangerous and fraught with potential



failure at every turn — so it was absolutely perfect for me.

Joining the “Mafia”

My plan was contingent on the crook answering his phone. I dialed, and on the fourth ring, he answered.

"Hi, may I speak to Drake?" I inquired. "Who?" the voice replied.

"Drake Blackwell. It's about the skimmer he ordered."

"Oh, yeah ... this is Drake," he said.

A huge grin spread across my face — the game was afoot.

I told him that I knew he was using a stolen credit card and a phony name. For a small surcharge, I offered to help him run charges through my employer's company.

He hung up, but I was undeterred. I called back. I launched into how I desperately needed money and proceeded with a tirade about my boss. I offered to help him steal from my company if I could get in on the action. Curiosity got the better of him,

and we began to talk.

"So, Drake," I said. "Is that your real name?"

"I can't tell you that," he said.

"OK. How about I call you Mr. X?"

And just like that, my induction into the criminal world had begun, and Mr. X would be my mentor. While Mr. X was a boss, he was not the big boss. He reeked of unappreciated middle management. He craved a sympathetic ear, and with little prodding, he proudly told me about the expanses of his organization.

Mob School Orientation

"We have 1.5 million stolen credit cards with full names, addresses, phone numbers, security codes and banking information," Mr. X said. "We have hundreds of people all across the United States who place orders

all day long. With debit cards, we can drain an account in one day. If the bank declines a purchase, we call them and clear it, since we have the security info."

On and on he went, spouting information about how the organization operated and claiming several times that they

I offered to help him and steal from my company if I could get in on the action. Curiosity got the better of him, and we began to talk.

"cannot be stopped."

As our conversation proceeded, I asked him why they had ordered skimmers. Mr. X had absolutely no idea what a pond skimmer was. He confided that he simply had a list of items to fill from a buyer, and he spends each day ordering them.

Eventually, he asked me how I could benefit the organization.

I suggested that I was a master at conversation, I knew the products, and I could easily establish a rapport with other businesses. This would result in a higher rate of purchases for the organization. Mr. X mulled over my suggestions and came up with an idea. He would set me up in my own operation. I could steal whatever I wanted, but I would have to fill additional orders to destinations of his choosing.

Welcome to the Dark Web

To get started, I needed to purchase a block of 1,000 stolen credit cards for \$15 each. He even offered to send me a free sample card to test out.

"Great! Should I send you a money order?" I asked.

"Oh, no! Nothing like that!" Mr. X exclaimed, almost laughing. "Just set up a Bitcoin account, and that is how you will pay me. Create a new email address and

use it only for our correspondence. Once you are done, call me, and I will email you a link. Don't open the link until you are ready to transfer the Bitcoin. The link will only work once. The link will not open if forwarded. The link will disappear in 24 hours."

I assured Mr. X that I would gather the funds quickly. However, after thinking about this elaborate criminal operation, I decided that it was not worth making an enemy of the mafia. I would simply end my queries and never call him back.

Having put this adventure behind me, I found the rest of the week relatively uneventful. We did have to refund a few online orders that were found to be fraudulent, and another lady called about a skimmer. (We declined the order.) Other than that, it was back to business as usual.

Mr. X's Very Bad Day

A few days later, the phone rang. "Graystone Industries, may I help

you?" I said.

"This is Drake Blackwell. I want to check on my order," the caller said.

"Mr. X, is that you?"

"Oh yeah. Hey."

"We cancelled that order a few days ago, remember?" I said.

"OK. Thanks. Bye." He quickly hung up.

He clearly had no idea whom he had called, but I shrugged it off.

A few minutes later, the phone rang again. I recognized the number.

"Hello, my name is Jeffrey Westell," the caller said. "I placed an order for some pumps and need the tracking number."

"Mr. X! Hey, it's John!" I exclaimed. "Remember? I wanted to join your organization. You accidentally called me back again."

"Oh, yeah. Are you going to buy that block of cards?"

"Well, \$15,000 is a lot of money for me," I replied.

"I could sell you 100 cards," he quickly offered.



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"OK, I will let you know."

Not even 30 minutes later, he rang again. I had to cut to the chase.

"Hey, Mr. X, it's me again," I said. "You need to stop calling here, or my boss will get suspicious."

"You again? Man, I don't have time for this!" he said.

"Maybe you should stop placing orders



here," I continued. "The owner seems to be on to us."

"We will stop placing orders if you buy the credit cards," he offered curtly.

"I guess I will talk to you soon, then," I replied. I could not help but add, "I hope the rest of the day goes better. You seem a bit stressed out."

Mr. X sighed and hung up.

Mr. X's Exclusions

During my conversations with Mr. X, there were two things he conveniently did not share with me. Both of these should be of great concern to the pond industry.

First, he did not mention how the product gets from the requested addresses — often remote locations or apartments — to the buyers who are ordering from the criminal organization. Perhaps these packages are stolen from the porches of remote houses or picked up from the doorsteps of apartments that are known to be vacant? Mr. X would not tell me all his secrets.

Second, and more importantly, who is ordering these pond products? Are they being resold online? Is it possible that someone in our own industry is ordering their stock directly from these criminals? The products they chose to order indicate some level of knowledge of the industry, yet the

criminals doing the ordering have no idea what they are stealing. Mr. X asserted that he could not tell me who his customer was. It was my impression, however, that even he did not know who his customer was.

What Can We Do?

With the information provided by Mr. X, a little common sense and some available tools, I believe 95% of fraudulent orders can be identified and stopped.

By no means do I suggest hanging up on customers or dismissing online orders prematurely. Instead, just proceed with caution. Double-check each unusual order carefully before shipping. It can take up to a week or longer before credit card fraud is detected, and once

the order ships, it is unlikely that you'll get it back. Asking for just a little more information from the customer could end up saving your company thousands of dollars. Consumers are aware of credit card fraud, and legitimate customers are almost always willing to help you help them.

In the words of Mr. X, perhaps these scammers "cannot be stopped." But, I'll bet that if we all work together, we surely can slow them down a little bit. ☞

About the Author

John Olson is the CEO of Graystone Industries, retired "crime reporter" and avid alligator wrestler. Graystone is a distributor for over a dozen brands of quality pond supplies with warehouse and retail locations in Georgia and North Carolina, as well as an internet store at www.graystonecreations.com. When not working, John often spends his time hiking in the Appalachians, kayaking or writing.



Bogus Orders: Top Ten Flags

ONLINE:

1. The billing address is different from the shipping address. Most fraudulent orders request a different shipping address, so this type of order deserves a little closer look.

2. The phone number is invalid or does not match the name of the person calling. My favorite way to check this is the free service at www.usphonebook.com. Simply type in the phone number, and it will show you the name to whom the number belongs.

3. The address does not match the person ordering. Try www.whitepages.com, a free service that has both phone-number and reverse-address lookup. For a small monthly fee, you can get detailed information including cell numbers.

4. If the order is for a pond pump, skimmer or other larger item going to an apartment number, there is a 99.9% chance it is a bogus order. We no longer will ship large pond equipment to apartment numbers.

5. If you suddenly start getting repeat orders for a pump or piece of equipment, be sure to look very closely at those orders.

PHONE:

6. Consider the tone and cadence of the speaker. We have many customers for whom English is not their native language, but they should be able to provide their contact information without hesitation. Scammers often sound like they are reading a script for the first time off a piece of paper — because often times, they are.

7. Hastily made orders for large or expensive items are a typical sign of fraud. Things that can be easily resold are the primary targets. A \$600 pump or skimmer is more likely to be fraudulent than a \$2,000 pond kit. If two of these target items are ordered without explanation, double your vigilance.

8. Scammers never ask for a discount, but they will often ask to arrange their own shipping, so the order cannot be stopped once it is shipped.

9. Scammers never ask questions about the product they are ordering. They want to avoid conversation about the item, because they often don't know what it is. Installers may order exactly what they need when calling, but it is extremely rare that a consumer will order anything by phone without asking multiple questions about it. The best advice is to put in a little extra effort and ask about their project. It may result in more time on the phone, but it can help weed out fraud.

10. Use your "Spidey Sense." If you get a feeling that something is wrong, then it probably is.



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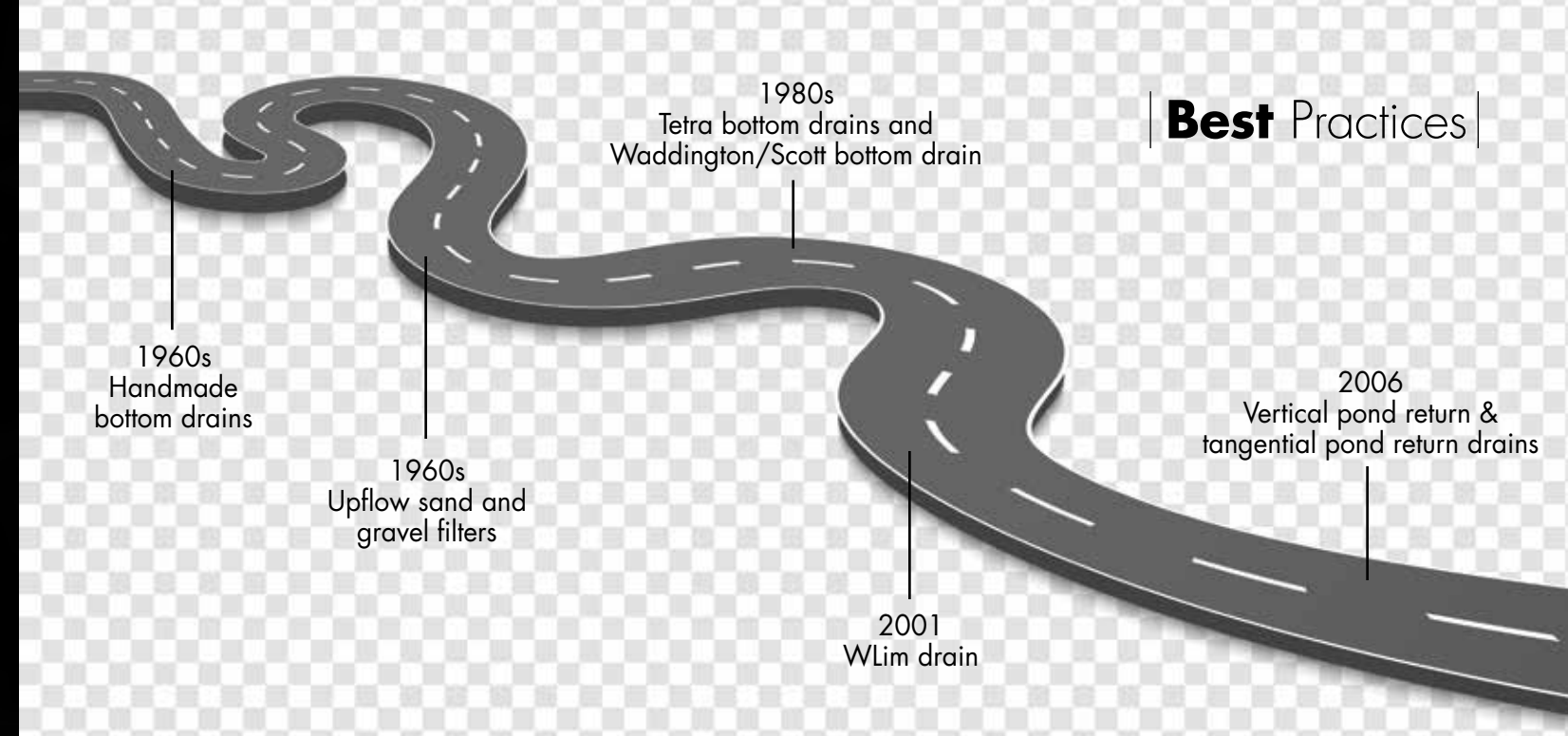


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The Road to **Innovation**

Part 1: A history of methods & products in the industry

by **Kent Wallace**,
Living Water Solutions

After 20 years in this industry, I have found that many products manufactured for pond construction are just new versions of components and methods that have been around for years.

SERIES: Best Pond Practices

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

This begs the question, when did it all start? Who were the creators of our industry's components?

Most of us have no idea about the origins of the products in our chosen profession. I came from the koi world and had little knowledge of the existence of the water garden industry. I started by going through the only information I had at the time — a stack of my father's KOI USA magazines. I pored through them, talking to every vendor who would speak with me and picking their brain about how to build a koi pond for my first client. All I knew at the time was that my dad's pond was a lot of work.

I was mentored early on by William Lim of the W. Lim Corporation. Later, I was officially introduced to water gardening by "The Pond Digger" Eric Triplett, who attended a talk I was giving to a koi club in late 2005. Up to that point, I had been heavily involved in some internet forums within the koi world and learned how to modify existing components to make them better adapted for koi ponds.

But where did all the stuff we were modifying come from? We must keep in mind that a product is rarely a standalone creation. We need to separate the idea (or method) from the product.

Filtration

The idea of bottom drains as a product came from the method of running a pond by gravity flow, which was developed in the late '50s and early '60s in Japan. This principle had long been used in Japan, but mostly from midwater feeds, from a side feed off the bottom, and finally a from a bottom pipe covered with a metal plate.

In the '60s, Seije Kaneshiro (E&S) and Mitch



Nakamaru (Asahi Koi) started importing koi into the United States through California. They hand-built systems with bottom-drain piping leading to a settlement chamber, and then to square or rectangular tanks filled with rock, gravel and sometimes lava rock. This version was very much a Japanese style of flow through filtration. The bottom drains consisted of a pipe coming through the floor covered by a concrete dome with small feet to support it above the surface.

During that same time period, another gentleman named Joe Zdeb was handmaking his own version of a bottom drain. However, he didn't sell them as a product; he just made them for his own projects. He modified the rock and gravel filter to an up-flow design of layered, rounded rock with a sand layer on top. This filter's best feature is the air blower, which cleans in a "forward wash," or in the same direction that it flows. The first of these filters was installed in San Francisco's Steinhart Aquarium around 1970. Zdeb was a well-known koi hobbyist and, along with Burt Ballou and others, promoted and built these filters for other koi hobbyists.

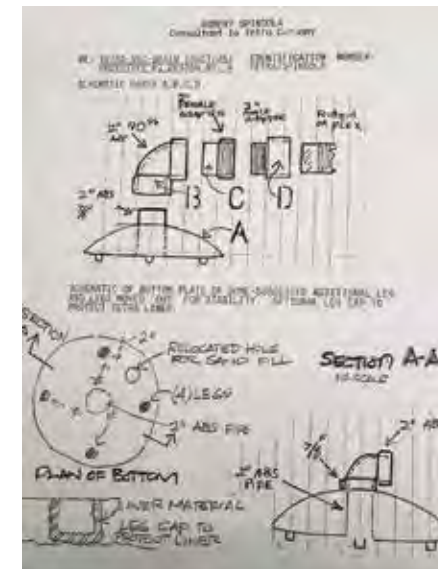
In 1980, Peter Waddington and Howard Scott, two koi hobbyists in England, designed

the first bottom drain with a sump area integrated into it as a product. They didn't invent the method, but they created a product that followed the method already in use to make the construction simpler. A few years later, Bob Spindola, a koi hobbyist in the United States, was speaking to groups of water garden enthusiasts and conveying the importance of pulling water from the bottom of a pond — not just the surface. The water gardeners in attendance weren't thrilled with the idea of digging up their ponds to install a bottom-drain system. Working as a consultant with Tetra, whose market was water gardens, Spindola designed the first retrofit bottom drain that sat on the pond floor with a pipe running up and over the side to a pump. Spindola also designed the first Tetra pond bottom drain to be installed under the liner, which is still sold today. His wife Pam found some original drawings of these and offered them to me for this article.

Since that time, bottom drains have evolved into 4-inch and 6-inch outlet versions with or without aeration. In 2001 William Lim introduced his molded bottom drain with a great shape. The bottom was curved like the inside of a Meerscham pipe so no debris could be trapped

in a sump area.

A big advance came in 2001 when Lim started commercially manufacturing this filter with the molded tank. It had a step in the lower edge to support the perimeter of the divider plater and the enormous weight of the rock, gravel and sand media without it making it rest on the distribution ray assembly. At approximately 300 gallons of water plus media, the EZR, as it is called, weighs around 4,800 pounds when full and requires a good-sized concrete slab to support the weight. It is also custom made for projects constructed by The Pond Company



A hand drawing of Tetra's first retro drain.

in California as the Z-Biofilter. I (among others) make 55-gallon-drum kits, allowing these to be built on-site in a smaller version. The up-flow sand and gravel filter is one of the earliest filters and still one of my favorites.

Aeration

I'm not sure who decided to put the first air domes on the top of the drain cover, but hobbyists were already using air sticks and air diffusers from the wastewater treatment industry in the '80s. This was a way to both aerate the water column and move water from the bottom to the top surface. This concept came about after the 1977 Clean Water Act, where aeration was one of the solutions used to prevent water stratification

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and stagnation in large ponds and small lakes. Bottom-drain dome aeration wasn't as much an invention as it was a refinement that followed an existing method. Placing the air disc above the drain dome creates a toroidal effect, lifting the water above the drain and sending it across the surface of the pond. As it reaches the outer edges, it travels downward and across the bottom toward the drain, creating a toroidal pattern of complete circulation in the pond.

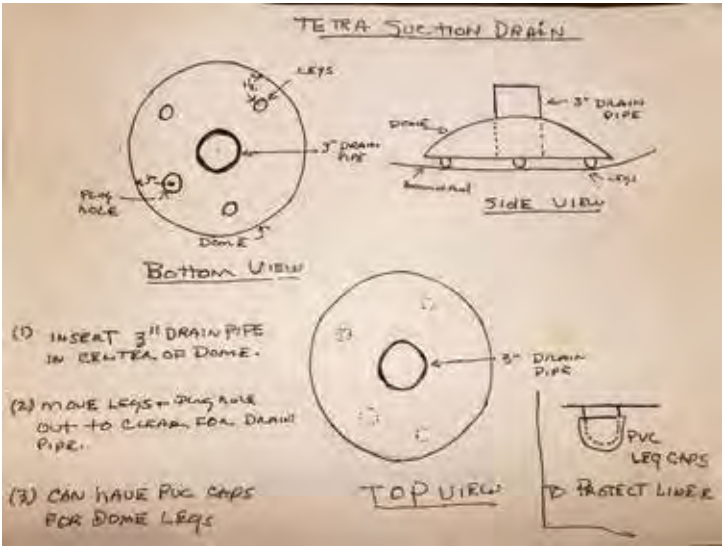
In late 2006, a group of us industry types were having conversations about aeration and returning water vertically upward through the bottom of the pond instead of just through the sides. Michael Anderson and I were tossing around the idea of returning water upward through the center of a bottom drain, creating the toroidal circulation effect with water instead of air. I decided to integrate one on a pond build in spring 2007. It worked great, and over the next few years, I modified a couple of other manufacturers' bottom drains to do the same, and I was molding my own by 2017. I didn't invent the vertical pond return drain as much as I followed existing methods with a product.

Returns Through Liner

In the late '90s when I first started building ponds, pond returns through the liner were made of basically two types. The first was called a pipe boot, where you would cut a hole in the liner smaller than the pipe you were pushing through it. When the pipe was inserted, the liner would stretch and form a small shoulder of rubber that could be clamped to seal it. The second method was to use a tank bulkhead to sandwich the liner between the nut and body. The clamp area was small so that plastic washers could be used on either side of the liner to spread out the clamping area. This was all sealed in place with silicone or polyurethane sealant. Terms like TPR (tangential pond return) for angled returns were used to describe an angled directional return. VPR (vertical pond returns) came up from the bottom of

the pond, while GPR (ground pond returns) sent water through the gap between a pair of bottom drains.

In 2005, the concept of a 2-inch PVC pipe cut at a 45-degree angle and plastic welded onto the back of a piece of PVC plate



A drawing of the Tetra retro drain with 3-inch option as a TPR was conceived in England. Shortly thereafter, Dream Pond started molding straight and 45-degree fittings in 1 1/2-inch and 2-inch sizes for use in the pond industry, along with their own version of a bottom drain. I now make these in every size from 1/2 to 8 inches. These were all products developed from methods already in use in our budding industry. Dream Pond's second drain adopted the curved internal shape of the W. Lim drain, as did mine later.

Other Pond Products

What we know now as vortex settlement tanks were originally a large rectangular chamber that slowed down the speed of the water enough to allow the settlement of any solids heavier than water. This process took up a lot of space, and round tanks circulating in a vortex pattern were shown to have more dwell time in a smaller space. At some point in the late '70s or early '80s, cone-bottom hopper tanks manufactured by companies like Polytank were adapted. The cone-shaped bottom collected the debris in a smaller area in the tank's center, making discharge and cleaning easier.

In my own designs, I originally used the Tetra bottom drain as a midwater drain,

and later the original Dream Pond drain. I mounted them vertically on the pond wall for several years until Dream Pond made a separate, screened cover to be used as a dedicated midwater drain. I have also made my version of a midwater drain using an approved grated swimming pool drain cover to comply with pool-industry codes. These are products based on the original method of removing water from a pond.

Early skimmers for ponds were pool skimmers modified for our use. A large basket with a lot of capacity wasn't available at the time. The bottoms were regularly cut off and adapted for 3-inch and 4-inch outlets, allowing gravity flow.

Special thanks to Burt Ballou, Pam Spindola, Mat McCann, Tim Waddington, Eric Triplett and others for their insights into this little history. In part two of this feature, we will discuss a few water-gardening industry products and explore their paths from ideas to innovations.

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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A juvenile puma drinks from one of our water features.

Wild Lifestyle

A WIN for Wildlife
'Conservationist of the Year' Preaches the Environmental Lifestyle

by Paul and Barbi Holdeman,
The Pond Gnome

Picture it: Late August. St. Charles, Illinois. Pondemonium 2019. Our company, the Pond Gnome, had been nominated for Aquascape's annual Conservationist of the Year award by the chief sustainability officer, Ed Beaulieu. When Ed presented the award and surprisingly called our name, my wife and partner, Barbi, happened to be in the restroom. (We didn't exactly get a "heads up," after all.)

I stood up and very slowly sauntered down the aisle toward the stage while a couple of friends bolted

toward the women's restroom, screaming at Barbi to get to the stage right away. I eventually made it to the stage and was immediately handed the mic. I had just begun stuttering my way through a completely unrehearsed speech when Barbi burst into the room, jogged down the aisle and hopped up on the stage next to me (luckily leaving no toilet-paper trail). She had no idea what was going on, but she was just as thrilled as I was.

A Long Time Coming

As a kid, I found myself around water all the time. My father was an avid boater, so being on the lake was a common pastime for us. As I grew



Clockwise from upper left: Paul Holdeman teaches The Pond Gnome's annual DIY cleaning workshop, where questions of all kinds get asked and answered. An oriole stops by a water feature for a drink during his annual migration flight. A coyote sunbathes in a stream. A little girl feeds the fish during a pond tour.

up, I developed a love for hiking and fishing in Arizona, my home state. It is a love that I have been honored to instill in my son Parker.

Barbi, on the other hand, grew up in St. Louis, Missouri, and was a self-proclaimed "city girl." Still, she found herself playing around perennial creeks and wooded areas like Forest Park until her teen years when she moved to Arizona. Her childhood laid the groundwork for her appreciation for nature and the peace and healing that it brings people.

When Barbi and I first met, we loved to explore the desert and back country in our Jeep Wrangler (which we still have today) and hike and fish Arizona's riparian areas. Truth be told, I did most of the fishing, while Barbi enjoyed a book on a blanket in the warm sunshine. We both particularly hated to see all the litter left behind by lazy and inconsiderate people, and we were vocal

on the issue when given the chance. In fact, we taught Parker from an early age that people who left trash behind them wherever they went were "butt-heads" — a term he still uses 20 years later. We've always been avid recyclers, from daily trash to landscape elements like urbanite walls.

I built my first pond in 2000 in my father's backyard while we were still designing and building complete landscapes. It took us just about three years to transition from providing complete landscapes to focusing on ponds and water features.

A Natural Discovery

We noticed almost immediately that when we built a pond in someone's yard, it wasn't long before they were calling us back to talk about much more than just their plants, fish and turtle pets. New conversations sparked about birds, butterflies, drag-

onflies, toads, frogs, beneficial insects (like bees), snakes, coyotes, raptors, bobcats, pumas, javalina, deer and more. This certainly made our client relationships a lot more interesting!

With each question or concern about wildlife, we began to do more research to ease our clients' minds and to prepare for the next client who may call with similar questions. At first, we found ourselves "over-informing" people, which quickly became an onerous task as more and more calls came in.

"Facts tell. Stories sell."

We found this particular slogan from Aquascape very helpful and decided to start telling fun and interesting stories about wildlife. It worked great! In fact, a few clients even helped out by sending us amazing photos of wildlife in their yard. This approach had a noticeable effect, as much of our marketing

by 2005 was done at the podium in front of garden clubs.

As our knowledge base grew, my reputation for being a fun and knowledgeable public speaker got around. Even some HOAs and schools were asking us to do presentations. Our participation in Aquascape's Ponds for Kids Program really boosted these opportunities, even leading to speaking invitations from local wildlife clubs, the Arizona Game and Fish Department and Arizona State University, my alma mater, to discuss living in harmony with nature and creating urban backyard wildlife habitats.

We soon discovered that our ideal clients responded really strongly to the wildlife message. We had grown weary of hearing stories from people who were intent on killing many of their backyard pond visitors. Our marketing evolved from selling ponds to creating a lifestyle that included drawing local and migratory wildlife to your yard.

Amateur and professional photographers, armed with the ability to photograph wildlife from their living-room recliners, also started looking in our direction. New marketing initiatives and opportunities opened up that were much more fun and interesting, not to mention nearer and dearer to our hearts. Our growing credibility in local wildlife circles has brought an amazing group of people to our doorstep. Since then, life as pond professionals has been much more enjoyable.

Looking Ahead

Thanks to Aquascape's Ponds for Kids program, we have built or been involved in a few dozen schoolyard wildlife habitats for college campuses, high schools and a myriad of elementary and preschools. Each project we take part in includes an ecosystem water feature by yours truly, the Pond Gnome. Most of these are being used as refugia (safe harbor storage) for endangered species of native Arizona fish and frogs. This has put us in front of several local wildlife officials. Some of these meetings have been amazing, while others have been scary and a little disheartening. Working to improve the circumstances of our endangered species within the confines of Arizona law has been

both fascinating and frustrating.

The bottom line is that we have created a bully pulpit for building ecosystem water features. We use this bully pulpit to educate our clients, social media followers and whoever else will listen about the joys of living in harmony with the wildlife around them. In the long run, we to make a difference in how the ever-growing population of Phoenix interacts with native and migratory wildlife by providing respites in their very own backyards. Urban sprawl is a serious issue in our desert, and we continue our endeavors to convince people to replace those disappearing riparian areas with backyard wildlife habitats.

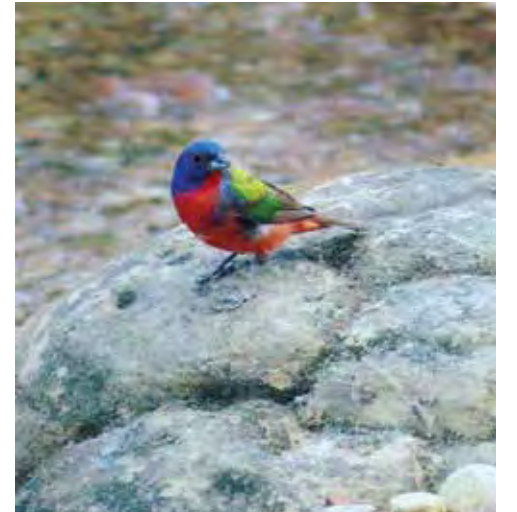
We owe much of our success to the continuing education provided by Aquascape, as well as our association with local entities like the Desert Botanical Garden, the Phoenix Zoo, Arizona Game and Fish, the Southwest Audubon Society and the University of Arizona Master Gardener Program. We continue to learn so much from each of these organizations.

We had no idea that our small, yet consistent contribution to responsible environmental stewardship would be recognized in this exciting way. Preaching the conservation message has been a reward in itself. ☘

About the Author

Paul and Barbi Holdeman

started The Pond Gnome in January 2000. Together, they began a journey that has made their company very popular with the local native plant and wildlife enthusiasts. The Pond Gnome's mission, to change the way Arizonans build ponds, works to help replace the natural oases that once played a huge role in providing healthy water for native and migratory wildlife as they made their way through the pre-urbanized desert. The Pond Gnome mainly markets to people who want lush, riparian backyards and urban wildlife habitats.



A painted bunting (top) pauses for a bath and a sip. Paul and Barbi Holdeman (middle) receive the Conservationist of the Year award surrounded by industry friends. A jackrabbit (bottom) makes a habit of hanging out by this water feature.



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Changes Midstream

Fish health stressors during seasonal transitions

by **Paul Curtis,**
AquaSolver, AquaFinn

What happens to our fish when the seasons change? Why do they get sick and have such a tough time in these seasonal transitions?

When the seasons change, there's a lot going on in our ponds and with our fish. Depending on where you live, this transition may be especially harsh. Let's think about

what these fish are going through. Fish are dependent on the temperature of their environment and get stressed when there are large, rapid thermal shifts. When the fish are close to freezing for much of the winter, they are very stressed, as this approaches their lethal temperature. Add a relatively rapid increase with a few warm days, and now the fish are really stressed. The same can be said in the fall when very warm water can chill with some very cold nights.

Most koi keepers stop or reduce feeding for the winter, so when spring arrives, the fish may not have been fed for months. When you add a nutritional deficit on top of the temperature change, it can drastically affect the immune system. In the fall, stress is added following the elimination or

Aside from the thermal stress, a pond must cope with a variable biofilter function, which slows down in the fall and basically has to start from scratch each spring.

reduction of feeding habits.

Things to Look Out For

Aside from the thermal stress, a pond must cope with a variable biofilter function, which slows down in the fall and basically has to start from scratch each spring. With the lack of efficient biofiltration, water quality can deteriorate quickly thanks to the elevated ammonia and nitrite levels as a result of the warming water and fish

beginning to feed.

Many pathogens like *Costa* and *Aeromonas* are ever-present in our ponds and often take advantage of stressed fish, inducing disease. In summer when all is in balance, there is typically very little issue with the nasties that live with our fish, as stressed fish can fight off infection and generally stay healthy. But in the spring and fall, with all this stress, infections can occur.

Minimize the Stress

It is often difficult to do anything about temperature itself. Some pond owners like to use heaters to offset temperature effects, but this is often not practical (and can be very expensive). We can add shade around ponds to avoid a rapid temperature increase. If we were only dealing with temperature-related stress, we wouldn't have to worry as much, as fish can tolerate some stress without getting sick. So if we can then focus on controlling some of the other stressors, we can decrease the odds of health issues popping up.

There are many high-quality diets for koi on the market, and with proper feeding, they may help the fish through a difficult spring or fall. A fish is only as



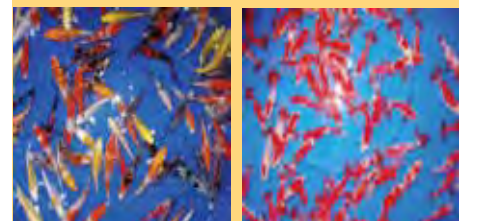
This white seabass has cytophaga-type bacteria (*Tenacibaculum maritimum*) on its mouth.

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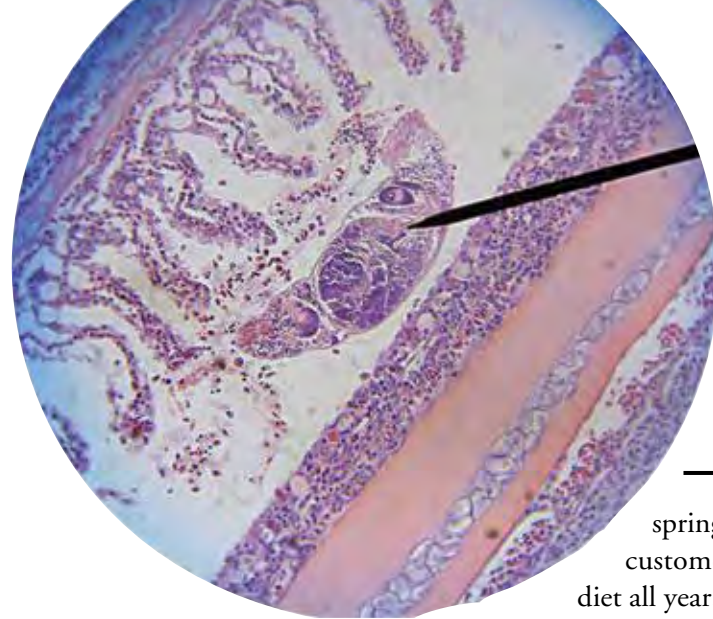
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While filters are transitioning, keep a close eye on the pond's ammonia and nitrite levels, as well as alkalinity and pH. Remember that with alkalinity below 100 mg/L, biofilters will not operate at peak efficiency. Peak efficiency is essential during transitions.

This histology of a gill shows a gyrodactylis fluke.

strong as the food it is fed. This is true not only during seasonal transitions, but all year long, also. A fish that is fed a high-quality diet throughout the pond and water-garden season is going to be in better condition for the transition to winter, through the winter and into the

spring. So, encourage your customers to feed a quality diet all year.

Many feed producers provide choices intended for feeding during the winter and spring. Targeting the fish's needs during this time can offset some nutritional stress. There are many immune boosters available, such as Glucan, which can be found in many brands of feed. Start with one of these feeds in the spring and fall, as it may help bolster a struggling immune system.

Monitor Water Quality

While filters are transitioning, keep a close eye on the pond's ammonia and nitrite levels, as well as alkalinity and pH. Remember that with alkalinity below 100 mg/L, biofilters will not operate at peak efficiency. Peak efficiency is essential during transitions.

We can help things along a bit with a nitrifying bacteria-boost product. There are several out there. I have had great success with ATM Colony. When the product is added to a brand-new pond



This koi has an ulcerative bacterial lesion usually associated with *Aeromonas hydrophila*.

filter, no ammonia or nitrite spikes were observed several days after introducing fish. Of course, for poor water-quality conditions, a good water change always helps. Remember that a functioning biofilter is about so much more than just the nitrification process. There is a whole ecosystem in there that we will probably never understand — no two are alike.

Finally, we can try and reduce the number of disease-causing organisms in

the pond. In addition to thermal stress, the types and number of disease organisms present in the pond can lead to illness. An outbreak often occurs because one type of organism is in large numbers and can induce disease with weak and stressed fish. If we reduce the total number of disease-causing organisms, we may avoid problems altogether.

If you tend to experience a lot of problems during transition periods, prophylactic treatments may then be a good choice. Try using a single treatment with a broad-spectrum disease treatment like MinnFinn. Multiple applications of other products like malachite green, formalin mixtures and potassium permanganate can also help.

Remember, fish can tolerate some stress without getting sick. If you can control as many stressors in the pond as possible, you can increase the odds of bringing the fish through season transitions with flying colors. *CS*

About the Author

Paul Curtis is the principal of AquaSolver and AquaFinn, the parent company of the MinnFinn line of products. Paul has worked in the aquaculture field for more than 25 years and has been involved in many facets of the industry, including fish health, reproduction and early rearing. He attended the University of Guelph in Ontario, Canada, where he achieved a bachelor's degree in marine biology and master's degree in fish reproductive physiology and aquaculture.



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Boulder On!

Assembling a **sublime water wall**
on St. Kitts

by **Dave Duensing,**

Aquatic Construction Services LLC

Rock formations and geology have been of intrigue to me for most of my life. I am awed by the extreme curvatures, rifting and deformation of solid rock layers commonly seen along the interstates in the Rocky and Appalachian Mountains.

Recently it was requested that I construct a boulder water wall at a private residence in the Caribbean.

Insidious Igneous

Naturally, my first thoughts were about the type and character of rock I would have access to and the

slope of the property.

My past experience from projects in the Caribbean told me that the local boulder material looked a lot like granite but was actually a blend of basalt and other minerals that came together during oceanic plate movement and volcanic activity. The weathered boulders — those that have been exposed to eons of saltwater, hot sun and a windy environment — tended to develop a hard but brittle outer layer, something similar to an egg shell. The problem with these particular boulders is that the outer layer, when hit, bumped or under pressure of a sling, can delaminate, leaving the boulder looking molted. Knowing these boulders were going to receive rough treatment during truck loading, transporting and unloading,



An adventurous young boy enjoys the boulder water wall and waterfall shower.



The client's home overlooks St. Christopher Harbour on St. Kitts, with islands and the ocean in the background.



Looking down on the Initial site (left), the curved concrete water wall substructure is under construction. The staircase to the left leads up to the main entertainment area, swimming pool and outdoor kitchen area. Dave (right) searches through one of the boulder stockpiles.



This weir boulder (above, right) was found in the stock pile. With two detailed drawings (below), the landscape architect provided conceptual details for the project.



I anticipated that the best fit for the client's goals would likely be boulders that had been excavated and stockpiled — if we could locate a source. My next consideration, knowing that projects on these volcanic islands tended to be on very steep, if not extreme hillsides, was how difficult it would be to access the site. My two major concerns were locating a work space reasonably close to the water wall site where we could stage and prepare the boulders, and then determining how to get the boulders, tools and materials to the water wall site.

Initial Ascent

My first look at the project reaffirmed that the home site and road leading to it were extremely steep. I'm not exaggerating when I say that this was probably the steepest concrete road in a subdivision I have ever encountered.

How steep was it, you ask? It was so steep that the resident workers suggested that I keep moving and not look up as I walked up to the house. "Just look down at your boots," they said. "Keep putting one foot in front of the other.

You will know when you have arrived at the house when you see other workers on their knees or sitting down, catching their breath."

So, having developed enough common sense over the years, I listened to the local advice. Although my leg muscles were burning when I arrived at the front door of the house, I survived the uphill trek. After catching my breath, I was introduced to the general contractor, who proceeded to lead me down sloped walkways and switchback steps, around a few corners, and down another series of steps to a narrow landing area on the ocean side of the house. Standing there in full sunlight was an 11-foot-tall, 27-foot-wide, curved concrete terraced wall just waiting for something special to happen to it. At the top of the wall was a long upper discharge basin, and at the base of the wall, a lower catch basin and plumbing ran to the equipment room.

Naturalization

The original concept for this water wall was to cover it with the small, square-and-rectangular stone veneer that

was being used on several other exterior walls. This veneer was approximately $\frac{3}{4}$ to 1 inch thick and ranged in size from 3 by 4 inches to 6 by 10 inches. After reviewing the initial veneered mockup on the water wall, the client realized it was going to fall short of their goal and asked the landscape architect, Raymond Jungles of Miami, Florida, what options were available to adjust the design. Working through this together, they decided to randomly mount five or six large, interestingly shaped boulders onto the wall. These boulders would provide outcropping effects and allow for several waterfalls within the water wall. Their new goal was to provide a more natural feeling and an area for showering after they returned from swimming in the ocean.

After we looked over the work area and got a feel for the scale and challenges of the water wall, our next step was to search the island for suitable boulders. Fortunately for my client, a few years before, there had been an airport expansion project, which created massive piles of boulders of various sizes and shapes

that were cast aside as contractors looked for suitable material for making concrete. Unfortunately, none of these boulders were as weathered as I had hoped, so our task became more focused on searching for boulders that had more interesting shape characteristics and were suitably contoured for the water wall.

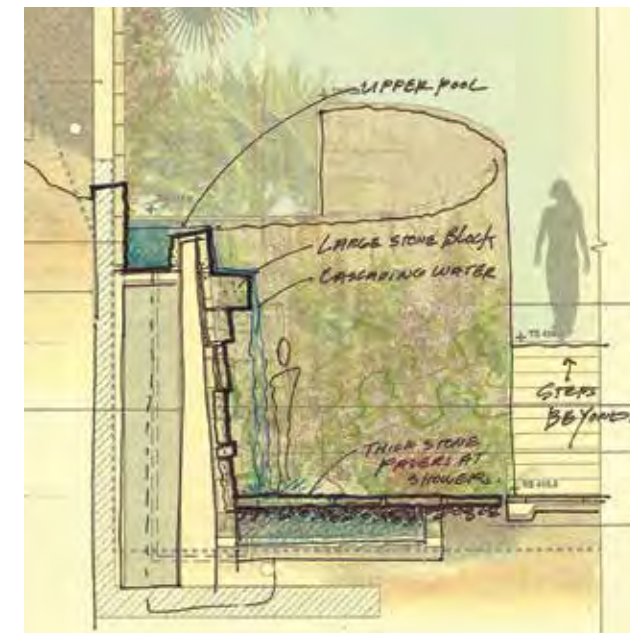
As we searched for boulders, it was important to find specimens that were not too thick, since the concrete water wall, basins and the landing in front of the water wall were already in place, and the space for this water wall was much narrower than I would have preferred. Because of these conditions, we needed to find the thinnest boulders possible to help us limit how far the finished boulder water wall and the splash off the wall would extend onto the landing area. After spending time at the first boulder stockpile, it quickly became obvious that it was going to be a challenge to

locate large, suitably thin boulders that could be mounted onto the wall in their original shapes. The best option, we ultimately determined, was to find the most interestingly shaped boulders of various sizes and cut off the back sides of the boulders, leaving us an approximately 12-to-16-inch-thick veneer.

We still had to develop a plan to acquire and transport the selected boulders and to order and ship tools and materials to the site. We sat down with the general contractor and laid out our proposed construction plan. Armed with a plan of action and an executed contract, we departed the island and headed back home to put our plans into action.

Cutting Loose

Approximately four weeks later, we arrived back on-site equipped with the proper manpower, tools, materials and supplies. A dozen of our selected



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Our team grouped small and medium-veneer sections into piles.

boulders had been delivered, so we began by rinsing off caked-on dirt and positioning them with the preferred faces clearly exposed, which allowed us to determine which portions of the boulder were to be removed. Our typical method of cutting off large amounts of boulder material is to use gas-powered, diamond-tipped chainsaws that are specially designed for cutting concrete and rock with optional-length bars that range from 12 to 24 inches long. For cutting rock, we have found that it is best to use the shortest bar possible that can accomplish the cut, since the chains themselves are quite expensive — not to mention the fact that holding onto the saw for the entire cut can be quite taxing. Our goal was to remove the back halves of the boulders by making two long cuts along opposite sides of each boulder. If we were fortunate, and if we could control how the boulder came apart and settled to the

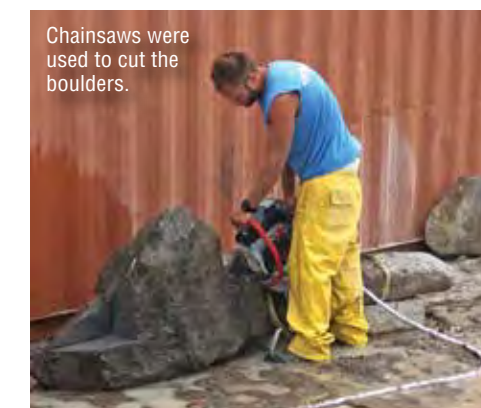
ground after a complete cut, we would end up with a pair of desirable and useable boulder faces.

After a number of boulders were sawn and the sections carefully laid flat and face-down upon wooden supports, we cut channels that were 2 inches deep and 4 inches wide across the back sides of the boulders. We core-drilled a series of 1-inch-wide, 4-inch-deep holes in the channeled area to allow for mounting bracket bolts. After a thorough cleaning of the steel channel brackets, bolts and the new surfaces on the boulders, a high-strength, slow-cure epoxy was applied to all the mating surfaces. The components were bonded together and held securely in place throughout the epoxy-curing process.

Crane Strains

Our next challenge was to locate a crane for the heavy lifting. During our

initial boulder search, it was obvious that there was a number of relatively new and substantially sized cranes on the island, so it never crossed my mind that securing a



Chainsaws were used to cut the boulders.

crane for our project would be an issue.

Well, there was an issue, but it didn't involve crane availability. Remember that incredibly steep road leading up to the house — the road that would either kill you or make you stronger? It turns

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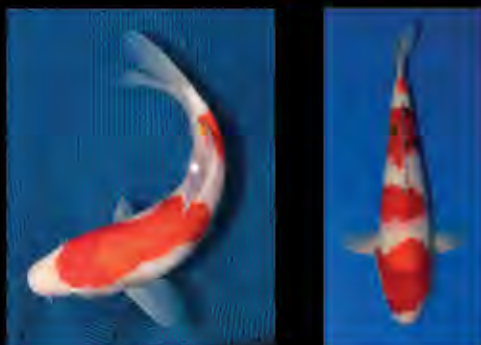


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The "seahorse" boulder fitted with a single steel mounting channel hangs in the air as it is prepared for installation.

out that neither human nor heavy crane can easily navigate the incline. Each of the owners of the preferred cranes refused the work. The largest crane we could ultimately locate and hire for the work was a boom crane mounted on a flatbed truck, which had significantly less lift and reach capacity than we felt we needed. Since this was our only option, we had to find a way to make it work.

With the truck crane on-site, our next challenge was the actual positioning of the crane as close to the work area as possible. With the incline of the two-lane road in front of the house so steep, the crane had to work itself into a position that was perpendicular to the road. The outriggers on the uphill side of the crane had a single sheet of plywood under them, while the downhill-side outriggers required several feet of stacked blocks and flat boulders just to levelize the crane.

Over time, I have learned that there seems to be an unspoken, natural progression of boulder installation, where the most critical boulder — often the largest boulder — needs to be set first. Once that key boulder is placed properly, it sets the stage and serves as the visual cue for all other boulders to follow.

When crane day arrived, after several lifting attempts, we found that we had to position the larger-boulder sections as close as possible to the back corner of the crane before they could be lifted off the ground. Since these larger sections were

at or close to the capacity of the crane, we kept the boulders mere inches off the ground as we eased them around to the back of the crane, down the hillside, over the concrete wall, and finally near the base of the water wall where they could be set. Once we had a number of the boulders relocated, we could more easily move and work with them to determine their best mounting positions.

Growing Ambition

Over time, I have learned that there seems to be an unspoken, natural progression of boulder installation, where the most critical boulder — often the largest boulder — needs to be set first. Once that key boulder is placed properly, it sets the stage and serves as the visual cue for all other boulders to follow. It also happens to be the boulder that tests the crane's capacity and the operator's skill.

With the first few large boulder veneer



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When the desired effects are natural looking, the water flow is adequate and properly balanced, and the auditory level is appropriate to the space, the effect can be stunning.

sections finally dry set onto the concrete wall, the homeowners not only had their first glimpse of the newly designed water wall, but they also had a new vision of the water wall's potential.

"Why not cover the entire water wall with large boulders and feather the edges into the peripheral wall-covering materials?" they suggested. It actually was a great concept, with the end result looking much more natural and realistic. This idea would also allow for many more areas of cascading water across the entire wall. Fortunately, this was the client's dream home, and the fact that the new design changed the magnitude of effort by tenfold did not deter them.

When building boulder walls like this, the work has to proceed in sections, starting at the base to allow the epoxy and mortar to cure properly before the next series of boulders are installed. To allow this, we had to plan the general patterns and sequences of future boulders on the wall to ensure that a visually balanced, random-like placement was accomplished. Due to the fact that we were using a slow-cure epoxy, our cycles of work lasted approximately three to four weeks and consisted of selecting, preparing and installing 10 to 15 large and medium-sized boulders (2-by-3 up to

3-by-8 feet) at a time.

Ready for Flow

After several months, the water wall was assembled, and it was time to test the pumps and weirs for the very first time. For this step, it is best to start off with a minimal amount of water flow to ensure the water in the upper basin is distributed properly. In this case, it was important that the three primary, distinctly separate waterfalls revealed themselves adequately. After these initial adjustments, a gradually higher and higher flow of water is provided to ensure the water wall can be tuned for various flows and visual effects.

Water walls are a beautiful addition to many environments, bringing sound, motion and even interaction into the space. When the desired effects are natural looking, the water flow is adequate and properly balanced, and the auditory level is appropriate to the space, the effect can be stunning.

Safety First

As a final thought and word of caution, for a water wall to be used and enjoyed by people, it also must be done safely. Boulders used within the wall must be mechanically secured properly to the wall structure without any internal fractures



Our team (top) adjusted and tuned the weirs. The project moves along from the viewpoint of the upper terrace and outdoor kitchen (bottom).



One of the grandchildren enjoys the water wall.

or stress cracks that may split and come apart in the future. Once all safety and design issues have been addressed, the water wall

can present that “wow” factor that your clients will enjoy for many years to come and love to share with others. ☞

About the Author

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



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**DIGITAL
MARKETING**

Tax deductions in digital marketing

by **Mark Battersby**

Growing a pond or water-feature business relies on solid communication with both existing and potential customers. Without a solid marketing plan, it is difficult to collect leads, build the operation's brand or increase sales. As important as traditional marketing has been in the past, digital marketing is quickly surpassing it. And, best of all, tax deductions can substantially reduce the out-of-pocket cost of digital advertising, marketing and promotion.

According to the IRS, advertising and marketing expenses must be reasonable and directly related to the business to be tax deductible. Sponsoring a team named the Southwest Pond Builders or listing the business name in a program, for example, are usually deductible expenditures. Unfortunately, many pond professionals all too often lump advertising, promotions, public relations and other sales-support expenses under the "marketing" heading — while neglecting deductible web-marketing expenses altogether.

Understand the Difference

In the eyes of the IRS, advertising generally consists of paid, scripted messages directed at potential customers. Promotion is usually defined as paid exposure for the business. Separating advertising and promotion budgets is the first step to increased tax deductions.

Examples of advertising include magazine and newspaper ads, radio and TV spots, billboards, website banner ads and signage at events. Advertising that does not directly relate to the business' services or products, such as supporting legislation or promoting a charity, may or may not be tax deductible.

Specifically, advertising expenses include the cost of media buys,



expenses associated with creating ads, agency fees and commissions. Promotional expenses are expenditures made by the business to make its services better known to consumers.

The IRS considers promotional expenses to be tax deductible as business expenses — provided they are ordinary and necessary. Promotional expenses include fees charged

Google AdWords used to attract new customers or clients instantly; a simple campaign can be set up in minutes and can display search results within a couple of hours. Pay-Per-Click (PPC) campaigns, as with AdWords and other internet marketing and advertising expenses, are usually classified as a miscellaneous advertising cost on the pond operation's tax return. Search

ing product samples and organizing contests and offering rewards or prizes.

Unfortunately, labor costs involved in organizing such activities cannot be deducted. It is necessary that funds be paid in order to record it as a deductible advertising expense.

Website Development Costs

Surprisingly, the IRS has yet to issue formal guidance on the treatment of website development costs. However, informal internal guidance suggests that one appropriate approach is to treat those costs like an item of software and depreciate them over three years.

It is clear, however, that taxpayers who pay large amounts to develop sophisticated sites have been allocating their costs to items such as software development, utilizing the Section 179 first-year expensing election and fully deductible.

Website content that is not considered advertising may be currently deductible, or it may be written off over a multi-year period, depending on its useful life. The cost of acquiring a domain name, on the other hand, while still considered a capital asset, is not deductible and cannot be depreciated over a period of time.

Fortunately, website design and content are considered fixed assets and qualify as Section 179 first-year expenses and fully deductible. They also may qualify for bonus depreciation purposes and a 100% write-off. It's a similar story for depreciable computer software.

In reality, the classification of web design and development services depend on when the work was done, who did it and the specifics of the actual work. If, for example, an outside contractor designs a simple template website for informational purposes that does not require extensive custom programming, it can be capitalized and the expenditures amortized over its useful life (usually three years) once put into service. Or, depending on the operation's accounting practices, the cost could be deductible as an advertising expense in the year it was completed.

Some other specific website-related expenditures include the cost of the design of a website by an outside contractor; the cost of a template if the design was premade;

the cost for hosting the site, including the domain fee; the cost of any premium services like add-ons or plug-ins for the site; and the cost of maintenance. If a new business blog uses freelance bloggers for its content, be sure to keep records of all related expenses, because they can often be tax deductions as well.

If the website was purchased, a pond business is required to amortize the cost over a three-year period. Content or design updates and ongoing maintenance are considered advertising and can be deducted the same year. It is a similar story for hosting, domains and other similar products that are usually deducted the same year.

Up to \$5,000 of so-called "startup" expenses can be deducted in the first year, even if the website was built before the business opened its doors. While that immediate deduction for startup costs is reduced dollar for dollar when startup costs exceed \$50,000, the balance is recoverable over a 15-year period.

In the off chance the website is being used for publicizing, web-support costs can be deducted as a promoting cost. In the event that the site is utilized for sales and has an e-commerce option, it is a sales expense and considered independently. Of course, designing and maintenance costs for e-commerce websites are deductible.

Naturally, detailed records and receipts for all marketing expenses are strongly recommended. Also, every pond professional should be aware of the IRS's guidelines (or lack of guidelines) for developing and maintaining a website — often the key ingredient in online advertising and marketing.

Computers and Software

As a rule, software purchased for business use must be depreciated

over a 36-month period. When software comes with a computer and its cost is not separately stated, it's treated as part of the hardware and depreciated over five years.

However, under Section 179, the cost of a whole computer system, including bundled software, can be written off in the first year as long as the total cost is under Section 179's limit or qualifies for the 100% bonus depreciation write-off.

To qualify, software must meet each of these general specifications:

- * The software must be financed (only specific types of leases or loans qualify), or purchased outright.

- * The software must be used by the professional in an income-producing activity.

- * The software must have a determinable useful life.

- * The software must be expected to last more than one year.

Off-the-shelf, unmodified, readily available computer software placed in service during the tax year qualifies for the Section 179 first-year expensing deduction.

Again, it's important to remember to keep documentation and detailed records of how things were used. Above all, every pond professional should always consult with a tax professional to ensure maximum write-offs for all advertising and marketing expenditures. ☞

With 25 years of professional experience in the fields of taxes and finance enable Mr. Battersby to write on unique and topical subjects. Although no reputable professional should ever render specific advice at arm's length, he does craft unbiased, interesting, informative, and accurate articles. Mr. Battersby currently writes for publications in a variety of fields. His topical columns are syndicated in many publications each week. He also writes columns for trade magazines and has authored four books.



by an event producer, signage created for an event, staff time spent creating and attending events and fees paid to consultants, event workers or endorsers.

Web Write-offs

A pond or water features business' website and internet marketing and advertising expenses are also tax deductible. In fact, many website and marketing services can be deducted in the same year they are incurred. Unfortunately, the cost for some services can be recovered only through the long amortization write-off period.

Marketing via social media is becoming increasingly popular as recognized by our tax laws. The expenses of social-media creation and ongoing account management are considered advertising expenses and can be claimed as a tax deduction in the year paid or incurred.

Engine Optimization (SEO) campaigns are a long-term campaign to keep your website at the top of search engine result pages — but it takes time if it's done properly. Other examples include Facebook and Twitter ad campaigns, display-banner ad campaigns and costs for hiring an agency to conduct any of these campaigns.

Goodwill Advertising

Don't forget old-fashioned goodwill advertising. If a pond business is expected to benefit in some shape or form from a promotional activity, the cost of institutional or goodwill advertising may be deducted. This is because the motive of advertising activity is to get the name of the pond professional or business in front of the public. Goodwill advertising includes promotional activities that ask people to donate for charity, getting or business sponsorship, distribut-

HELP WANTED Online Koi Sales/Marketing Manager

Job Description

Koi Market is a quickly growing brick & mortar retail koi business looking for the right person to take the reins and grow the online koi & fancy goldfish retail and pond supply business. This is an opportunity to grow a business from the ground up

Responsibilities

- Photograph and create product pages for koi & fancy goldfish in the online koimarket.com store and koimarket Facebook store
- Manage the daily operation of the www.koimarket.com store dealing with rotating and promoting product on the website
- Shipping
- Aid in the creation and product management of the koi market Facebook store
- Daily promotion of the sale of individual fish on social network pages, social networking groups, Facebook, company newsletters, ebay and other relevant sites
- Work with the store manager to coordinate shipping of koi to customers
- Work with the external web manager on google adwords promotions throughout the season that tie into koimarket.com, local adwords campaigns and marketing promotions

Skills

- Must have experience in promotion on all social networking platforms
- Must have photo editing knowledge
- Photography and lighting experience A+
- Experience with Wordpress A+
- Must have strong people skills with a focus on being a vocal ambassador for Koi Market, koi and fancy goldfish online.
- Must have 1 year of sales and/or marketing experience & proficient computer knowledge

Compensation

Negotiable

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| **Winter Care** |

You Can't Make **MISTAKES!**

Avoid killing your fish in extreme cold weather

by **Jamie Beyer**,
Midwest Landscapes

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.

POND TRADE FLASHBACK!

*From the Archives
This article originally ran in
the May/June 2014 issue.*

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 magazine.)

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



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.

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 slipups 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 ponderers 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 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 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.

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 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 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 the winter. Aerated water cannot easily get to these zones due to the design. Fish that swim into these zones may succumb quickly before they realize that it is lethal. This can be viewed as similar to when 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.

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.

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 say. "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 some because, without snow, sunlight is better able to penetrate to the algae, thereby allowing oxygen to be generated by them. But the amount generated is insignificant, and if fish are dependent on this type of oxygen generation, they are doomed.

Oxygen must come from aeration and from the hole in the ice that it creates. So, do not make the mistake of shoveling snow off the ice. (Besides, it is a lot of work!)

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.

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, not making water changes, shoveling the snow 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. ❧

About the Author

Jamie Beyer

Water gardening has been a passion of Jamie's for more than 50 years, and he has worked on more than 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 wildlife ecology.

He owns a consulting and installation business, Midwest Waterscapes, where he works as a water garden, fountain and pond consultant and installer.

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Atlantic Water Gardens Unveils New LED Lighting Systems

Atlantic's lighting systems have been totally redesigned, with new light, hardware and control options. All lights are now available in both Warm White and Color Changing. Color Changing lights are now controllable wirelessly via mobile app, with no remote necessary. The new app allows users to program custom color sequences and transitions, set sequence timing and daily scheduling and unlock all RGB options — more than 16 million colors — on any Apple or Android mobile device. The InfiColor Smart Module at the heart of the system allows individual control of up to three zones and is made compatible with all Atlantic Color Changing lighting, past and present, with a simple included adapter. New lights have been added, including the linear 12-inch bar light, pond lights and a fountain light for bubbling-fountain applications. The light ring and spotlights have been redesigned to offer greater illumination and versatility.

Atlantic Water Gardens
330/274-8317 www.atlanticwatergardens.com

Countdown to the 2020 Water Garden Expo (WGE)

Registration for the 2020 Water Garden Expo (WGE) is in full swing, with Kevin Dougherty and Dave Duensing set as lead presenters.

Nov. 19 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.

On Nov. 20, the presentation of POND Trade magazine's Water Artisans of the Year awards will kick off the morning. Twenty-one seminars will follow over the next two days, with Dougherty leading four seminars designed to enhance the knowledge, skills and behaviors of front-line supervisors and crew leaders, and Duensing leading three seminars on waterfall and pond construction.

Three educational tracks will provide learning opportunities for all knowledge levels. Attendees can visit with the largest gathering of manufacturers of any



trade show and network with successful professionals from across the country.

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

Trilogy Falls Basalt Set Joins EasyPro's Tranquil Décor Collection

One of the newest additions to EasyPro Pond Products' Tranquil Décor collection is the Trilogy Falls basalt set. This impressive four-stone set boasts a 7 to 9-foot-diameter splash zone and three water flows that make a stunning 360-degree display! The set includes the 22 to 34-inch-tall center column and three 10 to 16-inch-tall splash stones. Flow rates of 2,000 to 3,000 gph are recommended. To request your full-color catalog or for more information on EasyPro products, call 800/448-3873 or visit www.easypro.com.



ILCA Excellence in Landscape Awards

Larry Carnes, founder and president of Reflections Water Gardens in West Dundee, Illinois, is receiving four gold awards and one silver award in the Illinois Landscape Contractors Association's (ILCA) annual Excellence in Landscape Awards. Carnes' gold-winning creations are Beach Vacation at Home, Lakeside Retreat, Pond Life Calling and Summer Special in Barrington. Carnes' front-yard Zen garden in Highland Park is receiving a silver award. The award-winning water features range from recreation ponds and waterfalls to water gardens and reflective pools and illustrate the variety, size and scope of contemporary outdoor designs. Carnes will receive the awards at the ILCA Awards Night on Jan. 30, 2020 at the Renaissance Schaumburg Hotel and Convention Center. See more of Carnes' work at www.reflectionswatergardens.com. (Photos by Caplan Studios Photography)



New evoFeed Automatic from Evolution Aqua

January 2020 sees the U.S. launch of a new automatic fish feeder from Evolution Aqua.

evoFeed Automatic is suitable for medium and large ponds. The unit can be programmed to dispense food into the pond at timed intervals throughout the day. The distance the food is propelled and the amount of time it is dispensed are also adjustable. evoFeed can propel the food up to 10 feet, dispersing food evenly across the surface of the water.

Also weatherproof, evoFeed Automatic can be mounted pondside. It is powered via its own built-in, rechargeable lithium-ion battery.

The battery only requires an overnight charge in order for it to operate for at least three months, depending on the timer setting. An adapter for charging is included, and the feeder will work normally when the adapter is plugged in.

evoFeed Automatic is specially designed with a strong motor and extra bottom ventilation over the impeller to prevent food from clogging. An easy-to-read digital display clearly shows the details of the programmed cycles and allows for easy adjustment. There is also a "Manual Feed" button if you would like to follow your own regimen.

You can program the timer to feed up to six times a day, and for up to 19 seconds each time. As a reference, for standard 6-mm koi pellets, about a handful equals three to five seconds.

Check out the Evolution Aqua website for more information.

Evolution Aqua USA, Inc.
888/417-5837 www.evolutionaquausa.com

To see full press releases and additional news items, visit www.pondtrademag.com/category/trade-news



A Look Back at Koi Smart Pond Supply's 2019 Pond Friend-ZY

Koi Smart Pond Supply would like to thank all contractors, customers, family, friends and vendors who attended our second annual Pond Friend-ZY event Nov. 13 and 14, 2019.

We added a second day to this year's event with a hands-on build during day one in Palm Beach Gardens, Florida.

Our pond build brought together teams from as far away as Jamaica, to as close as those from around the State of Florida.

Our group of industry partners were in attendance at the build, and we enjoyed demos of new products and received tips and tricks from these pond professionals. They even managed to get their hands dirty!

"As a contractor, you're always looking for a chance to get solutions to the challenges that come daily on builds and a venue to see new products in person to integrate into your builds," our founder Alexander Castro said. "I refer to these things as the tools in my toolbox. It's not a one-size-fits-all approach, but rather a what-works-best-for-this-client approach."

We had multiple industry partners on hand at our open house during the second day at our open house. They gave presentations and allowed for some open forum conversations. These were a huge success, and a lot of great conversations were brought to the table to help inspire and grow businesses for 2020.

Many products for 2020 were on display from manufacturers like OASE, Atlantic Water Gardens, Ecological Laboratories, Hikari USA, Brilliance LED, Koi Smart and Delta UV.



Our customers enjoyed breakfast, a South Florida-style catered lunch, raffles and a galore of partner giveaways and goodies. With the bar set so high, our Pond Friend-ZY 2020 event is one you're not going to want to miss!

From construction supplies, filtration and treatments to koi fish, food, and aquatic plants, we're confident that we

will meet all your pond and water-garden needs. Competitive wholesale pricing is available for all contractors and retailers year-round. Visit www.koismart.com.



Anjon Manufacturing Announces Key New Sales Hires, Promotion

Anjon Manufacturing and Savio Engineering are thrilled to announce that Brandon Salter and Jeff James have accepted positions on the sales and customer service team, and Mitchell Harlan has been promoted to inside sales manager. Doug Main, respected veteran in the pond and water feature industry, joined Anjon Manufacturing in Oct. 2019 as national sales director.

"We are excited to continue our commitment of investing to support our network of distributors," said Jon Lottes, president and CEO of Anjon Manufacturing. "Brandon and Jeff reflect our strategy of identifying individuals of impeccable character, who mesh well with the chemistry of our team and have the

proven ability to contribute to the success of our company now and in the future."

Salter, in addition to his role as a sales and customer service teammate, takes on additional product-development, technical-support and warranty-administration responsibilities.

"Our goal is to shorten the time it takes to evaluate and resolve product issues," Salter said. "We know that downtime is devastating, and up-time is king!"

Jeff James will work with distributors, landscape contractors and water feature specialists helping design, specify, build and maintain healthy, aesthetically pleasing pond and water feature environments.

"The best part of working with the Anjon team is the tremendous amount of hands-on knowledge here," James said. "My job is to connect questions with

answers."

Mitchell Harlan joined the company in December 2018. In his role as inside sales manager, Harlan manages the day-to-day operations of the sales team and is responsible for the overall customer experience.

"Lots of companies toss around the notion of 'great customer experiences' rather loosely," Harlan said. "For me, the promise of delivering a great customer experience is about developing and publishing accurate product information, including catalogs, brochures, pricing, digital images, sell copy and specifications, in a timely manner so that our distributors, retailers and contractors have the tools they need to turn products into profits."



Brandon Salter



Jeff James



Mitchell Harlan

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