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Sep/Oct 09 Issue - A Pond in the Middle
Hi Tom, we Love what you did with Eric’s Pond Makeover for us. We are loving everything about the newly made pond and all that it adds to our home. The California Native plants are growing in and everything is looking really wonderful. Thanks for the coverage and article. Just FYI ;-) I have had Slowpoke, my Tortoise 50 years, come next month, not 30. We are celebrating by making him a wading hole below the pond so he can get wet and cool off when it gets to hot (like it has been this week!)
Again...Thanks!
Alan & Annie Sammartano

Sep/Oct 09 Issue - Do Different Fittings Really Make a Difference?
Hi Tom,
When I was in my Irrigation Science classes we had many, many problems with friction losses on various types of fittings but it was refreshing to see how much difference there really is in the real world. Now you need to do one more very useful test. Run the same setup but with different size pipes, 1” vs. 1 ½” vs. 2” and maybe even with 3” pipe.
I remember Pond Sweep of America had something similar in their catalog and the gallons per minute were very significant. You might even use a Kill A Watt to test the energy usage to see if there is any significant difference.
Great magazine, enjoy it very much!!!
Thank You,
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Editors Perspective

New Help From POND Trade Magazine

If you are like most of us, there are times when we just need to ask a question of someone. Where do you turn? Many of us have local experts to call on, but that may feel like taking advantage, or be embarrassing. And some questions are just not that easy to find an answer for. Well, we are here to help. We have lined up a group of experts that are ready to lend you a hand, and that list will continue to grow. To start, we have teamed up with the IWGS to handle questions relating to aquatic plants and water gardening. To address your koi questions, Joe Pawlak of Blackwater Creek Koi Farm will lend a hand. Plus you will see other new and familiar faces on the QnA panel as well; so, don’t hesitate to shoot off an inquiry at pondtrademag.com/qna/. We are here to help.

Hear Both Sides of the Story

Hear both sides of the story in our new section Counter-Point, hosted by Steve Stroupe. He will tackle topics that we hear argued about time after time, and bring together qualified representatives to present and defend both sides of the story. Guaranteed to be entertaining and enlightening, don’t miss this new feature. Watch for this one at pondtrademag.com/counterpoint/ soon. Sign up for the Articles RSS feed (more on that below), and get notified when the fun begins.

Garden Market Expo

After a day of exploring the Garden Market Expo show in Las Vegas recently, I was once again inspired by the spirit of innovation on display there. Root Pouch was showing off a set of fabric plant containers that are biodegradable, with a range of versions that degrade between 15 months to six years. For those ponds where planting is intended to be permanent, these bags can be easy to handle, save time and help the plant become established. The fabric allows the penetration of water and roots, so that the plants are able to reach into the pond water or surrounding strata for additional nutrients.

We also saw some very rugged plastic tree boxes that could be used for a trickle tower filter quite nicely from Amaroo Boxes. IWGS President, Jim Purcell of Jims Watergardening, was there with a booth packed full of beautiful aquatic plants. He seemed to always have someone in his booth enjoying all his products.

Planning for 2010

As we look forward to 2010 you will see us dive deeper into a wide range of pond issues and technologies. In the last two issues we have introduced two pond designs that fall in between the rock bottom water garden and traditional koi pond, called the Hybrid and Crossover pond. Wherever there is a meeting between disparate ideas, there is potential for friction as well as creativity. As you read over these articles, I hope you find them stimulating, and interesting. I look forward to your feedback. You can contact me directly at tomg@pondtrademag.com, or comment on the article directly on the web at pondtrademag.com/articles/.

Green Digital Edition Subscriptions Now Available

At POND Trade Magazine, we have been working behind the scenes to develop pondtrademag.com into a faster, and more sophisticated site. We have launched the Digital version of POND Trade Magazine, with the September issue, and now you can get your subscription in print, digital or both. Digital publishing opens up many exciting new opportunities for our readers and advertisers alike. Already, we have implemented a new feature - click on a display ad and you will be taken to the advertisers’ website. If you would like to take advantage of our green alternative and go digital, its easy at pondtrademag.com/subscribe/.

Social Media Opportunities

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The Best Plants to Use in a Veggie Filter

by Dick Schuck
Maryland Aquatics Nurseries

A water garden retailer once asked me, “what are the best aquatics to use as natural filters for our display ponds and to sell for customer ponds?”

I have long been an advocate of using plants for pond filtration. It is a scientific fact that photosynthesis is the best means to purify water. It not only removes ammonium but also heavy or toxic metals from water. Water, without plants, will eventually degrade in overall quality and need to be changed. Thus, ponds with insufficient or no plants will need frequent water changes. Plants are nature’s filters and should always be included in ponds and aquariums.

The following is a list of benefits deriving from plants photosynthesis, taken from The Ecology of the Planted Aquarium by Diana Walstad:

1. Protect fish by removing ammonia. Aquatic plants have a preference for ammonia.

2. Protect fish by removing heavy metals from the water. Heavy metals weaken fish. Plants take up large quantities of heavy metals, such as: lead, copper and zinc. Also plant decomposition produces humic substances that bind and detoxify metals.

3. Control algae. Plants compete for nutrients and release allelopathic chemicals that are toxic to algae.

4. Stabilize pH. Photosynthesis is a major acid consuming reaction. This keeps water from becoming acidic over time. Nitrification caused by biological filters increases acidity of water.

5. Increase biological activity. Most bacteria live attached to surfaces. Roots and leaves that extend into the water column provide an ideal home for bacteria.

6. Oxygenate water. Plants release more oxygen then they consume. Photosynthesis releases oxygen. (Daytime)


Also a quote from the *Dynamic Aquarium* by Walter H. Adey and Karen Loveland is very much to the point: “the key to ecosystem management is stability achieved by locking nutrients up in biomass rather by using biological filtration.” Mr. Adey is a renowned expert on designing filtration systems for public aquariums and replicating natural eco-systems.

The best plants to use for filters are usually those that are aggressive spreaders and that make abundant roots. The faster they grow, the better they filter. Also the root mass acts as a mechanical filter harboring both anaerobic and aerobic bacteria. These bacteria are important to maintaining good water quality.

The length of the growing season is also important as plants with a long growing season perform the filtering function over a long period of time.

Another factor is salt tolerance of the plants for those of you that like to maintain a 0.3% salt level in your pond.

Looks are important too. Why not have beautiful plants for your natural filters?

If you are interested in building your own plant filter be sure to give it a surface area of 10-20% of the surface area of the pond you want it to service.

Figure 1

![Diagram of a pond filtration system]
Here are some of my favorite filter plants

**Oenanthe javanica, Water Celery.** Long growing season, edible, and attractive but not showy. Probably the best for filtering. Picture 1 shows Water Celery flourishing in my plants filter servicing my large pond. If you want a prettier celery, try the variegated version of this plant.

**Cyperus alternifolia, Umbrella Palm.** Stately and attractive but not a spreader. Very salt tolerant. Picture 2 shows Umbrella Palm growing in a bio-filter servicing one of my fish holding basins that has a .3% salt level.

**Eichornia crassipes, Water Hyacinth.** Short growing season except in the Deep South; attractive foliage and flowers; but very salt intolerant. A great filter plant. Picture 3 shows Water Hyacinth growing in the top of a bio-filter servicing a small pond.

**Other salt tolerant plants** are Hibiscus moschuetos, Swamp Hibiscus; Peltandra virginica, Arrow Arum; and Typha angustifolia, Narrow Leaf Cattail.

**Ipomea, sweet potato plant.** This beauty I discovered as a result of growing it in one of my island planters. Despite being terrestrial, it loves water and creates roots faster than almost any plant I’ve seen. In the picture on page 9, you can see a lime green variety shown in a wetland raft. There is also a variegated variety that is equally beautiful but not as robust. Ipomea is a short season plant, but would add showy color to your filter garden.

There are many plants that will do well as filter plants, and I recommend that you experiment with other plants and combinations of plants. Almost all pond plants and even some non-pond plants will do a good job.

If you are interested in building your own plant filter be sure to give it a surface area of 10-20% of the surface area of the pond you want it to service. Figure 1 is an illustration of a plants filter with bottom drain for draining off the sediment that will surely accumulate from your pond. You can build a plants filter from lumber, block or whatever materials you have on hand, but be sure to give it a smooth flat bottom for easy sweeping of debris and sediment. It must be higher than your pond and can flow into a return stream. The stream will enhance the benefits of the overall filter system.

Added Benefit – Plants are great for filtering your pond and attract additional wildlife to your garden.

**Enjoy.**

**About the Author**

Richard (Dick) Schuck graduated from Johns Hopkins University in 1961 with a BES in Engineering and from George Washington University in 1966 with a Masters in Engineering Administration.

He has been involved in the field of aquatic plants for most of his 70 years both as a hobbyist and businessman. Before starting his business, Dick worked in the defense industry and government as an industrial engineer and computer administrator. In 1986, he founded Maryland Aquatic Nurseries in Jarrettsville, Maryland. His twin sons, Stuart and Brian, establish Charleston Aquatic Nursery in Charleston, SC, a few years later. These nurseries, because of their geographic locations, grow the most varied selection of aquatic plants in America.

In 2005, Dick received a US Patent on using floating island planters for planting ponds with a wide variety of aquatic and moisture-loving plants. He has participated with the Center for Environmental Science of the University of Maryland in a study on the mitigating effects of using rafted aquatic plants to reduce pollution in stormwater retention ponds.

Over the past 15 years, Dick has designed and manufactured numerous pond filtration products for the water gardening market and fountain garden products for the gift industry. He has written numerous articles on water gardening and a book, Pond Basics, now in its 4th edition.

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Most pond installation contractors are familiar with water gardens and koi ponds – as they’ve both been around for quite some time now, and both pond styles are very popular. Water garden ponds, in terms of numbers built, are the most common pond type – primarily because of their ease of installation, and natural appearance. Koi ponds are the second most popular pond style – primarily through the influence of koi dealers, koi clubs, koi magazines, and online chat rooms.

The huge gap between water gardens and koi ponds is what led us to create our Hybrid pond concept back in 2003 – to create healthier environments for koi than provided by water garden ponds.

In a partnership with the Kodama Koi Farm formed in 2004, Russell Watergardens & Koi committed to improving pond conditions for koi and ease of maintenance for pond owners. The Russell Technologies CrossOver Pond is the result of this collaborative effort.
What is a CrossOver Pond?

In simple terms a CrossOver Pond is a pond design that is a cross between a Hybrid Pond and a Koi Pond. It is a pond that is designed for growing larger koi than a Hybrid pond, but more natural in appearance than a typical Koi pond.

Koi pond owners understand the importance of waste removal for koi health and growth, but often sacrifice the natural appearance of the pond in favor of koi health. The general public, for the most part, prefers a pond that reminds them of a natural setting – that’s a major reason why water garden ponds vastly outnumber koi ponds.

Koi ponds are not unattractive; they just usually have more of a formal, water feature or swimming pool like appearance than that of a water garden pond.

So as a contractor, what are you to do when a prospective customer says they want to grow koi to "jumbo" status – but they don’t want a pond that resembles a pool in appearance? That’s where the Cross-Over Pond comes in.

There are many methods of building and filtering koi ponds – one can get dizzy trying to decipher information from suppliers and online chat rooms. But the basics of koi ponds are high capacity waste removal from both the surface and bottom of the pond, coupled with added depth. Most koi pond builders agree – deeper is always better. To grow large koi, water depths of 6’ to 12’ or more is recommended.

One thing that all jumbo koi have in common is that they’ve all come from deep ponds and owners that feed them heavily. Koi need deep water in which to grow large and develop a well muscled body. Well fed koi kept in shallow ponds tend to get un-attractive pot bellies. If you’ve ever been to a koi show and had the opportunity to view jumbo koi 30” or larger, you’ll understand the importance of pond depth.

Water volume is also a key factor. One way to get the most water volume out of a given space is to eliminate the stair steps on the sides of the pond – in favor of a “straight down” design.

Remember also, what goes into a koi comes back out of the koi. Jumbo koi are jumbo eaters, and because of their jumbo appetites, they are jumbo poopers too - so the filtration system needs to be able to handle the load and be easy to clean on a regular basis.

So how do you build a CrossOver Pond?

CrossOver ponds have a minimum depth of 6’. For scale, we prefer to have at least one dimension of the pond three times the depth – so our 6’ deep CrossOver Pond would have at least one dimension of 18’ or larger. The pond shown here has dimensions of 24’ x 30’.
Where a CrossOver Pond differs from a koi pond is the inclusion of a boulder/plant shelf. Koi ponds most often have vertical sides with some type of cap stone around the perimeter and no shelf. The CrossOver Pond features an upper shelf of 8” – 12” deep by 1’ – 2’ wide for boulders and aquatic plant basket placement. While this makes the CrossOver Pond a little less safe for the koi than a koi pond – it is what gives the CrossOver Pond a more “natural” appearance than a koi pond.

Like the Hybrid pond, having a filter that is easy to clean is critical. Due to the large amount of waste koi produce, any filter will need to be cleaned often, so it must be easy to clean. In our designs we use backwashable waterfall filters, pond skimmers that can be installed remotely, bottom drain(s), a bottom drain pre-filter, submerged aeration, and UV clarification. You have a choice of pumps – centrifugal and/or submersible.

Unlike a Hybrid pond, the CrossOver Pond does not have submerged boulders. Where the Hybrid pond uses boulders on the vertical walls inside the pond to retain the excavation, the CrossOver Pond’s vertical walls are retained behind the liner – like a koi pond.

These vertical walls need to be retained – either with concrete, blocks, or other building materials. In this CrossOver Pond at our Flagship Store we used treated 4” x 6” timbers bolted together. The treated timbers are easy to bolt together, but they’re not as permanent as concrete or concrete blocks. At our store, we replace our display ponds every couple of years or so, and the timbers make that easier for us.

The pond bottom should be sloped towards the bottom drain(s) at least 1” per 10’ to allow fish waste to work its way into the bottom drain. Since we wanted the water at least 6’ deep, we sloped the bottom from 6’ at the farthest edges down to 6’6” at the bottom drain. We graded the slope from front to back – the bottom drain is not in the middle of the pond like a koi pond – but at an end like in a swimming pool.

In this design, we’re using submerged aeration to add oxygen to the bottom of the pond and to create water currents towards the drain. The scattering air bubbles on the water surface effectively push debris towards the pond skimmer. The bottom drain draws water and fish waste to the pre-filter through large diameter pipe, 3” or 4”, depending on total flow required.

Once the earth has been retained, and the bottom drain and piping is installed – you can line the pond with your choice of liner, polyurea, or gunite. Since we chose treated timbers as our retaining material, we installed ½” thick Styrofoam sheeting under the underlayment to protect the liner from the timbers.

In the configuration we featured at the store, we then installed the backwashable waterfall filters, the filter’s inlet pipe, backflush pipe, and drain pipe. We used the excavated soil to cover the plumbing lines and to backfill around the filters. The backwashable waterfall filters were installed as far away from the remotely installed pond skimmers as possible for maximum water circulation.

The final step is the placement of large accent boulders around the perimeter shelf while leaving room for aquatic plant baskets. Since there is no gravel in a CrossOver Pond, aquatic plants are planted in plastic aquatic baskets. They’re not placed in pots because baskets allow for plant roots to reach out and pull nutrients directly from the water as they grow through the openings of the basket. Interspersing plants and boulders gives a more natural appearance than having a “ring of rocks” around the pond’s perimeter.
This pond design called for two remotely installed pond skimmers and three backwashable waterfall filters. As you’re facing the pond and waterfalls – the skimmer on the left feeds a single waterfall filter on the right, and the skimmer on the right feeds two waterfall filters on the left – creating an “X” current in the pond. The bottom drain is connected to a gravity feed pre-filter to remove the large debris. The water is then pumped through the UV system and returns to the bottom of the pond bottom to push settled waste across the pond towards the bottom drain.

The result is a pond that has design characteristics found in both koi ponds and a Hybrid ponds. The pond uses water currents, bottom drains, bottom drain pre-filters, and skimmers to remove waste from the pond. The owner can then simply backwash the filters and empty the pre-filters and skimmers – there is never a need to drain the pond. The pond features beautiful waterfalls, along with boulders and plants that help “naturalize” the pond into the landscape.

### Equipment Installed in this CrossOver Pond

- 3 Dolphin Hydro Vortex Filters with HydroFlush Self Cleaning Backwash Systems
- Pelican HydroClean Remotely Installed Pond Skimmer (Right)
- Piper HydroClean Remotely Installed Pond Skimmer (Left)
- HydroSieve-PF Remotely Installed Bottom Drain Pre-Filter
- 2 HydroDrain Bottom Drains
- HydroUV Modular 72 watt UV Clarifier System
- HydroAir HA-4200 Aeration System
- Hydro Dynamax HD-12000 submersible pump (12,000 gph for left waterfalls)
- Hydro Centrimax HC-075 centrifugal pump (5,700 gph for right waterfalls)
- Hydro Centrimax HC-033 centrifugal pump (2,700 gph for bottom drain suction, UV, and submerged circulation jets)

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### About the Author

John Russell is the CEO & Founder of Russell Watergardens & Koi, and Russell Technologies of Redmond, WA.

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Adding Goldfish

by Joe Pawlak
Blackwater Creek Koi Farms

There is gold in them there tanks!!! Adding goldfish can boost sales and draw a whole new group of buyers. Everybody has heard a story from a customer entering their store about how it all started with a few ten cent feeder goldfish in a rain barrel and now they have a 5000-gal pond. How many of you water garden/pond shop owner’s first car was a Porsche or Lamborghini? Mine was not…(It was an inexpensive starter vehicle, a station wagon at that!)

...selling goldfish is like planting a seed that will grow into a relationship.

The moral of the story is that selling goldfish is like planting a seed that will grow into a relationship that will bear fruit (money) for a long time. If an established pond owner has a pond full of larger fish, plants and a great filtration system, what else are you gonna sell em?

If a new pond owner is attracted to your business, they will eventually need everything to get them to the “established” stage. Cash flow is very, very important in this economy. Would you rather have $100 once a year from a visit or $20 from the customer on five different visits (if the amount of manpower needed to satisfy the customer was the same)? I would choose five visits because there is always the opportunity to sell them something else.

Okay, so you have decided to offer goldfish in your shop. Now the big decision as to what you should carry. There are so many types of goldfish being produced and sold the possibilities are almost endless. Based on sales volumes, the most popular varieties are the elongated body styles that are fast and most suitable in an outdoor environment. These include varieties such as Sarassa Comets, Shubunkins, and Common Red Goldfish.

The history of goldfish goes back thousands of years. Centuries of careful breeding in China, Korea, and Japan has resulted in some truly magnificent creatures. It has been said that the first goldfish came to America in 1874 by Admiral Ammon and were eventually distributed around the Philadelphia area amongst the well-to-do enthusiasts.
The Most Popular

**Sarassa Comets** – These red and white fish have always been a favorite. The random patterns of color show up well against a black background of a pond. Part of the popularity stems from the resemblance of the koi variety-Kohaku, with various patterns and cherry red coloration. Sometimes you will see these with a tancho mark on the head.

**Shubunkin** – This normally blue variety is also a big favorite. Commonly, there are areas of red color and other hues that make every fish a little different. The Midnight Shubunkin is a black and white variety that is more rare and often sought after.

**Common Red** – Yep you guessed it. These are the same as those five for a dollar feeder fish you see sold at the pet stores. The individuals sold at the pond stores are typically bigger older fish that have had a chance to develop a deeper red color. These fish are probably the most commonly sold goldfish in America. If you ask most anyone if they have kept goldfish in the past … I bet 9 out of 10 times they have had common reds. This variety may only sell for a few dollars … but it eats food (a higher profit) just like the rest of them.

**Japanese Wakin** – This double tail elongated variety is said to be the new variety produced from the common goldfish. Japan is credited of producing these originally.

They are fairly quick swimmers and are somewhat a collectors item for those in the higher end koi communities. In recent years we have seen a few calico (Shubunkin) types.
American Fantails – The American version of the fantail goldfish has a much more elongated body style because they are typically raised in larger outdoor pools, rather than small tanks. This allows them better swimming mobility and are suitable for small ponds that are somewhat protected from predators.

Here’s one that is being worked on currently to produce some midnight blue looking fantails.
Others – There are numerous varieties of imported goldfish out there with every fin type, body shape, and head type imaginable, however most of these fish are more suitable for protected aquariums rather than ponds. Who knows, the winter aquarium market may be something to consider as some bonus cash flow.

Pictured below is a fish we call “Elvis.” Can you see the resemblance?

There are some goldfish who’s marking resemble koi markings in pattern and intensity.

Regardless of how big or small your business is, selling goldfish is part of the answer.

system water helps keep them in great shape. Goldfish also seem to be stronger and very resilient to the stresses of handling. This is great for the starter pond and means less follow-up health questions that you may receive on a bit less hardy koi. Adding detailed signage showing the description and care will also boost sales.

Give ‘Em Away!

Don’t sell them …give them away. Advertise “come in and get your free goldfish.” Yes that’s right, buy them and then give them away. What? Well, have you ever heard of the free hamster, or stone soup? That free goldfish can be the start of a great (and profitable) relationship. Have you ever thought about what it takes (cost) to gain a new customer? For $1.00 to $3.00 you can attract a customer to your location, make them happy, and have the chance to sell them other items for that goldfish. One small bag of fish food should have enough profit to pay for a couple of free goldfish. If you can break even on the transaction AND gain a customer, you are well on your way to great long term profits and a growing clientele.

Part of the Answer

Regardless of how big or small your business is, selling goldfish is part of the answer. Planting the seed will reap huge profits and long term relationships that are so important to the success in a tough economy. You have to ask yourself “would I rather have a bunch of smaller sales continuously or wait for the sporadic large sale to happen?” My guess is that you will reply that all money helps.

In the next issue…optimizing your holding system to maximize sales. Some simple fixes that are sure fire ways to increase total sales and average invoice size!

About the Author

Joe Pawlak is the founder of Blackwater Creek Koi Farms Inc., a group of three farms located throughout Florida. He has experience raising over 30 varieties of koi on an annual basis. Butterfly koi production is a passion for Joe. “If it’s a challenge, I really want to do it. Family, Business, and Koi are a combination I truly love.”

Joe is also President NOGGA – National Ornamental Goldfish Growers Association.

Reach him at www.koisale.com or Koiretailer.com
Most pondkeepers across the country are experiencing winter, their ponds are ‘closed up’ and their fish are hibernating. That is no reason for you to lie dormant too! As a retailer, you must look back at your busy season for tips on preparing for the upcoming pond season. It is important to take this opportunity to prepare your pond department and customers for the spring.

**Step 1: Pondkeeper Planning**

The best predictor of the future is to look at the past. To plan for next year, you must first look at what you did well in 2009. As you look back at your pond season, what were your pondkeepers’ biggest challenges? Were predators a big problem in your region of the country? Maybe a lot of your customers experienced excessive algae problems. Were there a lot of water quality or fish health issues? Whatever the situation, how did you, as their pond expert, respond? Did you feel educated enough to give helpful information?

This is a good time to read up on pondkeeping, if you are not as experienced as you’d like. Take some time to learn about pond planning and pond fish care. Be ready to give helpful winter advice to your customers. You may have new pondkeepers who are experiencing their first winter with their pond. Take some time to learn about winter feeding, winter pond care, and any problems they may be experiencing so that you can advise them well and ease their worry.

**Step 2: The Pond Department**

Winter is the best time to reorganize your retail space. Regardless of the size of your pond department, it is important to look at how your space is used. If you have one aisle or several aisles, your pond department should be well stocked, clean and easy to navigate through.

First, how are your products displayed? Consider moving products to make it easy for your customers to find what they are looking for. Place consumables at eye level and in an order that makes sense to the feeding cycle.

Next, look at what products you sold a lot of and what wasn’t as popular. Be sure to also consider the reason for this. If a product didn’t sell as well, ask yourself why. Perhaps you need to learn more about the product and how it is used. Talk to your manufacturer about this. They can provide instructional sales sheets, brochures and charts to help train you and your staff, and support your sales effort. It’s important to be prepared with all the answers so you can walk the customer through an educational process and ultimately to a purchase.

Lastly, consider building an in-store pond display. If your space is limited, this can be accomplished in a container or barrel. The most important aspect is to create the desire in your customers to build a pond or add on to their current pond. The sights and sounds of a pond in your store does just that!
Step 3: Pond Products

As you look back to plan ahead, what products did you wish you had on hand that your customers would have benefited from? Did you have requests for a food or treatments that you didn’t stock? Consider looking into ordering products that are paving the way in innovation in all areas – food, décor, equipment and water care. Additionally, be sure to recall what your customers may be in need of this upcoming spring. For instance, do you remember customers who mentioned they want to add a waterfall, ornamental spitter, lighting or a fountain this spring? If so, stock new fountains, pumps and accessories to support this effort.

Step 4: Pond Expert

Pondkeeping can be a profit center for your business and a means to gain loyal customers who’ll visit regularly for pond food, water treatments, disease remedies and cures, and accessories – a steady stream of revenue.

Today’s consumers need immediate results and immediate answers. They are savvy in getting the information they need. If they don’t get it from you, they’ll get it somewhere else, from your competition, friends or online. This is why it is very important to provide a positive customer experience right from the start and in doing so develop a relationship with your customer that will last for a long time. Whether they are looking for help removing algae from their pond or can’t remember what to feed their koi in the summer, or simply how to get started, you must bridge the gap between information source and retailer.

Consider hosting an in-store holiday or winter pond party. Invite your customers by posting flyers, sending emails and postcards and stuffing flyers in shopping bags. Have light refreshments and plan short seminars and workshops on topics such as:

- feeding fish
- spring pond prep
- pond equipment maintenance
- planning and expansion
- fish care
- water quality

Perhaps a more experienced pondkeeper customer can help you plan these sessions.

By bringing the customers in during these months, you are likely to get their attention. Since this is also their down-time – they are not in the middle of a crisis or working on their ponds – you can really talk to them about their pond concerns and share in their successes.

Keep customers happy before, during and after their shopping experience by offering practical water gardening information and inspiration. Consider ways to work with your manufacturers to develop informative signage, take-aways and online tools that provide educational resources for customers.

When creating and planning a pond, your customers want to know what products to use, how to use them and the benefits of a product and the pond. Their time is limited, which forces your product display and placement to act as a silent sales tool. Show your customers how to create a pond paradise by incorporating in-store workshops and how-to sessions throughout the winter months.

As you are enjoying some downtime in your store, remember most of your pondkeepers are dreaming of bigger and better ponds this spring. Take the time now to position yourself and your sales team to be the pondkeeping experts in your area.

About the Author

Curt Nuenighoff, TetraPond, serves as the pond products manager and is responsible for product development, business strategy, merchandising and marketing in North America. Nuenighoff earned an MBA from the University of New Haven and a BS from the University of Connecticut in Marketing.

TetraPond is an international leader in water gardening products, with its US headquarters in Blacksburg, VA. TetraPond offers a complete line of products for pond enthusiast, including pumps, liners, filters, UV clarifiers, water treatments, books and fish food.

Visit www.tetrapond.com for a step-by-step, how-to video on building and maintaining a water garden.

For more information call: 1-800-526-0650
or visit: www.tetrapond.com
or email: Curt.Nuenighoff@tetra.net
There is only one thing you must do to be successful selling Japanese koi—That is not to kill the koi you brought in.

There are three basic types of jobs in the koi business. They are buying/importing koi from the breeders, selling koi, and customer care.

I will teach you how to properly care for koi so they won’t die and the points you have to keep in mind while you are buying, selling koi and customer service.

### Buying/Importing Koi

What is the point that we must remember while we are buying koi? That is the condition they are in when you receive them.

1. Koi are Very Tired.

   When the koi are shipped from the breeders or the distributors, they are packed in small boxes for 12 to 24 hours.

   By the time we receive them, they have been under enormous stress that a human can’t imagine, sometimes they are even near death.

   We have to relieve them of this exhaustion as soon as possible to protect them from getting a disease. You may lose the shipment if you fail to do so.

   This is something everyone should know, however many dealers are not giving them proper care for their exhaustion.

   • It Takes at Least a Week

   We all get very tired after traveling on an airplane for more than 12 hours. That applies to koi as well. They are usually in a small box filled with dirty water with the least amount of oxygen. They are tired more than we could imagine. They will need at least a week to recover.

   • Do You Have the Right Equipment to Help Them From Their Exhaustion?
You definitely need a quarantine tank specially designated for that purpose. After visiting many koi stores, I leaned that 80% of stores don’t have quarantine tanks. All varieties of retail stores have their storage spaces for their merchandise. We, in the koi business, also need to have storage type ponds where koi can rest securely. If you put the koi in the sales tank without having them rest right after you received them that could be a major reason for them to die.

When I receive koi from Japan at my distribution business, in Hawaii, they rest for at least a month in my stock tanks.

2. What is the Ideal Quarantine Tank?

You need to prepare a tank with, ideally, a capacity of 25000-gal. That way, you will be able to have 300 to 500, 5” koi. These quarantine tanks must have equipment to remove ammonia and nitrous acid. The main point for the quarantine tank is the bigger the better. If the tank is bigger, there is less chance your koi will die. The key to succeed in the koi business is not to kill the koi. You should invest well in the early stage of your business to have good roomy quarantine tanks.

• Keep the Temperature of the Quarantine Tanks at 73.4°F to 77°F

The purpose of quarantine is to remove their exhaustion from their transportation. Temperature of 73.4 to 77°F is the perfect temperature for koi to recover in. You need to have a system to control the water temperature and/or a way to heat the water in your quarantine tanks. The biggest risk for your koi business is for the koi you brought in to die. You need to avoid such risk by having the right systems. If you don’t do that, you will not succeed.

The key to succeed in the koi business is not to kill the koi.

• You Need 0.5% Salt in the Tank as Soon as You Receive the Koi

When humans get tired, IV Ringer’s solution is sometimes used to help our bodies recover. Just like us, when koi get too tired, the salt in the water will help by removing the koi’s fatigue. So you must use 0.5% salt as soon as you receive the koi.

• You Must Develop Your Own System

When you start your own koi business, the condition and the environment are dependent on each person’s preference. Some have a large space, some have a small space, some have unlimited water, some have a limited amount of water, some have good quality of water and some have bad. Your business is dependent on what you have.

Whatever your condition is, the main rule is not to have koi die as long as you operate that koi business. Therefore, you have to develop your own system that works for you. It will probably require half a year to a year to develop a system that fits your needs and the resources you have.
You should research and design the equipment and system for operation on your own. For example, check the water temperature, pH, and dissolved oxygen of the plastic bag the koi were sent in. If you witness the koi become panicky when you transfer them from a plastic bag to the tank that is probably because of the difference of the water temperature and the water quality. You should know about the condition of the water, which you are going to use.

When you receive the bag of koi, you can tell the koi is in good condition unless it is lying sideways; seldom do these koi die when you transfer them from a plastic bag to a roomy tank. However, some koi can get sick within a week even though they are in a big tank. The important point is how to take care and deal with them when it happens. Even healthy koi carry diseases/germs. Long hours of traveling and the change in atmosphere could cause them to get sick. We usually use an antibiotic to treat some sickness and the skill of knowing how and when to treat the koi is a must for dealers.

To be successful in the Nishikigoi business, there is at least a minimum amount of knowledge you should have. I recommend you to have training at a trust-worthy distributor for a certain amount of time. (See bio about Koi Academy)

4. Nothing Beats a Personal Visit to Your Supplier

Japanese koi are coming from Japanese breeders in Japan. The shipping cost will be added to the koi. If you only purchase a small amount of koi, you might end up paying more for the shipping than the koi alone. This is because of how the shipping costs are set. It is not advisable to get koi from Japan directly if you only need a small amount. Therefore, you should find an excellent reliable distributor that will meet your needs.

So what makes an excellent distributor? You have to visit the company yourself, meet the agent, and determine if the company is excellent or not.

The evaluation points are: if they keep their koi in healthy conditions, if the skill of the operating staff is high, if they are getting ready for the shipment rationally and what the manager’s policy is and so forth. (You should not be puzzled by the amount of stock they have and the number of staff who’s working.)

Coming up in upcoming issues...

How to prepare your koi for sale so they do not die.

How to ensure your koi do not die after the koi is delivered to a customer.

About the Author

Mamoru Kodama is an expert in the Koi industry, an author, and the owner of Miyoshiike Co., Ltd. He has been invited to speak as a guest lecturer several times by international Koi clubs within the United States, Singapore, Malaysia, Thailand, etc. He was a guest speaker at the AKCA seminar 2002, Concord, California and AKCA Seminar 2009, San Diego, California.

His approach to the beauty of Koi inspires and enlightens many Koi hobbyists and dealers around the world.

Recently started Koi Academy-if you are thinking about starting a koi business, please study with us and develop your own system before you start.

His profound knowledge and expertise is now compiled in two MUST-read books! They are available under the titles, Kokugyo and Kokugyo II. Mr. Kodama has assembled a wealth of information and experience in these two books that will educate beginning Koi hobbyists as well as the seasoned professional.

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- Vicki Vaughan, Director of KoiLab

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**InMotion Aquatics**

InMotion Aquatics is your trade source for serious koi related products. Our offerings include products from Evolution Aqua, JPD, New Vision Productions, MDM Sequence, Matala, PerformancePro Pumps, as well as wholesale distribution of imported Japanese Koi. Our business model extends beyond simple supply to include marketing support, advertising, technical support, design, and referral services.

For a copy of our catalog, or to learn more, call us toll free at 888-920-1944 or email us at Info@InMotionAquatics.com.
Give your fish a better place to swim.

At Living Water Solutions, Kent Wallace creates innovative custom filtration products you won’t find anywhere else. His team is equipped with the consulting prowess and filtration expertise to help build the crystal clear pond of your dreams. No matter the size of your project, our team can offer on-site training and assistance to DIY, contractors, and landscapers nationwide. Let us help make your environment beautiful.
Few things in life are as soothing as the sound of running water. The calming effects of falling water have been enjoyed by mankind for thousands of years. Once the sole domain of the rich, recent advances in the technologies of water fall supplies and systems have brought this tranquil and relaxing pastime to tens of thousands of people.

Across America and the rest of the world, news weary people are ever more opting to take refuge from the world not in some foreign tourist spot, but beside a backyard stream or waterfall of their own creation. The rushing water, the sights and sounds that make waterfalls so popular, allow each of us to turn our own yards into a personal retreat from the cares of the world. With or without an adjoining pond, waterfall features can become an increasingly desirable spot for the entire family to picnic, party, and play.

Basic waterfall maintenance and care questions in an easy to understand manner.

Yet with more and more of these easy to install backyard waterfalls popping up across the nation I find one of the most frequently asked questions is about how to maintain and clean a waterfall feature. A quick search across the Internet provides a variety of products and a plethora of conflicting information. Below you will find practical advice on simple procedures and supplies that will help you keep your home waterfall clean, clear and the crown jewel of your landscaping project.

Let’s look at some of the basic waterfall maintenance and care questions and address them in an easy to understand manner.

My Backyard Waterfall keeps going dry, do I have a leak?

It is possible that you have a leak, but there are many other reasons why your waterfall may require you to add water frequently. Before assuming the worst, check your waterfall for the following:

1. Is your waterfall facing the full afternoon sun? Evaporation may cause the loss of several gallons or several hundred gallons of water each day depending upon the size of your waterfall. Evaporation is extremely high in sunny dry climates, but affects almost all regions.

2. Has it been extremely windy in your area lately? Wind, like sun, can cause huge losses of water from evaporation. A combination of the two can help dry up your water feature in a surprisingly short time.

3. Does your waterfall have a large distance with free falling water? The higher the waterfall is, the more possibility of both evaporation and splashing. Splashing can also rob your waterfall of water. Check outside the stream or waterfall area for wet rocks, plants, or dirt. If your water is not staying in the waterfall this can be a big source of your problem.

4. Do you have plants that extend over into the stream or waterfall that are partially diverting the flow of water from the feature? Once I had a wonderful Queen Fern that thrived so well its leaves actually grew under the falling water and were deflecting it outside of my waterfall liner.
After checking for the above, pare back any plants that are too big or growing too far into the waterfall feature. Splashing can be controlled by adjusting the rocks or gravel at the base of the waterfall. AFTER the waterfall feature is built, there is not much you can do to avoid sunlight or wind but you can make sure your waterfall is equipped with an automatic water fill valve. This inexpensive little item is attached inside the water basin and uses a float switch to automatically add water to your waterfall through a small hose whenever the level falls to low.

I checked all the above and still think I have a leak, what do I do?

Before you tear apart your waterfall to track down that mysterious leak, check the simple things first.

1. Check the connection from the tubing to the waterfall filter or spillway. A poorly fitting connection or one that has worked loose could be spraying out water behind your waterfall.
2. Check the spillway itself and make sure water is not spilling out and going back behind the unit or under the pond liner.
3. Check the tubing from the waterfall pump all the way to the spillway. The two most common types of tubing used in waterfalls are flexible, spiral non kink tube or a flexible thick PVC tube. These tubes are very strong but if damage occurred during installation or the tube had a defect in it, you could find that you are losing water right into the ground where you have the tubing buried.
4. With the waterfall off, check the level of the water in the basin. Check it again the next day. If the water level has stayed the same then you have two possibilities (assuming you have checked the tube and the connection). The leak is in the waterfall or the stream itself or you are back to the evaporation problem previously covered.

5. If the water in your basin has lowered while the waterfall is turned off then you very likely have a leak in your basin. I would allow the water to continue to leak out until it stops. The water level will drop only to the point of the leak and then stop. Once it stops you will have a much easier time finding and repairing the leak.

A leak in the basin made with EPDM pond liner is fairly easy to fix. You can purchase an EPDM repair kit from many retail stores in person or on line. These kits contain a primer, scrub pad and a section of EPDM patch material. A few hours later you will be ready to refill and once again enjoy your waterfall.

If the leak is not in your basin then unfortunately it is likely inside the waterfall lining itself. If you had the pond professionally installed this would be the time to call them out to inspect. They will most likely repeat many of the above steps before tearing down the rocks and waterfall itself. If you installed the waterfall on your own then you have a bit of work to do. The rocks in the stream and waterfall will need to be removed and the entire liner inspected for damage. Once found, you may use the EPDM repair kit to fix.

If your waterfall is made of PVC, concrete or some other type of material you will need to research additional information on repairing these less common types of liners.

What is the best way to clean out leaves that have blown into my Stream or Waterfall?

Waterfalls and streams are home to many size rocks. These rocks create crevices that will often trap wind blown leaves. If you notice a few leaves here and there you can probably pick them out by hand. If you find a lot of leaves in your waterfall or stream it is important to remove them as they will decay and affect the quality of your water if you do not. The very best
way to remove an abundance of leaves is to turn off the waterfall and allow the rocks and leaves to dry out. Once dry, a regular leaf blower is perfect to dislodge most trapped leaf matter. If you do not have a leaf blower try a stiff bristled broom. It may take a bit more elbow grease but you can get the job done.

I have green stuff growing on the rocks in my waterfall, How do I clean them?

Firsts, let’s consider what your green stuff might be. Algae, moss, or Lichen are the three most likely suspects.

Moss is the most evolved of the three and in many varieties you can actually see leaf like structures, which are not present with algae. Moss loves moist, wet environments, but does not grow in the water itself. If you have a thick green carpeting on your rocks but it does not extend far into the water itself, you probably have moss.

Some of the most beautiful waterfalls in the world have water cascading over moss covered rocks. The velvety texture and the varied green colors of many moss types add a colorful natural addition to a manmade waterfall. Some people even pay to have moss added to their waterfalls and take great pride in growing such a wonderful highlight to their feature. If you feel that the moss adds beauty and makes a more natural looking waterfall you may wish to consider leaving it alone.

If you prefer to remove the moss you will want to physically remove as much of it as possible and then use one of the treatments discussed below. Turning the waterfall off and using a pressure washer is a great way to deep clean your rocks but you can simply lift or scrape off most moss.

Lichen is a symbiotic, simple-celled composite plant that requires both a fungus and algae to thrive. These organisms can cover the face of rocks, wood, and even soil itself. Lichens come in a variety of shapes, sizes and colors. They can survive long periods without water and have even been known to survive in the vacuum of space. Like moss, the lichen coverings on rocks surrounding waterfalls are generally sought after by the owner and left to add a touch of nature to the waterfall feature. If you decide to remove the lichen, again physical removal is usually required followed by a treatment of algacide or debris scrub described below.

Algae are the one basic celled plant that most pond and waterfall owners would just as soon do without. Most often the algae you find on waterfalls are known as string algae and if you have it you will understand the name. Long stringy fingers on this algae can grow up to 2’ in length. The algae itself will not harm the water in any way but is mostly viewed as a nuisance.

If your waterfall is attached to a pond with fish you will have a much higher chance of having a problem with algae in your waterfall. Algae grows when an abundance of nutrients are present. The nutrients combined by energy from the sun allow algae to develop and thrive. The nutrients in the water typically come from fish waste and the ammonia and Nitrates they produce. If your waterfall is not hooked to a fish pond system, then the algae has developed from decaying plant matter that has found its way into your waterfall system.

OK, I think it is algae that I have. How do I get rid of it?

To eliminate string algae growth from your waterfall that has a pond you can use a variety of different methods.

1. Physical removal is possible if you have the time and patience to do it. The use of a toilet brush or something similar will allow you to twist the string algae and wrap it up like spaghetti on a fork. A little time consuming but certainly effective.

2. Remove the algae food source and the string algae will not thrive. The addition of beneficial bacteria to your fish pond will establish a colony of beneficial bacteria. This invisible Bacillus bacteria will thrive on the same excess nutrients that algae love to consume. If the pond bacteria is consuming enough of the nutrients then the algae will not thrive.
3. Use an oxygen based debris scrub product to blast the algae off the surface of the rocks. These products abound on the market and all typically are based on a chemical called Sodium Percarbonate that is a white crystallized water-soluble combination of Sodium Carbonate and Hydrogen Peroxide. The Sodium Percarbonate is the primary ingredient in eco friendly bleaches, cleaners and teeth whitening systems.

Simply sprinkle the debris scrub material lightly over the effected area with the water turned off. Wait at least 8-12 hours before you resume the waterfall flow.

**NOTE:** If your waterfall is very large and covered with a lot of algae and attached to a pond that is very small you may need to treat half of it to start with. Once treated, wait two days before treating the other half. The debris scrub will use the power of oxygen to destroy the algae but the dead algae will go from producing oxygen to consuming oxygen as it dies. If too much algae dies at once it may be necessary to add extra aeration to the pond water with an air pump or fountain. Additionally the dead algae that ends up in your pond will become the source of nutrition for new algae to grow so be sure to add lots of beneficial bacteria to your pond in order to consume this dead matter before it can cause further problems.

4. Use a solution of concentrated barley extract. Barley has been used by farmers for hundreds of years to prevent the growth of algae in their farm ponds. This method can work for waterfalls as well. The barley changes the water as it breaks down and makes it less suitable an environment for algae to grow in. Barley extracts are easily found in just about any pond related retail store.

5. Use an EPA registered algaecide. Be very careful with any algaecides that contain copper as an ingredient if your waterfall or stream flows into a pond. The use of this type of product can kill your fish and plants. Algaecides come in
many different types of liquids and powders. Even without copper an algaecide can harm your fish by removing oxygen from the pond and if too much algae dies at once you may need to add additional filtration by air pump or fountain until a new balance is achieved. The addition of beneficial bacteria to the pond is strongly recommended to reduce the chances of further problems.

Waterfalls Without Ponds

If your waterfall does not flow into a pond then you can easily use the above methods without damage to your fish. Just read the labels on any product that you purchase as some of the EPA registered algaecides will also contain ingredients that can harm any water plants you have in the waterfall.

What does EPA registered Algaecide really mean? Do I have to have one?

A product that is registered with the Environmental Protection Agency as an algaecide has been tested extensively to prove that claim. Generally EPA registered algaecides are specific chemical compounds that act in a way to kill algae.

You will find a great many products on the market that will help you maintain your pond and waterfall that are not EPA registered. These products often do things such as consume the same nutrients that algae would use to grow and thus preventing the algae from getting a foothold in your pond or waterfall.

Why are these other products not EPA registered?

Some products for use in ponds and waterfalls are not EPA registered because they do not kill or eliminate algae as an algaecide does with chemicals. Additionally many of these products are common chemicals or naturally occurring products such as barley extract and Bacillus bacteria that many manufacturers know about and offer for sale. An EPA registration can take hundreds of thousands of dollars and up to 10 years to complete. Once the registration is in place for that product ANYONE can use that registration to offer the same kind of product without going through all the work and money. No company wants to spend a quarter million dollars on registering a bale of barley! No company wants to make that kind of effort to register a naturally occurring bacteria when all of their competitors could immediately start using the registration as well without paying a penny.

It certainly makes finding suitable NATURAL pond products frustrating, but these products are widely offered to the public and do not make any type of claim about eliminating algae.

NOTE: At the time of this article Sodium Percarbonate has received an EPA registration as an algaecide in the water treatment field under the name PAK 27 (registered Trade Mark). I expect to see this product widely offered as a debris scrub algaecide this next year.

Conclusion

Your waterfall can be an endless source of beauty and enjoyment to you and your family and friends. The work and time maintaining a backyard waterfall and stream are minimal but very important. By following the simple care tips above, you will keep your waterfall in pristine condition and ready for enjoyment at all times. Wishing you and your waterfall the very best!

About the Author

John Olson is the CEO of Graystone Industries and an avid alligator wrestler. Graystone is a distributor for over a dozen brands of quality pond supplies with warehouse and retail locations in GA and NC as well as an internet store at www.graystonecreations.com.

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

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At their summer Symposium, The International Water Garden and Water Lily Society (IWGS) inducted two new entrants into the prestigious IWGS Hall of Fame. At the Friday evening Banquet, they presented the award to a stunned Mr. Pairat Songpanich, of Nonthaburi Province, Thailand. Mr. Songpanich and his wife were in attendance and clearly were taken by complete surprise by this award.

The next Hall of Fame Award was awarded to Sir Ghillean Prance, United Kingdom. Sir Prance was presented his award at the grounds of Bennett’s Water Gardens in Weymouth, UK, with Norman Bennett making the presentation on behalf of the IWGS. This award is not given every year, so to have two in one year is quite special.

The awards presentation at the banquet was a very emotional experience for all in attendance as Larry Nau began by recounting Mr. Songpanich’s many achievements including developing last year’s top new Water Lily Variety the renowned N. “Siam Blue Hardy,” the first ever blue hardy water lily.

Mr. Pairat Songpanich was born in Thailand in 1957. He received his Bachelor of Agricultural Science from Kasetsart University located in Bangkok, Thailand in 1983. Currently he is researching the production of para rubber at the Rubber Institute of Thailand.

Mr. Pairat Songpanich’s hybrids have received numerous awards in recent years. Not only does Pairat excel in the art of growing and propagating water lilies but he is also an award winning amateur photographer!

The IWGS presented world-renowned botanist Sir Ghillean Prance with an award in recognition of his groundbreaking research on the Giant Amazon Waterlily the next day.

Sir Ghillean Tolmie Prance FRS (born 13 July 1937) is a prominent British botanist and ecologist. He was the Director of Kew Gardens for the eleven years leading up to his retirement in 1999, and still keeps an active interest in conservation issues through work as a scientific adviser to the Eden Project in Cornwall.

For more information about the great accomplishments of these two gentlemen, please see the complete article online at www.pondtrademag.com.
Most people plan their vacations, especially the travel portion of the trip. No matter your destination, a train, plane, or automobile is often a pivotal part of the trip. If I decide to go from Atlanta, Georgia to San Diego, California, I could just hop in the car and just head West considering it a new adventure. Another option is that I get on the computer and use trip planning software that tells me the routes to take, provides me with maps, and even tells me mileage and estimated costs. It can still be a great adventure, but I won’t be lost, confused, and frustrated trying to get to my destination. Additionally, I will be mentally and financially prepared for the journey ahead of me.

One of the most perplexing aspects of this industry is how poorly people plan and execute a marketing strategy. Without a plan or effective execution of that plan, you are not setting out on an adventure; you are risking the success of your business. The time to plan for next year is now, not in January. Waiting for the holidays and the New Year will mean that you will be getting a late start that could put you at a real disadvantage.

When I’m planning a trip, I make a checklist to make sure I have all my bases covered. Here is a travel oriented checklist to get you started in your marketing plan:

1. **Estimated Time of Departure**
   This is where we start. When we know we have to be on the plane at 8 a.m. we do everything in our power to make sure we don’t miss our flight. The same should apply for marketing. One of the key elements is knowing when you need to get started and staying firmly committed to that date. Often business owners place a very ambiguous starting time to their marketing, ‘we’ll work on that next month’, or, ‘we’re thinking about doing this next spring’. All too often that indefinite or vague point of commencement means that the initiative never gets launched.

2. **Estimated Time of Arrival**
   Now that you know when you are going to get started, you can start setting realistic expectations for your goals. Each endeavor needs to be well planned to be well executed.

3. **What is the Purpose of your Trip**
   Everyone has a purpose to their travel. If it is unplanned and spontaneous, the purpose is still to have an adventure. In marketing, everything you do and plan should have a clearly defined goal, which has been written out and has measurable standards. Once you establish what your goal is for each initiative, you should make sure that each element of the plan clearly achieves that purpose.

4. **Have Your Documents Ready**
   Imagine planning your big vacation to the mountains. Not just any mountains, but you are taking a journey across Canada. The problem is that when you go to cross the border, you haven’t packed your passport. It will not matter if you have a driver’s license, voter’s registration, or 20 grocery store ‘value’ cards; you don’t have that one important piece that will get you where you want to be. When you are holding an event or participating in a trade show, you also need to be able to distribute the right information that will represent your company in a way that reflects your professionalism and instills confidence in the audience you are trying to reach. Photocopies and generic industry information will not help you build your company’s image and brand.

5. **Do you have the Essentials?**
   Whether it is a 3oz. carry-on or a full bottle packed and ready to be checked, every traveler has at least one item that they cannot live without. The essentials of a marketing plan in our industry should include some basics:
   
   a. A professionally designed **LOGO** that reflects the work of the business you have created. Using clip art or taking pictures from the Internet and modifying them is not an acceptable form of logo creation and could land you in legal hot water.
   b. A professionally designed **Web site** that allows you to update the content and be easily found in Internet searches. This is the one piece of marketing that is accessible 24/7.
c. Handing over a Business Card that is on quality paper with quality print & design makes a statement that you are a serious quality business.
d. Having a professional look for yourself and employees that include Shirts/Uniforms is another way to send a positive message about the type of business you are. Remember, it is also important to keep these items looking clean and fresh/new.

6. One Star to Five Stars

Who doesn’t love the idea of staying in a five star hotel with all the luxury? We love to go online, find the deal on our favorite travel site, and experience a high quality stay at a great value and price. At the same time, getting a one-star hotel at five-star pricing is not desirable. Now, what does your marketing say about you? If you look at your Branding Initiatives, what level of quality does it reflect and does it represent you well? Does your marketing say that you are a ‘one star’ company or does it scream ‘five star’? There is nothing wrong with asking people to rate your communications. By doing so, you can find out what people really think of your company based on what they see and hear. If you do not invest wisely in your marketing (cheap), the image of your company will be just that, cheap.

7. Are you ‘On Schedule’, ‘Delayed’, or ‘Cancelled’?

It is important to constantly monitor your marketing and constantly determine where you are and where you need to be. Things may be going as planned and you may be seeing the return you expected, but that is highly unlikely. The truth is, just like traveling, sometimes we need to modify our itinerary in order for things to go more smoothly or achieve our destination. Occasionally that may mean we have to put off an initiative until it is time where it makes more sense to execute it. At other times, we may discover that an initiative is not appropriate given certain factors. It is vital to keep track of what is working and going as planned, what needs to be done at a later date and then scheduled appropriately, and why something needed to be cancelled so that the idea may be revisited at another time with a different approach, if at all.

8. Meet New People, Go New Places

A great aspect of travel is a new experience and new people or cultures to experience. It can also be a focus of your marketing. When a plan is well executed and effective, it should bring new people and experiences your way. Some of them may not be pleasant or all that you expected, but for the most part the people and projects that come your way will be worth the planning, hard work, time, and patience. Marketing is not just about print ads or tv spots, it’s networking face to face and building relationships.

9. Please turn off all Transmitting Electronics

These are words that make me cringe every time I hear them uttered by a flight attendant. Are they crazy? I NEED to be connected. By the way, so do you! There are some fundamentals that you must have to be effective as a business in this day and age.

a. Website – A good one. I mean it. It is worth the investment.
b. eNewsletters and email blasts – Effective and inexpensive when done right.
c. Upgraded phone for email and Internet – Get with the times and/or learn how to use that new Blackberry or iPhone. It is NOT just a toy or fun gadget. It can be one of the best business tools you own.
d. GPS – I also call mine ‘The Oracle’. It not only tells me where I’m going but also what time I will be there. Good information for you and those who are expecting you.

10. Rate your Experience

I actually use that part of travel sites that ask me how my stay was or how my flight went. Why not? If I had a dirty room or a bad flight attendant, maybe they will make sure my next experience is better. If they are smart, at the very least, they will look at it as constructive criticism. Best case scenario, they will institute change and offer me an opportunity to have a better experience. One that allows me to then brag to my friends about the customer service. On the other hand, if you follow me on Twitter, Facebook, etc… you know that I am always posting links to ‘my favorites’. Places and professionals that I want my friends to experience. If you are not providing a way for your customers to give you feedback and refer others to you, then you are missing the boat, plane, and train altogether.

When you are ready to get started on your marketing road map, I mean plan, here are a few suggestions

1. Begin with a defining purpose statement for your company that is no longer than 12 words.

If you can clearly define who you are and what you do, it will be easier to pass that information on to the market you want to reach. It should be your foundation for everything you do.

2. Establish a realistic budget.

A realistic plan needs a realistic budget. Do not shop on price alone. Five hundred business cards for $9.99 are very unlikely to have the same quality as ones that cost more to print on higher quality paper and printing processes. At the same time, do not think that just because you spend hundreds or thousands of dollars on one marketing piece that you are done for the year. Plan across the board for expenses that will add to, not diminish, your branding and marketing initiatives.
3. Prepare an Outline.
I love when I print out directions and there are turn by turn instructions. An outline can help you keep information organized and clearly define each phase of an initiative.

4. Publish a marketing calendar.
Have a calendar on your desk, on your computer desktop, or in your phone to remind you of dates when elements of your marketing plan need to be completed.

5. Meet with your staff and have a basis for communications.
Your marketing will be more effective if it is clearly communicated to your employees, or team. When they understand your goals and what needs to be done to accomplish them, it also makes them more accountable. I use Basecamp (http://basecamphq.com/) to keep my business on the same page as well as my clients. It is a great tool for keeping your business as a whole organized, especially for marketing initiatives. I find that the more accountable you make yourself and your staff, the more likely you are to execute a marketing plan effectively.

Travel can be a pleasure or a nightmare. So can marketing. The more prepared you are, the more likely it is that you will have a smooth trip full of great experiences and arrive at your final destination having enjoyed the journey.

Make your marketing plan a successful adventure that lands you in 2011 exactly where you want to be.

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Pam Greiner founded The Green Pen five years ago as the result of a passion for gardening and the environment. Focused on providing online, and off, marketing solutions, our active client list includes several contractors, retailers, and distributors across the country. Our advice is regularly sought by many other contractors and businesses in the Green Industry, as well as other industries. Our services have included developing a variety of marketing materials for our clients including brochures, newsletters, as well as logo design, branding initiatives, and Web design & development. Additionally, we help our clients develop cost-effective marketing and e-marketing plans.

Pam can be reached at pam@thegreenpen.com or 215-313-0183

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About the Author

Pam Greiner
Purpose
The POND Trade Marketplace is a special section of the magazine for business card ads, Budget Saver ads, and classified ads. This bargain priced section assures that any budget can be accommodated in POND Trade Magazine.

For more information about The Marketplace go to
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Our line of upper end filtration products is designed to give your customers clear, healthy water while using a minimal amount of electricity. You’ll love the profits that can be generated with our line of products.
Maybe you’re feeling down because of the financial crisis. Maybe you’re feeling overwhelmed by holiday tasks. Maybe you’re rushing around to try to get things done before you leave for vacation. Or maybe you’re just having a lousy day.

If so, you can make yourself happier – right now. In the next 30 minutes, check off as many of the following items as possible. Each one will lift your mood, as will the mere fact that you’ve tackled and achieved some concrete goals; by doing so, you boost your feelings of self-efficacy, which can boost happiness.

1. **Boost your energy.**
   
   Stand up and pace while you talk on the phone or, even better, take a brisk 10-minute walk outside. Research shows that when people move faster, their metabolism speeds up, and the activity and sunlight are good for your focus, your mood, and the retention of information. Plus, because of “emotional contagion,” if you act energetic, you’ll help the people around you feel energetic, too.

2. **Count your blessings.**
   
   Take ten minutes to think about all the things in your life that are going right, about all the things that other people do to help you, about all the things that you’re thankful for. In the tumult of everyday life, it’s very easy to focus on the negative and to lose sight of what really matters.

3. **Reach out to friends.**
   
   Make a lunch date or send an email to a friend you haven’t seen in a while. Having warm, close bonds with other people is the KEY to happiness, so take the time to stay in touch. Somewhat surprisingly, socializing boosts the moods not only of extroverts, but also of introverts.

4. **Perform an action that reflects your values.**
   
   Do you think organ donation is a good idea? **Sign up online to be one yourself;** it takes less than a minute. Worried about climate change? **Refill your water bottle from the tap instead of buying a couple of bottles throughout the day.** “The First Splendid Truth” holds that to work on happiness, we should think about feeling good, feeling bad, and feeling right, in an atmosphere of growth. Living up to your values will help you “feel right.”

5. **Rid yourself of a nagging task.**
   
   Answer a difficult email, do an errand you’ve been putting off, or call to make that dentist’s appointment. Crossing an irksome chore off your to-do list will give you a big rush of energy and relief.

6. **Create a calmer environment.**
   
   Clear some physical and mental space around yourself by sorting papers, pitching junk, cleaning a closet, answering a few emails, filing, or even just making your piles neater. A large stack of little tasks can feel overwhelming, but often just a few minutes of work can make a sizeable dent. Try to get in the habit of using the “one minute rule” — i.e., never postpone any task that can be completed in less than one minute. And always make your bed in the morning!

7. **Lay the groundwork for some future fun.**
   
   Order a book you’ve been wanting to read (not something you think you should read) or plan an excursion to a museum,
hiking trail, sporting event, gardening store, movie theater—whatever sounds like fun. Studies show that having fun on a regular basis is a pillar of happiness, and anticipation is an important part of that pleasure. Try to involve friends or family, as well; people enjoy almost all activities more when they’re with other people than when they’re alone.

8. Do a good deed.

Make an email introduction of two people who could help each other, or set up a blind date, or shoot someone a piece of useful information or gratifying praise. Do good, feel good—this really works. Also, although we often believe that we act because of the way we feel, in fact, we often feel because of the way we act. When you act in a friendly way, you’ll strengthen your feelings of friendliness for other people.


Put a smile on your face right now. Research shows that even a fake smile has a positive influence on your emotions—turns out that just going through the motion of happiness brightens your mood. And if you’re smiling, other people will perceive you as being friendlier and more approachable.

Some people worry that wanting to be happier is a selfish goal. To the contrary. Studies show that happier people are more sociable, likeable, healthy, and productive—and they’re more inclined to help other people. So in working to boost your own happiness, you’re benefiting others as well.

What other strategies have you tried to give yourself a happiness boost? 

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**About the Author**

I’m Gretchen Rubin. I started out as a lawyer. At Yale Law School, I was editor-in-chief of the Yale Law Journal and won a writing prize. I went on to clerk for Justice Sandra Day O’Connor on the U.S. Supreme Court.

I had a great experience in law, but I realized that what I really wanted to do was to write. Since making the switch, I’ve published four books. I’m currently working on The Happiness Project. It will hit the shelves in January 2010 (Harper).

Raised in Kansas City, I now live in New York City with my husband and two young daughters.

My only hobbies are reading and writing—and helping other people clean out their closets. I’m left-handed, terrible at sports, tone-deaf, a constant hair-twister, and afraid to drive. I talk to my parents and my sister all the time, and I live around the corner from my in-laws.

EMAIL ME grubin@gretchenrubin.com
FOLLOW ME ON TWITTER - gretchenrubin

I’ve also written three terrible novels that are safely locked in a desk drawer. www.happiness-project.com/
All about Nishikigoi in the form of Q and A

Nishikigoi Mondo, the long awaited book that will answer all questions that Koi lovers have about Japan’s national fish, Nishikigoi, has arrived and Living Water Solutions has it!

Not only has this book been translated into English, but it also includes extra content not available in the Japanese version. It’s all about Nishikigoi in the form of Q and A.

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A colorful, comprehensive record of Q&A based information and advice on Nishikigoi, reflecting Mr. Fujita’s 44 years as publisher and reporter of “Rinko” magazine.

Visit www.livingwatersolutions.com for details and ordering information.
Aquascape, Inc., Launches New Water Gardening Social Media Site

In an effort to unite water gardeners around the globe, Aquascape, Inc. launched a new social media water gardening site. The website, www.watergardening.com is the industry’s version of Facebook or MySpace. Geared toward consumers and professionals alike, members of the site can post photos, videos, blog entries, message board comments and more.

Consumers looking for a water garden professional will be able to view photos of projects, project specifications and even pricing, before hiring an installer. Do-it-yourselfers will be able to get advice from other water gardeners and will be able to learn where to find product in their area. Installers and retailers will be able to assist water garden customers with water gardening questions and concerns.

“We’re hoping to eliminate the confusion and ambiguity that exists around water features by showcasing beautiful and functional water features from across the country and even the world,” stated Aquascape founder and CEO, Greg Wittstock. “It is our hope that, through this site, we can create industry standards for water feature pricing and professionalism, which in turn will grow this great hobby.”

Log on to www.watergardening.com to sign up and take a tour of the newly launched social media site and share it with pond loving friends. For more information on Aquascape’s product and programs, log onto www.aquascapeinc.com.

AquaMaster Accepts Challenge!

Wisconsin Lake & Pond Resource LLC (WLPR) and AquaMaster Fountains and Aerators were recently given the challenge to conquer a new technical standard imposed by the Wisconsin Department of Natural Resources (DNR). The project was to install an aerator and provide maintenance and water quality management to a wet detention pond, located in the town of Menasha, Wisconsin.

AquaMaster designed and built the two custom units for Wisconsin Lake & Pond Resource LLC with the following required standards:

- A moisture sensing probe to detect rising water during a rain event. In addition, it detects falling water after the rain event stops.
- A digital self-resettable timer to keep the equipment off for the set time period after the pond returns to normal to allow adequate settling time for suspended particles.
- A plate mounted below the intake to assure water is drawn primarily from a horizontal plane.

"These are the first units that I am aware of, that have been approved for usage in Wisconsin," stated Senior Aquatic Manager/President of Wisconsin Lake & Pond Resource LLC, Cory Zickert. "With the help of Dave Wasmir and Jason Gangaway of AquaMaster, together we were able to complete the project according to DNR Standards."

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Water Feature Conference and Expo

The National Association of Pond Professionals (NAPP) announced that the organization will be hosting the Water Feature Conference and Expo on February 28, March 1 & 2, 2010. The event will be held at the Evergreen Conference Center at Stone Mountain, Georgia, just 30 miles northeast of Atlanta.

Tom Grandy will deliver the kick-off reception address entitled “Fifteen Things all Successful Companies Have In Common.” Grandy will also present the conference keynote address on the timely topic “Labor Pricing for a Profit.”

The event will include comprehensive educational tracks for water feature industry members including five concurrent educational sessions in each of the following tracks: Basics; Retailer; Business - Growing Your Business; and Installer Contractor – Perfecting Your Technique.

The Expo will showcase the industry’s best vendors in all aspects of the water feature business – liners, pumps, skimmers, water quality chemicals and additives, aquatic plants, fish health care, etc. Exhibit booth sales are already at a brisk pace for the February 2010 event.

There is plenty of time for networking with industry leaders at evening receptions and the first annual “Duffers Scramble” golf tournament.

For more information on exhibiting or attending, please contact NAPP at 706-258-3534.

Please send Press Releases to PR@pondtrademag.com

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**Eco-Series Waterfall Diffuser**

EasyPro is pleased to introduce the Eco-Series Waterfall Diffuser

This innovative product is a great addition to our Eco-Series line. These products are geared towards homeowners and Do-it-Yourselves making it an excellent retail line. All Eco-Series products are roto-molded for strength and durability.

This unique, patent pending waterfall diffuser spillway kit is great for building waterfalls in a variety of block walls for formal ponds and pools. It also makes an ideal starting point for streams. It is a fast and easy way to create a professional looking waterfall. The strong vertical rib design creates a nearly indestructible 23” wide diffuser that can be used in multiples for wider applications.

The Eco-Series line is an excellent choice for retailers, pond stores, Internet companies and others selling to DIY customers. The products are good quality, easy to install and made in the USA.

For more information or a free catalog call us at 800-448-3873 or visit us on the web www.EasyProPondProducts.com

**Pond & Garden Protector Kits**

Discover the Difference ...Atlantic Water Gardens is pleased to introduce our new Pond & Garden Protector Kits.

Now we can offer year round protection for both ponds and gardens.

Atlantic’s Pond Protector Kit is designed to allow for both optimum sunlight and plant ventilation while also reducing organic debris to prevent algae growth.

The easy to assemble kit features a domed design which directs debris away from ponds or gardens while allowing plants to grow tall without damage. Plus our Pond & Garden Protectors safely guard fish from heron or other predators.

Additional ground stakes keep the cover anchored securely around your pond or garden and can be easily moved when needed to conduct pond or garden maintenance.

The Pond Protector Kit is available in two sizes; a 7’ x 9’ base with a 15’ x 20’ net and a 9’ x 12’ base with a 20’ x 20’ net. All components are packaged in a reusable drawstring bag.

Allen Beech, National Sales Manager
Atlantic Water Gardens
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**Winter Prep by Biolabs**

Tropical Science Biolabs announces T.S. Pond “Winter Prep.” Winter Prep is a one-step winterizing formula for ornamental fish and garden ponds.

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For more information on Tropical Science contact Steve Wilson at 800-646-3611.
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<tr>
<td>InMotion Aquatics</td>
<td>27</td>
<td>909/920-1944</td>
<td><a href="http://www.inmotionaquatics.com">www.inmotionaquatics.com</a></td>
</tr>
<tr>
<td>Matala USA</td>
<td>41</td>
<td>949/376-3550</td>
<td><a href="http://www.MatalaUSA.com">www.MatalaUSA.com</a></td>
</tr>
<tr>
<td>Pacific Coast Distribution</td>
<td>32</td>
<td>888/291-1181</td>
<td><a href="http://www.Pacific-Coast-Distribution.com">www.Pacific-Coast-Distribution.com</a></td>
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### Equipment Manufacturers

<table>
<thead>
<tr>
<th>Company</th>
<th>Category</th>
<th>Phone</th>
<th>Website</th>
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<tbody>
<tr>
<td>Anjon Manufacturing</td>
<td>20</td>
<td>800/553-5605</td>
<td><a href="http://www.anjonponds.com">www.anjonponds.com</a></td>
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<tr>
<td>Easy Pro Pond Products</td>
<td>12</td>
<td>800/448-3873</td>
<td><a href="http://www.EasyProPondProducts.com">www.EasyProPondProducts.com</a></td>
</tr>
<tr>
<td>GC Tek</td>
<td>39</td>
<td>866/712-7007</td>
<td><a href="http://www.gctek.com">www.gctek.com</a></td>
</tr>
<tr>
<td>Living Water Solutions</td>
<td>28</td>
<td>702/845-6782</td>
<td><a href="http://www.livingwatersolutions.com">www.livingwatersolutions.com</a></td>
</tr>
</tbody>
</table>

### Food Manufactures

<table>
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<th>Company</th>
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<tr>
<td>Emperor’s Choice Koi Food</td>
<td>13</td>
<td>858/748-5370</td>
<td><a href="http://www.Pacific-Coast-Distribution.com">www.Pacific-Coast-Distribution.com</a></td>
</tr>
<tr>
<td>Hikari</td>
<td></td>
<td>800/621-5619</td>
<td><a href="http://www.hikariusa.com">www.hikariusa.com</a></td>
</tr>
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### Koi Breeders

<table>
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<th>Company</th>
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<tbody>
<tr>
<td>Kloubec Koi Farm</td>
<td>2</td>
<td>319/846-2055</td>
<td><a href="http://www.kloubeclive.com">www.kloubeclive.com</a></td>
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### Publications

<table>
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<th>Company</th>
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<tbody>
<tr>
<td>POND Trade Magazine</td>
<td>6</td>
<td>888/356-9895</td>
<td><a href="http://www.pondtrademag.com">www.pondtrademag.com</a></td>
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### Water Products

<table>
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<th>Company</th>
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<tr>
<td>Bio Safe Systems</td>
<td>38</td>
<td>860/290-8890</td>
<td><a href="http://www.biosafesystems.com">www.biosafesystems.com</a></td>
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### Medications

<table>
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<tr>
<td>Aqua Finn</td>
<td>27</td>
<td>800/955-0221</td>
<td><a href="http://www.minnfinnmax.com">www.minnfinnmax.com</a></td>
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Congratulations to this year’s winners. We want to thank you for participating. Please keep hybridizing and pushing the envelope for new and interesting material for the world to admire. We look forward to next year’s contest.

The IWGS would like to recognize Sarah P Duke Gardens and their enormous efforts for the 2009 Waterlily Competition. Duke Gardens is a public non-profit botanical garden with no admission fees that is supported by public donations. They are affiliated with Duke University and had over 300,000 visitors to their gardens in 2006.

Their staff includes experienced waterlily growers Tamara Kilbane and John Wyman. These professionals are also assisted by several interns, the rest of the staff, and several volunteers. They are all serious about making this competition a success every year.

The IWGS thanks Sarah P. Duke Botanical Gardens and their staff for making the IWGS 2009 Waterlily Competition a success.

Photos by Tamara L Kilbane

Best New Waterlily

Best Tropical Waterlily
*Nymphaea 'Tanzanite'*
hybridized by Florida Aquatic Nurseries

Best Hardy Waterlily
*Nymphaea 'Cliff Tiffany'*
hybridized by Fourth Generation Nursery

Second Best Tropical Waterlily
*Nymphaea 'Hot Pink'*
hybridized by Florida Aquatic Nurseries

Second Best Hardy Waterlily
*Nymphaea 'Cyprus Pink Star'*
hybridized by Andreas Protopapas

To learn more about the IWGS (International Waterlily & Water Gardening Society) see their website www.iwgs.org
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