Test Kits and Water Testing

POND Sources – Water Treatments
Algae – Causes and Cures
Improve Your Business in Less Than 20 Hours
Asagi & Shusui - the Blue Koi
Getting the Most Out of Your Pump
High Quality POND SUPPLIES at the Most Competitive Prices Guaranteed!

Alpine Corporation manufactures quality pond products with...

- Complete with blue and white uniform Retail Packaging
- 3 ft and 4 ft planograms available
- High quality signages available
- Pumps ranging from 65GPH up to 10,3000GPH
- New 24 watt self cleaning filter
- Brighten up a landscape, garden, pond or fountain with LED or Halogen Lights
- and more....

Corporate Office:
1-877-710-0162
Email: alpinecorp2@aol.com
Web: www.alpine4u.com

Request info at www.pondtrademag.com/infocard/ # 504
8 **Koi Farm Security**
*Vicki Vaughan, Flat Rock Koi Farm*

See how Great Pyrenees dogs handle koi farm security. These huge dogs may look cute, but they are very effective against predators like snakes, birds, raccoons and humans. Long time animal specialist & Koi Farm owner shares her love for this breed.

10 **Getting the Most Out of Your Pumps – is Maximizing Flow Worth the Trouble?**
*Demi Fortuna, August Moon Designs*

Does pipe size make a difference in Pump performance? Yes, learn from 25-year water feature expert. Easy to follow Flow Rate diagrams. See how you may be undersizing the pipe/tubing sizes in your installations. Help your clients by providing well-optimized pond systems that get the most out of every pump.

16 **Language of Koi – Asagi and Shusui (the Blue Koi)**
*Ellen Kloubec, Kloubec Koi Farm*

Have you had a customer say, I wonder if they come in blue? Well, the varieties Asagi and Shusui both have blue on their bodies. They are unique, one with a beautiful netting pattern and one with "armor" scales down its back. Start here to learn how to recognize their qualities and how to sell them.

20 **Aokiya Koi Farm**
*(Excerpt from the book KOISHI)*
*Mamoru Kodama, Kodama Koi Farm*

An in-depth interview with the creator of the koi variety Kikokuryu, Mr. Haruo Aoki. Learn how his childhood koi experience inspired him, and about the creation of a new koi variety. This is a sample chapter from the new book KOISHI.

24 **COVER – Pond Water Test Kits – Selection and Proper Use**
*John Olson, Graystone Industries*

Great review of a variety of pond water parameters that you and your customers should know. Learn what you should be testing for and what it means. Covers what test kits are available and how they work. Did you know text kits expire? Invaluable information to help you and/or customers maintain their ponds.

29 **Improve Your Business in Less Then 20 Hours**
*Pam Greiner, The Green Pen*

No matter the size of your company, these tips will help you improve your business. Marketing expert, Pam Greiner, will show...
you how an hour here, an hour there can make a big difference. Take a look at seven different areas, that if you spend just a small amount of time on – will increase your sales and much more.

**POND Sources — Water Treatments**

32 **Algae – Causes and Cures**  
Gary Jones, Mars Fishcare North America

Algae is one of the most often heard problems customers face with their ponds. Learn what can cause algae and some suggestions on how to clear up the problem. The key to algae control is understanding the root of the cause specific to that pond. If you understand the cause then you can recommend the products to meet the need.

36 **POND Sources Directory: Water Treatments Manufacturers and Distributors**

Looking for Water Treatments? Here is a list of leading manufacturers and distributors to get you started.

38 **The Short but Powerful Guide to Finding Your Passion**  
Leo Babauta, zenhabits.net

Many pond builders and retail koi store owners are in the business because they truly enjoy it. But if you don’t enjoy what you are doing, or maybe would like to figure out what you would like to do, this is a must read for you. Ten steps to finding your passion. Chose a job you love, and you will never have to work a day in your life. (Confucius)

40 **Top 10 YouTube Tips for Small Businesses**  
Amy-Mae Elliott, mashable.com

Video can be a very powerful tool for businesses of any size, but YouTube ’s free-to-use model, ease of use and mass market audience means it’s a great channel for small businesses. Like any tool, in order to get the most of it, it needs to be used well. Here are the dos and don’ts of using YouTube from a behind-the-scenes perspective.
To All Our Friends in the Pond Industry

Here’s a toast to 2011. May we all enjoy growth and prosperity in the New Year.

Cheers and Best Wishes

Tom and Cindy Graham
POND Trade Magazine

Please say, "I saw your ad in POND Trade Magazine."

Moving - Let Us Know

If you are moving or going to move, please update your address with us.

There should be a subscription number printed on the address section of the front cover. The format will look something like this, CZN0000012345. It is CZN followed by 10 digits. You can email your changes to addresschange@pondtrademag.com.

Please include the CZN number and your OLD Zip-code, as well as the new address in your email. Please also include the zip + 4 if you know it.
What are you going to do in 2011 to improve your business?

If you don’t have plans to make improvements yet, it is time to get on it right now. Do you have video on your website? If a picture is worth a thousand words, video is just as big an improvement, and now it’s within your reach. Whether you create videos to post on YouTube, and link them to your site, or embed video right into your pages, the right video will capture attention, and multiply your site’s effectiveness and impact.

With video cameras being so affordable now, this may be the time to take the leap. If you are not technically inclined, video production companies abound in most towns and cities. Many of today’s digital cameras are capable of taking video that can be used on the web.

I always suggest starting out any new project by looking at what others are doing first, to get a sense of the standards, opportunities, and competition. Searching out sites in our industry is a good way to start, particularly your direct competitors. Then search YouTube with pond terms, and sit back and be amazed.

If you are like me you may feel overwhelmed at first, but remember. In this business, you can do anything you see anybody else doing, with far less effort and expense than you may think. The web is still the Wild West, and opportunities abound.

To learn more about getting started in web video, search Google for instructional sites. There are plenty, and many are quite helpful.

Whatever you decide to do, just remember, to achieve anything of value, one must take the first step.

What are you going to do in 2011?

Note – For some great tips on utilizing your videos on YouTube see the article starting on page 40 called - Top 10 YouTube Tips for Small Businesses.
by Vicki Vaughan
Flat Rock Koi Farm

Flat Rock Koi Farm is a commercial koi hatchery. We have many different “mud” ponds on the property, some of which are used for growing fry or baby fish for sale. Others are used to hold brood stock fish until they are ready to breed. We also have grow-out ponds for imported fish as well as customers who elect to leave their fish in order for them to grow quickly and improve skin quality and color. All our ponds have one thing in common—predators whether they be winged, slither, swim, – four or two legged.

We employ many means of controlling predation on our farm. We fence, net, string lines, shoot— you name it. It is a constant battle. One of our most effective means of predator control is our five Great Pyrenees dogs—Sadie, Snooblely, Spicious, Chumley and Ludacris. They are radio collared using the invisible fence device. They are free to roam the property and tend to station themselves on the highest point to stand guard. They watch for birds, turtles, raccoons, coyotes, snakes, otters, geese, and any unauthorized human. Their guarding instinct is deeply instilled in them. They will attach themselves to small children and handicapped people that visit the farm and protect them.

Visitors are initially greeted with a very loud warning that this is their territory. Few people step out of the car until we get there. After they are introduced they become one of the pack and get snuzzled profusely. The breed standard says they are “one person dogs.” It is our experience that the one person that has food is “that” person.

The dogs are quite large and very capable of deterring larger predators such as packs of coyotes and wild dogs, but they are very gentle with our six cats and various other animals we have on the farm. One is always watching the farm while the others generally stay with us where we are working. One bark from the alpha female and they all charge to the offense.

We have a Japanese maple and bonsai nursery also and the dogs keep the deer at bay there as well.

One of the less desirable aspects of koi farming is the necessity of culling. It is impossible to keep every fish we spawn due...
to undesirable color or conformation. The Pyrenees have a role in the culling process— they eat the culls—recycling so to say. Culls go into a blue show bowl where they are summarily dispatched. Nothing goes to waste on our farm.

Our dogs are working animals and certainly earn their keep. The females tend to do most of the actual guarding with the males being for backup should they be needed. Very similar to a pack of lions. They also make wonderful pets although they can be a little stubborn.

The summers in Georgia can be hard on them so they tend to stay in the ponds quite a bit. Most people that visit the farm want one when they leave—especially when we have puppies. One word of caution if you decide to acquire a Pyrenees get one from a reputable breeder—they can have very serious health issues such as hip dysplasia. Also ask to see the parents and check their temperament. And remember—they get BIG and grow very fast. If you have questions about the breed please contact me at vicki@flatrockkoi.com

The Great Pyrenees is a capable and imposing guardian, devoted to its family, and somewhat wary of strangers - human or canine. The breed is often used to guard livestock. When not provoked, it is calm, well-mannered, and somewhat serious, courageous, very loyal and obedient. It is gentle and affectionate with those they love, devoted to family even if self-sacrifice is required. It is very gentle with their family and children. It does best with children when it is raised with them from puppyhood, and, if they are not being used as working flock guards, be sure to socialize them well with people, places and noises. It has an independent nature, and may try to dominant an owner who treats the dog as if it is human, becoming stubborn or territorial. Owners need to be firm, but calm, confident and consistent with the dog. Set the rules the dog must follow and stick to them. A serious worker, but very independent. Be patient when training the Great Pyrenees, as it may be slightly difficult. If left alone inside the home without the proper amount of exercise and/or leadership they can become destructive. The Great Pyrenees is good with non-canine animals, and usually loves cats. These dogs do not reach maturity until they are about two years old. Some are not good off the leash and may wander away. (from the breed standard)

About the Author

Flat Rock Koi, LLC is located in Watkinsville, GA. The farm produces domestic koi and brings in several shipments every year of high quality Japanese fish. They raise water plants as well as Japanese maples. In addition, there is a bonsai nursery with everything from finished bonsai, pre bonsai, pots and custom soil blends.

Vicki Vaughan
706-769-8951
www.flatrockkoi.com
Most people believe the major cost of their water feature is the initial installation, but with features in the range of 1,500 gallons and up, chances are that the operating costs of the pump will exceed construction costs over the life of the feature. Hard to believe? Consider a 10’ x 16’ pond about 2’ deep. The pond’s volume should be recirculated at least once per hour, around 2,400 GPH, but these days most of my clients want to see about double that flow, so let’s figure the actual flow of 4,800 GPH over the life of the feature.

A typical direct-drive, solids-handling pump might be rated at 1,200 Watts, so the only other information needed is the average cost per kilowatt per hour from the electric bill. Let’s assume it’s $0.10/kW/hr; that is, 10¢ per thousand Watts per hour:

Hourly Cost to Run = Pump Wattage x $/kW/hour
1,200 Watts x .10/1,000Watts/hr = $0.12/hr, or 12¢ per hour to run.

From there the rest is easy. The cost per month is the hourly cost times 24 hours times x 30 days = 720 hr/mo; so

Monthly Cost to Run = Pump Wattage x $/kW/hour x 720 hr/mo

The cost per month is therefore 12¢ times 720, or $86.40 per month to run the pump continuously. See where this is going? Add in a new replacement pump at a modest $500 every 5 years and that’s almost $11,000 over the 15-year life of the feature, just in pumping costs. At that rate, it’s easy to see the importance of the twin challenges of proper pump selection. First, you’ll want to choose the pump that’s the least costly to run and still does the job. We’ll talk about address this in Choosing the Right Pump next issue. Today I’m going to talk about getting the most out of whatever pump you’ve got, because what most people overlook is the right plumbing to get the most GPH possible.

**Why pay the dough and not get the flow?**

Can you imagine paying close to $100 per month and getting only half the flow the pump is capable of? It happens every day, everywhere. Before I actually measured what was going on, I always thought that the outlet size of the pump was a good indicator of what tubing size to use. I’d see the 1.5” or 2” outlet and set up the tubing or piping accordingly. Totally coincidentally, I was often unhappy with the output of the pump, and returned a lot of “bad” pumps. Turns out it wasn’t the pumps that were bad, it was my understanding of the plumbing required to deliver full flow. The loss of GPH that I was complaining about was ALWAYS a result of friction in my plumbing system. Enter Deb Spencer of Water’s Edge, in the nick of time. In her marvelous ‘Pump It Up!’ lectures Deb has been teaching water feature contractors like me how to use Friction Loss Charts to calculate actual flows through any size pipe for years. The idea is simple: use the right size pipe to minimize friction losses, and you’ll get all the flow you’re paying for. Don’t, and you’ll have to upsize pumps and operating costs, sometimes burning out pumps prematurely to boot.

**Guidelines to Minimize Friction Loss**

Using the charts, I came up with these simple guidelines. (See Figure 1) As you can see, some of these numbers look a little off. Everybody knows you can push a lot more than 1950 GPH through 1½” pipe, right? Absolutely. The key is, pumps have to work much harder to push through smaller pipe, and you lose flow to friction. If you want to maximize the flow of just lifting water from one level to the next while minimizing stress on pumps and plumbing, these limits, corresponding to 5 feet per second of water velocity, are what every pipe and irrigation manufacturer recommends.

**Seeing is Believing…**

Predictably, shoving another set of “Guidelines” under people’s noses and demanding that they follow them ‘for their own good’ wasn’t very successful, so I set up this simple rig to visually demonstrate what is going on. It’s just 4 equal lengths of 1¼”, 1½”, 2” and 3” corrugated tubing sequentially attached
Tubing Flow Rates

The fluid flow velocities in water systems should not exceed certain limits to avoid noise and damage to pipes and fittings. The Plastic Pipe and Fittings Association (PPFA) recommends a maximum flow-rate velocity of 5 to 8 feet per second (fps) through Schedule 40 PVC pipe, with the highest efficiencies and lowest risk of damage at about 5 fps max for larger pipe sizes. Besides possible pipe failure, higher flows create huge resistance to water flow, necessitating higher power requirements and higher operating costs. The table below should be used as

A Guideline to Maximize Pumping Efficiency:

<table>
<thead>
<tr>
<th>Inside Diameter of Pipe or Tubing</th>
<th>Max Flow (GPH)</th>
<th>Max Flow (GPM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>½”</td>
<td>240</td>
<td>4</td>
</tr>
<tr>
<td>¾”</td>
<td>480</td>
<td>8</td>
</tr>
<tr>
<td>1”</td>
<td>750</td>
<td>12.5</td>
</tr>
<tr>
<td>1.25”</td>
<td>1350</td>
<td>22.5</td>
</tr>
<tr>
<td>1.5”</td>
<td>1950</td>
<td>32.5</td>
</tr>
<tr>
<td>2”</td>
<td>3150</td>
<td>52.5</td>
</tr>
<tr>
<td>3”</td>
<td>9000</td>
<td>120</td>
</tr>
<tr>
<td>4”</td>
<td>12,000</td>
<td>200</td>
</tr>
</tbody>
</table>

Figure 1

Figure 1

Figure 1

Figure 1

to the same pump and used to fill a bucket. Using a pump that can (optimally) deliver 6,600 GPH at 1’ of head, 1¼” tubing fills a ten gallon bucket in about 30 seconds. Switching to 1½” cuts the time IN HALF, to about 15 seconds, and through 2” pipe it fills in a little over 8 seconds! Most folks don’t want to bother, but switching up to the recommended 3” pipe increases flow by a further 25%, filling the bucket in 6 seconds flat!
But don’t take my word for it – try it yourselves! (But use a big bucket – all that flow into a 5 gallon pail splashes like a Shamu show!)

For those of you who have to know why, I offer these graphic explanations. (For the rest of you, skip it, there’s no quiz this week.) Remember the formulas above from Geometry? (I didn’t either.) The dramatic results of the Bucket Test show the relationship between the inner circumference of the pipe, where friction happens, and the pipe’s area, which determines the flow it can handle. Take a look at this diagram. (Figure 2) Friction at the inner surface of the pipe is represented by arrows. With water flowing at the same speed in each pipe, the friction generated should be in direct proportion to the circumference. Looking at the proportions, when the small circle has a radius of 1, the circumference is \(2\pi\). The large circle will have a circumference twice as large at \(4\pi\), so we would expect about double the friction in the larger circle. However, the total flow a pipe can handle is proportional to the area of the pipe, which grows exponentially, while tubing size and circumference increase only arithmetically. With \(r = 1\), the area of the small circle is \(\pi\); the larger is \(4\pi\). With four times the area we can expect quadruple the flow through the larger pipe with only double the friction.

The proportion of circumference to area changes radically as the pipe diameter goes from small to large. In 1” tubing the radius of \(\frac{1}{2}\)” gives a circumference four times greater than the area \((C = \pi, A = \frac{1}{4}\pi)\), so friction is exaggerated and flow minimized. As tubing size increases the area increases exponentially, so the larger the pipe, the proportionately smaller the friction losses. 2” pipe has a circumference only double the...
Flow Rate Graphic

When \( r = \frac{1}{4} \):
- \( C = \frac{1}{2}\pi \)
- \( A = \frac{1}{16}\pi \)

When \( r = \frac{1}{2} \):
- \( C = \pi \)
- \( A = \frac{1}{4}\pi \)

When \( r = 1 \):
- \( C = 2\pi \)
- \( A = \pi \)

When \( r = 1.5 \):
- \( C = 3\pi \)
- \( A = 2.25\pi \)

When \( r = 2 \):
- \( C = 4\pi \)
- \( A = 4\pi \)

When \( r = 3 \):
- \( C = 6\pi \)
- \( A = 9\pi \)

When \( r = 4 \):
- \( C = 8\pi \)
- \( A = 16\pi \)

When \( r = 5 \):
- \( C = 10\pi \)
- \( A = 25\pi \)

\( \frac{1}{2}" \) pipe has eight times more circumference than area, TONS of friction, MINIMAL flow;

\( 1" \) pipe has four times more circumference than area, LOTS of friction, LOW flow;

\( 2" \) pipe has twice as much circumference as area, so some friction, good flow;

\( 3" \) pipe has one and a quarter more circumference than area, little friction, high flow;

\( 4" \) pipe has the same circumference as area, so friction is minimal, GREAT flow;

\( 6" \) pipe has 50% more area than circumference, 8" 100% more, 10" 250% more, etc.

area \( (C = 2\pi, A = \pi) \). 4" pipe has circumference and area equal at \( 4\pi \), and larger diameter pipe has greater area than circumference, maximizing volume and minimizing friction losses. This is why small pipes are so prone to friction losses, and why larger pipe increases so much in carrying capacity as friction drops.

Next issue we’ll talk about Choosing the Perfect Pump, from the types of pumps to choose from, to what size to use, to how to cut electric costs in half. See you then!

About the Author

Demi Fortuna has been building ponds on Long Island for the last 25 years, with an emphasis on safe, low maintenance water features of 100,000 gallons and up. Travel across the US, Canada, China, Italy, France and Mexico has helped him to develop ponds that maximize safety, efficiency and profits while minimizing maintenance, predation and algae. A strong proponent of bottom drains and pressurized filtration, Demi has toured since 2006 lecturing to audiences across the US and Canada on construction techniques, conservation of resources and pond safety.

August Moon Designs
25 North Road
Stony Brook NY 11790-1009
631-827-7353 cell • 631-689-9637 office
www.pondman.com
Your one stop solution for clear, healthy water and Great Profits

Grand Champion Technologies
GC Tek
302 S. Sandy Lane
Chandler, Okla. 74834
866-712-7007 405-258-5551 Fax 866-728-0678
www.gctek.com info@gctek.com

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.

Request info at www.pondtrademag.com/infocard/ ▲ # 546 ▼ # 573

Tanks
and more.
• Conical Bottom Tanks • Semi-Square Tanks • Cylindrical Tanks • Lab Tanks
From... ...to
and nearly every size in between.
Polytank makes tanks in all shapes and sizes to fit your needs. Stands and drain kits available.

1-800-328-POLY or www.polydome.com
Great Off-Season Sale Item!!!

Arctic Blend prevents poor winter water conditions, losses and stresses that can cause spring onset of pathogenic outbreaks.

Just one easy treatment every other week and your pond and fish will be in perfect condition in the spring!

- Removes deadly Ionized Ammonia and Toxic Un-ionized Ammonia
- Removes toxic nitrites and nitrates
- Works in very cold water (35-50 degrees F)
- Reduces and digests bottom sludge build-up all winter
- Helps maintain a healthy immune system
- Arctic Blend will not deplete the oxygen level in your water
- Reduces spring clean up
- 100% NATURAL, NO CHEMICALS, safe for pets and wildlife

There’s More!

Some of the microbes that make up “Arctic Blend” are harvested from the frigid waters of the Antarctic and the Arctic. These unique microbes make their own natural anti-freeze and thus perform at their peak in water temperatures between 35 and 40 degrees F.

ARCTIC BLEND is the ONLY pond product on the market that can remove ammonia, nitrites, nitrates, phosphorus and digest sludge in winter conditions with water temperatures less than 39°F.

32 oz. (quart) treats up to 5,000 gallons for FIVE months
1 gallon treats up to 20,000 gallons for FIVE months

"Over the last few years I would always lose one or two Koi as I over-wintered them. The water was dirty looking and spring clean-up was a chore to say the least. After using Arctic Blend for the first time, I have lost no fish and they look very healthy. The water is crystal clear and I will use this product every winter from now on. I would highly recommend it to anyone who has a pond in cold climate and wants the best for their koi during that period”.

Dave H., Rochester, NY

"Rick, I opened my pond after a bad winter in NJ which has resulted in many people losing some prime Koi. All my Koi are alive and well the pond is crystal clear. I have some 19 Koi in a 2500 gallon pond so clearly I have little margin for error. I am sure that ARCTIC BLEND is the major factor in keeping my fish alive and well. For the first time in three years I didn’t have problems with my Koi after the winter ‘stress’. Thanks again.”

Harvey Hammer, NJ

To become an Aqua Meds Dealer please contact
Aqua Meds®
www.aquameds.com
1-888-864-6919 toll free  rick@aquameds.com

Request info at www.pondtrademag.com/infocard/  ▲  # 510
Are your customers requesting blue Koi?

Are you asking yourself, "Do they make a fish that’s blue?"

Asagi (ah-saw-gee ) or Shusui (shoo-se-ee ) are blue koi and your answer to fulfilling the customer’s desire for blue koi.

Features of Asagi

Asagi are one of the original types of koi developed from the ancestral Magoi approximately 200 years ago. They are fairly plain koi when compared to other varieties. They are simple non-metallic, fully scaled koi, mostly blue in color with hi (red) accents. Asagi lack the spectacular patterns and vibrant colors of fish in the other koi classifications. Due to the lack of pattern Asagi are sometimes considered dull, or not beautiful. But rest assured, a top-notch Asagi demands your attention.
**Head:** The head should be a uniform color, ranging from white to slight blue. A good Asagi should have no gray shadows, black smudges, or spots on the head. A clean and clear white head is often what separates a Champion Asagi from the rest.

**Body:** The Asagi scalation should be impeccable. Five to six rows of even blue scales is ideal. These scales should have blue centers with a very light blue-to-white rim which makes a net-like pattern over the entire body. This net-like pattern is commonly referred to as reticulation. Having a clearly defined contrast between the two colors is what to look for. Watch for even coloration of scales and complete reticulation throughout.

**Hi Accents:** Hi on Asagi generally appears more orange than red, but the redder the better. The hi should also be free of dark spots and should be symmetrical at each position. The hi on Asagi should be visible in three locations; the cheeks, along the sides of the body and the fin joints. Hi on the cheeks may reach up and around the eyes but should not go higher on the head. Hi on the sides of the koi should extend from the lateral line downward and may connect with the hi on the cheeks or jaws. Asagi should still retain a white abdomen. A good Asagi will have hi in the fin joints, and is most desired in the pectoral joints (moto-aka).

*What to Look For in Asagi*

Same Asagi as a *tosai* and then as a two year old.
(Photos provided by Kodama Koi Farm)
Selling Asagi

When selling Asagi, there are key features that set them apart from most other koi. The most prominent is the detail of the scolation. Asagi scales benefit from close examination.

When showing a customer an Asagi, bowl the koi, then gently gather the koi in your hands, holding gently but securely, and bring it to the front edge of the bowl where you can control it comfortably. Hold the koi and gently bring it to the surface bringing the back up out of the water. In this position you can point out the blue color and the lighter edging present on the edges of each scale clearly. Comment on the degree of uniformity of the markings on the scales. The more even the scolation the better. You may want to compare the scolation between two Asagi, to detect and draw out your customer’s preferences, and build a desire for a particular favorite.

If you see all of these attributes, white head, consistent blue color, distinct reticulation, symmetrical hi, as well as great conformation, then you are looking at an outstanding Asagi!

Features of Shusui

Shusui are non-metallic blue colored koi with hi accents much like Asagi. Shusui were developed in the early 1900’s by breeding Asagi with Doitsu-goi, German scaled carp. They are the Doitsu version of Asagi although the two look completely different. Shusui have scales only down the middle of their back and along the lateral line rather than being covered completely with scales. The lack of scales reveals light blue skin on their back and is the reason they are sometimes referred to as ‘blue-backs.’

What to Look For in Shusui

Head: As in Asagi, the head of Shusui should be a clean and clear uniform color ranging from white to slight blue and free of discoloration or dark spots. Shusui may occasionally exhibit hi pattern on the head or face.

Body: Shusui are not fully scaled. They have large scales on the dorsal line from the base of the head to the tail, and also along the lateral line. The scales should be very neatly aligned and deep blue-to-gray in color. Occasionally you can find clumps of scales at the base of the head. The contrast between the dark scales and light colored skin is very attractive and dramatic. Symmetry is key when evaluating doitsu scales. Try to find Shusui without missing scales, or bare spots, in their row of doitsu scales.

Hi Accents: The hi of Shusui is generally redder than the hi on Asagi, but placement is similar. It should be present on the cheeks, sides and the fin joints. The cheeks or jaws should display hi and
it may extend onto the head. An interesting pattern is preferred when hi appears on the head. Hi placed above the lateral line on the back is perfectly acceptable, actually expected. Most importantly hi should be apparent on the pectoral fins. Tight hi markings at the fin joint are preferred over hi stripes. Many times you can also see hi in the tail and dorsal joints on Shusui.

Overall you have two options when it comes to finding blue koi for your customers, Asagi or Shusui. 

About the Author

Ellen Kloubec, co-owner Kloubec Koi Farm in Amana, Iowa.

Ellen and her husband, Myron, began their aquaculture business in 1981, and their farm consists of 80-acres of mud-ponds. Together with their son, Nick, they raise and supply healthy & hardy koi to wholesale customers throughout the USA and Canada. Ellen loves all things koi. She enjoys Koi Shows & Watergarden Tradeshow shows where she has built lasting friendships. Many hobbyists and celebrities have relied on Ellen when looking for the perfect koi. Ellen hand-selected the Kloubec breeder fish while in Japan. The koi spawning season is her favorite time of year when the breeders are indoors in the hatchery. “Experimenting with different pairings is a passion. It’s so rewarding to harvest beautiful little koi and see your vision come to life.” Additionally, Ellen enjoys being with her family and their dogs, you’ll even find pictures of them on the Kloubec website!

www.kloubeckoi.com

Ellen can be reached at ellen@kloubeckoi.com or 319/846-2077

Stainless Steel Construction
Self Draining: No need to winterize
Color Changing: 7 Colors
Remote Controlled Lighting
Complete kits available
Manufactured in the USA

Just one of our many Quality Pond Products for any Landscape or Pond Project.
I visited Mr. Haruo Aoki, Aokiya Koi Farm, today who came into the limelight of the Nishikigoi world because he created varieties that had not existed before in the Nishikigoi industry, such as Kikokuryu and Beni Kikokuryu.

Kodama: What of koi obsessed you in the first place, Mr. Aoki?
Aoki: I was born in Iketani of Yamakoshi Village, the birthplace of Nishikigoi. Because there were many koi breeders around since my childhood, I was used to Nishikigoi naturally. There was nothing like TV or radio in my childhood. All we could do for fun was to catch fish in a stream or raise koi in the rice fields. When I was in elementary school, I picked edible wild plants like brackens or osmandas to sell. I also peeled off skins of mulberries to sell. That is how I made pocket money. I liked koi and so I tried hard to buy them. And, with my pocket money, I bought 100 fry for 50 Yen (50¢ US). One year, 100 koi that I bought for 50 Yen (50¢ US) became 1,000 Yen ($11 US) in the autumn. It was big money to a child like me. I was very happy. Such experiences gave me a chance to devote to koi.

Kodama: What was the variety of the koi?
Aoki: It was Taisho Sanshoku. I, as a child, did not understand the value, but they seemed to have become really nice ones. When the adult paid me 1,000 Yen ($11 US), I was really surprised.

Kodama: Did you continue to grow koi thereafter?
Aoki: I wanted to breed koi when I grew up. But I got a job in a restaurant in Osaka and studied cooking. After finishing the training in Osaka in 1970, I opened a barbecue restaurant in Katagai where I still am. I could not resist breeding koi with my childhood memory, so I started koi breeding right after in 1972.

Kodama: It has been more than 30 years since 1972! You did it for quite a long time.
Aoki: It is definitely a hobby because I breed koi while running the restaurant. But still I have been breeding koi for more than 30 years.

Kodama: What kind of policy do you have when it comes to koi breeding?
Aoki: I thought that I should breed varieties that nobody does. So that is what I have always been doing. About 15 years ago, I thought that exporting would be a big thing and expected that popular varieties abroad would be Doitsu and Hikarimono. And so, I paid attention to "Kikusui" in Hikarimono and tried to create a new variety with it.

Kodama: I see. 80% of koi produced in Niigata go abroad now. As you exactly foresaw, the demand from foreign countries increased.

And Hikarimono is popular abroad. Especially, your Kikusui and Kikokuryu are highly demanded. In this sense, you were absolutely right, weren't you?
Aoki: Recently, koi hobbyists in foreign countries improved their eye for koi and have come to buy real nice ones. I think we must make more efforts to improve the quality of koi and we must create new varieties, too.

Kodama: "Kikokuryu" that you created made a sensation in the Nishikigoi world. Please tell us about the creation process of Kikokuryu.
Beni Kikokuryu

Kikusui and Kumonryu
Aoki ya Koi Farm

Aoki: It was 1993. 10 years ago, I crossbred a male Kumororu with a female Kikusui. At the time, "Kikokuryu" appeared. When the Kikokuryu became three years old, it won "Best-in-Variety" at the All Japan Combined Young Nishikigoi Show.

Kodama: The Kikokuryu at that time was beautiful because the sumi pattern was described on a shiny platinum body, it is not an exaggeration to say it was an innovative new variety. There was no koi that had sumi on platinum. Your contribution was truly great. Also, "Beni Kikokuryu," another one of your creations, is famous. How did you create it?

Aoki: It is also from a Kumonryu. Kikokuryu simply has sumi on platinum. But by crossing a Kikusui with a Kumonryu, "the red of the Kikusui" came out. Koi without red became Kikokuryu whereas koi with red became Beni Kikokuryu.

Kodama: Interesting. "Kin Kikokuryu" was created by Mr. Seiki Igarashi in Ozumori. Please explain the difference from that koi.

Aoki: Kin Kikokuryu of Mr. Igarashi has gold. My Beni Kikokuryu has "cinnabar red." It is a difference of gold and cinnabar red.

Kodama: I see. Because Mr. Igarashi crossed a Kumonryu with a Kin Showa Sanshoku to create Kin Kikokuryu, it has a golden color. You crossed a Kumonryu with a Kikusui for Beni Kikokuryu; it has red.

Aoki: Exactly. Therefore, my Beni Kikokuryu is characterized with a deep red hi.

Kodama: Speaking of characteristics, Beni Kikokuryu continuously changes sumi, doesn’t it?

Aoki: Yes. The hi pattern of Beni Kikokuryu does not change, but the sumi does depending on the environment. It is a fun part of Beni Kikokuryu that the sumi changes like the Kumonryu.

Here in picture A is the Beni Kikokuryu when it won Best-in-Size at a koi show in England. Picture B shows the same koi when it left Japan. More sumi appeared after it arrived in England.

Kodama: Mmmm. It changed very wonderfully. The change of sumi is a charm of Beni Kikokuryu. Now, please tell us how you breed Kikokuryu.

Aoki: When I breed Kikokuryu, because its parent is Kumonryu, we cull only black fry from the beginning to the end. After they hatch, we first pick only the black fry. And while keeping them for about one month, they grow about 3cm (1”) long. Again, we cull only black fry. At this culling, we throw away gray ones and sort only lacquer black ones. And, at the third culling, hi comes out little by little. But we still put "sumi quality" as a top priority in culling.

Kodama: Does platinum color appear at tosa?

Aoki: At the first and second culling, platinum color does not appear. At around the third time, it starts glittering. But still, we sort them only by sumi quality. The sorting work holds no enjoyment as in Kohaku and Taisho Sanshoku at all. It is nothing but repetition, tedious sorting work.

Kodama: I see. Beautiful Nishikigoi do not appear until you repeat three cullings patiently, which is not fun or pleasant. Around when does the sheen start appearing?

Aoki: Well, at the third sorting when they are about 6 to 7cm (2” to 3”), the sheen can be recognized little by little.
little. The sheen gets stronger as the koi grows.

**Kodama**: How many do you breed?

**Aoki**: I had three pair laying eggs. I selected about 30,000 out of 300,000 fry. And, I selected 3,000 *tosai* out of the 30,000 by autumn. I exported them around March to April.

**Kodama**: Thank you for your time today.

---

KOISHI is available on Amazon.com
Learn about Japanese Koi Breeding, Farms and the Breeders. Wholesale pricing is available.
Call 888-356-9895.
Also available at www.gardensidepubs.com

---

**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.

His approach to the beauty of Koi inspires and enlightens many Koi hobby-ists and dealers around the world.

His 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.

Note – The author is offering a class where he teaches the technique of managing the koi he has for sale – Kodama Koi Academy. Why don’t you join us to study about dealing and managing koi.

**Kodama Koi Farm (USA)**

808-354-7031

www.kodamakoifarm.com
What tests should be regularly performed on a backyard pond or water garden?

Over a dozen different tests are routinely done in the water garden industry in order to ensure the best possible water quality. With tests measuring everything from Alkalinity to Salinity it can be a bit overwhelming to know which tests are needed most.

Fortunately, most water quality experts agree on a handful of tests that every industry professional and pond owner should perform.

**AMMONIA** – Ammonia is formed when fish waste and other organic debris (leaves, grass, dead fish, or frogs, etc) begin to decompose. This decomposition releases toxic Ammonia into the pond water. A test reading of Zero Ammonia is best but not always possible.

**NITRITE** – Nitrifying bacteria work on the Ammonia and break it down to Nitrite. Nitrite is also highly toxic to your pond fish and the ideal reading should again be Zero.
NITRATE – Eventually Nitrite is broken down further into Nitrate which is less toxic to your pond fish although still bad enough in higher concentrations. Ideal reading would be zero. NOTE: Many industry experts suggest testing for both Nitrite and Nitrate in your pond but others believe testing for Nitrite is sufficient.

Norm Meck, former president and 20-year member of the San Diego Koi club, feels that testing for Nitrite is vital due to its high toxicity and danger to the fish. Nitrate, Norm indicates, is far less toxic to pond fish and is also reduced when the pond is treated for Nitrite.

pH – Testing the pH of your pond is critical according to many experts. The ideal pH reading in your pond is debatable by many but is often considered to be 7.0 – 7.5 although pH will vary throughout the day.

According to Freddie Combas, owner of Florida Water Gardens and veteran pond builder, pH will be lowest in the morning and highest in the evening. Someone who tests their pond early morning for pH and again in the evening may see a huge variance in readings. It is important to find an average reading and not be alarmed by a wide swing in the readings during the day.

KH – Carbonate Hardness = Total Alkalinity which is different than pH. Carbonate Hardness is the ability of the pond water to stabilize the pH in the system. According to Dave Jones, owner of The Pond Professional in Woodstock GA, KH should be at least 100 PPM. Ideal KH readings are between 100-200 PPM.

PHOSPHATES – Phosphates are usually introduced into a pond thru fish waste and are a nutrient that algae require to flourish. Algae, like other plants, require many nutrients to grow so the presence of Phosphates alone does not ensure an algae problem is imminent. A reading of Zero PPM is ideal although many ponds can have much higher concentrations with no algae issues present.

What types of test kits are available and how do they work?

All test kits use a chemical reaction between the sample pond water and a reagent, which causes a color change to show results. The results are compared to known parameters allowing the user to obtain an accurate reading. Test kits for ponds and water gardens fall into three types.

1. Photometers – These handy meters are highly accurate but often expensive. Readings are very quick and some meters can be used for many different tests. Advances in technology bring constant improvements to available meters but some experts find that the units require frequent recalibration.

2. Liquid Test Kits – Using small vials, the pond owner takes samples of the pond water. Liquid reagents are added to the samples and a short time later the water turns color. The color is compared to the included charts providing an accurate reading of the water sample. Liquid kits show a high level of accuracy as they give you many points of reference when the color samples are between shade points in the charts.

3. Dry Test Strips – Test strips are handy and quick. With the reagents already applied the strip is dipped in pond water and a short time later a color shift will occur which is compared to the provided charts just like in the liquid kits. Test strips are less mess, very easy to use and often include multiple parameters tested for on each strip. They are a great way to let you see if the readings are going up or down.
**How often should I test my pond and at what time of day?**

Carolyn Weise, consumer relations manager and in-house pond expert for Ecological Laboratories Inc., believes that new ponds should be tested at least once per week. This will establish a baseline for their particular pond. Established ponds with any type of known problem may need to be tested daily and treated until the issue is resolved.

Carolyn also indicates that testing should be continued through the winter with water samples taken inside to warm before testing.

The time of day for testing varies among experts in our industry with many of them preferring to test at midday when possible. What everyone agrees upon is to test at the same time each day.

Consistency is the key to achieving accurate results and establishing a baseline for your pond.

**How long are test kits good for?**

As indicated above, pond test kits rely on chemicals known as reagents in order to provide accurate testing results. Those reagents do not last forever and must be replaced. Each reagent may have a different chemical type and last a different length of time.

Gary Jones, of Mars Fishcare in PA, strongly recommends not using any kit past its expiration date. The dates posted on kits are not “sell by dates” but are the best indicators of when the reagents used will cease to provide accurate results.

Gary maintains that consumers can best protect themselves by checking the expiration dates on kits when purchased and by buying replacement reagents upon their expirations. Additionally he mentions that retailers sometimes fail to consider the expiration date when they stock new kits in front of existing ones.

Proper stock rotation will ensure customers receive the best possible results from their kits and retailers will continue to enjoy repeat sales of the water treatments needed for their customers’ ponds.

**NOTE:** Keeping your liquid or dry strip kits out of the sun and away from moisture will help ensure they remain potent till the expiration date.
Test kits that do not contain expiration dates should have their reagents replaced no more than one year from purchase.

**Summation and Safety Note**

The pond lifestyle is attracting more and more advocates. With increased pond ownership we must ensure that each and every experience in ponding is a pleasant one. The recommendation and use of pond water test kits will help our customers take more responsibility in the upkeep and healthy water quality of their ponds.

As our industry promotes ponds and water gardens as a family activity it should be noted that pond test kits use reagents that are chemicals. These chemicals, and all others, should be kept safely out of reach of younger ponders. That way we can all enjoy our ponds! 

**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.

Wholesale supplier of pond and water garden products.

1-706-865-0220
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.

Would you stock a $100 value Koi book that sells for just $65 with a 40% margin? Who wouldn’t?

This beautiful 260 page book explores over 50 leading Japanese Koi Farms, with information you won’t find anywhere else.

Written by Mamoru Kodama in an interview style, KOISHI is a book every koi keeper will want to own.

Order today to sell this spring.

Call for Dealer Pricing
Gardenside Publications
888/356-9895
tomg@pondtrademag.com
I think it is safe to say that even when you make the best plans and do all the right things, it seems that someone, somewhere, has another plan for you.

In August 2010, I entered a partnership in a landscape design and install company that specializes in water features. Having worked with the industry for so long I understand the constant struggle for business owners to succeed. So, when I was recently asked to present two seminars on marketing for a trade organization, I was drawn to a new perspective – not just that of a marketing professional, but now also an owner.

In many ways the information I have always presented did not change. I know that this is an industry filled with entrepreneurs who own small businesses, with few employees, and often wear several hats. The day-to-day operations are time consuming and often tedious. The hours are long and hard. The work is intense and strenuous. It requires putting in a full day on the job site, sun-up to sun-down, then returning home to spend a few precious moments (maybe) with the family before doing all the billing, correspondence, and general office work. And, it never ends. When you finish one job, you have to have the next one lined up or there isn’t a check coming in.

So there is the challenge - how to find the time to keep those checks and calls coming in. And, if you own a retail location – how to keep customers walking in your doors. For me, some of those answers are very back-to-basics information. But, as an owner, I have come to find that there is nothing simple or easy about having enough hours in the day to work on your business, and that it is a constant struggle.

Of course, you already know that planning is the most important factor. By now, you have all heeded my advice and are starting off the New Year with a business plan and a marketing plan in place. Now I’m going to give you some recommendations that will (hopefully) keep you on track throughout the New Year and take less than twenty hours each month (less than an hour each day) to improve your business.

One of the top items on your list should be your website. While I realize that I say this over and over (and over) again, somehow it is the one area that I am shocked at how badly this industry does. One hour a month (minimum) should be dedicated to checking your Google Analytics, site rankings, and updating your content. You need to know where you stand in terms of how many visitors go to your site, actually spend time on your site, and what areas are not being looked at. Consider it your monthly check-up. The health of your website greatly depends on its content too. Updating that each month will help with your Organic Search Engine Optimization. If you have not set up this feature on your site, go to http://www.google.com/analytics/ to get started.

Spend two hours each month developing email campaigns for your clients. If I had a nickel for every time I’ve heard that someone’s business is “word of mouth” (usually in the same sentence as, “I need more work”) I would be a very rich woman. Why not make it easier for people to spread the good word about your company and even “forward to a friend” the information you just sent them. This kind of communication also keeps you at the top-of-mind and helps build your Brand with existing and potential customers. Once you start doing this process it becomes easier and easier each month. For tips on how to write great newsletters and get positive results, visit http://sendgreenemail.com/ and get writing.

Logging in for 2.5 hours each month to administer your Social Media. In a month of 30 days, if you spend 5 minutes a day (at a minimum), you will put in less than three hours in building your relationships with others. Facebook, Twitter, and LinkedIn are all great popular platforms that many of your customers are probably already on. Facebook is by far the largest Social Media platform in the world with more than 500 million active users, of which 50% logon in any given day. It is a great way to connect and stay top-of-mind (but don’t be annoying or you may be de-friended). If you choose to Advertise on Facebook, they can even walk you through the process at http://www.facebook.com/advertising/.

Another 2 hours each month should come in planning, communications, and administration of business operations. It is often difficult to carve out time each week or month for meetings that keep everyone on the same page. Many companies, large and small, find communication tools, software, and platforms a great asset in keeping the business running smoothly and keeping staff accountable for their responsibilities. Basecamp (http://basecamphq.com/?referrer=thegreenpen) is my top choice and I have been using it for years in my own business. What I like is that it becomes a central location for
all communications; you can track time, share files, and create to-do lists to help keep everyone on task.

Focus 30 minutes each week reading for a total of two hours each month. It is really not that hard to do. I often take one of my favorite magazines (INC or Fast Company) to the gym and read through it while on the elliptical machine. It is also great to put it next to your bed with a pen and paper so you can read a bit before closing your eyes (better than anything on TV) and write down any inspired thoughts. If you need new material, check out http://www.magazines.com/. Increasing your knowledge base in your field and staying current with trends will help make you a better asset to your customers and will provide you with information to keep your business moving forward.

Spend another two hours each month freshening up. Whoever said that looks don’t matter lied. For consumers with many options available to them, first impressions can make all the difference. If you have a retail business, go through with your staff to dust off shelves, organize inventory, and touch up paint where needed. It can make a big difference in how your customers see you and your store. If you are out in a truck and on the road, take 30 minutes each week to empty out the trash and give it a quick washing. I look for deals on sites such as Groupon (http://www.groupon.com/r/uu973592) to offer deals on car washes and detailing and buy them in bulk. (I also find this site great for getting client gifts. You may even want to check in to running your own Groupon offer.)

Now, here is the big one, four hours each month dedicated to calling old customers or lost leads. That is one hour each week. Go through those old and forgotten proposals. Dig back through your email. Picking up the phone and making the direct connection to someone can often end with positive results. Perhaps they couldn’t do a project in the past because of time or budget constraints and they lost your number. Or maybe they have just been sitting on the fence not sure what to do. A quick personal call may give them that push they have needed to get things started. Do not always assume that because you haven’t heard from someone that they didn’t want to work with you; often they just need a little extra encouragement that can come from a friendly and non-sales/aggressive conversation.

So there it is. 15.5 hours each month that you should dedicate to your...
company. Less than one hour each day. When you combine these on-going efforts with great planning, it will become much easier to grow your client and customer base. And, if you think you can’t afford to spend the time to do these things, then I say to you – you can’t afford to NOT do these things.

<table>
<thead>
<tr>
<th>Hours a Month</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Website – check your traffic, add new content.</td>
</tr>
<tr>
<td>2</td>
<td>Email Campaigns – design and send.</td>
</tr>
<tr>
<td>2.5</td>
<td>Social Media – check daily and add to.</td>
</tr>
<tr>
<td>2</td>
<td>Staff – plan, administer, and communicate.</td>
</tr>
<tr>
<td>2</td>
<td>Weekly – read 30 min - keep up to date with current trends...</td>
</tr>
<tr>
<td>2</td>
<td>Freshen-up – Retailers paint, dust, organize! Clean Your Truck!</td>
</tr>
<tr>
<td>4</td>
<td>Call old customers or lost leads.</td>
</tr>
</tbody>
</table>

15.5 Hours per month that make such a difference

About the Author

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.
The main reason customers are concerned about algae is aesthetics. Aesthetics is often the main reason they start a pond so as Algae accumulates leading to reduced water clarity, unpleasant appearance, oxygen deficits, and malfunction of water pumps and filters from clogging, algae is a justifiable concern. Algae is a generic term and grows in many different forms such as: “single-celled” producing green water, “filamentous” producing string algae, floating mats known as blanketweed and “macro-algae” looking like small plants. There are many different conditions for stimulating algae growth such as temperature, pH or nutrient availability.

Regardless of the type of algae growth there are two essential conditions required for growth: nutrient availability, which stimulates growth and adequate light for photosynthesis. Limiting light penetration or any single essential nutrient or will control growth. The first condition “excessive nutrients” are a growth stimulator. Experts agree that the easiest major nutrient to control is phosphate. The second condition to limit available light for photosynthesis is hard to limit in outdoor ponds. Placing dyes in the water to reduce light is acceptable to control green water, but takes away from the enjoyment many pond owners have with their fish. Additionally, water clarity is lost and often dyes will not work at all for string algae in waterfalls.

Adding higher level plants works to control algae as the plants out-compete the algae for nutrients. The key to balanc-
ing a pond based on nature is to provide enough plants and bacteria to consume the nutrients in the water. Nutrients come from using fertilizers that are not designed for water gardens, water source, ground run-off and fish waste. Many times a consumer will balance their pond for the first few years and no algae problems develop. Even when the pond size stays the same, no additional plants are added, and the number of fish remains the same, algae problems often develop. The pond owner often forgets that fish grow or multiply, plants become root bound, and sediment builds up changing the once balanced conditions they had during the first few years. When a fish goes from 4” to 8” they do not double their size, but just double in length. In reality the 4” fish that grows to an 8” fish has five or ten times more body weight. When a plant is root bound it does not grow and does not uptake nutrients properly. To rebalance the pond re-potting of plants and/or adding additional plants may be the best way to get the pond back in balance. Another problem in many ponds is the lack of partial water exchanges. Routine partial water changes reduce nutrient build-up. Reduction and removal of bottom sediment is strongly suggested to help control both nutrient loading and potential breeding grounds for pathogenic disease organisms.

When balancing a pond with plants and limiting fish to control algae, it is not always possible or feasible based on pond size or pond owner’s activities. It is important to let pond owners know alternatives are available. It is at this point that we should suggest purchasing algaecides, phosphate removers, bacterial additives, dyes and/or UV sterilizers to battle the algae problem. Each type of product has benefits and limitations.

Algaecides can be chemical or bacterial. A chemical algaecide should be one that is capable of controlling algae and is safe for use with live plants and fish. Previously, all algaecides were non-selective and killed algae, as well as killed or damaged all the plants in the pond. Some algaecides such as copper over-time becomes a problem with fish as it will accumulate in their organs shortening their lifespan. Some pond owners will shy away from chemicals for personal reasons and would prefer the bacterial approach also referred to by some as a “natural” approach. Any algaecide sold must be registered with the Environmental Protection Agency (EPA). Selling any algae control product that is not EPA registered places the retail establishment in line for a large fine. Companies that have products that are EPA registered have been provided data to the EPA to control algae, protect the environment and meet the label claims. Even EPA bacterial registered algaecides are available to control green water. The ability for bacteria to remain shelf-stable in the bottle and control algae to meet the EPA requirements has been a challenge. EPA registered bacteria work by efficient utilization of nutrients that algae needs and when used in combination with plants provide a great natural way to fight algae problems.

In water gardens we often think of algae and plants as being the primary producers and bacteria as being the major decomposers. Selected strains of bacteria are great at decomposing waste in the bottom of the pond. Other selected bacterial strains are more efficient at consuming phosphate. Some people talk about adding enzymes instead of bacteria but we need to understand that bacteria actually produce enzymes. So when bacteria are added to a pond, we are adding enzymes! Both bacteria and algae compete for the available phosphate in the pond. The key is to provide the bacteria that can outcompete the algae for phosphate. Controlling algae with bacteria is not new, but with advanced science, isolation of the correct bacteria and long-term shelf stability, EPA approved bacterial products are now available to control algae.

Whenever recommending any algae control product it is extremely important to understand that algae growth and destruction utilizes oxygen. When any pond is pea green in color or shows excess algae growth killing that algae can cause
a short-term drop in oxygen, which can often result in a fish kill. Temperature of the water judges the oxygen level that can be maintained. Circulation resulting in water surface movement or splash is the best method to maintain maximum oxygen levels. When a pond owner is treating or dealing with an algae problem, advise them to run their water pumps, waterfalls or aeration devices 24 hours a day. This is a great time to sell an additional water pump or fountain for the pond.

One of the easiest nutrients to control that eliminate unwanted algae growth is phosphate. As fish waste and uneaten food decompose, phosphate is released as inorganic or reactive phosphate into the water. Reactive phosphate causes algae growth in a pond. Providing a product that precipitates out the phosphate from the water will remove the unwanted reactive phosphate. This results in less algae, crystal clear water and helps to restore and maintain the natural balance of the pond. Routine additions of a phosphate remover will help to ensure that the phosphate is out of the water.

When dealing with green water conditions the easiest and quickest way to clear the water is with a chemical based algacide. Using a flocculating product will clear the water of the algae but often it will grow back very quickly. In some cases customers may add a flocculating product in the morning before going to work only to come home to still see the green water condition again, which results in them claiming the product did not work. When in fact the product that was added cleared the green water, but the afternoon sun caused the bloom to reappear. Another method to control green water is to add a UV sterilizer to the pond’s filter system. Remember adding a UV will only control green water and will do nothing to control string algae. It is often observed that ponds with green water that added a UV have string algae problems develop soon after the water clears. For ponds with good plant growth with green water problems the addition of an EPA registered bacterial algacide provides superior results. The plants will utilize nutrients and the bacteria will utilize nutrients which in combination will starve the algae of their available nutrient source. Plants and bacteria working together help to balance the pond to provide long-term clear water conditions pond owners are asking for.

The key to understanding algae problems is to understand the root cause and to find the best way to manipulate the pond to stop the algae. In many cases, the algae problem did not develop overnight and will not be solved overnight. It is essential to help pond owners understand the timeframe required to get their pond back in balance. Some pond owners will accept that their fish have grown too large and are willing to trade their now large fish in for smaller ones. Some customers become attached to their fish and even give them names. Based on the desires of your customers you should recommend the product that will best meet their needs. Whether it is a chemical based algacide, bacterial based algacide or even supplying them a larger pond; the goal is to help them enjoy water gardening with crystal clear water, healthy fish, and beautiful plants for their enjoyment.

**About the Author**

When you consider aquariums, ponds and aquatic environments, Gary Jones can truthfully say, “been there, done that.” As a student he majored in Biology and Business/Marketing. As a college professor, he taught Aquaculture, Fish Health Management and Biology courses. As a businessman, his company manufactured and installed aquatic environments for over 15 years. His work has taken him outside the US boundaries from Hong Kong to Puerto Rico and beyond. Currently and for the past 15 years he has been the Corporate and Scientific Affairs Manager for Mars Fishcare headquartered in Chalfont, Pennsylvania. On top of all this he is a self-proclaimed “fish nerd” and proud of it. Gary has a true passion for his many aquariums and ponds at home and never gets tired of talking about them. Gary Jones is truly an educator and expert in the field. Some say you can’t love a fish, but think Gary can – we know he understands them!

Mars Fishcare North America
www.marsfishcare.com
215-822-8181
Ecological Laboratories, Inc. has received a worldwide exclusive license to manufacture Sabbactisun™ and Parazoryne™ in the U.S. To kick off the new licensing agreement we are offering a "Buy One, Get One Free!"

The reduced pricing now makes the highly concentrated version economically feasible for use in all ponds not only during a disease outbreak but as a preventative in the spring and fall when fish are stressed due to seasonal changes.

These two herbal treatments are a must for every pond that contains fish!

**SABBACTISUN**
**Effective Against These Bacterial Diseases**
- Bacterial dropsy
- Fungus
- Milky skin
- Fin/tail rot
- Bulging eyes
- Ulcers
- Mouth rot
- Raised scales

**PARAZORYNE**
**Effective Against These Parasitic Diseases**
- White Spot (Ich)
- Costia
- Flukes (gill & skin)
- Trichodina
- Oodinium
- Chilodonella

View our New Watergardening Magazine Online
Located in our Media Section or on our Home Page

---

*“Ask Carolyn”*

At Ecological Laboratories, we believe great customer service is as important as a great product! Feel free to email me at CarolynW@MicrobeLift.com and I will be glad to answer any questions to improve your ponding experience.
<table>
<thead>
<tr>
<th>Manufacturers and Distributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABI, Inc.</td>
</tr>
<tr>
<td>Richfield, OH 44286</td>
</tr>
<tr>
<td>ultraclear.com</td>
</tr>
<tr>
<td>Aclearium, Inc.</td>
</tr>
<tr>
<td>Westford, MA 01886-3942</td>
</tr>
<tr>
<td>aclearium.com</td>
</tr>
<tr>
<td>Airmax Ecosystems</td>
</tr>
<tr>
<td>Marine City, MI 48039-1402</td>
</tr>
<tr>
<td>airmaxeco.com</td>
</tr>
<tr>
<td>See Ad on Page 31</td>
</tr>
<tr>
<td>Alpha BioSystems, Inc.</td>
</tr>
<tr>
<td>Wichita, KS 67215-8946</td>
</tr>
<tr>
<td>alpha-bugs.com</td>
</tr>
<tr>
<td>Aqua Science Research Group, Inc.</td>
</tr>
<tr>
<td>North Kansas City, MO 64116</td>
</tr>
<tr>
<td>aquascienceresearch.com</td>
</tr>
<tr>
<td>Aquafinn, LLC</td>
</tr>
<tr>
<td>Escondido, CA 92029-4501</td>
</tr>
<tr>
<td>aquasolver.com</td>
</tr>
<tr>
<td>Aqualogy Bioremedics</td>
</tr>
<tr>
<td>Phoenix, AZ 85034-6825</td>
</tr>
<tr>
<td>aqualogy.com</td>
</tr>
<tr>
<td>Aquascape, Inc.</td>
</tr>
<tr>
<td>St Charles, IL 60174-5303</td>
</tr>
<tr>
<td>aquascapeinc.com</td>
</tr>
<tr>
<td>Aquatic BioScience</td>
</tr>
<tr>
<td>Fort Bragg, CA 95437-2468</td>
</tr>
<tr>
<td>realclearproducts.com</td>
</tr>
<tr>
<td>Biosafe Systems, LLC</td>
</tr>
<tr>
<td>East Hartford, CT 06108-3216</td>
</tr>
<tr>
<td>biosafesystems.com</td>
</tr>
<tr>
<td>Blue Thumb Distributing</td>
</tr>
<tr>
<td>Saginaw, MI 48604-9702</td>
</tr>
<tr>
<td>mipond.com</td>
</tr>
<tr>
<td>See Ad on Page 19</td>
</tr>
<tr>
<td>Cassco Bio</td>
</tr>
<tr>
<td>Valley Park, MO 63088</td>
</tr>
<tr>
<td>cassco-bio.com</td>
</tr>
<tr>
<td>Clear-Pond Products</td>
</tr>
<tr>
<td>Camarillo, CA 93012-8093</td>
</tr>
<tr>
<td>clearpond.com</td>
</tr>
<tr>
<td>See Ad on Page 12</td>
</tr>
<tr>
<td>Danner Manufacturing, Inc.</td>
</tr>
<tr>
<td>Islandia, NY 11749-1489</td>
</tr>
<tr>
<td>Dannermfg.com</td>
</tr>
<tr>
<td>Dr Tim’s Aquatics, LLC</td>
</tr>
<tr>
<td>Moorpark, CA 93021</td>
</tr>
<tr>
<td>drtimsaquatics.com</td>
</tr>
<tr>
<td>Eastern Nishikigoi</td>
</tr>
<tr>
<td>Westminster, CA 92683-5244</td>
</tr>
<tr>
<td>enkoi.com</td>
</tr>
<tr>
<td>Easy Pro Pond Products</td>
</tr>
<tr>
<td>Grant, MI 49327-9333</td>
</tr>
<tr>
<td>easypropondproducts.com</td>
</tr>
<tr>
<td>See Ad on Page 13</td>
</tr>
<tr>
<td>Effective Environmental Services, Effens</td>
</tr>
<tr>
<td>Lake View Ter, CA 91342-6451</td>
</tr>
<tr>
<td>effens.com</td>
</tr>
<tr>
<td>Environmental Test Systems, Inc. / Hach</td>
</tr>
<tr>
<td>Elkhart, IN 46514-0659</td>
</tr>
<tr>
<td>hach.com</td>
</tr>
<tr>
<td>Fishman Chemical</td>
</tr>
<tr>
<td>Tavernier, FL 33070</td>
</tr>
<tr>
<td>fishchemical.com</td>
</tr>
<tr>
<td>Great Lakes Bio Systems</td>
</tr>
<tr>
<td>Sturtevant, WI 53177-2152</td>
</tr>
<tr>
<td>greatlakesbiosystems.com</td>
</tr>
</tbody>
</table>
Misty Mountain Pond & Water Garden Products

Misty Mountain has made and offered CareFree Pond Products for almost 20 years. Offering 95% All Natural products we were ahead of the Green movement. Now you can get aquaculture strength water quality products at the best prices available. Call for our catalog.

4705 Upper Plott Town Rd
Young Harris, GA 30582-3048
Orders 800/493-0564
Help 706/379-1249
roy.mistymountain@gmail.com
mistymountainkoi.com

National Fish Pharmaceuticals
11660 E Camino Del Desierto
Tucson, AZ 85747-9360
800/423-2035
nationalfishpharm.com

Organica Biotech, Inc.
705 General Washington Ave
Norristown, PA 19403-5229
888/244-7336

Russell Watergardens & Koi
6848 180th Ave NE
Redmond, WA 98052
russellwatergardens.com

Sanco Industries, Inc.
2502 Dwenger Ave
Fort Wayne, IN 46803-1441
888/697-2626
lakelawnandpond.com

SAVIO Engineering, Inc
6701 Jefferson St Ne
Albuquerque, NM 87109-4318
888/333-2356
savioeng.com

SeaChem Labs
1000 Seachem Dr
Madison GA 30650
888/732-2436
watergardenoasis.com

SePro Corp
11550 N Meridian St Ste 600
Carmel, IN 46032-4565
sepro.com

TetraPond
3001 Commerce St
Blacksburg, VA 24060
540/951-5400
tetrapond.com

The Pond Digger
31710 Dunlap Blvd
Yucaipa, California 92399
800-522-5043
theponddigger.com

Western Chemical, Inc.
1269 Lattimore Rd
Ferndale, WA 98248-9498
800/283-5292 • wchemical.com

Winston Co, Inc
7704 E 38th St
Tulsa, OK 74145-3211
800/331-9099
winstoncompany.com

To be included in future POND Sources directories email cindy@pondtrademag.com.
The joy that results in doing something you love.

“The supreme accomplishment is to blur the line between work and play.” – Arnold Toynbee

by Leo Babauta
zenhabits.net

Following your passion can be a tough thing. But figuring out what that passion is can be even more elusive.

I’m lucky – I’ve found my passion, and I’m living it. I can testify that it’s the most wonderful thing, to be able to make a living doing what you love.

And so, in this little guide, I’d like to help you get started figuring out what you’d love doing. This turns out to be one of the most common problems of many Zen Habits readers – including many who recently responded to me on Twitter.

This will be the thing that will get you motivated to get out of bed in the morning, to cry out, “I’m alive! I’m feeling this, baby!” And to scare your family members or anyone who happens to be in yelling distance as you do this.

This guide won’t be comprehensive, and it won’t find your passion for you. But it will help you in your journey to find it. Here’s how.

1. What are you good at?

Unless you’re just starting out in life, you have some skills or talent, shown some kind of aptitude. Even if you are just starting out, you might have shown some talent when you were young, even as young as elementary school. Have you always been a good writer, speaker, drawer, organizer, builder, teacher, friend? Have you been good at ideas, connecting people, gardening, selling? Give this some thought. Take at least 30 minutes, going over this question – often we forget about things we’ve done well. Think back, as far as you can, to jobs, projects, hobbies. This could be your passion. Or you may have several things. Start a list of potential candidates.

2. What excites you?

It may be something at work – a little part of your job that gets you excited. It could be something you do outside of work – a hobby, a side job, something you do as a volunteer or a parent or a spouse or a friend. It could be something you haven’t done in awhile. Again, think about this for 30 minutes, or 15 at the least. If you don’t, you’re probably shortchanging yourself. Add any answers to your list.

3. What do you read about?

What have you spent hours reading about online? What magazines do you look forward to reading? What blogs do you follow? What section of the bookstore do you usually peruse? There may be many topics here – add them to the list.

4. What have you secretly dreamed of?

You might have some ridiculous dream job you’ve always wanted to do – to be a novelist, an artist, a designer, an architect, a doctor, an entrepreneur, a programmer. But some fear, some self-doubt, has held you back, has led you to dismiss this idea. Maybe there are several. Add them to the list – no matter how unrealistic.

5. Learn, ask, take notes.

OK, you have a list. Pick one thing from the list that excites you most. This is your first candidate. Now read up on it, talk to people who’ve been successful in the field (through their blogs, if they have them, or email). Make a list of notes of things you need to learn, need to improve on, skills you want to master, people to talk to. Study up on it, but don’t make yourself wait too long before diving into the next step.

6. Experiment, try.

Here’s where the learning really takes place. If you haven’t been already, start to do the thing you’ve chosen. Maybe you already are, in which case you might be able to skip to the next step or choose a second candidate to try out. But if you haven’t been, start now – just do it. It can be in the privacy of your own home, but as quickly as possible, make it public however you can. This motivates you to improve, it gets you feedback, and your reputation will improve as you do. Pay attention to how you feel doing it – is it something you look forward to, that gets you excited, that you love to share?
7. Narrow things down. I recommend that you pick 3-5 things from your list, if it’s longer than that, and do steps 5 & 6 with them. This could take month, or perhaps you’ve already learned about and tried them all out. So now here’s what you need to ask yourself: which gets you the most excited? Which of these can produce something that people will pay for or get excited about? Which can you see yourself doing for years (even if it’s not a traditional career path)? Pick one, or two at the most, and focus on that. You’re going to do the next three steps with it: banish your fears, find the time, and make it into a career if possible. If it doesn’t work out, you can try the next thing on your list there’s no shame in giving something a shot and failing, because it’ll teach you valuable lessons that will help you to be successful in the next attempt.

8. Banish your fears. This is the biggest obstacle for most people – self-doubt and fear of failure. You’re going to face it and banish it. First, acknowledge it rather than ignoring or denying it. Second, write it down, to externalize it. Third, feel it, and be OK with having it. Fourth, ask yourself, “What’s the worst that can happen?” Usually it’s not catastrophic. Fifth, prepare yourself for doing it anyway, and then do it. Take small steps, as tiny as possible, and forget about what might happen – focus on what actually is happening, right now. And then celebrate your success, no matter how small.

9. Find the time. Don’t have the time to pursue this passion? Make the time, dammit! If this is a priority, you’ll make the time – rearrange your life until you have the time. This might mean waking earlier, or doing it after work or during lunch, or on weekends. It will probably mean canceling some commitments, simplifying your work routing or doing a lot of work in advance (like you’re going on a vacation). Do what it takes.

10. How to make a living doing it. This doesn’t happen overnight. You need to do something, get good at it, be passionate about it. This could take months or years, but if you’re having fun, that’s what’s most important. When you get to the point where someone would pay you for it, then you’re golden – there are many ways to make a living at that point, including doing freelance or consulting work, making information products such as ebooks, writing a blog and selling advertising. In fact, I recommend you do a blog if you’re not already – it’ll help solidify your thinking, build a reputation, find people who are interested in what you do, demonstrate your knowledge and passion.

I told you this wouldn’t be easy. It’ll require a lot of reflection and soul-searching, at first, then a lot of courage and learning and experimentation, and finally a lot of commitment.

But it’s all worth it – every second, every ounce of courage and effort. Because in the end, you’ll have something that will transform your life in so many ways, will give you that reason to jump out of bed, will make you happy no matter how much you make.

I hope you follow this guide and find success, because I wish on you nothing less than finding your true passion.

“Choose a job you love, and you will never have to work a day in your life.” – Confucius

About the Author

Leo Babauta is married with six kids, he lives in San Francisco, he is a writer and a runner and a vegetarian, and the owner of Zen Habits. He also is the author of a new best-selling book, “The Power of Less: The Fine Art of Limiting Yourself to the Essentials ... in Work and in Life.” If you want Zen Habits’ philosophy in a handy little volume, please buy the book.

Zen Habits is one of the Top 100 blogs on the Internet, and covers: achieving goals, productivity, being organized, GTD, motivation, eliminating debt, saving, getting a flat stomach, eating healthy, simplifying, living frugal, parenting, happiness, and successfully implementing good habits.

www.zenhabits.net
Video can be a very powerful tool for businesses of any size, but YouTube’s free-to-use model, ease of use and mass market audience means it’s a great channel for small businesses. However, like any tool, in order to get the most of it, it needs to be used well.

We’ve pulled together ten top tips to help you get the most out of YouTube. Rather than video production hints or content tips (there are tons of other resources that can help you on that front) here are the dos and don’ts of using YouTube from a behind-the-scenes perspective.

1. Create and Customize Your Channel
First things first, customizing your channel is well worth the time it will take to set it up. You should add your company’s branding, customize the colors to compliment your company’s look, and add relevant information and links. A channel setup also offers YouTube users the option to subscribe to your content via the click of one button and the option to search just your uploaded content. The channel structure also allows you to highlight just uploads, playlists, favorites or all.

2. Add Subtitles
Since March 2010 auto-captioning has been available to all YouTube users, so there’s no technical excuse not to. Doing so adds captions for the hundreds of millions of hearing impaired folk across the world, ensuring your content is accessible to anyone who’d like to watch it. It’s an easy enough process that uses voice recognition, the results of which can be (and frankly need to be) edited for accuracy.

3. Don’t Overuse Annotations
A recent “improvement” from YouTube is the ability to add comments that display over the top of the footage. Don’t be tempted to go down this route, the annotations look unprofessional, are a distraction to viewers and depending how over-used they are, can be a downright annoyance. Sure, you want to grab people’s attention and make an immediate impression, but your video content and other info you’ve added to the site should be enough to not have to rely on extraneous text.

4. Act To Remove Offensive Comments
While you can’t stop trolls from adding nasty comments to your videos or channel, you have the power to delete offensive or spammy remarks from the worst offenders. Taking advantage of this option requires good judgment. It’s obviously not a great idea to instantly remove any negative or critical comments, especially relevant ones, but you can certainly remove any spam or comments that use offensive language. If challenged over the removal make a simple statement to the effect that such comments will not be tolerated. If you’re getting seriously spammed or abused by a particular person, you can also block that user, but this should be a last resort. There are also options open to you to moderate comments before they go live, so you can nip any nasties in the bud before they are posted.

5. Engage With the YouTube Community
Don’t be a YouTube island. After all, it’s a social platform, so be sure to check out other content on the site, favorite...
appropriate videos and make suitable YouTube “friends.” If you really can’t, or don’t want to associate your company with other companies or individuals, then think wider. Why not look at content or channels that cover your local area, or that are for a good cause that you/your company supports. As well as engaging with other users, be sure to keep up to date with YouTube’s own news. The site goes through some fairly major changes from time to time and adds new features on a regular basis, so it’s well worth following the official YouTube blog, at the very least, to be kept up to date with site and community news.

6. Organize Your Content

Be sure to organize your content to be viewer-friendly rather than just offer a linear stream of video uploads. Create playlists to group relevant videos together, or lump older content into time-related (March 2010, Spring 2010, etc) folders if that’s more relevant to your organization. Remember that YouTube offers users the option to embed entire playlists (in addition to individual videos) into external sites, so give the creation of them, their titles and description, some decent thought.

7. Don’t Overlook Tags

As with many other sites, YouTube’s content is organized on a tag word basis. It’s more than worth taking the time to add the correct tags to your videos. The beauty of a tag word system is that it works on the basis of logic, but also on the more-the-merrier principle as you can’t know what search terms people will use. Really try and brainstorm around the tags you’re adding. For example, if your company offers dog products add “puppy,” “poosh,” “mutt,” “hound,” etc, too. As far as categories go, YouTube offers around 15 to choose from. Obviously try to use the most relevant, but don’t be afraid to experiment if your content could fall into one or the other, but be sure to monitor how the different videos perform so you can make an educated decision about categories in the future.

8. Promote Your YouTube Videos Elsewhere

Don’t assume viewers will come to you, or automatically think to look you up on YouTube. Every time you post a video that’s relevant for general sharing, blog about it, tweet it or add it to your Facebook Page. The last two actions are easy through YouTube’s account settings that automatically publish news of a new video if you’ve linked up the social services. While YouTube is due to retire its “Link to Blog ” option from the account settings soon, it’s easy enough to embed the relevant video in a blog post using HTML and will help push users towards your video content. In addition, don’t shy away from allowing embedding of your videos on other sites — the more views the better.

9. Use YouTube’s Free Analytics Tools

YouTube offers every user free analytics data via the “Insight” button on every uploaded video. This free-to-view info should not be overlooked as it can offer you some valuable info on not only views stats, but demographics, community, and the most useful — “discovery” data — info on how users came across the video, including the popular links they followed to get there. The tools are there – be sure to use them.

10. Don’t Neglect Your Channel

There are so many neglected YouTube channels, even from social, or web 2.0 firms that you’d think would realize the value in an up-to-date video resource for their company. While we’re by no means advocating needlessly creating video content, if you’re looking to go down the YouTube route then don’t let your resolve or enthusiasm for the service dwindle a couple of months in. Even if you have no new content to post, still keep logging in to stay on top of comments, friend requests, add favorites, etc, so as not to relegate your channel to the ranks of the unloved.

About the Author

Amy-Mae Elliott Before joining Mashable as a staff writer, Amy-Mae Elliott covered all things gadget, tech and online news for Pocket-lint.com. Previous to that she worked in magazine publishing for lad’s gadget mag “Boys Toys” and the more sedate secretarial title “The PA”. Amy-Mae studied photography at The Arts University College at Bournemouth, where she gained her love of the sea-side, now residing near the beach in Devon.

www.mashable.com
Atlantic Water Gardens Introduces the New Triton Ionizer

Control algae without the use of harsh chemicals; Atlantic Water Gardens launches its new Triton Ionizer.

Suitable for both water garden and pond-free applications, Atlantic’s Triton Ionizer is a low voltage water management system, which electronically introduces microscopic ions of copper, silver and zinc into the water. Safe for fish and plants, the mineralized water from the Triton Ionizer controls organic growth to help keep ponds crystal clear, actually promoting healthy living conditions in the water. The mineralized water maintains a residual ability to treat organics and is not affected by heat or sunlight. The Triton Ionizer can be easily installed and treats up to 25,000 gallons.

www.atlanticwatergardens.com | jim@atlanticwatergardens.com

2010 Innovation Award Winner

Kasco Marine recently received an award of innovative achievement at the International Boat Builders Exhibition held in Louisville. Kasco Marine submitted their Robust-Aire Diffused Aeration System judged on qualities that best met innovative distinction from other products, practicality, cost effectiveness, and consumer availability.

Opportunities exist for lake and pond management to improve overall water quality, eliminate thermal and chemical stratification and to improve overall dissolved oxygen concentration.

www.kascomarine.com | sales@kascomarine.com

Clean Rain Ultra Downspout Diverter

Atlantic Water Gardens is pleased to present the new Clean Rain Ultra Downspout Diverter. This all-in-one rainwater filtration and collection system collects water from downspouts and then cleans and filters it for use in ponds, streams, gardens, pools and hot tubs. Multiple steps of screening deflect leaves, debris and insects, and the first flush water diverter prevents contaminants contained in the first flush of water from the roof from being collected.

This easy to install item connects to the majority of hoses for use in the garden and can just as easily be connected to rain barrels, ponds, streams and basins.

With its ease of installation and use, minimal maintenance required and low retail price, the Clean Rain Ultra is the perfect item for the homeowner looking to leave a green footprint and use rainwater in their water features, yard and garden.

James Lavery, Rain Harvesting Manager – 330-274-8317 ext 19
james@atlanticwatergardens.com | www.atlanticwatergardens.com

New Fire & Water Kit

This self-contained feature combines the mesmerizing effects of both fire and water!

Designed for use with the block of your choice, this kit includes everything else needed to build a 48” x 43” x 11” deep pool inside your block with a 22” x 22” fire box in the center.

Includes: • Custom built, rectangular shaped vinyl liner • Fire box with 12” natural gas burner and lava roc • EP2200 pump • UWD23 23” waterfall diffuser with UWD23C copper flange • Copper sleeve around fire box • All tubing, valves, fittings and installation DVD.

For more information or a free catalog call us at 800-448-3873 or www.EasyProPondProducts.com!

Matala Air Diffuser Platform with Disc Diffuser

Now add instant aeration to your pond or lake. Matala introduces our heavy duty air diffuser base with rubber membrane disc diffuser. The air base is hollow and should be weighted with sand or gravel.

The rubber membrane diffuser is available in 9” and 12” diameters. These discs only add less than six inches of back-pressure to your system and offer the lowest back-pressure on the market. The base with diffuser is available in eight configurations for air flows from 1 to 25 cfm. The discs may also be purchased separately. MSRP Starts at $92.00 retail.

Matala USA • 23132 La Cadena Drive, Ste. A • Laguna Hills, CA 92653
(949) 273-8888 • info@matalausa.com • www.matalausa.com

Waterfall Spillway for BioSteps Filter

Now you can add a waterfall spillway to your BioSteps filter from Matala. This optional spillway makes it easy to install the BioSteps filter in your waterfall or install as a stand alone filter. With flow rates up to 1,000 gallons per hour the BioSteps filter with spillway provides excellent Matala filtration and aeration for koi ponds up to 1,000 gallons and water gardens up to 2700 gallons. MSRP Starts $70.00 retail.

Matala USA • 23132 La Cadena Drive, Ste. A • Laguna Hills, CA 92653 • (949) 273-8888 • info@matalausa.com • www.matalausa.com

New for 2011 FormalFalls

Market trends toward hardscape improvements by homeowners led PondBuilder Manufacturing to develop the FormalFalls. FormalFalls is ideal for a homeowner or business looking to incorporate water into their formal outdoor living spaces.

The FormalFalls: Stainless Steel • Requires No Winterizing • Color Changing LEDs with Remote Control from up to 150’ away • Works with most all Retaining Wall Brands. PondBuilder stocks 16” and 28” sizes, while custom sizes for custom applications will also be available in 2011. As hardscape distributors and contractors look toward new revenue streams, PondBuilder’s FormalFalls has the ability to bridge hardscapes with waterscapes helping both continue to grow within the green industry.

PondBuilder Manufacturing, Inc.
To become a FormalFalls Distributor Contact Aaron Scarlata aaron@pondbuilder.com
1-866-921-3779 • www.pondbuilder.com

To see full press release and additional new items go to http://www.pondtrademag.com/tradenews/
Microbi Lift/ Sabbactisun & Parazoryne Co Packs!

NEW Formula for 2011 • Ready-to-Use Concentrate Herbal Water Conditioners • All-Natural Expellants for a Natural Aquatic Environment • 2-for-1 Special - Save 75% over last year’s prices! • Available in 8 oz, 16 oz, 32 oz and Gallon

Ecological Laboratories, Inc. has received a worldwide exclusive license to manufacture Sabbactisun™ and Parazoryne™ in the U.S.

To kick off the new licensing agreement we are offering a "Buy One, Get One Free!"

The reduced pricing now makes the highly concentrated version economically feasible for use in all ponds not only during a disease outbreak but as a preventative in the spring and fall when fish are stressed due to seasonal changes.

These two herbal treatments are a must for every pond that contains fish! Sabbactisun is Effective against Bacterial Diseases / Parazoryne is Effective against Parasitic Diseases

www.MicrobeLift.com | info@MicrobeLift.com

Mars Fishcare proudly launches new product in the API® family CO Booster™

Mars Fishcare North America, Inc. is proud to announce with great enthusiasm a new addition to the API® Treatment Plant Range: CO₂ BOOSTER™. Carbon deficiency is one of the leading causes of poor plant growth in aquariums. The new API CO₂ BOOSTER contains a unique organic carbon compound that provides plants with essential carbon in an easy-to-use liquid form. API has proven the efficacy of this new product, with dramatic results. In laboratory testing, plants treated with API CO₂ BOOSTER grew 7 times more than plants in an untreated aquarium. API CO₂ BOOSTER joins the Plant Care step of the API Successful Fishkeeping Program, a unique, easy-to-follow program to assist fishkeepers in starting and maintaining healthy aquariums. Other products in the API Plant Care range are First Layer® Pure Laterite, Root Tabs® and Leaf Zone®.

Say goodbye to “fake rocks”……Atlantic Water Gardens presents all-new Rock Lids.

No one will ever know it’s not real!

Designed to blend in with natural elements, the redesigned Rock Lids are paired with realistic textures and incredible finishes - available in four “regional” colors – Desert, Great Lakes, Mountain and Southern. Atlantic’s Rock Lids are made of sturdy fiberglass construction, however, are lightweight for easy access. The new redesigned Rock Lids are available in four sizes and fit all Atlantic Skimmers.

www.atlanticwatergardens.com | jim@atlanticwatergardens.com

Microbi Lift/ Algaway 5.4 & PL "Co-Packs"

Contains two of our best pond maintenance products, conveniently bundled to save you 25%! – Available in 2 sizes. Kill Algae

ALGAWAY 5.4

• Eliminates many types of algae in the pond
• For use with fish and live plants • Liquid formulation • EPA Registered

Microbi Lift/PL

• Contains photosynthetic bacteria • Creates a cleaner environment for your pond • Improves fish health, growth and longevity • Promotes cycling of pond including nitrate elimination • Reduces cloudy water • Dissolves away organic sludge • Seeds and maintains biological filter • Safe for wildlife and pets that may drink out of the pond

www.MicrobeLift.com • info@MicrobeLift.com

Atlantic Water Gardens Launches Their Redesigned Rock Lids

Pond Trade Magazine Digital Camera Winner

Congratulations to Lisa Burns, Backyard Getaway in Florida. Lisa won our subscription contest. Thank you to everyone who has subscribed and renewed their subscriptions to Pond Trade Magazine. Lisa enjoy taking pictures with your new camera!

Tom and Cindy Graham

Pond Trade Magazine

Pond Trade Magazine

Microbi Lift/ Algaway 5.4 & PL "Co-Packs"

Contains two of our best pond maintenance products, conveniently bundled to save you 25%! – Available in 2 sizes. Kill Algae

ALGAWAY 5.4

• Eliminates many types of algae in the pond
• For use with fish and live plants • Liquid formulation • EPA Registered

Microbi Lift/PL

• Contains photosynthetic bacteria • Creates a cleaner environment for your pond • Improves fish health, growth and longevity • Promotes cycling of pond including nitrate elimination • Reduces cloudy water • Dissolves away organic sludge • Seeds and maintains biological filter • Safe for wildlife and pets that may drink out of the pond

www.MicrobeLift.com • info@MicrobeLift.com

Atlantic Water Gardens Launches Their Redesigned Rock Lids

Say goodbye to “fake rocks”……Atlantic Water Gardens presents all-new Rock Lids.

No one will ever know it’s not real!

Designed to blend in with natural elements, the redesigned Rock Lids are paired with realistic textures and incredible finishes - available in four “regional” colors – Desert, Great Lakes, Mountain and Southern. Atlantic’s Rock Lids are made of sturdy fiberglass construction, however, are lightweight for easy access. The new redesigned Rock Lids are available in four sizes and fit all Atlantic Skimmers.

www.atlanticwatergardens.com | jim@atlanticwatergardens.com

Microbi Lift/ Algaway 5.4 & PL "Co-Packs"

Contains two of our best pond maintenance products, conveniently bundled to save you 25%! – Available in 2 sizes. Kill Algae

ALGAWAY 5.4

• Eliminates many types of algae in the pond
• For use with fish and live plants • Liquid formulation • EPA Registered

Microbi Lift/PL

• Contains photosynthetic bacteria • Creates a cleaner environment for your pond • Improves fish health, growth and longevity • Promotes cycling of pond including nitrate elimination • Reduces cloudy water • Dissolves away organic sludge • Seeds and maintains biological filter • Safe for wildlife and pets that may drink out of the pond

www.MicrobeLift.com • info@MicrobeLift.com

Atlantic Water Gardens Launches Their Redesigned Rock Lids

Say goodbye to “fake rocks”……Atlantic Water Gardens presents all-new Rock Lids.

No one will ever know it’s not real!

Designed to blend in with natural elements, the redesigned Rock Lids are paired with realistic textures and incredible finishes - available in four “regional” colors – Desert, Great Lakes, Mountain and Southern. Atlantic’s Rock Lids are made of sturdy fiberglass construction, however, are lightweight for easy access. The new redesigned Rock Lids are available in four sizes and fit all Atlantic Skimmers.

www.atlanticwatergardens.com | jim@atlanticwatergardens.com

Microbi Lift/ Algaway 5.4 & PL "Co-Packs"

Contains two of our best pond maintenance products, conveniently bundled to save you 25%! – Available in 2 sizes. Kill Algae

ALGAWAY 5.4

• Eliminates many types of algae in the pond
• For use with fish and live plants • Liquid formulation • EPA Registered

Microbi Lift/PL

• Contains photosynthetic bacteria • Creates a cleaner environment for your pond • Improves fish health, growth and longevity • Promotes cycling of pond including nitrate elimination • Reduces cloudy water • Dissolves away organic sludge • Seeds and maintains biological filter • Safe for wildlife and pets that may drink out of the pond

www.MicrobeLift.com • info@MicrobeLift.com

Atlantic Water Gardens Launches Their Redesigned Rock Lids

Say goodbye to “fake rocks”……Atlantic Water Gardens presents all-new Rock Lids.

No one will ever know it’s not real!

Designed to blend in with natural elements, the redesigned Rock Lids are paired with realistic textures and incredible finishes - available in four “regional” colors – Desert, Great Lakes, Mountain and Southern. Atlantic’s Rock Lids are made of sturdy fiberglass construction, however, are lightweight for easy access. The new redesigned Rock Lids are available in four sizes and fit all Atlantic Skimmers.

www.atlanticwatergardens.com | jim@atlanticwatergardens.com

Microbi Lift/ Algaway 5.4 & PL "Co-Packs"

Contains two of our best pond maintenance products, conveniently bundled to save you 25%! – Available in 2 sizes. Kill Algae

ALGAWAY 5.4

• Eliminates many types of algae in the pond
• For use with fish and live plants • Liquid formulation • EPA Registered

Microbi Lift/PL

• Contains photosynthetic bacteria • Creates a cleaner environment for your pond • Improves fish health, growth and longevity • Promotes cycling of pond including nitrate elimination • Reduces cloudy water • Dissolves away organic sludge • Seeds and maintains biological filter • Safe for wildlife and pets that may drink out of the pond

www.MicrobeLift.com • info@MicrobeLift.com

Atlantic Water Gardens Launches Their Redesigned Rock Lids

Say goodbye to “fake rocks”……Atlantic Water Gardens presents all-new Rock Lids.

No one will ever know it’s not real!

Designed to blend in with natural elements, the redesigned Rock Lids are paired with realistic textures and incredible finishes - available in four “regional” colors – Desert, Great Lakes, Mountain and Southern. Atlantic’s Rock Lids are made of sturdy fiberglass construction, however, are lightweight for easy access. The new redesigned Rock Lids are available in four sizes and fit all Atlantic Skimmers.

www.atlanticwatergardens.com | jim@atlanticwatergardens.com

Microbi Lift/ Algaway 5.4 & PL "Co-Packs"

Contains two of our best pond maintenance products, conveniently bundled to save you 25%! – Available in 2 sizes. Kill Algae

ALGAWAY 5.4

• Eliminates many types of algae in the pond
• For use with fish and live plants • Liquid formulation • EPA Registered

Microbi Lift/PL

• Contains photosynthetic bacteria • Creates a cleaner environment for your pond • Improves fish health, growth and longevity • Promotes cycling of pond including nitrate elimination • Reduces cloudy water • Dissolves away organic sludge • Seeds and maintains biological filter • Safe for wildlife and pets that may drink out of the pond

www.MicrobeLift.com • info@MicrobeLift.com

Atlantic Water Gardens Launches Their Redesigned Rock Lids

Say goodbye to “fake rocks”……Atlantic Water Gardens presents all-new Rock Lids.

No one will ever know it’s not real!

Designed to blend in with natural elements, the redesigned Rock Lids are paired with realistic textures and incredible finishes - available in four “regional” colors – Desert, Great Lakes, Mountain and Southern. Atlantic’s Rock Lids are made of sturdy fiberglass construction, however, are lightweight for easy access. The new redesigned Rock Lids are available in four sizes and fit all Atlantic Skimmers.

www.atlanticwatergardens.com | jim@atlanticwatergardens.com

Microbi Lift/ Algaway 5.4 & PL "Co-Packs"

Contains two of our best pond maintenance products, conveniently bundled to save you 25%! – Available in 2 sizes. Kill Algae

ALGAWAY 5.4

• Eliminates many types of algae in the pond
• For use with fish and live plants • Liquid formulation • EPA Registered

Microbi Lift/PL

• Contains photosynthetic bacteria • Creates a cleaner environment for your pond • Improves fish health, growth and longevity • Promotes cycling of pond including nitrate elimination • Reduces cloudy water • Dissolves away organic sludge • Seeds and maintains biological filter • Safe for wildlife and pets that may drink out of the pond

www.MicrobeLift.com • info@MicrobeLift.com

Atlantic Water Gardens Launches Their Redesigned Rock Lids

Say goodbye to “fake rocks”……Atlantic Water Gardens presents all-new Rock Lids.

No one will ever know it’s not real!

Designed to blend in with natural elements, the redesigned Rock Lids are paired with realistic textures and incredible finishes - available in four “regional” colors – Desert, Great Lakes, Mountain and Southern. Atlantic’s Rock Lids are made of sturdy fiberglass construction, however, are lightweight for easy access. The new redesigned Rock Lids are available in four sizes and fit all Atlantic Skimmers.

www.atlanticwatergardens.com | jim@atlanticwatergardens.com
Upcoming Events

January 12–13
Landcape Industry Show
Los Angeles Convention Center
www.clca.us/llis

January 19
Sacramento Valley Landscape & Nursery Expo
Sacramento, CA • www.sacvallexpo.com

January 28–30
42nd All Japan Combined Nishikigoi Show
Tokyo, Japan
Hosted by All Japan Nishikigoi Promotion Association. Ryutsu Centre

February 10–11
Water Garden Expo 2011
Shawnee, Oklahoma
Shawnee Exposition Center
Presented by Pond Liner – Attendance is FREE
Contractors and Dealers ONLY
Pre-Register Today! 866/219-3561
Visit www.pondliner.com for more details.

February 19–20
Koi Club of San Diego Koi Show
Del Mar Fairground – Activity Bldg.
Del Mar, California
www.koiclubsandiego.org

Date - To be Announced
Water Feature Conference and Expo
Henderson, Nevada
Loews Lake Las Vegas Resort
Hosted by National Association of Pond Professionals
www.nationalpondpro.com

March 11–13
Central Florida Koi Show
Orlando, Florida
www.centralfloridakoishow.org

May 26 - 29
Aquarama 2011
Singapore
http://aquarama.com.sg

June 8
California Growrn Show and The Nursery Mart – CANGC 100th Anniversary
Long Beach Convention Center
Long Beach, CA • www.cangc.org
California Growrn Show
www.CaliforniaGrowrnShow.com
Nursery Mart www.TheNurseryMart.com

June 25–26
BKKS National Koi Show
The British Koi Keepers Society (BKKS)
Stafford Show Ground, Bingley Hall
www.bkks.co.uk

August 19–21
Holland Koi Show
The Netherlands
Biggest Koi show in Europe.
www.hollandkoishow.nl
Advertisers’ Index

ID number for Online Info Card
www.pondtrademag.com/infocard/

501 Airmax Ecosystems ............. 31
504 Alpine Corporation ............. 2
507 Applied Polymer Systems ...... 3
510 Aqua Meds .................... 15
512 Aquatic Nutrition, Inc. ........ 31
513 Atlantic .................. Back Cover
522 Blue Ridge Fish Hatchery ...... 27
531 Clear Pond Products .......... 12
534 Easy Pro Pond Products ...... 13
546 GC Tek ........................ 14
549 InMotion Aquatics .............. 28
552 Kloubec Koi Farm .............. 23
554 KOISHI ...................... 28
555 Matala USA ................... 3
See Page Marketplace ads ........ 44-45
558 Mazuri ....................... 47
561 Mico, Inc. ..................... 23
563 Microbe-Lift .................. 35
573 Polytank, Inc. ................. 14
577 PondBuilder .................. 19
579 POND Trade Magazine ........ 12
576 Pondliner.com ~
Water Garden Expo ............... 30
582 PondPro Leak Repair .......... 23

Koi and Water Gardens
Ponds and Pond Supplies
Founded in 1990, the largest full service water
garden center in South Central United States.

Water Garden Gems
3136 Bolton Road • Marion, Texas 78124
1-800-682-6098 • 1-210-659-5841
WWW.WATERGARDENGEMS.COM

Wanted

Looking for a go-to guy with the answers that your customers need?
A manager that knows how to work with teammates to achieve your goals?
An experienced, engaging presenter to promote your products anywhere in the world?
Looking forward to hearing from you.

Demi.Fortuna@gmail.com
631-827-7353 cell • 631-689-9637 office

Don’t miss out on this Market Place advertising opportunity.
See our website

www.pondtrademag.com/
advertise/marketplace

for rates and easy placement.
Business Card and Classifieds accepted.

Extend Your National Visibility
ADVERTISE in
POND Trade Magazine

Call Tom Graham 760/451-2255
or tomg@pondtrademag.com
Finishing Up - Formal Pond with a View

It’s All About the Koi

Two views of a formal pond - one from above and one from the side through one of the two glass windows. This pond celebrates the beauty of koi in a highly accessible way.

Photos by Tom Graham

Pond by James Van Jen
KOILAND • Vista, CA
At Mazuri, we know exotics rule. In the grand scheme of things, we produce more food for more exotic animals than any other company in the world.

MAZURI® KOI DIETS:
- Top quality fish and soy protein
- Complete and balanced nutrition
- Astaxanthin, canthaxanthin, spirulina, shrimp and beta-carotene for brilliant color
- Each bag is date coded for guaranteed freshness and is produced in the United States

So for healthy, brightly-colored Koi and cloud-free water, trust Mazuri®.

MAZURI® KOI DIETS:
- Koi Platinum Ogata
- Koi Platinum Wheat Nuggets
- Koi Platinum Nuggets
- Koi Pond Nuggets
- Koi Platinum Bits

Take a walk on the wild side and visit us at www.Mazuri.com
Atlantic 2011 Innovations

Clean Rain Downspout Diverter
This all-in-one rainwater filtration and collection system collects, cleans and filters rainwater and accommodates multiple connection methods for immediate use in the garden and around the yard. A one-piece construction makes the downspout diverter a breeze to install and just as easy to use!

Fountain Basins
MAKE INSTALLATION EASIER...
with basins that have a strong flat supported top deck with recessed plumbing channels.

Redesigned Rock Lids
The most realistic looking rock lids on the market, these lightweight fiberglass lids allow easy access while blending in with natural elements.

TidalWave LH-Series Pumps
Atlantic Water Gardens is introducing new low-head professional grade pumps engineered to produce high volumes at low-to-medium head heights with the same high quality, performance and durability you’ve come to expect from our Tidal Wave Pumps.

Triton Check Valve
Universal check valve designed exclusively for the water garden industry.

BioCuda Pond Treatments
Environmentally friendly pond treatments help maintain crystal clear water while protecting your pond’s ecosystem.

New Atlantic Skimmer
The new retail skimmer and FilterFalls have all of the performance of our Big Bahama Pro Series but are built for the retail do-it-yourselfer.

For information visit
www.atlanticwatergardens.com
or call (877) 807.5637 for a FREE 2011 catalog and complete program details.

Atlantic
Discover the Difference

Request info at www.pondtrademag.com/infocard/ ▲ # 513