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POND Trade Magazine

July/August 2011

US $6.95

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Nelson Water Gardens and Nursery
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10 Anoxic Filtration - is it a Bog Filter? – Part 2
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38 BUSTED, Naming a new product?
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Joe Pawlak, Blackwater Creek Koi Farms, Inc

Don't learn the hard way. Joe Pawlak helps guide you on what to do and not do when naming your business or a new product. He speaks from experience here. Learn the difference between a trademark and a copyright. When can you use ®? These are important things you need to know as a business owner, so don't slack. Make sure you have your company’s bases covered, with tips from Joe.

40 Are You Always Late?
7 Tips To Arrive On Time
Gretchen Rubin, Happiness Project

For some, timeliness can be a real challenge. There is just so much to do. But customers don't like it when you are late—so what can you do if you find you are often running late? Gretchen explains seven common reasons why people are late, so you can identify the problem. Then you can make a plan to adjust your methods and habits, and ultimately benefit from happier clients and peace of mind. If this is you, maybe it is time to admit it, and get a helping hand here.
Upcoming Events

July 18 – 20
ANLA Legislative Conference
Washington, D.C.
Liaison Capitol Hill Hotel

July 22 – 30
IWGS 2011 Symposium
Qingdao, China International Waterlily & Water Gardening Society Annual Event
www.iwgs.org

August 16 – 18
The Independent Garden Center Show
Chicago, Illinois

August 18 – 21
Pondemonium 2011
St. Charles, Illinois
Presented by Aquascape, Inc. 1-866-877-6637 • www.aquascapeinc.com
See ad on page 7.

August 18 – 21
2011 Nursery/Landscape Expo
Dallas, Texas • Dallas Convention Center
Texas Nursery & Landscape Association
www.nurserylandscapexpo.org

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

August 31
2011 Pond Expo
Saginaw, Michigan
Hosted by PondBuilder and Blue Thumb
www.mipond.com

October 5 – 6
Aqua 2011
Shropshire, England • Telford International Centre, Impact Exhibitions, Ornamental Aquatics Trade Associations
www.aquatelford.co.uk

October 30 – November 4
2011 International Pool|Spa|Patio Expo
Las Vegas, Nevada
Mandalay Bay Convention Center
Hanley Wood Exhibitions
www.poolspapatio.com

November 5 – 8
InfoTanza 2011
San Diego, California
International Pond Professional Companies Association (IPPCA). Held in conjunction with the Irrigation Show.
www.infotanza.com
See ad on page 46

February 26 – 28, 2012
NAPP Conference and Expo
Las Vegas, Nevada
The National Association of Pond Professionals (NAPP) is excited to announce that plans for the 2012 Conference and Expo are very close to completion.
www.nationalpondpro.com

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POND Trade Magazine is published bi-monthly, starting in January, for $41.70 per year by TC Publishing, Inc., 2011

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Advertising Sales
Tom Graham 888/356-9895
tomg@pondtrademag.com

Graphic Design
Steve Gray
steveg@pondtrademag.com

Accounts Receivable
Jennifer Corre
PO Box 1985
Fallbrook, CA 92088-1985

drgray@pondtrademag.com

Webmaster
Dustin Graham
dustin@pondtrademag.com

Publisher
Tom Graham 888/356-9895
tomg@pondtrademag.com

Editor
Cindy Graham 760/451-2255
cindy@pondtrademag.com

Features:
San Marcos, CA.


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Contact info
POND Trade Magazine
PO Box 1985
Fallbrook, CA 92088-1985
888/356-9895 • FAX 760/418-4606
info@pondtrademag.com

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Hard to believe we already need to be planning for the Fall and Winter seasons. Pond Pro Shop of Kikapoo, Oklahoma, shares with you two programs they have launched that have helped increase sales in November and December - a "Pond Dollar Promotion" and their new "Christmas Store."

Have you ever wondered what the difference is between up lighting, moonlighting and floodlighting? Another great add-on to a pond project is to light up the night. Mike Garcia will help you understand 10 different techniques used in Garden Lighting, as well as a few other useful tips. Several of our advertisers now have lighting kits that are easy to install and will add instant dimension to any pond or water feature. Be sure not to miss out on lighting opportunities.

Nelson Water Gardens and Nursery shows you, step-by-step, an inexpensive, quick way to make fountains out of glazed pottery – another quick add-on sale to a pond project. You can suggest adding one of these fountains near your client’s front door, to bring the wonderful sound of water from the backyard to center stage.

For more on the wonderful sounds of water, read the excerpt from "The R.I.S.E. Method," starting on page 18. It is all about adding audible dimensions to waterfalls. Thank you to Rick Bartel for sharing this chapter from his book in this issue.

There are four more great articles that every business can learn from, touching on customer loyalty and naming new products, to overcoming adversity and being on TIME. Take a look at the table of contents and then jump in and start reading. You don’t want to miss anything.

One more thing to be planning for right now is what events you are going to attend this year. There are several great events coming up including Pondenium, Pond Expo, and InfoTanza. Check with your distributors and manufacturers and see if they have any events too. If you hear of an event that is not in our "Upcoming Events" section, please let us know so we can add it. (Send events and press releases to Cindy@pondtrademag.com.)

And please, remember to thank our advertisers and authors who help make this magazine possible.

Thanks!
Plumbing Glazed Pottery Into Fountains

by Nelson Water Gardens and Nursery

This inexpensive technique makes for a quick and watertight adaptation of glazed pottery into a fountain. Use of PVC standpipe allows plume of water at top and an easy way to drain pot in cold weather.

What You’ll Need

1. Drill
2. ½˝ Masonry Drill Bit
3. ¾˝ PVC Female Adapter
4. ¾˝ Thread x 1˝ Barb Fitting
5. ¾˝ PVC Pipe
6. Underwater Epoxy
7. Circular Saw
8. Cardboard or Carpet to put under pot while working on it

1. With masonry bit drill hole in center of pot
2. Place ¾˝ thread x 1˝ barb so thread goes through bottom of pot
3. Place PVC female adapter on PVC pipe, thread onto fitting
4. Thread fittings together until tight
5. Cut ¾˝ PVC standpipe to correct length
6. Mix underwater epoxy together

POND Trade Magazine
Use epoxy to fill any other holes in pot
Epoxy around fitting to make pot watertight
Before running fountain, fill pot & test to ensure it’s watertight

http://nelsonwatergardens.com/

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Nitrifying Bugs are Everywhere

Nitrifying bugs (nitrogen cycle bugs) are abundant in nature. They do not just grow and thrive in a biological filter. In fact, they will grow everywhere in a pond environment. In a natural pond, lake or river, they grow on every available surface. This includes the pond bottom, rocks and plants. In an ornamental pond they will also grow on all available surfaces, not just within the filter.

The purpose of a biological filter is to make a “bacteria friendly” environment that will concentrate the bulk of the population in one easy to manage area where the main nitrogen cycle will occur. But that does not mean that this is the only place where ammonia is being nitrified (turned into nitrate). Ammonia is also being nitrified throughout the whole pond. All that is necessary for this to occur is a wet surface and a supply of ammonia, oxygen and carbonate. Taking all the biological media out of the filtration system, therefore, will not stop the production of nitrate altogether; it will still be produced elsewhere.

It may not be immediately obvious but there are also ample opportunities for the nitrogen cycle to take place actually within the biocenosis baskets themselves (see part 1). The baskets are underwater and so, stating the obvious, all surfaces of the clay particles are wet. The water that is just inside the baskets will also be rich in oxygen and carbonate, so we have an ideal place for nitrifying bugs to set up home and to convert ammonia to nitrate. If nitrate is actually produced within a basket that is designed to eliminate nitrate, does this mean that these baskets are a failure? Not in the least, as will be described later.

There are two equations that I light-heartedly refer to as “what nitrosomonas and nitrobacter eat for lunch.” They are included for those that may be interested. It is not necessary for the purposes of this article to try to understand them, but you may need to read them a couple of times to understand it, or if you prefer, you may safely skip the equations and the paragraph that follows them.

What Nitrosomonas eat for lunch:

\[-55\text{NH}_4^+ + 76\text{O}_2 + 109\text{HCO}_3^- = C_5\text{H}_7\text{O}_2\text{N} + 54\text{NO}_2^- + 57\text{H}_2\text{O} + 104\text{H}_2\text{CO}_3\]

What Nitrobacter eat for lunch:

\[400\text{NO}_2^- + \text{NH}_4^+ + 4\text{H}_2\text{CO}_3 + \text{HCO}_3^- + 195\text{O}_2 = C_5\text{H}_7\text{O}_2\text{N} + 3\text{H}_2\text{O} + 400\text{NO}_3\]

What the Equations Tell Us

You can either count atoms and molecules, or you can take my word for it, that these equations could very roughly be described as saying: One molecule of ammonia + four molecules of oxygen + seven molecules of carbonate becomes one molecule of nitrate + a bit of bug tissue (that is what $C_5\text{H}_7\text{O}_2\text{N}$ means in these equations, a molecule of “bug”). In other words, the bacteria can be thought of as “eating” ammonia, oxygen and carbonate and getting slightly bigger. (Eventually when they have consumed enough, each bug will divide into two separate bugs, but that is beyond the scope of this article). If we ignore the carbonate and also ignore the fact that the bugs are getting fatter in this process and we just concern ourselves with what happens to the ammonia, it gets even simpler. One ammonia + four oxygen eventually equals one nitrate. Let us now apply this to what is going on inside a biocenosis basket, and follow the ammonia molecules as they are drawn by the Laterite into the baskets to their doom.

See figure 1.

Zone A

Negative charges in the Laterite start to attract ammonia molecules towards the centre of the basket. As these molecules pass through Zone A, nitrifying bacteria, (nitrogen cycle bugs), will grab one ammonia molecule and four oxygen molecules; they will then excrete one nitrate molecule. The ammonia level in Zone A will have dropped a little, the nitrate level will have risen by roughly the same amount but the oxygen will have dropped considerably, (four times as much). Although there is now far less oxygen, there will still be enough of it for the nitrogen cycle to continue. We will continue to journey with the ammonia molecules into Zone B.
the nitrogen cycle bugs? The chemical symbol for nitrate is 

understand either. Remember the nitrate that was produced by 

That wasn't so hard was it?

there is very little oxygen and likes to "eat" organic molecules.

"eating" habits; they like to "eat" organic molecules. So a facul-

tative means that it has the facility (or ability) to live anaerobi-

cally (where there is very little oxygen), provided it can steal 

this zone is: what on Earth is a facultative anaerobic 

heterotrophic bacteria live. The first thing to understand about 

As more and more ammonia is converted to nitrate, the 

ammonia level drops even more and the nitrate level rises. So 

much oxygen has been used in the process that this area can no 

longer be called truly aerobic, (oxygen rich), but there is still a 

little oxygen left to sustain some nitrifying bacteria so we will 

follow the remaining ammonia as it journeys into Zone C.

Zone B

The bio-chemistry in this zone is the stuff of nightmares 

and almost defies simplification, but I will try. The ammonia 

is still being pulled remorselessly toward the Laterite but almost 

all oxygen in the water has already been used. The nitrogen 

cycle, as we know it, ceases. Nitrification cannot occur if 

dissolved oxygen levels are below 2 ppm, and it will be lower 

than that in Zone C. In this zone, facultative anaerobic 

heterotrophic bacteria live. The first thing to understand about 

this zone is: what on Earth is a facultative anaerobic heterotrophic 

bug anyway? Roughly speaking, facultative anaerob-

ic means that it has the facility (or ability) to live anaerobi-

cally (where there is very little oxygen), provided it can steal 

some. Heterotrophic bacteria is simply a description of their 

“eating” habits; they like to “eat” organic molecules. So a facul-

tative anaerobic heterotroph is simply a bug that can live where 

there is very little oxygen and likes to “eat” organic molecules. 

That wasn’t so hard was it?

Where it can steal its supply of oxygen from is not hard to 

understand either. Remember the nitrate that was produced by 

the nitrogen cycle bugs? The chemical symbol for nitrate is 

NO3, (one atom of nitrogen, joined to three atoms of oxygen). 

For a facultative anaerobic heterotroph, this is a feast. It can 

easily take the three oxygen atoms and leave the nitrogen. 

Although it is convenient to refer to bugs “eating” ammonia or 

nitrate and needing oxygen, in practise, they do not have little 

mouths, nor indeed, do they have lungs. Ammonia, nitrate and 
oxygen are simply absorbed directly through their cell walls, 

just as if we were able to eat by placing food onto our stomachs 
or breathe by absorbing oxygen through our chests. When 
oxygen is taken from nitrate in this way, the atoms of oxygen 

enter the bug and the nitrogen is left behind. This nitrogen is 

still dissolved in the pond water but it will be pleased to 

leave the water behind and go back into the atmosphere at the 

first opportunity. In this way, although there are nitrogen cycle 

bugs living in the biocenosis baskets and they will be busy 

putting nitrate into the water, other bugs in that same basket 

are just as busy disposing of it. The overall effect of a basket is 
to totally remove ammonia with no by-product chemicals 

remaining in the water.

There’s More

If that was all a biocenosis basket achieved, it would be 

pretty marvellous, but there is even more science going on. We 

haven’t even considered the full extent of what the Laterite is 
doing yet, other than to say that “electrical charges” attract 

ammonia molecules toward the centre of the basket. How does 
it do this, and what happens to the ammonia when it gets there? 

Molecules are not little magnets, but for a basic understanding 
of how molecules work, it is convenient to imagine that they 

behave just like little magnets. When we played with magnets 
as children, we discovered that two similar magnetic poles repel 
each other but opposite poles attract and will stick together. 
Molecules behave just like that, but the forces are electrical 
charges, similar to static electricity, not magnetism.

The charge on an ammonia molecule (NH4+) is positive, 

and the charges on the Laterite are negative. Opposite charges 

attract, and so ammonia molecules will be pulled inside through 

Zones A, B and C as described above. So, the Laterite has been 

responsible for attracting ammonia from the pond water 

flowing past the basket, right into its centre. Although some of 

the ammonia will have been totally disposed of along the way, 
much will still remain, and once it is there, it cannot escape. 
The way ammonia is taken up by plant roots is a complex 

relationship involving yet more molecular charges and it is not 

necessary to understand this mechanism in order to understand 

how biocenosis baskets work. It is sufficient to say that the 

Laterite attracts ammonia right up to the plant roots and holds 
it there. When the plant is good and ready, (dependant on more 

bio-chemistry), its roots will simply absorb the ammonia and 
the plant will produce luxuriant growth. Yet more ammonia has 
been permanently removed from the pond ecology.

What happens in unplanted baskets? More bugs, I’m afraid. For those biocenosis baskets that do not contain plants, 

the facultative anaerobic bacteria that inhabit Zone C will 

perform a second clever trick. Earlier, we discovered that these 
bacteria preferred to take oxygen directly from the pond water, 

but when there was little or no oxygen available, as in Zone C, 
their first trick was to obtain some by taking the atoms of 
oxygen from any nitrate that had been produced by the nitrifi-
ying bacteria (nitrosomonas and nitrobacter). What happens 
when they have used up all that nitrate? They simply switch to
directly metabolizing ammonia to provide their energy needs! The expression “clever as a sack of monkeys” should be changed to “clever as a basket of bugs”. Whether or not the biocenosis baskets contain plants, the ammonia that is drawn into a basket has no escape. If plants don’t get it, the bugs will.

Not every pond keeper wants to have a pond full of aquatic plants behind their koi pond, or they may not have the space to do so. The fact that the biocenosis baskets do not have to contain plants to mop up ammonia because a colony of bugs will soon develop and will take the opportunity of a free ammonia lunch, enables anoxic filtration to be sited indoors or disguised under decking.

Building the System

Fortunately, building an anoxic pond is far easier than understanding how it works. In Kevin Novak’s original pump-fed design, (figure 2), water is pumped from the main pond into the anoxic pond. In order to prevent the flow of water from disturbing the baskets, it enters through a simple diffuser. Figure 4 shows Kevin’s suggested diffuser but any other design could be used if preferred. The water then returns back to the main pond by gravity. The anoxic pond should be about 24” (600 mm) deep and it can be any convenient shape that is large enough to allow approximately one basket per adult fish.

It is possible to modify the design to a gravity fed system for those who do not like pump fed systems or who want to modify an existing gravity fed system (see figure 3). As in the pump fed system, the water should be diffused as it enters the anoxic pond. One way to achieve this would be to extend the 4” bottom drainpipe above water level and to drill around 100 x \(\frac{1}{4}”\) (6mm) holes in it.

Are There Any Drawbacks?

There are no drawbacks but one point is worth careful consideration. Settlement will occur in the anoxic pond and it will eventually need to be emptied or flushed to waste just as any other settlement chamber. In order to keep the drawings as simple as possible, I have left out details of pre-filtration and a
drain to make emptying easier. A sieve is a suitable pre-filter for the gravity system and a simple way to close off the main pond when a gravity fed anoxic pond is being emptied would be to make the perforated section of pipe removable and have a suitable length of un-perforated 4˝ pipe that can replace it whilst emptying.

And the Advantages?

Apart from the reduction in nitrate levels, and the fact that the system can be built so inexpensively, it is ubiquitous. It will fit anywhere because it can be built to fit whatever space is available; the only constraint is that there should be about one basket per full size fish. But even in this, there is flexibility. If ever you need more baskets and space is limited, simply stack an extra layer of baskets on top of the bottom layer, taking care that they are spaced so that the bottom of one basket doesn’t rest directly on the surface of the one below so that water can still flow past all surfaces of all baskets.

The Future

The anoxic system has been developed in America over the past 20 years. It has gained considerable respect over there, from those who have tried it and found that it provides nitrate reduc-

tion even below that of the incoming tap-water, leading to crystal clear pond water. In this country it is becoming a much talked-about subject and I believe that none who have tried it so far are disappointed. Keep your magazine subscription up to date, there will be more written about anoxic filtration in the near future.

About the Author

Syd Mitchell is a member of the Institute of Swimming Pool Engineers and has been designing and installing filtration systems and water quality control systems for swimming pools since 1984. Since becoming a koi keeper, he has been keen to pass on his accumulated knowledge to others by explaining the complex subject of water chemistry in simple everyday language.

The anoxic filtration system was designed by Kevin Novak Ph.D. Full details have been published in his CD book, which can be obtained directly from him or read on-line at www.mankysanke.co.uk (click “anoxic filtration”).
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The meaning of Goshiki is “Five Colors” in Japanese. Generally speaking the colors of Goshiki are white, red, black, and two shades of blue. The base color of the koi is white. The pattern markings are red. The scales develop blue colors and a black outlining or reticulation (net pattern).

The Goshiki have been developed by using Asagi as a parent so we normally see a gray background with a bright hi (red) pattern. It has changed throughout the years to what we now know as Old Style Goshiki and New Style Goshiki.

Old Style

The Old Style Goshiki have heavy and dark reticulation on the scales. The reticulation may also appear on the scales of the hi pattern. Usually the Old Style Goshiki turn quite dark over time and may appear as a dark gray koi with vivid red markings.
New Style

The New Style Goshiki have predominately more white base showing with lighter gray reticulation on the scales and little or no reticulation on the pattern. It will have a bright almost fluorescent hi pattern.

Goshiki are sensitive to water temperatures and they may react with changes to their base color. They can change to a lighter color in high water temperatures and become darker in cooler water. Usually the hi pattern remains unchanged.

Goshiki babies can resemble small Kohaku because the gray color takes time to develop and is not obvious at fingerling size. The background color begins to emerge at approximately 5” in size and does not appear all at once. A fish that looks like a dirty little Kohaku ‘mutt’ may actually turn out to be a true gem of your koi collection.

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 Tradeshows 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

Doitsu Goshiki
Creating pools of varying diameters and depths within your project will not only provide wonderful opportunities for the enjoyment of wildlife & great locations for a selection of aquatic plants, but can also add a significant audible dimension to your project. The actual depth and diameter of these pools will not only change the speed with which the water flows but will significantly alter the sounds emitted by the water’s movement; this will allow you to audibly fine-tune your water creations.

Control or adjust the high range tones within your water features when you allow water to fall onto a solid surface such as a rock or boulder. The amount of water you allow to fall and the distance the water actually falls will greatly affect its sound and its ability to splash.

To control any potential splash, always allow a minimum of 3’ to 4’ of distance for every foot of elevational drop onto any solid surface.

Control adjust your mid-range tones when you allow water to fall into a shallow pool immediately following a waterfall or a series of white-water rapids. Water falling into a pool does not

Changing the sound emitted by the water’s movement in any water feature application is as easy as changing the objects being struck by the water. High range tones can be controlled or adjusted by varying the amount of water that falls onto a solid object such as a rock. High range tones are known for drowning out unwanted noises such as nearby passing traffic.
Water splash can be responsible for large amounts of water loss in a water feature. Controlling splash can be easy if you allow a minimum of three to four feet of distance for every foot of elevational drop in water falling onto a solid surface. Two to three feet of distance will contain the splash from water falling into a small pool of water.

Control and adjust your mid-range tones when you allow water to fall into a shallow pool of water immediately following a waterfall or series of rapids. The actual diameter and depth of these small shallow pools will vary the sound emitted by the water. These mid-range tones are known for being some of the most pleasant sounds produced by water.

Special Note: reprint was adjusted to fit the magazine’s page size and space available.
Low range tones can be produced when allowing water to fall into deeper pools of water. The actual diameter depth of these pools will significantly alter the sounds produced by the falling water. These low range tones are known for carrying for long distances can be of use when trying to project sound to a distant viewing area.

The volume of sound produced by a water feature can be enhanced with the use of an echo-chamber. These echo-chambers are nothing more than a constructed amphitheater located directly behind a waterfall. These hollow chambers allow the sound waves to bounce back in the direction desired can increase the sounds emitted by a relatively small water feature.

Ask for a copy of "The R.I.S.E. Method" at your local water feature retail or distribution outlet, Amazon.com or contact the book publisher directly at:

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have as great a capacity to splash as water falling onto a solid surface, so a minimum of 2’ to 3’ of distance will adequately control each foot of elevational drop in this application.

Low range tones can be adjusted controlled as you allow water to fall into a much deeper pool of water. The actual depth of the pool as well as its overall diameter will ultimately dictate the sound the water emits as it hits the surface of the pool.

The type and size of material used to edge these pools will also give some control in the sound of the water as the sound waves bounce off of these placed materials, affecting the volume or level of sound produced. Placing your materials in positions that create small caves or echo chambers in or behind a waterfall can really enhance the waterfall’s volume. These “echo chambers” can be quite effective in volume control.

This technique can also be used to control the direction of the sound’s travel. A solid backdrop of rocks boulders can deflect the sound outward to a distant area where a visitor may otherwise be unable to hear the movement of the water.

Echo-chamber techniques can also be used in controlling sound direction by allowing you to “throw” the sound in another direction to further enhance the enjoyment capabilities of a feature. This technique works well when a water feature is viewable from one area but you wish to hear the running water in another area by bouncing the sound waves.

If anyone, professional or layman, wants to achieve a naturalistic appearance in any pond, stream or waterfall application, The R.I.S.E. Method will provide the desired results!

Dimensions 8” x 10”
132 Pages
Cost - $29.95

About the Author
Rick Bartel; a twenty year experienced veteran water feature contractor; is the current administrator and primary instructor for the Savio Water Feature Institute whose industry wide popularity of advanced educational seminars has literally redefined the water feature installation industry. More than 7,200 industry professionals and contractors have attended Rick’s seminars and workshops worldwide, which have earned six prestigious awards for excellence in education.

Rick was awarded the "2010 Water Feature Contractor of the Year" and will be a guest speaker at the 2011 International Water Gardening Symposium in Qingdao, China July 2011.

Rick Bartel
Certified Master Water Feature Specialist
Program Administrator
Savio Water Feature Institute
rick@savioeng.com • 423-894-1559 home office
505-803-1612 cell phone

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Professional pond builders prefer low voltage lights for most landscape applications due to ease of installation and cost savings due to lower electric usage.

Low voltage lighting systems contain many elements, which require an installer to master in order to use the right technique in the right application. Such elements include items like local electrical codes, not overloading the transformer (proper electrical load), fixture costs, available outlets and safety issues. You don’t have to be an electrician to install a low voltage lighting system. Just about anybody can install a simple Malibu lighting system. However, the old adage “you get what you pay for” holds true, especially in the low voltage lighting arena. A professional fixture can cost between $50.00-$500.00. Much depends on the materials used to make the light and the craftsmanship built into the light. More expensive lights tend to be made out of copper, brass or composite materials.

When designed and properly installed, a landscape lighting system enables a homeowner to enjoy their landscape way after the sun goes down. Achieving award winning results in landscape lighting requires an understanding of the principles...
of lighting design and an appreciation of the technology, which lies at the core of the lighting system itself. You can’t practice the ART, until you’ve mastered the SCIENCE of landscape lighting.

A good knowledge of many fields is needed before a great lighting design can be created. For example, one must know how tall a young tree is going to grow, in order to determine which wattage to use as an up light on the tree. If you are up lighting a dwarf palm, which only grows to six’, then a 10-watt bulb will do. If you intend to up light a tree which will reach 50’ or more, then you will want to install at least a 50-watt or bigger bulb.

The ABC’s of lighting are simple. The heart of the landscape lighting system is the transformer. The transformer does just that… it transforms high voltage from the wall socket, into 12-volt low voltage.

Each fixture has two wires, which protrude from the electrical socket of the fixture. These two wires are spliced into wires, which connect into the transformer box. That’s about as simple as it gets. Depending on how many fixtures you tie together to form a “zone,” you connect each fixture, which gets connected, and there you have it...light.

The intention is to make the most of each fixture installed. The next logical step is to hide the fixture in the landscape itself. Fixtures should be hidden, unless the fixture itself is meant to decorate the landscape. Lights should be positioned to avoid creating direct eye contact. Ideally, the garden would include several lights on the pathway and the seating areas. Safety is always the top priority when designing a lighting system. Steps should always be illuminated, as well as pathways. Path lights should be staggered from one side of the path to the other; otherwise, you create what we call “The airline runway effect.”

The following categories represent the 10 most popular techniques used in Garden Lighting.

1 Up lighting: This is the most commonly used technique to illuminate trees, walls, and sculptures.

2 Moonlighting: This form of down lighting is located overhead and produces a moonlight effect.

3 Shadowing: This form of lighting requires a strong plant form, such as yuccas, and a back wall.

4 Spotlighting: Used sparingly, this technique picks out larger plants, statues and architectural forms.

5 Floodlighting: These are broad light beams, which create dramatic silhouettes.

6 Accent Lighting: Small fixtures placed almost anywhere in the garden, to create a calm atmosphere.
Did You Know--
Enviroscape won the highest award at last year’s CLCA landscape lighting competition. This represents years of learning and developing the best of the above techniques and harnessing these into the entire scheme of the landscape plan.

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Falling Water Gardens is a full-service garden center and retail nursery that grew out of the award winning landscape design/build company Falling Water Designs. Set on ten acres in Monroe, Washington, Falling Water Gardens is home to display gardens from small container features, to igneous rock slabs, to giant basalt column features, to formal fountains, and more! Falling Water Gardens also stocks a full line of pond accessories, fish food, select koi, goldfish and aquatic plants. Visit online at www.fallingwatergardens.com.

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7 Spread Lighting: Uses wide beam angles to light large areas such as lawns, borders and low shrubs.

8 Cross Lighting: This dramatic effect picks out statues, urns, bonsai, and even gnarled tree trunks to highlight.

9 Silhouetting: This technique is often used to highlight the outline of trees, palms and archways.

10 Underwater Lighting: These submersible aquatic luminaries are used to illuminate the pond and particularly bright colored fish, such as koi.

You may also want to look at fiber optic lighting. This is the neon colored lighting, which changes color.

Although this barely scratches the surface in this new and exciting field, I trust it will start to plant some seeds of good ideas and help you envision how you can use low voltage lighting to create a stunning nighttime atmosphere within your landscape.

About the Author

Mike Garcia
founder of Enviro-scape, began his career in the horticultural field more than 25 years ago. After earning his college degree in Ornamental Horticulture, he earned his C-27 Landscape Contractors License, as well as his D-49 arborist Tree Service Contractors License. Under his leadership, Enviroscape has won numerous landscape and water feature awards at the local, state, national and international levels.

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Some of you may know that one of the reasons I started marketing with the Green Industry was because of my love of gardening. I could spend hours walking around a nursery and plotting my next purchase!

My obsession started when I built my home in Pennsylvania. It was a gorgeous home but there was nothing in the surrounding acre of land. Nothing. Not even grass. We started from scratch. Once the lawn was in it was time to focus on the plants. We had a plan drawn up, full of great ideas, but limited funding. So we worked in phases. (Sound familiar?)

I quickly discovered that there was a lot more to creating my landscape than picking a plan or plants to fill it – there was a lot of work involved. First there is the digging (PA clay doesn’t make it easy) and spacing the plants perfectly knowing how they will grow and fill-in a space. This took planning and careful consideration. Once the plants were in, I had to nurture them. The watering, weeding, fertilizing, and mulching was a task all on its own. Finally there is maintenance; the continuation of the watering, weeding, fertilizing, and mulching but you also have to add in pruning, pinching, and dividing overgrown plants. Somehow, the pleasant task of adding a landscape became a huge job.

The same can be said for your business and your customers.

Sometimes getting customers the first time is easy. It’s getting them to come back time and time again that takes a lot of work. Sadly, there is a reality today that companies have not faced in the decades before – the Internet.

The fact is, we are in a society that has quickly become ADHD when it comes to technology, or as New York Times blog writer Matt Ritchelt says, kids are being “Wired for Distraction.” The upcoming generation spends as much as 7 hours per day engaged with technology, often multitasking by watching television, texting, and Facebooking all at the same time. They are exposed to thousands of messages each day. This means that marketers have had to become more and more creative in reaching that new customer. Gen-X and Gen-Y are not much better – the market you need to reach. The biggest difference here is in Brand Loyalty. Generation-X (42%) tends to be more loyal than Generation-Y (33%) when it comes to sticking to a Brand they like.

One of the more creative ways that businesses have been able to capture new customers is with the DEAL. Daily Deal Sites such as Groupon and Living Social have gone from creating a new niche in the market to being almost instantly saturated. At first, the unique qualities of a daily deal gained fast favor with the audience because it fit today’s economic situation – an easy way to get a great deal. Additionally, it fits with buying trends on the Internet – online shoppers tend to be PRICE shopping. The biggest problem for many businesses is that while it provided many new or first-time consumers, it does nothing to promote customer loyalty unless you are willing to offer price-shoppers a great deal time after time.

Many business owners have turned to Social Media to capture their audience. A new survey from the online market research firm Crowd Science, finds that only a lowly 8% of its survey respondents regularly follow their favorite brands on social media. The numbers are nearly half that for those over the age of 50 with the most loyal followers being the under 30 group at only 9% and 8% for those ages 31 to 49. On top of that, most of that loyalty is to BIG brands like Coke, McDonalds, and Apple (their BRAND is now worth $153 billion).
Even these big companies take a hit and have to find ways to reinvent their marketing and rebuild relationships. Examples of that include Toyota who lost favor (if only slightly) with their consumers. Thankfully they already had strong brand loyalty among consumers but still went with an honest and straight-forward approach to repair and rebuild relationships. When McDonald’s faced their PR and consumer crisis they wisely listened to their opposition and took the negative publicity to heart to make positive changes. And while all of the nation’s biggest brands tend to have a loyal following, they still spend a lot of money on their marketing machines to maintain that loyalty.

So what can we learn from that?

The answer is, no matter how big you are or how loyal your consumers are, you constantly have to work to nurture those relationships and have continued growth.

Small businesses face a challenge in that they often do not have the finances or the resources to maintain a large or consistent marketing machine.

Just like a landscape or garden, the best thing you can do is make a plan. Figure out what will work best in your plan in terms of your own resources combined with what will appeal to your audience. I find the best way to get that information is through customer feedback forms and surveys. The important thing here is to not discount what people say and truly listen to both compliments and criticisms, and address them honestly and humbly.

Once you have developed a plan and are ready to begin your initiatives, you have to make sure that you keep a few things in mind:

• **Focus on what the customer wants to hear, not what you want them to know.** Often business owners get caught up developing content that is focused on items and services they want to push or sell. Being a salesperson in your communications can be a turn-off. Keep the audience interested in each communication you put out be focusing on helpful tips and information and let the product and services fit in naturally.

• **Keep the message brief.** Keep it simple. If you need to get a lot of content to them, put it on your website and provide a link to it giving them the option to read more.

• **Create calls-to-action.** Give them something to engage them and create communication that involves conversation or feedback. Ironically our society is becoming more starved for human interaction and stimulus even though we are surrounded by it all the time. Creating opportunities for your customers and audience to engage you gives you the opportunity to build the relationship.

• **Get creative.** Keeping the audience engaged is going to require doing new things all the time. Yet…

• **Be consistent.** Consistency is also something our society craves in that we are habitual creatures that don’t like change and we have expectations we want met. If we expect to get a monthly newsletter and don’t, it is a letdown. If we expect daily interaction on Facebook or an immediate response to an email and don’t get that, we become annoyed. Whatever initiatives you start, keep them going and keep them consistent.

**Hints for Success:**

• **Focus on the right demographics.** Whether it is age (Gen-X being the most loyal) or income level (those who earn $100k are the most likely to share Brand experiences and the group whose opinion is most often sought) the key is figuring out the best way to communicate effectively to that group.

• **Social Media is important but should not be your most utilized form of marketing your business.** Make sure you diversify your efforts to reach the right audience.

• **Track your results and keep stats.** It’s the ONLY way you will know if it is working.

• **Be realistic.** Online shoppers will be price shoppers. In fact, the Internet has made price shopping easier than ever before. Focus on those shoppers looking for qualities you can provide that they will see as an added value. These qualities often include: experience, personal attention, great service, attention to detail, and excellent communication skills.

I wish I could give you a secret formula for success. There is none. You can’t plan for drought, floods, or pests. But just like my landscape that I am always working on, you can work on your marketing efforts continuously with the goal of creating, nurturing, and maintaining relationships and that will inevitably pay-off.

**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](mailto:pam@thegreenpen.com) or [215-313-0183](tel:215-313-0183).

July/August 2011
We thought about it for a couple of years, Christmas that is. Over the past seven years, we have enhanced our water garden store with a wonderful line of pottery, statuary from Henry, Al’s, Art of Stone and Unique Stone, and we even have a lovely gift shop. We carry everything for the water garden enthusiast to build a pond feature or any water feature. Free classes are offered all throughout the season from March to October to show the public how to build such features correctly. This all keeps us very busy during the season, but what should we do the rest of the year?

Envisioning filling our down time (November and December) in January of 2010, I was given the "thumbs-up" on having "Christmas at Pond Pro Shop." We planned and bought throughout the year in preparation of our first Christmas. Fun for me! I love Christmas!

We sent our yard manager, Jay McGuffee, to train on how to install Christmas lighting throughout our landscaping, etc., and began decorating in September while the weather was nice outside. Jay with the help of some others placed over 40,000 lights in our yard. We have sixteen pond features, three very large trees and smaller trees that are young, and many shrubs that still had their leaves. We had to imagine what the yard would look like without leaves and blooms and place lights to look as though the lights were the "blooms" if you will.
Each pond was outlined with blue lights; the sidewalks were lined with all red lights. Multi-colored lights were placed in cedars that took on the appearance of an indoor Christmas tree. Clear lights and green lights were on the other features...trees, shrubs, etc. We had features that danced around the ponds and over the water. Inside we had multiple decorated trees. We used much of our pottery in our displays, holding Christmas trees, winter floral displays...even Santas. We had Santas of all sizes, snowmen, large and small, reindeer, "snowing trees" and "snowing lanterns" with carolers; ornaments, floral arrangements. We were literally "stuffed" with Christmas. STUNNING!! Inside and outside!!

We advertised on T.V., radio, billboards, newsletters and handouts. We invited the public of our city of Shawnee, as well as surrounding communities and sent invitations to churches, schools, and so forth. We offered after-dark walk-through tours two late nights a week and left the lights on every night until 10:00 p.m. for those who could just drive by. We had "elves" in the yard after dark as greeters, handing out candy canes, and making sure all stayed on the sidewalks as a safety precaution.

In 2007, Shawnee, Oklahoma (because of Pond Pro Shop) was proclaimed Water Garden Capital of Oklahoma. An honor to be sure.

We offered hot cocoa and hot apple cider with the only cost a donation to a local school’s athletic program. We sold fresh Fraser Fir Christmas trees and wreaths, bagged and loaded them for our customers.

Our customers came out to take pictures for their Christmas post cards, wedding invitations, and much more.

Pond Dollar Promotion

Another way to increase sales in the off months is to offer coupons or other specials. We have a "pond dollar redemption" program. This program allows all our customers to save their receipts throughout the year. We even give them their own special folder to save them in.

For every ten dollars that they spend they earn a “pond dollar.” Then starting in the middle of November until the end of December, customers bring in their "pond dollars" and redeem them for anything in stock up to 50% off the marked price. One decision you will need to make is if these dollars can be used on items already marked down.

For some of our customers, especially those who have initially built their pond during the year, those "pond dollars" add up and they are excited at redemption time. It is a win, win, both for us and the customer.

What Did We Learn?

We felt the first Christmas was a success. The weather was cold but not unbearable and the tours were very well attended. We "sold" a lot of hot cocoa. Because people were unaware of our selling Christmas trees and because our location is out away from the city, the majority of our Christmas trees became mulch. We still want to offer trees next year but work on that program a little better.
Most of the Christmas decorations and accents were sold! We marked the rest down and moved the biggest part of what was left. What we kept will only add to the décor this year.

We all worked hard for this to be successful and it was well worth it. The downside: we have fewer employees in the "down season," so our small group of employees were "overtaxed" to complete the project. By not having a down season, this group worked even more to redo displays after Christmas, "un-decorate," and do all the regular jobs that are usually saved until downtime, with the pressure of having to get everything all ready for our first class in early March. Whew!

We learned...yes, water garden retailers can do Christmas. The initial costs will be expensive, but once that medicine has been swallowed most decorations will last many years. Bringing in new and fresh ideas for Christmas takes some research. Know your clientele. The majority of our customers want something different/unique to decorate their homes.

The reflection of all the Christmas lights in the ponds was a beautiful sight to behold. The joy of the customers shopping in our store during the usually quiet winter months was appreciated, encouraging and inspiring. As tired as we were, it truly seemed like "It’s a wonderful life!"

We wish all of you in the water garden business a very, very merry Christmas 2011.
Alice Morgan has lived in Oklahoma most all of her life with a short two and one-half years living in Alaska. My husband and I built our home on a 130-acre farm and raised four delightful children, two of whom have homes on the farm, one living about thirty minutes away and one far off in Florida. I have two of the most wonderful grandchildren God ever graced anyone with; one granddaughter turns 19 this summer and has finished her first year at Oklahoma Christian University and one grandson who will be 15 this summer and will begin his first year at Shawnee High School. They have each worked some with me at the Store and there just are not enough adjectives to express how much they mean to me. You might guess I am proud.

I became a widow in 2002. In 2003, my friends who owned Unit Liner, asked if I could come help them for a season. That turned into a blessing for me. When they decided to open the Pond Pro Shop Division, they asked if I would run the Store. I prayerfully accepted. Instructions I was given were “build it and they will come,” then “make it a pleasant shopping experience.” Because customer service is our biggest priority throughout all Divisions at Unit, our employees are our best asset as well as our best ambassadors; therefore, it truly is a pleasure to shop here at the Store. I do spend a lot of hours at the Store or shopping for the Store, but my “other life” is spent with my family at home and my church family, Northridge Church of Christ, where I am a charter member. I have been blessed with good health, a wonderful family, great friends and a pleasant job.

Alice Morgan
Manager, Pond Pro Shop
(405) 273-8363 • Fax: (405) 481-8090
7901 N. Kickapoo • Shawnee, OK 74804
www.pondproshop.com

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Just when you think you’ve finally freed yourself from the cold grip of a recession, you waken to find a new challenge on a new day. This is what faced the team at Aquascape on February 13th when an emergency call chain notified employees that Aqualand, the corporate headquarters for Aquascape, had suffered a partial roof collapse.

Record snowfalls followed by periods of thawing and freezing, swept through the Chicago-land area resulting in numerous roofs that suffered extensive damage. The sloping green roof of Aquascape’s LEED-certified building was no exception. The portion of roof that collapsed on Sunday afternoon was directly over the parking garage. No one was injured, and no vehicles were damaged.

An employee left the building approximately eight minutes before the collapse, while another employee arrived just minutes after the collapse occurred. The fortunate timing of the collapse between the departure and arrival of two employees is a blessing felt deeply by team Aquascape.

Devising a Plan of Action

As soon as word of the roof failure had been received, the company’s call chain was immediately implemented to alert the team of the disaster. The management team then rallied at the home of Aquascape founder and CEO, Greg Wittstock, to determine a recovery plan of action.
Top priorities were communicating to employees and minimizing disruption of service to customers. Establishing phone lines and securing data servers were critical short-term goals. As word in the local community and customer channels spread, the team at Aquascape found itself the welcome beneficiary of an outpouring of support.

FONA (Flavors of North America), a business just down the street from Aquascape, offered its training facility as a temporary location for office staff. FONA and Aquascape had been swapping the use of meeting rooms for years, and the strength of this business relationship was realized with FONA’s generous offer of help. Office staff were back at work on Tuesday, just 2 days after the roof collapse.

Temporary warehouse space was secured nearby and product was quickly moved from Aqualand, with staff members sometimes working 12 to 14 hours per day to ensure customers experienced little to no disruption of service. Hundreds of Certified Aquascape Contractors around the country felt no impact resulting from the disastrous roof collapse.

 Authorized AquascapePRO Distributors also lent their support upon hearing of the calamity. Most distributors were already well-stocked for the beginning of the season. When an east-coast distributor found it needed product quickly, a west-coast distributor filled the order while Aquascape continued its move to the temporary warehouse.

Throughout the transition, the Aquascape team invested countless hours beyond the call of duty, remaining focused on communicating with customers, employees and vendors alike. Customers were ensured that Aquascape had warehouse and shipping available for order fulfillment. Within 10 days, the warehouse was completely moved and fully functional.

In the meantime, a team was employed to locate a more long-term temporary office space so that FONA could regain its training facility. Within 5 weeks following the roof collapse, the office was moved a second time and did not lose any business days during the re-location.

**Keys to Disaster Recovery**

Certainly, the outpouring of help from the community helped speed the disaster recovery for Aquascape. Strong community relationships built over the years led to quick support. Aquascape has developed ties to the community through its interaction with local government and by reaching out to local businesses.

Aquascape installs water features in public locations throughout the community, leading the mayor to officially declare St. Charles as the Water Garden Capital of the World, with signs at every entry point to the city proclaiming this pride. The mayor was onsite immediately after the roof collapse, lending help and encouragement to Greg Wittstock and Aquascape president, Colleen Heitzler.

“City officials have been extremely supportive in helping Aquascape through this challenge,” said Heitzler. “It was obvious they wanted us back in business as soon as possible.”

A strong company culture also helped aid in the quick recovery. “Humor is often the best medicine and silly bouts of laughter were followed by moments of tears,” added Heitzler.

Wittstock’s dynamic leadership set the tone and all employees played an integral role in getting the company back on its feet. Ensuring customers felt little to no impact was the goal of each and every team member.

**The Silver Lining**

The old saying goes, “in every cloud there’s a silver lining.” It’s not difficult to identify the blessings identified during this recent challenge. Existing bonds of camaraderie were strengthened by working as a team toward a common goal. A heightened sense of what others experience during natural disasters was also gained. And of course, being able to celebrate that no one was hurt was the brightest spot on the horizon.

Good teams can certainly benefit from challenges, but being prepared in advance is a smart and strategic approach for companies looking to provide a firm foundation for their business. Aquascape quickly learned the reward of being ready with a good insurance plan, an emergency call chain, and strong community and business ties.

Adversity is not always a known entity, but every business will face it at some moment in time. Whether it’s a failing economy or natural disaster, being prepared is the best offense in winning the battle. Reaping the benefits of readiness will certainly be evidenced, as it was in the case of Aquascape.

Along with smart business practices, relationships are key to overcoming adversity. Aquascape’s culture is all about relationships and this proved advantageous in getting back on its
feet. One supplier provided free shipping for the month of February to offset the challenge of the roof collapse. Other vendors held product and didn’t impose the usual fine for not taking the order according to schedule. Even former employees returned to offer their knowledge to help through the recovery process.

Moving Forward

The word is still out on the exact reason for the roof collapse, but speculation points to the record snowfall followed by a thaw/freeeze period. Another business just a half mile from Aqualand also suffered a roof collapse on the same day. Aquascape’s intent is to rebuild the roof to its original “green” state.

While the rebuilding of Aqualand will take months, Aquascape does not plan to move back to its headquarters during the busy season, thereby alleviating any disruption of service to customers. Aquascape has been granted permission to hold Pondemonium®, its annual training event, at Aqualand and preparations are currently underway for seminars and networking opportunities.

Despite this overwhelming challenge, Aquascape booked and shipped more orders through the first quarter of 2011 than it did in 2010. When Aquascape moves back to its prized LEED-certified building, it can rest assured that its team is efficient and stronger from this recent adversity.

About the Author

Jennifer Zuri is marketing communications manager at Aquascape, Inc. Looking for information call Aquascape, Inc. at 866.877.6637 (US) or 866.766.3426 (CAN). www.aquascapeinc.com
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It all started six years ago, like any hot, fast growing company, we were super excited about getting our product out in the market and generating cash flow.

Our company, Aquatic Nutrition, Inc. was an up and coming business gaining market share and critical mass very quickly. Being our second business, (Blackwater Creek Koi Farms, Inc. being our first) we had a lot going for us: a staff of great people, loyal customers and 65 acres of koi farms that allowed us to test, evaluate, change and test again, our diets that were continuously being formulated to provide peak performance.

As the years went by, the business grew and grew. Customers spoke about our product on web forums, at koi club meetings and even at business trade shows. It was viral marketing before we had heard of the term. Then, the product started making a profit. The orders were rolling in and we questioned what to do with the profits? We decided to re-invest.

We printed flashy four-color brochures. We hired a high-end artist and printed a 14-color tee shirt design and kept on improving the diet. The black packaging with embossed gold foil lettering looked as good as the diet performed. Things again were fabulous. Sales increased and the company had made it as a who's who in the water garden and koi industry.

Years went by and then...BAM. I get this letter from another koi food company called a "cease and desist." What? Huh? What’s this all about?

Our product, a premium professional koi diet deserved a great name. We called it GOLD. The letter came from another manufacturer that stated GOLD was a registered trademark. My research found that it was true. The other company owned the rights to the word “gold” regardless of font style size or color in association to fish food.

This opened up a lot of work for us, and some frustration. The demand letter stated not only to stop using the word GOLD but also the following: a list of twelve demands including quantities of packaging produced, quantity of products sold, quantity listings of the magazines we advertised in, a letter to all our customers stating that we infringed on a trademark, a written plan to destroy all the packaging and a recall letter to all distributors and customers, and so forth.

Ok, so I did some research. I found eight other fish foods that contained the word gold in the name. So being the reasonable person I am, I called the owner of the trademark and pled my case. Surely we could use the word as well?? The answer was NO.

So we changed our packaging (researching prior to changing). And business goes on with this koi food called GOLD-N. (The N stands for “not the other guy’s food.”)

So how can all of this be avoided? Do your homework. Who would think that a common word such as GOLD could have a trademark? Apparently I should of thought about it.

So what exactly is a trademark or a copyright?

A trademark is a word, phrase, symbol, or design, or a combination thereof that identifies and distinguishes the source of the goods of one party from those of others. A trademark typically protects brand names and logos used on goods and services. A copyright protects an original artistic or literary work.
Is registration of my mark required?

No. You can establish rights in a mark based on use of the mark in commerce, without a registration. However, owning a federal trademark registration on the Principal Register provides several advantages, including:

Public notice of your claim of ownership of the mark and a lot of other items. And the ability to bring an action concerning the mark in federal court.

When can I use the trademark symbols TM, SM, and ®?

If you claim rights to use a mark, you may use the “TM” (trademark) or “SM” (service mark) designation to alert the public to your claim of ownership of the mark, regardless of whether you have filed an application with the United States Patent and Trademark Office (USPTO). However, you may only use the federal registration symbol “®” after the USPTO actually registers a mark, and not while an application is pending. You may only use the registration symbol with the mark on or in connection with the goods/services listed in the federal trademark registration. Note: Several foreign countries use ® to indicate that a mark is registered in that country. Use of the symbol by the holder of a foreign registration may be proper.

The US Trademark and patent office has a website where various types of searches can be done for words and phrases.

The law is fairly straight forward. If you are the first to commercially use a word or phrase for a specific product or concept, then you have the right to apply for trademark protection from that time on. Some words are easier to trademark than others such as Apple (a computer company because although apple is a common word, it is not a common word for a computer company. You would not be allowed to trademark the word apple for a fruit because it has widespread use).

DASANI is a great word for bottled water because it truly is a made up word with no prior meaning. Although I would not recommend calling your koi food Dasani or Apple. (grin)

There is also the law of “genericity.” This is basically when a word is used so much that the word no longer carries trademark protection such as the word “Thermos.” You grab a thermos to keep your coffee hot while traveling, not an “insulated hot beverage holding device.”

You can trademark a sign such as a silhouette of a famous mouse from Orlando or other self generated designs as well.

So how do you protect your trademark? One requirement we see the most is of the capital “R” inside of the circle. ® That symbolizes the mark as a registered trademark.

So what does it cost? Filing fees are around $500 and do not include private attorney fees and other associated costs.

A great place to get a lot of information is at: http://www.uspto.gov/trademarks/basics/BasicFacts_with_correct_links.pdf

Yes, it’s a long web address but well worth the information. (Or you can use http://1.usa.gov/k8xQ8b)

All of this could have been avoided by our company if we had started using the name a year earlier or done our homework to choose a name not already trademarked.

Good luck with your business and products. I wish you the best of business this year. – Joe Pawlak

Joe Pawlak is the President of Blackwater Creek Koi Farms, Inc. a wholesale supplier of koi and goldfish both in the USA and internationally. He is vice president of Aquatic Nutrition, Inc. whom manufacturers and supplies of koi and goldfish foods, raw ingredients and private label food products to the koi and water garden industry. He has been in the industry for almost two decades and has seen the evolution and growth of a great hobby and industry. A passion for business and life keeps Joe moving forward.

Reach him at www.koisale.com or Koiretailer.com

About the Author
Feeling as though you’re always running twenty minutes behind schedule is an unhappy feeling. Having to rush, forgetting things in your haste, dealing with annoyed people when you arrive…it’s no fun.

If you’re chronically late, what steps can you take to be more prompt? That depends on why you’re late. As my Eighth Commandment holds, the first step is to identify the problem – then you can see more easily what you need to change.

There are many reasons you might be late, but some are particularly common. Are you late because…

1. **You sleep too late?** If you’re so exhausted in the morning that you sleep until the last possible moment, it’s time to think about going to sleep earlier. Many people don’t get enough sleep, and sleep deprivation is a real drag on your happiness and health. I’ve become a sleep nut since I started my happiness project. Getting enough sleep is really important.

2. **You try to get one last thing done?** Apparently, this is a common cause of tardiness. If you always try to answer one more email or put away one more load of laundry before you leave, here’s a way to outwit yourself: take a task that you can do when you reach your destination, and leave early. Tell yourself that you need that ten minutes on the other end to read those brochures or check those figures.

3. **You underestimate the commute time?** You may tell yourself it takes twenty minutes to get to work, but if it actually takes forty minutes, you’re going to be chronically late. Have you identified the exact time by which you need to leave? That’s what worked for me in getting my kids to school on time. We have a precise time that we’re supposed to leave, so I know if we’re running late, and by how much. Before I identified that exact time, I had only a vague sense of how the morning was running, and I usually thought we had more time than we actually did. My daughter goes into near hysterics if we’re late, so that motivated me to get very clear on this issue.

4. **You can’t find your keys/wallet/phone/sunglasses?** Nothing is more annoying than searching for lost objects when you’re running late. Designate a place in your house for your key items, and put those things in that spot, every time. I keep everything important in my (extremely unfashionable) backpack, and fortunately a backpack is big enough that it’s always easy to find. My husband keeps his key items in the chest of drawers opposite our front door.

5. **Other people in your house are disorganized?** Your wife can’t find her phone, your son can’t find his Spanish book, so you’re late. As hard as it is to get yourself organized, it’s even harder to help other people get organized. Try setting up the “key things” place in your house. Prod your children to get their school stuff organized the night before—and coax the outfit-changing types to pick their outfits the night before, too. Get lunches ready, etc.

6. **You hate your destination so much you want to postpone showing up for as long as possible?** If you dread going to work that much, or you hate school so deeply, or wherever your destination might be, you’re giving yourself a clear signal that you need to think about making a big change in your life.

7. **Your co-workers won’t end meetings on time?** This is an exasperating problem. You’re supposed to be someplace else, but you’re trapped in a meeting that’s going long. This is sometimes inevitable, but if you find it happening over and over, identify the problem. Is too little time allotted to meetings that deserve more time? Is the weekly staff meeting twenty minutes of work crammed into sixty minutes? Does one person hold things up? If you face this issue repeatedly, there’s probably an identifiable problem — and once you identify it, you can develop strategies to solve it — e.g., sticking to an agenda; circulating information by email; not permitting discussions about contentious philosophical questions not relevant to the tasks at hand, etc. (This last problem is surprisingly widespread, in my experience.)

Late or not, if you find yourself rushing around every morning, consider waking up earlier (see #1 above). Yes, it’s tough to give up those last precious moments of sleep, and it’s even tougher to go to bed earlier and cut into what, for many people, is their leisure time. But it helps.

I’ve started getting up at 6:00 a.m. so I have an hour to myself before I have to rassle everyone out of bed. This has...
made a huge improvement in our mornings. Because I'm organized and ready by 7:00 a.m., I can be focused on getting all of us out the door. (On a related note, here are more tips for keeping school mornings calm and cheery.)

My husband and I actually have the opposite problem: chronic earliness. It’s a great quality to share, because it means that both of us are happy to arrive early at the airport or a teacher’s conference. However, we often have to walk around the block a few times, as we wait for the proper time to ring someone’s doorbell, and we have a lot of empty time before movies start.

But if you conquered chronic lateness, what are some strategies that worked for you?

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

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

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

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

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Savio Announces New Stainless Steel In-line UV Clarifier

The industry leading pond supply company, has released the new Stainless Steel In-Line Uvinex utilizing the unique patented, coated bulb. No need for glass sleeves that can easily break.

The system can clarify or sterilize any water feature whether it be a new construction or existing pond up to 6500 gallons. The sterilization system is a stand-alone unit that includes; a Savio brand UVINEX 60-watt coated bulb, a heavy-duty 60-watt transformer (includes indicator light that lets you know unit is operational), a housing made from durable, American made, corrosion resistant stainless steel with polished finish.

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

Unit Liner’s Randy Stewart Joins IPPCA Board of Advisors

The IPPCA (International Professional Pond Companies Association) is pleased to announce that Randy Stewart, Division Manager of Unit Liner of Shawnee, Oklahoma has come on board as the newest member of the prestigious IPPCA Board of Advisors. Randy brings a long time commitment to the Pond industry with him to the IPPCA Board of Advisors. Unit Liner Company has sponsored and hosted many Pond Industry educational seminars over the years and this positive support of the industry has not gone unappreciated.

The IPPCA Board of Advisors (BOA) was put together at the inception of the IPPCA and has continued to support the growth and professionalism of the Association.

For information about the International Professional Pond Companies Association go to www.ippca.com.
Hikari Silkworm Selects™

For centuries Japanese koi breeders have fed their koi silkworm to help rapidly build body mass and bring about the brilliant luster their “pond jewels” were known for. Food makers have tried for decades to include silkworm with little success due to its rapid oxidation and resulting bitter taste. Hikari® has spent years developing Silkworm Selects™ the world’s first “extreme content” silkworm treat for koi. Silkworm Selects™ offers an unheard of concentration of silkworm (exceeding 50%) and has been produced using proprietary production processes to eliminate rapid oxidation. The silkworm’s naturally high lipid and protein levels with its flavorful taste make Silkworm Selects™ a perfect addition to your koi feeding regime when a growth boost is desirable. From the leader in aquatic nutrition worldwide and the maker of species specific diets for decades, look to Hikari® for products for koi that help them develop to their full potential. For more information contact us at (800) 621-5619 or fish@hikariusa.com – Hikari Sales USA, Inc. – 2804 Mc Cone Avenue, Hayward, CA 94545-1663

Aquascape, Inc. Launches New Pond and Landscape LED Light Kit

Aquascape introduces its new Pond and Landscape LED Light Kit for creating beautiful, nighttime focal points in water gardens or traditional landscapes. The small, compact design allows for easy installation in even the tightest spots. “We’re excited about our Pond and Landscape LED Light Kit which is preassembled and pre-wired, making installation a snap. Simply plug in the transformer and the lights are ready to go,” claims Dave Kelly, Vice President of Product Management for Aquascape, Inc. “What’s more, the waterproof design of the LED light fixture makes the unit extremely versatile, allowing it to be submerged underwater, as well as used alongside the water to highlight waterfall cascades, fountains, or even plants and trees surrounding the water feature.”

The kit is listed at $109.98 MSRP and includes 3 single-watt LED light fixtures. Each fixture includes a high-output LED light combined with an optical lens, providing an extremely powerful light output for such a small fixture. Also included is a built-in photocell that automatically controls the lights, turning the fixtures on at dusk, and off at dawn.

Aquascape LED lights use approximately 80-90% less electricity and last 10 times longer than their halogen counterparts. This is especially advantageous in a water garden setting where a submerged light can be difficult to access.

To view a video on the Pond and Landscape LED Light Kit, visit http://www.youtube.com/watch?v=j_44hzKsSWk. For more information about the Pond and Landscape LED Light Kit and other Aquascape products log on to: www.aquascapeinc.com or call 866-877-6637 (US) or 866-766-3426 (CAN).

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The National Association of Pond Professionals is excited to announce that plans for the 2012 Conference and Expo are very close to completion. Mark your calendars for the NAPP Water Feature Conference and Trade Show on February 26-28, 2012. We are currently negotiating with the three top venue choices of the NAPP Board members in the Las Vegas area. We expect to have a hotel and exhibit hall contract solidified in the next few days. We will prepare an excellent educational program just as was presented in our 2010 conference in Atlanta. Please watch your mailboxes for the full announcement soon!

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