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8 YouTube: It’s Where You Should Be
Jennifer Zuriuk, Aquascape, Inc.

Do you have a YouTube channel? Why not, it is easy and free. Do you know over 2 billion videos are viewed on YouTube every day? Tired of explaining the same questions over and over? Make a video to help answer your everyday questions. YouTube is quick and easy. This article is loaded with tips to help you get started today.

12 Pond Construction – Carol G. Simon
Cancer Center Project
Mike Gannon, Full Service Aquatics

Carol G. Simon Cancer Center’s small atrium area created some unique challenges for this experienced pond builder. There was no outside access to the atrium so everything had to be carefully wheeled in. Placement of the new waterfalls and lighting was critical as it is only viewed from inside the hospital. See how this beautiful project turned out.

15 Language of Koi – KHV Hobbyists’ Questions
Answered by Julius M. Tepper, DVM

The new KHV vaccine is creating many questions from hobbyists, as the professionals in this field learn the answers to your customers’ questions.

17 Submersible Pumps
John Olson, Gray Stone Creations

To have a successful water feature – large or small – you must use the right pump to get top results! Increasingly, manufacturers are producing pumps specifically for our pond industry, and submersible pumps have changed quite a bit over the past few years. Get an in-depth look at the differences between today’s magnetic drive, direct drive and the newer hybrid magnetic asynchronous drive pumps available for your projects and customers. You have more choices now than ever before.

24 Create a Tropical Paradise for Your Customers
Tamara Kilbane, Horticulturist

Ever wonder what plants you should use to create that lush, tropical atmosphere in your customers’ backyard? Horticulturist Tamara Kilbane will help you create paradise by using Hibiscus and Canna. Both of these plants can live in and out of water and are exceptional in bogs and shallow water. They will add beautiful colors and foliage to make that oasis most of us only dream of.

29 Product of the Year 2012

There are many products developed and launched each year for the pond trade industry. The 2012 Product of the Year Challenge is designed to spotlight the top products being used and sold by pond professionals today. Now is your chance to tell us what products you rely on in your business, and what you find exciting and innovative in today’s marketplace. If you make your living in this business, or are a pond product Manufacturer, you can nominate your top products now. Here is how.
30 COVER – Big Payback with Eco-Friendly Lake & Pond Management
Rick Smith, EasyPro Pond Products

ROI (Return on Investment) is one big reason to provide lake and pond management. Lakes are an important part of our landscape; they add beauty, provide recreation, and are a habitat for fish and wildlife. But an out of balance pond can be pretty awful. Learn about the importance of Aeration; Beneficial Bacteria; and Weed and Algae Controls. Besides being good for business it also helps the communities we live in.

36 Why Have a Gift Shop and What Sells
Anita Nelson, Nelson Water Gardens

Learn from our industry expert about the ins and outs of having a gift shop as part of your pond store. Anita shares with you eight great reasons why you should have one; what gift items have worked for her; and which have not. She even includes tips about trends, buying, bargains and the big expensive stuff. She wrote this article while working the cash register of her gift shop - thanks Anita!

40 Product Profile – Muck Truck – Motorized Wheelbarrow

Tired of hauling rocks and plants around? Maybe it is time to think about a motorized wheelbarrow. Take a look at this product profile to learn about your next power tool.

46 Ways We Connect
Cindy Graham, POND Trade Magazine

We are fortunate to have many great industry experts who share their knowledge with the rest of us freely. In the last issue of POND Trade, Rick Smith talked about "Networking Your Way to New Customers." Another avenue of networking is by using "Meet-Up," the Online group-building site. Getting together with your peers provides a chance to exchange ideas, discuss construction problems, new products, marketing, — virtually any challenges or joys we share while running our businesses. Help strengthen this industry either by creating and attending Meet-Ups or participating in other industry events.

Web Exclusive Article – For the Love of Goshiki
Dayleen Van Ryswyk aka “The Koi Lady”
Okanagan Koi & Water Gardens

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Tom Graham

See the Pond Industry Directory at pondsources.com
Upcoming Events

August 10–12
PNKCA 28th Annual Convention 2012
"Northwest Koi: A Modern Classic"

August 17–19
2012 Nursery/Landscape Expo
Houston, Texas
www.nurserylandscapeexpo.org

August 21–23
Independent Garden Center Show
Chicago, CA
www.igcshow.com
Also see Pondemonium event listing.

August 23–26
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www.aquascapexc.com
See ad on page 47.

August 30
Blue Thumb Pond Expo
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October 2–5
Watersmart Innovations 2012
Las Vegas, Nevada
www.watersmartinnovations.com

November 3–5
2012 INFO TANZA
Orlando, Florida
8th Annual Trade Show and Educational Seminars hosted by IPPCA. In conjunction with the Irrigation Show.
www.ippca.com/InfoTunza-home
See ad on page 23.

November 4–5
Irrigation Show 2012
Orlando, Florida
www.irrigation.org

November 6–8
Pool|Spa|Patio Expo
New Orleans, Louisiana
www.poolsapatio.com

February 7–8, 2013
Water Garden Expo 2013
Shawnee, Oklahoma
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Publisher’s Perspective

What’s Next for the IPPCA, with the NAPP Merger?

The industry now has one trade association - the International Professional Pond Companies of America (IPPCA). NAPP has closed up shop, and has announced it will consolidate into IPPCA. As of this writing, the details of how that will happen are yet to be announced, but one thing is clear, NAPP is done. So what does that mean for our industry? For one, companies will no longer be asked to support two associations or decide between them. Consolidation of resources was clearly the driving force behind this change, and that is for the good, certainly. One tradeshow to exhibit at and attend, one set of dues instead of two. One vision and one mission are all improvements of note.

What will make this change truly noteworthy however will be the industry’s response. Will the NAPP leadership and membership get behind IPPCA with their efforts and dollars? Will those on the sidelines, unhappy about two associations, now come forward and get involved? Will industry leaders who have not yet supported either association finally pick up the phone and add their years of experience and resources to the one trade association whose sole interest is the betterment of our shared livelihoods?

I hope so.

Ask yourself this: Would the pond trade be better, as a whole, if you offered to share your knowledge and experience with others in the business? Do you have an idea of what a trade association could do that would make a real difference in the lives and businesses of others in this industry? Could you commit a bit of time and/or dollars to improve the way our industry functions? Doesn’t it make business sense to find out?

If you do nothing more than buy a membership, you can feel like you are giving something back to the industry that provides you a livelihood. But consider what more you can do. Pick up the phone and call John Olson, Chairman, at 706-865-0220, and see if there isn’t a way you can plug in, and help move IPPCA and thus our industry forward into the challenging and promising future we all envision.

Now, the next question is, will NAPP leadership and membership move their loyalty and support to IPPCA? I hope so. IPPCA has offered free membership to current NAPP members, as would be hoped. They have enhanced their leadership team in order to represent manufacturers, growers, retailers and distributors better. Now it is time for the industry to step up, and help this group of volunteers grow IPPCA to the ”next level.” There is much to be done, and much to gain for all.

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Want to learn the basics about football? Take a look at this book by POND Trade Magazines Editor. Available on Amazon.com - search for Kick Start, Graham.
YouTube:
It's Where You Should Be
YouTube is hot! Did you know it’s the third highest ranking website, following quickly on the heels of Google and Facebook? About 35 hours of video footage is uploaded to YouTube every minute. In fact, more YouTube videos are uploaded every 60 days than the three major US television networks produced over the course of 60 years! More importantly, over 2 billion videos are viewed every day.

Do you need any more evidence as to why you should be producing videos and posting them on YouTube? In addition to the 2 billion videos viewed daily, mobile users (people with smart phones) provide over 100 million views per day on YouTube. More and more, people are turning to YouTube as their search engine of choice. They’d rather watch a 2-minute video for information than sit and read an online article about the same topic.

Think about that for a minute. Let’s say you want to learn how to properly grill short ribs for your family’s upcoming 4th of July celebration. Would you rather read an article about it … or would you prefer to watch a video of a professional chef explaining how to grill to perfection while watching him or her execute the savory task? If you choose the latter, all you’d need to do is log onto www.youtube.com, and type “how to grill short ribs” in the search box. You’d get a whole host of how-to videos on grilling tips and tricks.

Diving into Video

Now, let’s translate this over to your pond business. Suppose you get a lot of customer questions on how to plant a waterlily in a pond. You could write an article and share it on your blog or website, but many of you confess that you hate writing (you know who you are). Or, you could invest in an inexpensive camera with video capability (around $100) and shoot footage of you or an employee planting a waterlily in a pond, explaining the step-by-step process.

If needed, you then spend a little time editing the waterlily-planting video with Windows Movie Maker, which was generously uploaded to your PC free-of-charge courtesy of Microsoft, and voila! You have yourself a video to post on YouTube.

Your customers can now watch a segment of your waterlily-planting video, pause it while they perform the first step, play it some more, and then pause again for the next step … and so on until they’ve completed the project and have a stunning waterlily stretching out of their pond. How easy for your customers to learn this simple task to beautify their water garden … and it didn’t take much on your end to help them out a bit.

Going Social

Once you decide to set-up your YouTube channel (which is free, by the way), you’ll be able to start posting and sharing your videos. Be sure to write titles, descriptions, and keywords to make your videos easy to find. That way, when someone searches for “how to plant a waterlily” while they’re on YouTube, your waterlily-planting video will pop up in YouTube’s search results.

Another great feature of YouTube is attracting friends and subscribers to your channel. Whenever you post a new video, these subscribers will be notified via email. Be sure to include links from your website, marketing materials, and other social networks such as Facebook, to your YouTube channel so your customers know where to find you.
Facebook has made it extremely easy to share YouTube videos. You can post the video to Facebook, Twitter, or even Google+ while you’re on YouTube by clicking the appropriate icons provided. Or you can copy and paste the link to the video in your Facebook status update or in the comment box on Twitter.

Want to include your videos on your website? No problem! YouTube provides an “embed code” to make this process simple. (See screen shot of code on prior page.) To see the embed code, click the “Share” button beneath the video on YouTube, then click the “Embed” button. The code will then appear highlighted in a text box. All you need to do is copy the highlighted text and paste it into the code on your website where you want it to appear. You can always have your web person do this for you and it only takes a minute or two.

Finally, once you install a new water feature for a customer, be sure to let them know they can watch your helpful pond care and maintenance videos on YouTube or on your website if you’ve embedded the videos. It’s just one more value-add that you can provide for your customers.

Practice Makes Perfect

Having a YouTube presence allows you to reach existing and even potential customers on a rapidly growing social network. The more videos you create and upload, the easier it will become. You’ll feel more comfortable in front of the camera as time goes on, or finagle an outgoing employee to be the on-air personality for your company. When you can’t be available by phone or in person, your customers will appreciate all the tips and tricks you’ve provided via video.

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Full Service Aquatics (FSA) was recently involved with a project that was very close to heart. FSA was asked to create a water feature at the Carol G. Simon Cancer Center inside of a small atrium area that is in the direct view of the waiting area for patients and their family members who are at the Center for cancer treatments. We knew that those who would be viewing this water feature would need a lot of positive distraction to get their minds off of the reasons they were in this waiting area in the first place, so we went all out to create something extra special.

Working inside of a hospital presented some challenges in the way of organizing the project. We set up in a hallway, carefully wheeling in all the rockwork and materials little by little through the hospital hallways. Everything had to be pre-washed before going into the hospital. We got lots of second looks as we passed through the hospital with big rocks on carts! Our work area was very small and cramped. I got to know my guys a little better over those couple of days!

For this project we tore out the old prefabricated “pond” that was already in the atrium and I built a small koi and goldfish pond with 2 waterfalls coming in from different angles.
The positioning of the waterfalls allowed for views of cascading water no matter where the viewer was seated. We did lots of detail work to keep the viewers’ eyes and minds busy instead of thinking about the problems they are experiencing. The colorful fish swimming cheerfully in the pond always bring a smile to everyone. We used submersible LED lighting to make sure that this feature looks great for those who are spending long nights waiting in this area. We landscaped the atrium with beautiful low maintenance landscape plants.

The project took four of us three days of working morning until night to expedite the project. Aquascape components were used for all the equipment. The entire time we worked the glass viewing area was covered over with cardboard to keep the project out of site until the reveal was ready. Once everything was up and running we had quite a crowd gather in the hallway to see what we had been up to over the last few days. When the covers were removed from the glass panels, the staff, patients, and onlookers were delighted. It was truly a very happy and light moment in an area that can sometimes be very heavy.

Have you built a pond you would like to have featured in POND Trade Magazine?

Contact the editor
Cindy Graham at cindy@pondtrademag.com

Remember high resolution images are important for printed magazines!
Full Service Aquatics builds all of our projects with great pride in what we do, but this particular project will hold a special place for FSA. We were honored to be a part of it. If this waterfall and pond allows those in that waiting area even one moment of troubles to be forgotten then it is one of our most successful projects.

About the Author

Mike Gannon is owner of Full Service Aquatics since 1995. FSA specializes in ponds, water gardens, and water features; and services the New Jersey area. The website can be visited at www.fullserviceaquatics.com or www.facebook.com/fullserviceaquatics. Give Mike a call at 908/277-6000.
Doc Tepper has been part of the development team for Cavoy, a new vaccine approved for the prevention of Koi Herpes Virus (KHV), along with six other aquatic vets. The following is a list of "hobbyist" questions Doc Tepper was kind enough to answer.

**Hobbyist:** Is this an injection? What kind - where on the fish should it be injected. All those kinds of steps. Is it a series of shots or just one?...

**Doc:** It is an immersion vaccine. Fish are placed into a tank or vat and the vaccine is added to the water, so there is no injection or vaccination required to protect your fish using this vaccine (unless administered by a vet).

**Hobbyist:** How long does it last? Do you need to do booster shots in a couple of years?

**Doc:** It is labeled to be valid for one year. Yearly “boosters” will be needed to fully protect your fish.

**Hobbyist:** I don’t buy new fish should I still treat the ones I have?

**Doc:** If you go to shows, have an outside service care for your fish or have any risk of contamination, one should vaccinate to protect your stock.

**Hobbyist:** Should I only vaccinate new fish that I buy?

**Doc:** High grade koi will probably be vaccinated by the seller. One should now request a vaccination certification when buying new koi.

**Hobbyist:** If I only vaccinate new fish, can my original fish get KHV from the vaccinated fish?
Doc: No. Safety was a major concern that was tested at UC Davis Veterinary School.

Hobbyist: Can my koi dealer vaccinate them before I bring it home?
Doc: High quality retailers will probably be doing this in conjunction with their veterinarian.

Hobbyist: How do I get the vaccinations? Do I have to get it through a licensed Vet?
Doc: Yes, this vaccine is a strict veterinary biological, so can only be purchased and administered by a licensed veterinarian.

Hobbyist: What about handling the vaccine, do I need to wear gloves? Any special precautions?
Doc: The vet will handle the administration.

Hobbyist: How long did it take to develop the vaccine?
Doc: Research has been ongoing for years.

Hobbyist: Does it work 100% of the time?
Doc: The vaccine provides a very high degree of protection against virulent strains of KHV. It should be considered as effective as other veterinary vaccines are for dogs, cats, and so forth.

Hobbyist: How long has it been in testing?
Doc: At least 3 years under the direction of Dr. Scott Weber at the UC Davis Veterinary School.

Hobbyist: Are there any known negative reactions?
Doc: Only in very small koi, less than a year old. Labeling includes instructions to vaccinate only koi of a certain size. It’s not likely this will present an issue except for breeders.

Hobbyist: How much will it cost?
Doc: Cost will probably be about $500-$600 for the average koi pond. This assumes that the koi will all be set-up and ready to do. If the vet has to help capture the koi or stand around and wait while they are being caught, cost could be twice that. However, the alternative for koi at risk is to lose the whole pond to KHV... what is that worth?

For more information, see http://www.cavoy.com. This medication is made by Novartis. 

Editor’s Note - Thank you to Carolyn Weise for her help with this interview.

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Submersible Pumps
In-Depth Look at Leading Technologies

by John Olson
Gray Stone Creations

From the gentle trickle of the smallest fountain to the heart-pounding roar of the largest waterfall, the success of any water feature is dependent upon the pump used in its construction. Many different types of pumps exist to help the pond industry professional create the perfect effect for each of their installations. With the advancement of technologies in pump manufacturing, today’s professional pond installer has an ever-increasing arsenal of pump choices to help create the ultimate water feature. Among the most popular pumps today are submersible magnetic drives, direct drives, and the newer hybrid magnetic asynchronous pumps. This article will look at the similarities and the differences between these three pump types and will look at the benefits and drawbacks of each. New advancements and marketing trends for these pumps will also be discussed to better prepare the industry professional for meeting consumer wants and needs.

Magnetic Drive Pump

The magnetic drive pump has been a mainstay in the aquarium and fountain making industry for decades. With advances in manufacturing technologies the true magnetic drive pump was introduced into the pond industry several years back and has enjoyed brisk sales from consumers. Its small size and price make them a good choice for fountain statuary or very small pond systems. A true magnetic drive pump can be identified by the following characteristics:

1. It contains an actual magnet at the core of its impeller assembly;
2. It has an impeller with straight or hinged paddles allowing it to spin in either direction;
3. The electrical motor is encapsulated in resin with the impeller assembly as only moving part;
4. Pump will consume very little power when operating;
5. Inexpensive purchase price.

In general you will find magnetic drive pumps from 40 GPH to about 3000 GPH flow. Advancing technologies have allowed for increases in flow but only to a certain point. The size and flow capacity of a magnetic drive pump are limited by the size of the actual magnet assembly. The magnet is made of a combination of rare earth materials. Up until the 1980’s this material was typically Alnico or Ferrite. At that time a new process was developed using Neodymium, which allowed a much stronger magnetic field and advances in manufacturing made the process affordable. The process of magnetizing this material leaves it ceramic-like and very brittle. In magnetic drive fountain and pond pumps you can identify a rare earth magnet by the resin or plastic sheathing placed over it for protection.

There are several pros and cons when using a magnetic drive pump:

Advantages:
The best benefit of magnetic drive pumps is the extremely low power consumption. Small pumps in the 40-200 GPH flow range often will consume only 2-10 watts. Larger magnetic drive pumps in the 1000-1300 GPH range average more towards 80-120 watts. Additionally these pumps are designed for continuous operation and will often last 5-7 years or more especially when run 24/7. Low purchase prices, extremely low operating costs, and the small sizes of these pumps make them a near perfect choice for statuary fountains and smaller water gardens.

Drawbacks:
Several drawbacks do exist for magnetic drive pumps and these prohibit them from meeting the needs of larger pond
projects. With AC electricity (Alternating Current) the rotor changes directions each time power is applied to the magnetic drive pump. This changing rotation of the impeller means that it must be designed in a way that allows it to move water in either direction. This design restriction limits the practical size of pumps in the pond industry.

Demi Fortuna, a nationally recognized pond installer, pump expert, and consultant for Atlantic Water Gardens, indicates that the main drawback to more powerful magnetic drive pumps is this issue with directionality of the impeller. He explains that in order to make a larger flow magnetic drive pump one needs to increase the size of both the actual magnet rotor as well as the inefficient impeller. A larger impeller assembly means a hotter operating temperature as well as more strain on the impeller shaft upon starting. A hot magnet draws calcium deposits to it and with enough buildup on the rotor the pump will seize up.

Additionally, Demi states that impeller assemblies have a ceramic shaft on which they spin. The larger the magnet the more torque is placed upon the shaft upon each motor startup. Over time this torque creates stress upon the ceramic shaft until it finally snaps during a startup. A magnetic drive pump that is set in operation and remains running 24/7 will last many times longer than the same pump subjugated to frequent starts and stops.

Magnetic Drive Trends in the Pond Industry

In the last several years most manufacturers have seen the market potential of importing magnetic drive pumps under their company banner. Long time pump manufacturers like Danner Manufacturing have introduced various sized magnetic drive pumps at a lower price point for smaller consumer projects, hydroponic applications, and contractor installations of fountain statuary. Several other companies are moving into the small magnetic pump business including Easy Pro, Aquatop, Atlantic Water Gardens, and Anjon Manufacturing. They join long time established brands like Fountain Pro, Rio, and Alpine.

Pricing, while generally affordable, is increasing at this time. Shortages in the production of raw materials for the creation of the Neodymium based magnets have become an issue over the last two years. According to Steven Chu, in a December 2011 report titled “Critical Material Strategy,” which was prepared for the US Department of Energy, China holds 95% of the earth’s materials for Rare Earth magnets and they complete 76% of the world production of Neodymium magnets.

With increased pricing pressure from China and production shortages on these essential magnets the industry outlook appears to continue trending higher for these pumps. These price increases may be offset in part by the continued energy savings of the consumers who purchase them.

Direct Drive Pumps

Direct drive pumps have been the driving force and the contractors #1 choice for pond installations for many years. These powerful direct drive submersible pumps are capable of high working head heights and have been the workhorse of the pond industry. A direct drive pump can usually be identified by the following characteristics:

1. The pump impeller is attached to the motor with a drive shaft with only the impeller emerging from the pump motor body;
2. Pump will typically have a high working dynamic head (although low head direct drive pumps are available);
3. Pump allows passage of larger solid objects;
4. Pump impeller has curved vanes allowing for maximum flow and power;
5. Pricing varies pending quality of pump but is generally higher than the magnetic drive pumps.

Direct drive pumps are available from flow ranges of about 100 GPH to well over 12,000 GPH. Direct drive pumps contain inner seals that keep water from
entering through the drive shaft inside the pump motor. The curved blades of the impeller maximize the flow of the water passing through and electrical consumption varies by pump according to size and manufacturer design. Direct drive pond pumps are most often used when a large volume of water is needed or flow is needed at greater heights than a magnetic drive can handle.

**Advantages:**

High flow capacity and capabilities of reaching higher waterfalls or features make the direct drive pump the continued choice by many professional installers. Better designs have created more energy efficient direct drive pumps although this varies by manufacturer. With typical pumps ranging from 1/5 HP (Horse Power) to 2 HP a wide variety of water features can be covered effectively. The direct drive nature of these pumps coupled with the impeller design allow for many solids to easily pass through without damaging the pump.

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Some direct drive pumps advertise the ability to pass up to 2” solids while 1 to 1.25” are the norm. Many manufacturers use double mechanical seals as this helps keep the water out and extends the life of the pump. On the higher end of these pumps they will often contain automatic shutoff switches to prevent overheating in the event of a low water situation.

**Drawbacks:**

Mechanical seals are the weak point of direct drive pumps. If the seals leak water enters the electrical motor and the pump will short out and be ruined. Quality varies widely among the many direct drive pumps on the market and due diligence is required on the part of the pond professional in order to determine which will best meet the required application and the budget available. Some direct drive pump models have only single seals to protect the pump motor but most manufacturers have moved to at least double seals. Direct drive pumps are filled with a non-toxic oil that if it leaks into the pond is not a safety concern but is disturbing to consumers. Many so-called “oil free” pumps still contain some amounts of oil.

Electrical consumption on direct drive pumps also varies widely by size and even by manufacturer. Energy consumed can be as low as around 300 watts for a 1/2 HP pump to over 2000 watts for a 2 HP motor. According to Court Winegar and Art Hantla, of Fielding Pump Company, the installer or consumer can best select the most energy efficient direct drive pump by comparing the gallons per hour of flow generated per each Amp of the pump’s electrical rating.

Additionally Art and Court state that lubrication of the mechanical seals in a direct drive pump is the key to long lasting pumps. A seal extender, which splashes oil constantly to the uppermost seal, can greatly increase seal integrity and provide longer pump life. This device is built standard into the Shinmaywa line of pumps, which they represent.

**Direct Drive Pump Trends in the Pond Industry**

Costs of materials continue to climb for manufacturers resulting in increased wholesale and retail prices. Direct drive pumps are thought by many to have lost market share to the newer Hybrid pumps, which will be discussed next. However the manufacturers interviewed for this article contend that direct drive pump sales remain strong and given the limitations on alternative pumps the market is expected to be stable for many more years. Some manufacturers are reporting a strong year over last sales increase for direct drive pumps. Future advances to the direct drive pumps include the possibility of adding variable speed controls to further increase energy efficiency.

**Magnetic Hybrid Pumps**

Seldom has a product emerged in any industry that is known by so many different names. The pumps in question are also known by the names Asynchronous, Magnetic Wet Rotor, Asynchronous Hybrid Magnetic Drive, Hybrid Pumps, Energy Saving Pumps, High Efficiency Pumps, and The New Mag Drive Pumps. All of these labels are in some way correct but have caused a great deal of confusion among new installers, retailers and consumers. These pumps are truly...
asynchronous, meaning that the impeller spins only in one direction like in a direct drive. This is different than the true magnetic drive pump which changes direction (synchronous) each time the pump is restarted.

The Magnetic Hybrid pump can be identified by the following characteristics:

1. A large curved vane impeller mounted on a rotor;
2. Impeller assembly rotor is not a magnet;
3. Total head is somewhat lower than comparable flow direct drive pumps;
4. Low energy consumption;
5. Typically available at a lower price than comparable flow direct drive pumps but higher than Magnetic drive pumps.

Unlike the rare earth magnetic drive pumps, which use an actual magnet, the hybrid only creates a magnetic field when the power is turned on. The impeller assembly is exposed to the water just like in the magnetic drive pump but in these pumps the rotor consists of a large steel or composite alloy (usually stainless steel) to which a curved vane impeller is attached for high pump output. By varying the size of the rotor and impeller the manufacturer can increase the GPH flow of the pump. The technology for these pumps has increased rapidly since their introduction to the pond industry a few short years ago. Flow rates have increased dramatically and you can now find these Hybrid Asynchronous pumps with flows between 800 GPH to an amazing 10,000 GPH.

**Advantages:**

The hybrid types of magnetic induction pumps are perfect for low and medium total dynamic heads. The impeller is similar to those on direct drive pumps as it will spin in only one direction increasing power and flow. According to Jon Lottes, President of Anjon Manufacturing, slightly larger.
Pump housings have allowed for increased rotor and impeller sizes, which have increased the maximum flows up to 10,000 GPH and maximum heads to over 30 foot. Additionally Jon adds that larger rotor sizes mean a more efficient pump due to less slippage around the rotor.

The asynchronous Magnetic drive pumps are also very economical to operate with pumps in the 1,000 to 5,000 GPH running on between 100-400 watts. The larger pumps in the 6,000 to 10,000 GPH range will operate on average between 500 and 1000 watts.

**Drawbacks:**

In order to increase volume of flow and head pressure the manufacturers of these pumps have had to greatly reduce the space between the rotor and the rotor housing. The reduction of the space around the rotor means less slippage and more power but the extremely tight fit allows for very little water circulation or cooling of the rotor. Calcium deposits are attracted to the heated steel rotor and deposits can cause further circulation loss. While these hybrid pumps are generally very long lasting the primary cause of failure is seized rotors. Rotors are made of corrosion resistant stainless steel but Demi Fortuna of Atlantic Water Gardens adds that the Chromium molecules that retard the corrosion are often worn off the surface by heat and friction from small debris becoming trapped or calcium buildup. It is strongly recommended that the hybrid pumps be installed in a screened water environment to protect the pump from debris such as sand or grass clippings.

Head heights have increased steadily for the hybrid pumps but to date they still lag behind direct drive pumps. At this time their use is limited in tall waterfalls and other features with very high dynamic heads.

**Hybrid Pump Market Trends**

The future of these pumps looks extremely bright. Consumer awareness has made these the pumps of choice among many do it yourselfers. Market share for the magnetic hybrids is increasing steadily and the advancement of the technology is allowing greater flows and increased lifting capacity. Many installers who use a skimmer filter system are now selling and installing these pumps as an energy saving and economical alternative to direct drive pumps.

Costs are increasing for these pumps but new innovations are being devised to provide additional benefits and low cost features to the pumps. Future manufacturing will see energy saving Hi-LOW switches emerge on the market followed by full rheostat devices, which will allow users to lower the flow and the power consumption at will. Manufacturers are continuing to look at ways to better protect the steel rotor without diminishing capacity. Ideas include the possibility of encasing the rotor in plastic as is done with the smaller true magnetic drive pumps.

**Conclusion**

In conclusion, it should be noted that in general technology continues to advance the pump industry and our abilities to provide attractive and ever more economical water features to our customers. While there are professionals who choose to use only one type of pump for all their applications, many in our industry are enjoying the extreme versatility and features of the many different pumps available to us.

**About the Author**

John Olson is the CEO of Graystone Industries and an avid alligator wrestler. Graystone is a distributor for over a dozen brands of quality pond supplies with warehouse and retail locations in GA and NC as well as an Internet store at www.graystonecreations.com. John resides at Rosemont Estate in north Georgia with his wife and two children. When not riding go carts, gold mining, or trout fishing with the children John helps other businesses in achieving their true potential.

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A as a pond builder or retailer, you’ve likely received requests from customers who want to create a lush, tropical atmosphere in their backyards. Maybe they dream of living on a tropical island surrounded by vibrant blooms, warm salty breezes, and tranquil pools of water. Though the tropics are more than a hop, skip and a jump away from the majority of us, it is still possible to create an oasis in your customers’ backyard. Two exceptional groups of plants that can be used to achieve this goal include species and hybrids of Hibiscus and Canna that are adapted to growing in bogs or shallow water.

**Hibiscus**

**Hardy Hibiscus**

Displaying large showy blooms, Swamp Hibiscus (*Hibiscus moscheutos*) is a popular hardy plant with a distinctly tropical appearance. Hardy to USDA Zone 4, this eye-catching species...
is native to wetlands, marshes, and swampy forests of the Southeastern United States. It can be gradually adapted to grow in water up to 6” over the crown of the plant. Today’s selections are the results of years of hybridization aimed at creating a number of appealing cultivars in a wide range of colors.

A group of compact H. moscheutos hybrids known as the Luna series was developed by Ball Horticultural Company. These are available in four colors – ‘Luna Blush,’ with 6-7” white flowers with light pink rims and deep red centers, ‘Luna White,’ which is pure white with a red center, ‘Luna Pink Swirl,’ which has light pink and cream blooms, and ‘Luna Red,’ which boasts 7-8” burgundy flowers. Reaching only 2-3’ tall, these plants have a compact growth habit not found in earlier cultivars. ‘Southern Belle Mix’ is another popular cultivar with large, maple-like green leaves and 10-12’ blooms in an array of colors from white to pink to red. Other taller H. moscheutos hybrids include ‘Blue River II,’ which grows 4-5’ tall and graces the pond-scape with 10” pure white flowers and dusky green leaves. ‘Fireball’ grows to 4’ tall and showcases dark purple-green maple-like foliage and is accented with deep burgundy blooms.

Hibiscus coccineus, known by the common name of Scarlet Rosemallow, is another valuable addition to the pond or garden. Blooming in late summer, the flowers of this southern native are a brilliant red, and while much smaller than those of the Swamp Hibiscus, are arranged in plentiful clusters on the tips of graceful stems creating a showy display of color and style. Hardy to zone 7, it can be grown in moist soil surrounding the pond or in water up to 3” over the crown of the plant. A white blooming hybrid, ‘Alba,’ is also available.

If you live in an area where these varieties are hardy, you can over-winter them by planting them in a garden bed and mulching them heavily. In the spring, the plants can be divided and repotted for use in the pond. When potting, use a heavy clay loam or an aquatic planting mix. Traditional garden mixes contain peat and perlite, materials that are very light and will float to the surface.

Tropical Hibiscus

If you have ever been to Hawaii, you have probably seen Hawaiian Hibiscus (Hibiscus rosa-sinensis), the state flower. A native of Southeast Asia, it is one of the most popular ornamental shrubs used in tropical climates. In the wild, it can grow to 30’ tall, but in most areas of the United States it will only grow to a maximum of about 10’ tall. It can be grown outdoors in temperate climates during the summer months and brought indoors as a houseplant in the fall. With varieties available in every color except blue, this exotic plant will add beauty to any garden.

Far less common than the Hawaiian Hibiscus, Hibiscus acetosella ‘Maple Sugar’ is a tropical valued for its deep maroon foliage. The species is native to East and Central Africa and requires full sun to thrive. It should be pinched back and staked to control its rambling growth habit of up to 5 feet. Blooms do not appear until late autumn in most areas and are a deep maroon that blend well with the foliage. Hardy only to USDA Zone 10, this unique plant should be transferred indoors once temperatures drop below 55 degrees or simply treated as an annual.

Another eye-catching tropical, Abelmoschus (formerly Hibiscus) manihot, blooms in spring and summer with
### Hibiscus

<table>
<thead>
<tr>
<th>Cultivar</th>
<th>Max. Water Depth *</th>
<th>Height</th>
<th>Flower Color</th>
<th>Hardiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hibiscus Moscheutos Luna Series</td>
<td>6”</td>
<td>2-3’</td>
<td>‘Blush’–White w/light pink edges; ‘Red’–deep maroon</td>
<td>Zone 5</td>
</tr>
<tr>
<td>Hibiscus m. ‘Southern Belle Mix’</td>
<td>6”</td>
<td>6’</td>
<td>White, pink, and red with a rose red throat</td>
<td>Zone 5</td>
</tr>
<tr>
<td>Hibiscus m. ‘Blue River II’</td>
<td>6”</td>
<td>4-5’</td>
<td>Clear white</td>
<td>Zone 5</td>
</tr>
<tr>
<td>Hibiscus m. ‘Fireball’</td>
<td>6”</td>
<td>4-5’</td>
<td>Deep burgundy</td>
<td>Zone 5</td>
</tr>
<tr>
<td>Hibiscus Coccineus</td>
<td>3”</td>
<td>6-8’</td>
<td>Brilliant scarlet</td>
<td>Zone 7</td>
</tr>
<tr>
<td>Hibiscus Acetosella ‘Maple Sugar’</td>
<td>Moist soil – no standing water</td>
<td>5’</td>
<td>Bright maroon</td>
<td>Zone 11</td>
</tr>
<tr>
<td>Hibiscus Manihot</td>
<td>Moist soil – no standing water</td>
<td>3-4’</td>
<td>Light yellow</td>
<td>Zone 9</td>
</tr>
<tr>
<td>Hibiscus Rosa-sinensis</td>
<td>Moist soil – no standing water</td>
<td>10-15’</td>
<td>White, pink, red, yellow, apricot, and orange</td>
<td>Zone 10</td>
</tr>
</tbody>
</table>

*All water depths are measured as inches over the crown of the plant. Hibiscus moscheutos cultivars should be started in moist soil and gradually adapted to the maximum water depth.

### Cannes

<table>
<thead>
<tr>
<th>Cultivar</th>
<th>Max. Water Depth *</th>
<th>Height</th>
<th>Flower Color</th>
<th>Foliage Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canna ‘Pretoria’</td>
<td>6”</td>
<td>4-6’</td>
<td>Orange streaked w/red</td>
<td>Yellow and green stripes</td>
</tr>
<tr>
<td>Canna ‘Stuttgart’</td>
<td>10”</td>
<td>6’</td>
<td>Peachy pink</td>
<td>Dark green w/white variegation</td>
</tr>
<tr>
<td>Canna ‘Cleopatra’</td>
<td>12”</td>
<td>4-5’</td>
<td>Yellow w/red streaks</td>
<td>Green w/random stripes of deep red</td>
</tr>
<tr>
<td>Canna ‘Watermelon’</td>
<td>6”</td>
<td>4-5’</td>
<td>Light pink</td>
<td>Light blue-green</td>
</tr>
<tr>
<td>Thalia dealbata</td>
<td>12”</td>
<td>6’</td>
<td>Lavender</td>
<td>Blue-green with a powdery white coating</td>
</tr>
</tbody>
</table>

*All water depths are measured as inches over the crown of the plant.

beautiful light-yellow flowers. This species is great for moist, boggy soils and grows 3-4’ tall. Hardy to zone 9, it should also be moved indoors to a greenhouse or home for the winter in colder areas. To encourage extended blooming, be sure to clip off any seed heads that form, as flowering will be diminished if these pods are allowed to mature.

Though tropical hibiscus should not be submerged in water, they work well as background plantings around your pond and can be placed in containers to ease the task of moving them indoors for the winter months. Plant in well-drained soil and fertilize regularly throughout the growing season to ensure optimum growth and blooming.
Semi-Tropical Cannas

With bold, luxurious foliage available in an array of rich colors from dark green to deep purple to variegation of yellow or white and green, these stunning plants create a dramatic tropical atmosphere when planted in groups or as single specimens.

Canna ‘Pretoria’ (also sold as ‘Bengal Tiger’) is an especially eye-catching variety with banana-like foliage striped with bold yellow and green. Large orange iris-like flowers streaked in red appear in summer and last into the fall. An excellent specimen plant, it can grow 4-6’ tall and can be placed in water up to 6” over the pot. Canna ‘Stuttgart’ is another showy cultivar that can grow to 6’ tall and can be placed in water up to 10” over the crown of the plant. Its dark green leaves with white variegation are complemented by peachy-pink blooms in mid-summer. Placing this cultivar in areas that receive some shade in the afternoon will protect its foliage from being scorched by the hot sun.

Other notable varieties include Canna ‘Cleopatra’ which boasts dark green foliage with deep red stripes and brilliant gold blooms streaked with red, and Canna ‘Watermelon’ which showcases soft watermelon colored blooms accented by light blue-green foliage. Each of these varieties grows 4-5’ tall and prefers a location with full sun.

Another group of Canna hybrids was developed at Longwood Gardens in the early 1970’s. These hybrids were created by crossing Canna glauca, a species adapted to growing in standing water, with terrestrial cannas and resulted in four hybrids: ‘Endeavor’ (scarlet red blooms), ‘Erebus’ (soft pink blooms), ‘Ra’ (bright yellow flowers), and ‘Taney,’ which boasts apricot colored blooms.

To over-winter cannas in areas where they are not hardy (they are generally hardy in USDA Zones 7 and warmer), cut the foliage back once it has been hit by the first frost and dig up the tubers. You can divide larger tubers at this time and store
them in peat moss in a basement or garage for the winter months. Dusting the tubers with a fungicide prior to storing them can also be helpful. You can then pot the plants again in the spring once the danger of frost has passed.

**Hardy Canna**

Thalia dealbata, also known as Hardy Canna or Powdery Thalia, is not a true canna, but is worthy of mention as well. Native to the Southeastern United States, it is hardy from USDA Zones 5-11. One of my personal favorites, it has an impressive architectural leaf structure and bold blue-green leaves dusted with a powdery white coating. This graceful plant reaches a height of 6’. Small lavender flowers resembling clusters of tiny grapes appear in early summer and are held on 8” stems. This plant prefers an area with full sun and can grow in water up to 12” over the crown of the plant. To over-winter in areas where the species is hardy, simply sink the container to the deepest part of your pond. You can divide plants outgrowing their pots in the spring and repot them using a heavy topsoil.

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**Paradise Found**

While a few of the varieties discussed require extra care during the winter months in many areas, your customers will be rewarded with a lush backyard paradise filled with exotic blooms and luxurious foliage that can be enjoyed throughout the growing season. Now if we could only find a way to simulate those warm tropical breezes…

---

**About the Author**

Tamara Kilbane is the horticulturist in charge of aquatic plants at Denver Botanic Gardens in Denver, Colorado. A graduate of Oregon State University, Tamara worked for 3 years at Hughes Water Gardens in Tualatin, Oregon before moving to North Carolina in 2005 to oversee the aquatic plant displays at Sarah P. Duke Gardens in Durham, NC. In her current role at Denver Botanic Gardens, she maintains the aquatic plant displays and also manages the IWGS New Waterlily Competition, a contest which recognizes the best new water lilies developed by hybridizers around the world.

For more information about Denver Botanic Gardens, visit www.botanicgardens.org. Visit www.iwgs.org to learn more about the IWGS new water lily competition.
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• Winners Announced at INFO-Tanza (the IPPCA event) in Orlando, Florida, November 2012
• Winners Announced on Facebook, Twitter and our Website (pondtrademag.com) November 2012
• Winners published in POND Trade Magazine January/February 2013 Issue

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Entry Deadline is September 30, 2012
Pond Trade Magazine

by Rick Smith
EasyPro Pond Products

ROI or Return On Investment is a common phrase many of us use every day to describe the benefits or returns on money, resources, and/or time invested on a project. Obviously, we are most excited with significant large returns, in a short period of time, from a relatively small investment.

Proper lake and pond management provides just that: huge Returns On Investment to the “Eco-System,” the lake or pond owner, and the service provider. The benefits are huge, the process is remarkably easy, and the vast majority of lake and pond management uses natural eco-friendly practices.

Our tech support team handles thousands of calls each year from those seeking technical assistance on bringing a lake or pond back into a natural ecological balance. The volume of calls used to be a mystery to me, until I flew cross-country on business. The sun kept reflecting off all the bodies of water below as I made an attempt to count them all before losing my place or they were out of sight. I couldn’t do it. Then it occurred to me that each lake or pond was owned by someone who wanted to enjoy it as a natural and well balanced ecosystem, trouble free. I was no longer surprised by the number of phone calls requesting program advice.

If you have ever thought about adding lake and pond management to your list of services, as a new source of revenue, consider this:

- There is a need and a business opportunity for lake and pond management services.
- Aeration with beneficial bacteria has proven to be the best tools one can use to maintain water quality, and both are eco-friendly.
- How these products work is relatively easy to learn, quote, and install.
- Tech support, products, and easy to use kits are available to support your success.
- Proper aeration with beneficial bacteria significantly reduces the need for chemical controls, which only treat the symptoms.

Ponds and lakes are a valuable natural resource. They add beauty to the landscape, provide recreation and are a habitat for fish and wildlife. A natural body of water is a complex biological, chemical and physical community. The quality of the water determines the health of the entire community and the aquatic organisms living within the system, from microscopic bacteria to the largest fish!

The “engine” that drives everything within a body of water is the presence of oxygen in proper levels. A pond’s condition deteriorates when its bottom environment cannot support aquatic life. The bottom is where the most oxygen is consumed and the farthest from the surface where it is replenished. Without adequate oxygen at the bottom, oxygen loving beneficial bacteria can die off and be unable to break down the organic waste. This results in increased layers of sediment (muck) along the pond bottom and conditions become favorable for harmful and smelly gases. Phosphorous can stay in a readily available state promoting rapid and undesirable plant
growth, and the living environment for fish and wildlife is greatly reduced. *Simply put, without oxygen a pond cannot clean itself.*

Another deadly condition arises without proper levels of oxygen, stratification and fish kill. Stratification occurs when there is a horizontal layering of water, with the warmer water at the surface and the cooler, low or no oxygen water on the bottom. A summer storm will typically kick off the event leading to a fish kill. Wind and colder rain water can mix the water. When the cold, stagnant bottom layer mixes with the warm water on top, the bottom water absorbs much of the oxygen and releases its harmful gases resulting in a fish kill. This is what has happened when someone says the lake or pond has “flipped.”

Years of experience has taught us that three main tools are needed to manage lakes and ponds:

1 – Aeration

*Bubbling fountains* and diffused air systems are commonly used to increase the natural levels of oxygen. The added oxygen, and equally important, the circulation created by these devices help to create a stable and productive ecosystem. Fountains typically float on the surface and spray water up into the air. As the water droplets fall back to the surface they pick up oxygen. They are best used in shallower water, since they draw water from a relatively smaller area and don’t do much for the deeper water. *Diffused air systems* utilize a shore-mounted air compressor that pumps oxygen through a hose to a special diffuser lying on the pond bottom. Since the
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- **They run quieter, supporting the natural design of ponds.** LA aerators have about as much ambient noise as a light ballast. Listened to a diaphragm pump lately?

- **They consume less energy.** In an era when energy costs are rising daily, MEDO aerators have 50-60% of the line current requirements of diaphragm pumps.

Aerators leverage filtration capability and increase the fish handling capability of existing ponds. They’re an excellent reason to revisit existing clients looking to add value to their ponds.

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bottom of the pond is where the most oxygen is consumed, it is an ideal way to deliver oxygen to where it’s needed the most. As the bubbles rise out of the diffusers they create a “lifting” or boiling action, which creates considerable circulation throughout the pond. This circulation helps to prevent water stratification.

2 – Beneficial Bacteria

Aeration in conjunction with beneficial bacteria is the most important two things you can do for a lake or pond. The use of beneficial pond bacteria has proven to be one of the best tools (along with aeration) a pond owner can use to maintain water quality. Beneficial bacteria are like mini vacuum cleaners working along the ponds bottom to consume and digest organic materials such as decayed leaves, grass clippings, dead algae/weeds, fish waste, etc. Left in the pond, these materials will contribute to future water quality problems.

Most ponds contain natural bacteria. The problem is these are usually anaerobic bacteria (meaning they do not need oxygen to survive) and they digest sediment (muck) very slowly. When we add beneficial bacteria, like EasyPro’s Pond-Vive, to the lake or pond we are adding mostly aerobic bacteria which does require oxygen to survive (this is why we talked earlier about the importance of aeration in ponds) but decomposes sediment at a much faster rate. The results are improved water quality, reduced odors, reduced need for weed and algae controls, improved oxygen levels and a better environment for fish and other aquatic life.

3 – Weed and Algae Controls

The use of these products is a good short-term solution to a problem, and in some cases is like receiving medical
treatment to save the patient. There are a wide variety of treatment products available to safely control aquatic weeds and algae in lakes and ponds. These tested and approved products are a safe and quick way to gain control of waters that are infested with aquatic weeds or algae, however, to gain long term control we need to evaluate the overall ecosystem and determine the real cause of the problem. In most cases, aeration and/or the use of bacteria will greatly improve the system and the use of these chemicals can be greatly reduced.

**ROI**

Proper lake and pond management provides a huge Return On the Investment, and it is easy and rewarding. Enjoy our lakes and ponds.

---

**About the Author**

Rick Smith serves as Director of Sales with EasyPro Pond Products and has 30 years of organizational leadership and sales and marketing experience in the Lawn & Garden Nursery and Water Features Industries. Prior to coming to EasyPro, Rick served as Sales and Marketing Manager of the retail division for J. Mollema & Son (a large mid-west lawn & garden distributor supplying independent garden centers nurseries, growers, and landscapers). He also spent 12 years with The Scotts Company working with independent business owners as well as regional and national chains.

For the past 17 years, water gardening has been one of Rick’s passions. While enjoying his own ponds and fish, Rick has had a focus on contributing to the enjoyment of other pond owners, as well as the success of business owners, by developing customized business plans, sales support material, and numerous power point training seminars.

Rick has appeared in various business trade publications both as an interviewee and as a contributing author. In addition, Rick has conducted seminars at trade shows, county extension services and Fredrick Meijer Gardens and Sculpture Park as well as retail staff training and public seminars on lawn & garden, wild birds, and water gardening topics.

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Why Have a Gift Shop and What Sells

A gift shop has always been part of the business plan at Nelson Water Gardens. There are several reasons:

1. Not everyone visiting your store is a water gardener. Oftentimes your customers bring “tag-alongs” who simply aren’t interested in water gardening. Your gift shop gives them something to do while their relative or friend indulges in their water garden passion.

2. You will also have out-of-towners who can’t buy plants, fish, liners, or pots but they can pick up a little gift as a memento of their visit.

3. A selection of gifts will remind your customers to pick up a gift for a friend or relative. For example, “Hey look a giraffe! Grandma collects giraffes, her birthday is next month let’s buy this for her!” and “Do you sell cards?” We carry a line of up-market greeting cards for ourselves and our customers. Therefore one trip to your store accomplishes more than just picking up items for the water gardens.

4. Gifts are relatively inexpensive to buy and can always be sold at a discount to get rid of the “duds” that you will inevitably buy. Yet because they are inexpensive and move quickly it keeps an interesting flow of products moving through your store.

5. They allow you to experiment and expand your product mix. For example, we have a customer who makes goat soap. We bought her soaps and now we have a following of people who come just to buy those soaps.

6. Gifts keep you fresh and inspired. I visit the Atlanta Gift Market every year to buy and to see the trends. The displays that you find at Market often give birth to new ideas in your own store.

7. There are some items you will never see at a Big Box Store like the Naked Bee. The Naked Bee is a personal care
product company who will not sell to the Big Box stores and that makes their products exclusive. Items such as garden stakes don’t show up in the Big Boxes since most garden stakes require some assembly and Big Boxes simply aren’t set up for their employees to assemble products. (As I was writing this, I sold two stakes to a customer!).

8. Once you get a reputation for having a really cool store you develop a following of customers who come in just to see what you’ve bought for them.

Your gift shop mix takes a bit of experimenting. For example, we have found that mosquito repellent products sell well for us but we can’t sell a picture frame to save our lives. Here’s a list of gift items that have worked for us and what hasn’t:

**Gift Items That Have Worked For Us**

- Mosquito Repellent Products
- Ceramic Critters – Frogs, Pigs, Birds, Snails, if possible we will drill these and make them into spitters! Cast stone and Resin Pieces did work for us.
- Metal Heron, Flamingo and Egret Statues
- Bird Baths–metal, glass and ceramic
- Garden Stakes
- Garden Plaques–especially anything dragonfly, hummingbird or butterfly.
- Signs with pithy sayings on them.
- Bird Houses and Bird feeders as long as they are decorative rather than functional–serious birders go to specialty birding stores for serious birding supplies.
- Windchimes–year after year windchimes sell!

**Have Not Worked For Us**

- Paper goods—stationery, note pads, fancy post-its and so forth, with the exclusion of the up-market cards I mentioned earlier.
- Personal Care Products with the exception of Naked Bee and Handmade Goat Soap
- Picture Frames
- Candles–worked for awhile but the Big Boxes put an end to this category.
Trends

Think of yourself the Pond/Water Garden Centers as the crafty mammals weaving and dodging around the lumbering dinosaurs (Big Boxes). A big box has to plan their buys months in advance whereas you can whip in to take advantage of a trend and get out before it dies. For example, tabletop fountains were really hot about 12 years ago but once the Big Boxes started carrying them they killed the category—no worries—we were on to other things by then!

Currently owls are really hot and based on what I observed at the Atlanta Gift Market, peacocks are going to be the next big thing.

Buying

When it comes to buying I have a few rules (all of which I break on a regular basis):

1. Never buy from a catalog—most of my biggest mistakes were products bought from a picture instead of touching and handling it first.

2. Try to buy a product that has more than one function, for example key keepers are not only decorative but hide keys. This allows customers to justify their purchase.

3. Buy shallow and broad when it comes to gifts instead of deep and narrow as you would for pond products. You want a little bit of a lot of different items rather than a lot of one item.

4. Take risks and experiment, as my husband Rolf says if you don’t make buying mistakes you’re not a good buyer. You can nearly always sell it at 50% off and recover your costs or at the very least give the “duds” to charity.

5. If it is something you know will sell buy deep and backstock.

6. Keep like items grouped together, for example don’t scatter windchimes all over the store.

7. Unpack shipments and put out immediately. Gift items won’t sell if left in a box. Also you will get damages and miscounts. Many vendors require that damages be reported immediately.
Bargains

You can get good bargains when you shop at market. Volume discounts, pre-paid freight and dating are all negotiable at market! Be cautious at what I call the slat wall stores. They are usually selling the tail end of trends. If you think you can sell it buy it but be careful.

Big Expensive Stuff

This past year I have bought a lot of big expensive items. They may not sell right away but they will create a lot of buzz and word-of-mouth advertising. I’ve purchased 9’ tall giraffes (see picture of giraffes inside the store on page 35), a global firepit, Giant Glass Lamps and a wrought iron tricycle. I even purchased a “Flock of Sheep” and we’ve already sold 5! See the baby in the picture; that is our Granddaughter Addie Nelson!

In Conclusion

I wrote this while working the cash register. I ran out two gardens stakes, two butterfly plaques, one stained glass butterfly, a birdfeeder shaped like a blue heron and an owl figurine. Nuff said!

About the Author

Anita Nolan Nelson, Horticulturist

Anita Nelson has always loved plants. As a child she was fascinated by all the colors, shapes and forms of plants and still is to this day. Although she has done all the accomplishments listed below, Anita is proudest of the fact she has a garden and is still learning and still making mistakes.


Earned B.S. cum laude in Horticulture from University of Maryland in 1978; founding Member of International Water Lily Society; teaches courses and workshops at Mercer Arboretum and Houston Arboretum; speaks frequently to Botanic Gardens, Garden Clubs, and Professional Groups; and, in 1996 was the Winner of the “Reel American Award” for outstanding journalism on Environmentally Friendly Lawn Care and Landscaping.

Anita lives with her husband Rolf and their four children in Pattison, Texas.
The concept of the motorized wheelbarrow originated in the UK, a design that incorporated a hydraulic tipping system for the first micro dumper by Ponda for the UK market. The Honda HP400 powered carrier was sold through the existing dealer network and the concept of micro dumpers was then recognized in the industry to work alongside light-weight backhoes.

It was soon realized there was a need for a lighter, smoother, faster and more cost-effective micro-dumper than was currently available in the market place. Thus the first motorized wheelbarrow (Bizzy) was developed in 1986. This machine had only two front drive wheels and had to be supported by the operator.

From this evolved the Muck Truck, which is a commercial grade - 4 wheel drive power wheelbarrow available in gas or electric.

These units come with optional attachments that convert the main unit into multiple products (flat bed, snow removal, vacuum, forklift and tow attachment) allowing the unit to be used for many different jobs, outdoors and indoors (our electric e-truck model) in many varied industries such as construction, landscaping, pool and pond companies, wineries, concrete, mining, and so forth.

The use of these units allows workers to work more efficiently with less man hours because the Muck Truck has the capacity to carry 3 times the volume of a traditional wheelbarrow and up to 800 lbs capacity with very little muscle power allowing the contractor to take on more projects and saving manpower.

Our products are manufactured in the United States and have been in production for over 16 years. We are devoted to supply quality products at affordable prices.

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OASE Returns


Starting in May 2012, OASE will begin offering its water garden and pond products to the US market again, after a prior market exit in 2009.

In order to best accommodate the requirements of the US pond market and to meet the expectations of consumers and resellers, OASE will also adopt a new distribution strategy: While OASE’s pond and water garden products will continue to be offered to the trade – via OASE’s distribution partner Unit Liner Company (parent company of pondliner.com) – they will also be available to consumers directly via OASE’s own web-based store (http://www.oase-usa.com), in addition to current retail outlets. The product selection – including parts and consumables – will be offered via all channels at competitive price points.

OASE’s pond and water garden products include the bestselling PondoVac pond vacuum cleaner, the AquaMax filter pump, and the BioTec and FiltoClear biological filters.

Contact: Andreas Szabados –
OASE North America, Inc.
845 Palm Dr.
Hermosa Beach, CA 90254
a.szabados@oase-livingwater.us

New Goldfish – Sunrise Shubunkin

Ozark Fisheries is proud to introduce the Sunrise Shubunkin into our line of goldfish and koi. Looking for a way to increase your goldfish and koi sales to existing customers and drive in new business at the same time? One way to do just that is to add new varieties of fish to your stock, and Ozark’s Sunrise Shubunkin is just the fish for you.

Unlike standard Shubunkins, Ozark’s Sunrise Shubunkins do not have red, orange or black markings. Sunrise Shubunkins have transparent scales, which allows their pink gills to show through, as well as a light blue body. Most also have solid black eyes. Sunrise Shubunkins are a great addition to any backyard pond or water garden. They are a community fish and do well when mixed with butterfly koi, koi, sarasa comets and channel catfish.

These are truly unique fish and available to purchase from our Missouri farm now!

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Lake and pond aeration is now easier than ever with Matala’s new EZ Air Kits.

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www.MatalaUSA.com

Aquatic Eco-Systems Inc. Now Carrying Full Line of Cobalt Pond Products

Aquatic Eco-Systems Inc. (AES) of Apopka, FL, is pleased to carry a full line of Cobalt Aquatics and Cobalt Pond products, which are now available for sale. Viral Surati, Randy Parham and Les Wilson launched Cobalt Aquatics in 2011, and the company has quickly made its name in the aquatics community. From aquarium supplies to nutritionally balanced koi food, pond fountain pumps, filters and heaters, Cobalt Aquatics and sister company Cobalt Pond have a vast product offering that stands strong among more established competitors in the market.

Aquatic Eco-Systems is currently featuring Cobalt Pond’s complete line of equipment and nutritionally balanced koi food packed with digestion enhancing probiotics.

These Cobalt Pond products are now available through Aquatic Eco-Systems. For more information on these and other products offered by Aquatic Eco-Systems, or to place an order, visit AquaticEco.com or call 877-347-4788 to speak with a highly trained customer service technician.

Corner Falls from PondBuilder

Creating a waterfall inside a corner space just got easier. Highlight corners and stop screening them. A Corner Falls fits tightly into any corner space, indoors or out.

Combine creativity, rock and a Corner Falls, by a day’s time, you can have a new pond waterfall or a Cascading Pond-Less waterfall.

Read more about the install process at www.pondbuilder.com
Aquascape, Inc. Debuts Water Gardening Phone App

For Apple’s iPhone and Android-Based Smartphones

Aquascape, Inc., the leading innovator and manufacturer of pond products and supplies, debuts its new smartphone app designed for pond and garden enthusiasts. The Aquascape app offers water gardening tips and information, divided into 5 easy-to-use sections. Notable features include:

• Hundreds of high quality water photos including landscape transformations, fish, aquatic plants, and beautiful outdoor living spaces.
• Latest news on Aquascape pond products and events.
• How-to videos on pond installation, maintenance, fish and plant care.
• Water gardening articles that cover fish and plant care, water quality, design tips, seasonal maintenance, and more.
• Online store that showcases a variety of pond supplies.

The Aquascape app is available for Apple’s iPhone and Google Android-based smartphones. To preview and download the app, visit the iTunes Store or Android Market, then search for Aquascape Pond app. (Contact info below)

Aquascape, Inc. Releases Second-Generation IonGen™ System

Aquascape has released the second generation of its IonGen™ System, an electronic water clarifier solution for ponds, Pondless® Waterfalls and decorative water features. The new IonGen™ G2 is simple to install, safe for fish and plants, not toxic to any animals that may drink from the water feature, and eliminates unsightly water conditions without the use of chemicals.

The IonGen™ G2 automatic control panel sends signals that slowly dissolve a replaceable, copper probe. This unique combination of metal ions released into the water improves water quality, clarity and drastically reduces the need for traditional pond chemicals. (Contact info below)

Don Schnoor Joins Aquascape, Inc. as Northeast Territory Sales Manager

Don Schnoor, former vice president and national sales manager of Aquatic Gardens and Koi Co., Inc., recently joined Aquascape, Inc. as northeast territory sales manager. Don began his career building and maintaining water features in his family’s retail pond business in 1986, which was located on the farm where he grew up in New Jersey.

Schnoor will provide training and support to wholesale and retail customers in the northeast region.

For more information about Aquascape and its products and events, log onto www.aquascapeinc.com or call 1-866-877-6637 (US) or 866-766-3426 (CAN).

Medo USA Completes Move to New Headquarters

Newly built Roselle, IL facility is base of North American operations

After 17 years at its Hanover Park, IL headquarters, Medo USA has moved its North American headquarters in Roselle, IL. The company’s new address is:

Medo USA, Inc.
46 Chancellor Drive
Roselle, IL 60172

The Roselle facility serves as the operational base for Medo’s North American business. The company, whose world headquarters (Nitto Kohki Co., Ltd.) is in Tokyo, Japan, has extensive manufacturing facilities worldwide.

Just outside of Chicago and minutes from O’Hare International Airport, the new North American headquarters feature significantly expanded warehousing capabilities, approximately 35% larger than before. The new facility was designed and built by Elgin, IL-based MTI Construction, LLC, with interiors done by Lake Zurich, IL-based Iris Construction.

For more detailed information about Medo, and for directions to its new facility, please visit www.medousa.com/contact-us

EasyPro Introduces the New Tranquil Décor Smooth Vase Fountains

Tranquil Décor smooth vase fountains are made with an alternative concrete material that is fiber reinforced for strength with the look of ceramic. This provides the appearance and durability of traditional concrete products without the cumbersome weight. Tranquil Décor fountains are individually packaged in foam lined boxes to prevent breakage in shipping. Tranquil Décor fountains have the look and texture of traditional materials without the weight and the price tag!

Smooth vase fountains include 3’ of tubing, are available with an LED light and come in three colors - terra, blue and brown (MSRP $145.99).

To request a catalog or for more information on EasyPro products call 800-448-3873 or visit easypropondproducts.com.
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Magic Plastics’ Smart™ Check Valves are an innovative free-flow design that provides reliable back-flow prevention without the inline restriction of a conventional center poppet Check Valve.

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**Ecological Laboratories Three Employee Promotions**

**Kevin Mouzon** – Ecological Laboratories, Inc. has promoted Kevin Mouzon to Assistant VP of Production. Mouzon began his employment with ELI in 1989, in the company’s Long Island, NY location. In 1999, he relocated to the manufacturing plant in Cape Coral, FL, where he now presides over all production staff for every product selection offered by the Ecological. ELI is proud of Mouzon’s advancement over the years. And, is proof of how an employee can elevate oneself from the ground up, by diligence, dedication and a first-class work ethic. He is a true success story.

**Delvia Lukito** – Ecological Laboratories, Inc. is proud to announce the promotion of Delvia Lukito to Assistant VP of Laboratory Research and Development. Lukito will be responsible for laboratory operations and to organize the company’s research and development efforts. ELI’s future growth will be closely tied to product development, especially its core technology. And, in this role Lukito will be vital to Ecological’s success.

**Brett Richter** – Ecological Laboratories, Inc. manufacturer of Microbe-Lift Pond & Home Aquarium products has announced that Brett Richter has been appointed to Associate VP of Consumer Products in the Americas. Since 2003, Brett has been behind the continued success of the Microbe-Lift brand. With his proficiency and dedication, Brett will also reside over the new MICROBE Life brand and division of consumer Hydroponic and Lawn & Garden products. The launch of MICROBE Life is the biggest consumer product launch in Ecological Laboratories company history.

www.microbelift.com

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**Saki-Hikari White Tiger and Deep Red**

Saki-Hikari White Tiger and Deep Red are the newest additions to our "diet of champions" line of koi formulations. Both are intended to provide outstanding results for hobbyists who are finishing championship quality koi about to be shown. White Tiger helps the Shiroji become translucent with a spectacular depth quality while Deep Red accentuates the red and orange tones in rapid order. If you’re looking for the best koi diets for your sophisticated koi keepers, look no further than Hikari®.

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Ways We Connect

by Cindy Graham
POND Trade Magazine

Survival in business depends on many factors. One that is often overlooked is the support network of others in the field, even with direct competitors. Some businesspeople believe the lessons learned must be kept strictly in house, secreted away from all competitors, in order to maintain a competitive advantage. Other folks have reputations for sharing knowledge to any and all who would benefit, regardless of affiliation. This is a truism for every business sector, not just the pond trade. Apple is widely known for its secrecy, yet it also has rolled out products that have spawned hundreds of complementary and competing new companies over the years. Where, then, is the lesson to be learned?

If you listen to Eric Triplett, Exotic Waterscapes also known as The Pond Digger, he will tell you there is more to be gained by sharing information than hording it.

Eric runs a thriving business in the Southern California Community of Yucaipa and seems to have an interest in every segment of this trade from pond contracting to running a retail storefront, to his own brand of products under The Pond Digger name.

So with all this going on, why has he now launched a monthly Meetup group of pond contractors in his area? Sure they are potential customers for his product line, but they are also his direct competitors to his primary business, pond building.

The answer is simple. Nobody has all the answers. No matter how long you have been in a trade, there is always something new to learn. What better venue for growing your skills, than an open idea exchange with others in your field. If you can put aside your fear of helping your competitors, there is much to be gained.

In San Diego, pond contractor Mark Lawson (Koi Depot) recently hosted the first meeting of a Meetup Group – The Pond Retailer/Contractor Meetup Group. Like Erik, Mark probably doesn’t need to share his knowledge with others, but sees the value in networking with his peers. He is using the www.Meetup.com tool to promote the new group. You can take a look at his listing at http://www.meetup.com/The-Pond-Retailer-Contractor-Meetup-Group/ or try the shorten link - http://bit.ly/ACGMfa.

On the other end of the spectrum is pondliner.com, who recently hosted their 7th Annual Contractors event, drawing almost 200 contractors to Shawnee, Oklahoma in the dead of winter. With 25 exhibitors and 21 seminars, this event easily qualifies as a full-blown trade show in our industry. Over two packed days, attendees get to visit a trade show, and attend seminars on three different concurrent tracks. The difference between this event and that held by trade associations, is that they pick up all the costs, and the vendors in the show all represent products sold and distributed by Pondliner, and are writing orders for Pondliner. This then is a very powerful sales tool, as well as knowledge sharing and networking opportunity. Aquascapa has championed annual events, with their Pondemonium blowouts for their contractors, and companies like Aquatic-Eco Systems, and Blue Thumb Distributing hold events as well. So getting together to share info and connect with others in the trade, even competitors, is clearly an idea with merit.

As professionals in an industry fighting its way up from craft to profession, it is vital that we talk to each other, and learn from each other. Only then can true industry standards be established, based on widely sourced input and industry wide support. That in the end is the key to a truly strong and stable industry for us all.

POND Trade Magazine
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