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*Tom Graham, Editor POND Trade Magazine*
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The next time business is slow, try sending out an email to your prospect list that reads, "Please call me. I have a special deal I can offer you if you call me today. You'll be glad you did! (978) 000-0000. Thanks, Sharron." This method really works. Prospects call because of the urgency you create using such a short deadline and to make sure they don't miss out on a worthy opportunity. Be careful. You'll lose credibility with your prospects if your offer isn't aggressive enough, i.e., 10% off won't cut it!

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We are happy to recognize the winners of the POND Trade Magazine Product of the Year Challenge. Congratulations go to Paul Curtis of AquaFinn, LLC., for his pioneering efforts, bringing a new product and brand name to market last year with MinnFinn Max koi treatment. This year’s competition had a number of great pond products of various types. Our Overall Champion for 2009 MinnFinn Max.

First Place in the Pond Equipment category went to long time pump manufacturer Multi-Duty Manufacturing, Inc. Their new Titan pump has captured the enthusiasm of the market with its groundbreaking performance. First Place in the Pond Products category went to another major industry manufacturer, Ecological Laboratories with Sabbactisun, a new addition to the Microbe-Lift line. This product is particularly notable in the fact that it is a bit of a departure from what we have come to expect from Ecological Laboratories. It is neither a beneficial bacteria nor enzyme product. It is instead an herbal product to promote healing in fish.

We recognize the winners beginning on page 24. I bet you will read about something new that you will find interesting and valuable. Be sure to visit www.pondtrademag.com/productoftheyear/2009/entries/ to see all the great products we have had the opportunity to showcase for you. If you are not feeling an upsurge in your pond business yet, hang in there. It feels like things are picking up in many areas of the country. Many companies are launching new products for 2010, exhibited by the 14 press releases we published in January on the web site. (Send yours to pr@pondtrademag.com.)

If your company holds training seminars or shows for the trade and would like to publish your dates, send the information to events@pondtrademag.com and we will add your event to our calendar section.

Remember, when you assist colleagues in the trade, you strengthen long-term relationships that will bear fruit for years to come.

Good Prospecting,

Tom Graham

I simply feel in love with Water Pagel’s Pots, see more starting on page 8.
The plant with spear-like leaves is *Baumea rubiginosis 'Variegata.'*
The underwater grass-like plants are *Lilaeopsis chinensis.*

The upright plants are *Acorus gramineus 'Variegatus.'* The underwater grass-like plants are again *Lilaeopsis chinensis.*

The floating leaf plant is *Nymphaea 'Arcadia Sunbeam,'* a miniature water lily hybrid from Australia.

The upright plants are *Acorus gramineus 'Variegatus.'* The underwater grass-like plants are again *Lilaeopsis chinensis.* The floating leaved plant is *Nymphaea 'Amy Rose Bell,'* (a miniature water lily hybrid from Australia). The creeping plant is *Ludwigia ascendens.*
Walter Pagels is a genuine legend, living among us in Southern California. He is world renown for his world wide travels collecting rare and unusual aquatic plant species. He even has his own water lily named after him, the Walter Pagels Lily.

His experiences and accomplishments would fill volumes. He is known as the "Father of Doppler Radar." But his love for water gardening started at the age of 8.

I want to share with you a small collection of photos I took at Walter's home one sunny summer afternoon. These pots are a few of Walter's collection of pots, and are teeming with various small aquatic plants. I found them delightful and unique. Pots are a great way to keep aquatic plants.

Now granted, the idea of keeping aquatic plants in a pot on the patio is nothing new—if there is any standard to them, they usually involve larger, more traditional plants like the water lily, or the taro.

What I found entrancing was the tiny submerged plants, growing like a living carpet amongst and around the taller plants.

Each pot was its own microcosm, seemingly growing unrestrained, and yet clearly cared for. Each lush with life, yet quiet and peaceful.

Walter has been kind enough to give me the names of the plants in these pots, which I have noted in the captions.

You can read more about Walter's experiences at

http://www.victoria-adventure.org/more_than_links_images/walter_pagels/walter_pagels_profile1.html

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

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The Origin of Butterfly Koi at Blue Ridge Fish Hatchery

by Randy LeFever
Blue Ridge Fish Hatchery

Butterfly koi have been available in the United States for many years. During that time they have become immensely popular and are now being produced and sold by Blue Ridge Fish Hatchery.

The History

The history of their development is an interesting story. First, let me state that they are not a hybrid of goldfish and koi as many people believe.

You may have seen it stated in books and magazines that "the long fins and tail of goldfish have been transferred to koi." Nothing could be further from the truth. Koi and goldfish being closely related will readily interbreed, but the resulting progeny are unattractive, mostly resembling wild carp with very little color. In our experience so far, they are always sterile and offer no hope of continuing selective breeding.

The Story

Now, for the story of butterfly koi development here. Several years ago, we noticed an ad in a pet industry trade magazine, of a firm in New York City offering long-finned koi for sale. This immediately piqued our interest since we have been a national supplier of koi, goldfish and other coldwater ornamentals for a number of years.

We had to see some of these so-called long-finned koi. An order was placed with some anticipation. As I remember, we received about a dozen of these fish. They weren’t koi at all, but appeared to be a wild carp with long fins and a wild gray color. We have since learned that these fish came from a feral population of carp that inhabited the ditches and canals of Indonesia. No one seems to know the origin of these fish, their exact species or how they acquired the long fins and tails.

These long-finned carp weren’t very pretty and didn’t appear to have much commercial value. However, we decided to put them in a fenced and protected pond and grow them to maturity. We had only three or four fish left two years later. They had grown into brutes weighing six to eight pounds each. They were very unattractive, even downright ugly. We thought these fish wouldn’t sell, but what would happen if we cross-bred them with koi? Could we transfer their long fins and vigor to colorful koi? It was worth a try. We stocked two female long-finned carp in a two-acre production pond with two of our best Ogon (metallic) male koi. The males also had ginrin or sparkle scales.

We eagerly awaited the spawning and subsequent hatching of the fry. These hybrid offspring proved to be very strong and of rapid growth. But on closer inspection when they were still very young, they looked mostly like wild carp. We were very disappointed and discussed culling the whole pond and putting it to better use, but finally decided to let them mature to the end of the growing season. I am certainly glad we did, as some very interesting fish were beginning to appear.

A small percentage of them turned into extremely beautiful fish with color and long fins and tails. Some of them had long fins with a luminous metallic glow that could be described as pearlescent. We were admiring them in a small pool when I said to my dad, Wyatt, "They remind me of butterflies," hence...
Wyatt LeFever

Wyatt LeFever is the founder and past president of Blue Ridge Fish Hatchery, Inc., which was established in 1958. He is known for introducing several fish to the coldwater ornamental fish trade. Butterfly Koi, rainbow dace, and albino catfish are a few of the many. Mr. LeFever has been in the hatchery business for most of his life, breeding both coldwater, as well as tropical fish. He is a founding member of the National Ornamental Goldfish Growers of America of which he served as president from 1988-1990.

March/April 2010

POND Trade Magazine
Butterfly koi start to develop elongated fins and tails at about six months of age, but really start coming into their own at about a year. After a year or two in an aquarium or small pond, their fins and tail will be almost as long as their bodies. We have such an aquarium in our office—quite a sight to see. Butterfly koi need to grow rather slowly, lest their bodies outgrow their fins and ruin the butterfly effect.

Butterfly koi, no doubt are here to stay and the supply is quite good now. We continue to select and breed new colors, particularly the red shades, with great anticipation. With the rapidly increasing popularity of garden ponds resulting in tremendous demand for pond fish, it is truly an exciting time.

About the Author

Randy LeFever is President of Blue Ridge Fish Hatchery, one of the largest Koi and goldfish farms in the US. He has been involved in the production and distribution of high quality koi and Butterfly Koi on a national basis for over 30 years. He’s credited for naming and introducing Butterfly Koi to the market in the 1980’s.

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Testing, Testing

As koi and pond professionals, we all know the importance of testing pond water regularly for potentially fatal levels of any nasty toxins that may cause our clients’ fish harm. Here, we will take a look at an aquatic retailer in the UK who offers such services to their customers free of charge and how this benefits not only the customers, but also the retailer. Can this be a way you can build customer loyalty, and fend off the serious challenges presented by big box outlets and discount Online outlets, in your store?

The Service

So, let us look at the pond water testing service offered by my local retailer. When a customer reports a pond problem, be it sick fish, a sudden surge of algae growth or just discolored water, first things first—they test the water.

Since few customers are technically minded, the service from an expert eye can be a lifesaver (or fish saver in our case). Some pond keepers may have a quick dipstick kit, and while these can be good for a weekly status check, they are not always as accurate as you may think. This is where more in-depth testing kit comes in. Better test, done by someone who can provide not only a free test, but a trained eye can be a priceless service.

Free testing also provides the opportunity for you to ask questions about your customer’s pond, and probe for problems that you have solutions for. Without the problem presenting itself, through your free water testing, you may never hear of the problem, thus the customer experiences a potential disaster, and you miss out on a wonderful service style sale opportunity.

This kind of rescue creates tremendous good will, and a strong incentive in your customer to bring you all their business in the future.

Water Transportation

You need to be prepared to help your customers bring good water samples to you. In this store, they recommend using a clean glass jar. Some plastics or other containers can leach even small amounts of residues into the water leading to false
industry alive. If small shops get pushed out by the retail giants, so do the excellent used. Ask for about a pint, so you have enough for all the tests and some spillage.

**What to Test For**

My store tests with an API Liquid Master Test Kit, which gives a much more accurate reading than dipstick style kits, and can test for more things. The whole testing process will only take between 5 to 10 minutes. They generally look at pH, ammonia, nitrite and nitrate, phosphates, and in the summer, salt levels. API supplies a chart sheet with the liquid test kits to record and note the results, which is then given to the customer to keep. If any problems are discovered, then a product or solution will be recommended and the customer given the choice whether or not to take the advice.

**Summary**

We know building loyalty with your local customers is an everyday challenge and it could be the key ingredient to the long term survival of your shop. Small businesses with passionate and knowledgeable staff are also key to keeping this industry alive. If small shops get pushed out by the retail giants, so do the excellent used. Ask for about a pint, so you have enough for all the tests and some spillage.

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**Understanding the Nitrogen Cycle**

One of the most important aspects in keeping your pond healthy, is understanding how it works, and the nitrogen cycle explains just what this means. Many say that if you can come to grips with the process of the cycle and get it working in perfect harmony with your livestock, then the rest should take care of itself. So a simplified version is explained below:

In a pond, fish will release waste into the water. As the waste breaks down, ammonia is produced. Ammonia can be toxic if it builds up, so to keep ammonia levels from getting dangerous, beneficial bacteria called nitrosomonas will break down ammonia and convert it into nitrite, which is still toxic if it builds up, but less so than ammonia.

After the ammonia is converted to nitrite, another group of beneficial bacteria called nitrobacter will break down and convert nitrites into nitrates, which are far less toxic than nitrites. This nitrate is then utilized by the plant life in the pond as a source of nourishment, which helps to keep the nitrate level low and can also help with controlling algae.

So, the nitrogen cycle is essentially the amazing way a pond’s ecosystem cleans itself of harmful toxins and creates sustaining nourishment within its environment.

**About the Author**

Jayne Southard lives in the UK with her husband and two sons and has been working in the aquatic magazine/publishing industry since 2002. Writing for UK publications on pond and aquarium topics regularly, she is a freelance writer with a general knowledge of the industry.
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Aquarium hobbyists use the term "New Tank Syndrome" to describe fish that are poisoned by high levels of ammonia (NH3). This phenomenon also occurs when starting up new ponds.

Ammonia is produced by the bacterial mineralization of fish waste, excess food, and the decomposition of animal and plant tissues. Additional ammonia is excreted directly into the water by the fish themselves. Ammonia poisoning causes damaged tissue, especially to the gills and kidney. It also causes physiological imbalances such as impaired growth, decreased resistance to disease and death. High levels of nitrite are also a problem. Nitrite poisoning inhibits the uptake of oxygen by red blood cells. Known as “Brown Blood Disease,” or Methemoglobinemia, the hemoglobin in red blood cells is converted to methemoglobin.

The successful pond keeper realizes the importance of establishing the nitrogen cycle quickly and with minimal stress on the fish and aquatic life. Nitrifying bacteria oxidize toxic ammonia and nitrite. *Nitrosomonas* sp. breaks down the ammonia into less toxic nitrite (NO2). *Nitrobacter* sp. breaks down nitrite (NO2) into nitrate (NO3). This nitrate can then either be used by plants, as a nutrient source, or can be further broken down into dinitrogen gas (N2) through the activity of other species of bacteria.

Nitrifying bacteria are classified as obligate chemolithotrophs. This simply means that they must use inorganic salts as an energy source, and generally cannot utilize organic materials. They must oxidize ammonia and nitrates for their energy, and fix inorganic carbon dioxide (CO2) to fulfill their carbon requirements. They are largely non-motile and must colonize surfaces such as gravel, sand or synthetic bio-media, for optimum growth. They secrete a sticky, slime matrix, which they use to attach themselves.

The two most common species of Nitrifying bacteria, mentioned above, are *Nitrosomonas* and *Nitrobacter*. They are gram negative bacteria, ranging between 0.6 and 4.0 microns in length. They are obligate aerobes and cannot reproduce or convert ammonia or nitrites without oxygen.

*Nitrosomonas* utilize ammonia (NH3) as an energy source during its conversion to nitrite (NO2). Ammonia is first converted (hydrolyzed) to an amine (NH2) compound then oxidized to nitrite. *Nitrobacter* use nitrates for their energy source during its conversion to nitrate (NO3).

Most of the energy produced by *Nitrosomonas* (up to 80%), is devoted to fixing CO2 and little energy remains for their growth and reproduction. As a consequence, they have a very slow reproductive rate. Because little energy is produced from these reactions, *Nitrosomonas* have evolved to become extremely efficient at converting ammonia and nitrite. Scientific studies have shown that *Nitrosomonas* are so efficient, that a single *Nitrosomonas* cell can convert the same amount of ammonia as approximately 1,000,000 heterotrophic bacteria (standard pond bacteria).

Nitrifying bacteria reproduce by binary division. Under optimal conditions, *Nitrosomonas* may double in number every seven hours. *Nitrobacter* may double every 13 hours. This is an extremely long time considering that standard heterotrophic bacteria can double in as little as every 20 minutes. For example, in the time it takes a single *Nitrosomonas* cell to double in population, a heterotrophic culture could have reached a population of many trillions of cells.

Nitrifying bacteria do not form spores. They have a complex cytomembrane (cell wall) that is surrounded by a slime matrix. All species have limited tolerance ranges and are individually sensitive to water temperature, pH, dissolved oxygen levels, salt, micronutrients, light, and inhibitory chemicals. Below we will touch briefly on each of these.
Water Temperature

The water temperature for optimum growth of Nitrifying bacteria is approximately 75 – 85°F. Growth rate is cut to 50% at approximately 65°F, and cut by 75% at approximately 50°F. Growth is zero at approximately 40°F or below. Nitrifying bacteria will die if frozen, or if water temperature reaches 120°F.

pH

The pH for optimum growth of Nitrosomonas is approximately 7.8 – 8.0. At pH levels below 7.0, Nitrosomonas will grow more slowly, and at a pH of 6.5, Nitrosomonas growth is inhibited. The pH for optimum growth of Nitrobacter is approximately 7.3 - 7.5. Nitrobacter will grow more slowly at the higher pH levels, (typical of marine aquaria). It is important to note that all Nitrification is inhibited if the pH drops to 6.0 or less. At a pH of 6.5, most of the ammonia present in the water will be in the mildly toxic, ionized NH3+ state.

Dissolved Oxygen

Maximum nitrification rates will exist if dissolved oxygen (DO) levels exceed 80% saturation. Nitrification will not occur if DO drops to 2.0 mg/L (2 ppm) or less. Nitrobacter is more strongly affected by low DO than Nitrosomonas.

Salinity

Some nitrifying bacteria will grow in salinities ranging between 0 - 6 ppt (parts per thousand). Other nitrifying bacteria will grow in salinities ranging from 6 - 44 ppt. Adaptation to different salinities may involve a lag time of 1-3 days before the Nitrifiers will experience exponential growth.

Micronutrients

All species of nitrifying bacteria require a number of micronutrients. Most important is the need for phosphorus for ATP (Adenosine Tri-Phosphate) production. The conversion of ATP provides energy for cellular functions. Phosphorus is normally available to cells in the form of phosphates (PO4). Nitrobacter especially, is unable to oxidize nitrite in the absence of phosphates. Sufficient phosphates are normally present in regular drinking water. Other essential micronutrients are available in our drinking water as well. The increasing popularity of high-tech water filters for de-ionizing, distilling, and reverse osmosis (hyper-filtration), produces water that is stripped of these essential nutrients. While these filters are generally excellent for producing high purity water, this water is inhibitory to nitrifying bacteria.

Light

Nitrifying bacteria are photosensitive, especially to blue and ultraviolet light. After they have colonized a surface, this light poses no problem. But during the first 3 to 4 days, many of the cells may be suspended in the water column. Any bulbs that emit UV or near UV light, should remain “off” during this initial 3 to 4 day time frame.
Chlorine & Chloramines

Before adding bacteria to a pond or aquarium, all chlorine must be completely neutralized. Most US cities treat their drinking water with chloramines. Chloramines are more stable than chlorine. The type of chloramines formed is dependent on pH. Most chloramines exist as either monochloramine (NH2Cl) or dichloramine (NHCl2). These compounds are created by adding ammonia to chlorinated water. Commercial chlorine reducing chemicals, such as sodium thiosulfate, will break the chlorine: ammonia bond. Chlorine (Cl) is reduced to harmless chloride (Cl-) ion. Each molecule of chloramine that is reduced, will produce one molecule of ammonia. When treating, first neutralize all chlorine. Then eliminate ammonia.

The cells of Nitrifying bacteria are reddish (Nitrosomonas) to brownish (Nitrobacter) in color. The liquid solution found in commercially available products is normally a light red color, primarily due to the natural pigment of the bacterial cells. Commercial products normally have a musty smell. Sometimes the solution may turn dark brown or black and smell like rotten eggs. This is rare but not unusual. This is due to the presence of residual sulfates that have been reduced to sulfides. This has no relationship to the viability of the bacterial cultures. The concentration of sulfides is only a few parts per billion and is not toxic when diluted in the aquarium or pond. If desired, these sulfides can easily be “de-gassed” before use, by removing the bottle cap and allowing oxygen to penetrate into solution.

Article submitted by CassCo Products, Inc. www.cassco-bio.com
by Paul Scholz
Partner Organic Environmental Technology

The Mechanisms behind Pond and Aquarium “Pop”

If you have ever observed the conditions in a pond or aquarium suddenly improves, where the water comes to life like a light bulb in the dark, you would remember it well. This is called the “POP.” You would have also likely taken that memory with you every time you are setting up a new pond or trouble shooting an existing pond or aquarium in hopes to experience it again and again.

What you probably are a little fuzzy on is just exactly what occurred behind the scenes to make that pop happen.

In this article, we are going to de-mystify the “pop” and explain the mechanisms behind it.

To begin we need to visit the world of microorganisms, Mother Nature’s foot soldiers that do her bidding.

The Balance of Microorganisms

In nature, there are three general roles microorganisms play: beneficial, harmful and neutral. A balanced ecosystem contains roughly five percent beneficial microorganisms that keep in check the harmful microorganisms that also weigh in at around five percent of the total population. The remaining microorganisms play a neutral role.

Probiotics

Beneficial microorganisms are probiotic and function to sustain and enrich life. By definition probiotic means “in support of life.” They convert minerals to substances easily taken in by plants. They break down organic matter by fermentation consuming the toxic elements along the way, a process that produces life sustaining nutrients such as amino acids, vitamins, sugars, and anti-oxidants. This is a clean process that produces no odors or negative byproducts such as sludge and disease.

Antibiotics and Biocide Chemicals

The harmful microorganisms operate off the principle of putrefaction; they rot things and produce foul odors - hydrogen sulfite, methane and ammonia. These are also the disease-causing pathogens that follow the road of destruction and death. They breed amongst the destruction.

Following the example of medical science, the pond industry has long adopted the approach to attack and kill the bacteria or algae like a disease. By definition, antibiotic means “against life” and biocide means “death to life.” And when these methods are used you throw the baby out with the bath water as these methods do not distinguish between good or bad, or just target the culprit, they wipe out all bacteria whether good or bad. Yet, good bacteria are critically important to sustain life and a healthy pond environment.

The Ecosystem Losing Its Balance

The balance in an ecosystem can be lost whenever excessive negative environmental conditions are introduced. Rains can introduce molds and pollution from the air. Runoff can bring in chemical pesticides and herbicides from nearby fields. Winds can spread dead leaves and bugs.
Neutral Follow-on Bacteria

Current research has revealed that bacteria appear to have a sort of chemical email system they communicate with. A command and control system if you will.

In a balanced ecosystem where the pathogens are held in check by the probiotic microorganisms the “orders of the day” for the neutral bugs are to get on with their normal tasks, not having any “senior” orders to the contrary.

When excessive pathogens are introduced to an environment, the core population of harmful bacteria increases to a level that exceeds the balance point of five percent by a few percentage points, over the beneficial bacteria. Then the harmful bacteria seemingly take over the command and control functions of the ecosystem. The harmful bacteria somehow issue an all points bulletin to all neutral bugs, telling them they have been reassigned to the search and destroy team. As the neutral bugs follow-on the destructive band wagon, the environmental ratios are radically changed, from having only seven to ten percent harmful bugs to functionally having upwards of ninety percent harmful bugs. If you have ever had food poisoning where at first you feel a little odd then overnight all systems break down rapidly, you have an idea of how this works.

Treatment - Less is Better

The good news here is the Follow-on Bacteria are easily swayed back to the good road in life. The apparent command and control system is the key. The slightly swelled population of core harmful bugs has allowed bad bugs to take over command and control. Consequently, all that has to happen to get the ecosystem to “pop” into a better state is to introduce just enough beneficial probiotic bacteria to overrun the command and control center and take it back. A new urgent memo is then issued to the Follow-on Bacteria that they have a new constructive purpose. The Follow-on Bacteria get the memo and they join in all-hands fashion rebalancing the ecosystem with a “POP.”
Congratulations to everyone who entered POND Trade Magazine’s Product of the Year Challenge. We also want to thank everyone who voted Online and to our distinguished panel of judges who weighed in with their valuable thoughts and opinions.

These awards recognize outstanding new products for our industry, that will have a positive impact on our industry for years to come. To see all 28 entries visit our web site and see future issues of POND Trade magazine.


Panel of industry professionals who where our judges:

**Joel Acker**  
Summit View Koi

**Burt Nichols**  
Water Garden Gems

**Ben Plonski**  
Laguna Koi Ponds

**Jim Purcell**  
Oregan Aquatics  
President IWGS

**Brenda Sorrells**  
Exotic Aquatics  
(IPPCA Five Star Contractor Award winner of 2009)

**Deb Spencer**  
Water’s Edge

Each judge selected their choice for first, second, and third place in each category. Their votes were combined with the Online voting to yield the final tally.

**MinnFinn Max**

Highly effective medication with a broad spectrum of disease treatment using a medicine that is environmentally friendly and non-toxic to the user and the fish. There is nothing else like it on the market.

AquaFinn LLC  
2255 Seaquest Trail  
Escondido, California 92029  
760-518-8170  
www.minnfinnmax.com

See ad on page 23.
Sequence Titan

12,000 GPH for less than 845 watts! THE HIGHEST EFFICIENCY PUMPS available for water garden applications – where you need them most, in high flow!

MDM, Inc.
325 Karen Lane
Colorado Springs, CO 80907
(800) 447-8342
www.mdminc.com
See ad on page 10.

Microbe-Lift/ Sabbactisun

Microbe-Lift/ Sabbactisun is the first NATURAL EXPELLANT for Bacterial Diseases to treat such a wide variety of symptoms and problems that fish encounter.

Ecological Laboratories
P.O. Box 184
Malverne, New York 11565
239-573-6650
www.MicrobeLift.com
See ad on page 11.

OneFix

OneFix is a year-round water clarifier composed of all-natural bacteria and enzymes. Now you can treat your pond when its 100 degrees or 30 degrees. Environmentally Safe – 100% Safe for all life forms

Winston Company, Inc
7704 E. 38th Street
Tulsa, OK 74145
800-331-9099
www.crystalclearpond.com
See ad on page 15.
**Pond Equipment**

**3rd**

**Colorfalls**

Colorfalls is the first lighted weir specifically designed for water features. A perfect fit for formal retaining walls and pond-free applications.

*Atlantic Water Gardens*
4494 Orchard St.
Mantua, Ohio 44255
330-274-8317
www.atlanticwatergardens.com

*See ad on page 2.*

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**Pond Products**

**Waste-Away**

Waste-Away is the result of the latest scientific research of Dr. Timothy Hovanec not just someone else’s bacteria re-bottled like many other products. A unique product with strains isolated from our own Koi ponds, developed for pond keepers such ourselves, this product delivers real results.

*DrTim’s Aquatics*
530 Los Angeles Ave.
#115-243
Moorpark, CA 93021
805-907-2690
www.drtimsaquatics.com

*See ad on page 27.*

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**Honorable Mention**

**Meron Ribbed Water & Fire**

This clever, yet classic looking set of custom bowls creates a stunning looking mixture of flames and water working together, and looks amazing especially during the evening with the lights shining on the water flowing from the water bowl.

*Concrete Creations*
19205 Lanark St
Reseda, CA 91335
888-299-8273
www.ConcreteCreationsLA.com

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**Bugout - Carnivores in Captivity**

Bug Out™ is a new highly marketable concept that will bring Sarracenias –Pitcher Plants- out of the “cult market” closet and into the hands of the general public.

Attractive recyclable packages with colorful fun signage and fascinating product information will prove to be an interactive feature of any garden center or retail area.

*Aquascapes Unlimited*
PO Box 364
Pipersville, PA 18947
www.aquascapesunlimited.com

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**Product of the Year Challange 2010**

Watch our web site for entry forms and voting.
(Voting Online 10/1/10 to 10/31/10)
Waste-Away Natural Pond Cleaner is 100% natural mixture of our own sludge busting microorganisms that reduce maintenance time and keep filter pads cleaner longer. Available in 16, 32, 62 & 128 oz sizes. ORDER DIRECT from us ONLINE at www.drtimsaquatics.com
get cheaper prices…BUT there is a chance for more delays and there will be times when you have already driven to the airport only to find the fish did not make the flight even though you were told they were on it. This happens 10% of the time and can be very, very frustrating during the busy season. Direct flights are not so bad and we have found Southwest Airlines to be the best airline to use by far.

The courier services have become our preferred choice because they pick up at our door (saving us time and money not having to go to the airport) and they deliver to your door. Thus no waiting at the airport for the next flight. The downside for the fish farmer is there is absolutely no live arrival guarantee and if the fish arrive dead or in poor shape (unusual), there is no recourse or refund and the farmer/shipper has to absorb the costs. The cost for door-to-door shipping is around 30% more or an additional 25 cents a fish. A small cost for less running around and more time spending with your customers at your shop. In our experience, we have had less than a 2% problem rate shipping with FedEx.

So the fish arrive, you look through the bag and they are not moving much, they may look somewhat dull and not what you ordered. Open the bags, get them into a fresh batch of water (holding system) and give them a day. In most instances, you will find they look better the next day after they have had...
a chance to rest and adjust. The fish are shipped in dense quantities and although the water may be a bit dirty, special chemicals are added to the shipping water to help reduce shipping stress. Typically in boxes with 60 fish, you may have one dead fish in every third box or so. Fish ship very well within 24 hours, they ship ok in 36 hours, and past that, a lot of outside environmental factors affect survival. If the water is kept cold, they do much better.

Probably my most frequent complaint as the owner of a koi shipping business is when someone complains about paying 75 cents a fish to ship it overnight to their door. Our boxes are very heavy and we use a lot of water per package to help ensure a greater survival rate and faster revival of the fish for sale. Some people have chosen their fish supplier more on shipping costs than quality and reputation of the shipper. When it comes to shipping a live product, cheap is not good. A little extra goes a long way, especially when the clock is ticking.

The fish have arrived. They are in great shape and you have placed them in a separate LOW DENSITY quarantine system for the next two weeks out of the public’s eye. You make sure they are in top condition before being transferred to your retail system.

Here’s What Will (or Could) Happen Next

1. The fish will jump out. Cover the fish ANY time you move them to another tank. They will find even a small hole. After a few days they will stop jumping.

2. You or your staff does a water exchange with the hose. The phone rings and you forget and leave the hose on and find that the fish are all dead the next day. Ok, if you’re reading this and you already retail fish, you know what I am talking about.

Let me save you some money. For $10 at the hardware store you can buy a meter/valve that goes on the end of the hose. You turn the dial and it dispenses a certain amount of water and shuts off (regardless if you get distracted or not). This will save you thousands of dollars the easy way, not the hard way—the sad lesson of forgetting to turn off the water. Do me a favor—spend the 10 bucks, send me a check for a couple hundred bucks, and consider it a great savings to your business (grin).

One note of caution, meters do not last forever. You still should check to make sure it is working properly.

3. The fish arrive DOA – yep, dead on arrival. It happens to all of us. As long as you have your quarantine system and a two week holding period, you can order some more fish and things keep moving forward. If you are the type to sell them two days after they arrive…you will get caught in a bind, with no fish to sell. Spend the money, get a good system and do it right…from the beginning.

4. Your fish looked great on arrival but within a week, they are flashing (scratching) and not acting right. Typically, this is response from stress and the few “bugs” a fish typically has that can take over and cause a problem. A salt treatment and use of another “bug” treatment is all that is necessary. Again, with a quarantine system, you should maintain business as usual without your customers ever seeing a hiccup.

5. Make sure your systems have redundancy. Plug the aerator on a separate circuit breaker than your system’s water pump, so if one fails the other keeps them alive. Your system has both a water circulation pump AND an aeration device, right?

6. You sell some fish to a customer and they come back the next day saying they all died. You know fish don’t typically die overnight unless something is grossly wrong with their environment. Remember from the earlier parts of this series…now is the time to win the customer over by helping fix their pond problem AND save face (embarrassment) of killing the first batch of fish. Figure less than 2% occurrence of this incident.

The Actual Fish

Your fish are now placed in your retail system, the customers are coming in and buying fish. Here are some things that come to mind.

1. Keep enough fish in the systems to look full, but do not overstock. Too many fish causes what I call “Koi Blindness.” There are so many fish that look similar that customers just cannot pick and sometimes go away frustrated and overwhelmed.
2. Keep a separate tank of fish that you choose as special picks by you. Charge a little more for these, as people will value your opinion. With experience, you will soon be able to pick out the higher quality fish in a shipment.

3. Don’t be afraid that all the best fish will sell right away. I especially see this at koi vendor booths at koi shows. People will buy what they like more often than what is “best” by any judging standard. I have seen the best fish still in their tanks after 2,000 people have been by. That fish you consider ugly may be the one someone has been looking for. Have you ever sold an all orange with black, speckled koi? Sort of an AKA Bekko. We see 1,000’s of these when we are culling, but believe it or not, people are attracted to the contrast of colors. Give them what they want…not specifically what YOU want them to have. Be honest if they ask your opinion, but above all, make sure they go away happy with whatever they choose.

What does it mean to be successful in this business of selling live fish? In dollars and cents here is a breakdown of what to expect.

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-6” Medium Grade Koi</td>
<td>$6.50</td>
</tr>
<tr>
<td>Shipping from 1,000 Miles Away</td>
<td>$0.75</td>
</tr>
<tr>
<td>Holding System Costs*</td>
<td>$0.42</td>
</tr>
<tr>
<td>Other**</td>
<td>$2.00</td>
</tr>
<tr>
<td>Bad Luck Factor***</td>
<td>$0.13</td>
</tr>
<tr>
<td>Customer Kill Cost****</td>
<td>$0.13</td>
</tr>
<tr>
<td><strong>Total Cost of Fish</strong></td>
<td>$9.93</td>
</tr>
</tbody>
</table>

Typically these fish sell for $25.00 each or five for $100.00. Some places sell for more, but this is still a great profit margin.

* Assuming 100 boxes of fish will be sold during the life of the system—100 boxes of 60 fish holding system = $2,500/6,000 fish = $0.4166

** Assumed cost of rent, electricity, labor, advertising, and so forth.

*** The bad luck factor is the assumption of 2% loss of stock. That equates to two boxes out of 100 shipped that are completely lost or DOA. This is higher than actual, but also accounts for other things such as jumpers, disease, and so forth; that will happen along the way. So two boxes of medium grade fish (120) x $6.50 each = $780.00/6000 fish during the life of the system = $0.13 per fish sold.

**** This is the 2% of new customers who will have the fish die due to the holding conditions at their place. No fault of yours…but it will happen.

So how do YOU know if you’re successful? It may be just the bottom line of profit, but to most that have been in the business for a while, they are in it for more than just the profits. If I had to describe
the perfect pond storeowner/business, here’s what I would picture.

ABC Koi Shop is a locally owned business that is open to the public selling fish, plants and products designed to bring enjoyment to the backyard hobbyist koi keeper/water gardener. The owners have a great reputation of providing good products and pricing and have many, many loyal customers who bring repeat business and tell others about their place. The owners are able to spend time away from their business frequently because all of their staff has the knowledge needed to answer 90% of the most common questions in the pond trade. The business provides enough profits to pay the owners and their employees a decent wage that allows for quality of life.

ABC Koi Shop operates using common sense practices and repeatable procedures and products. It understands that it cannot be everything to everybody, but also understands that a happy customer is a repeat customer and honesty, although sometimes not the most comfortable thing to say, is always the best policy.

Enjoying owning and operating ABC Koi Shop is...in a way...profit in itself. The industry attracts a lot of great people who the owners and staff have met along the way or that they hope to meet in our future years running (and enjoying) their business. 

*About the Author*

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

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

Reach him at www.koisale.com or Koiretailer.com
Continued from page 6.

Under Your Nose

Are your vendors doing business with you? Why not? Here’s a short list of the prospects you should contact within 48 hours of reading this article, your: accountant, attorney, plumber, electrician, daycare provider, housekeeper, greens keeper, mechanic, realtor, friends, family, church, dentist, physician, nail technician, hairdresser, Mary Kay Consultant, marriage counselor, coach, personal trainer, financial advisor, and so forth. If you and your vendor are not a match, he or she probably knows someone who should be doing business with you. All you have to do is ask your vendor to provide some word-of-mouth about you. At minimum, ask to display your business cards and flyers at their office, or to mention your business in their customer newsletter. Take a moment and make sure people in your immediate circle understand what you’re selling.

Remember, the more comfortable we keep our customers, the longer they’ll stay, the more memorable experience they’ll have and the more they’ll spend, or pass on positive word-of-mouth. When you’re planning your next marketing activity, remember to stimulate your customers’ senses, including eyes, ears, nose and mouth.

Sharron Senter is a New England-based marketing consultant who helps small businesses deploy low-cost marketing strategies.

Tips provided by
Sharron Senter
www.sharronsenter.com
The TetraPond In-Pond Skimmer

Tetra presents a new way to keep your pond beautiful - the In-Pond Skimmer. Acting as a pre-filter for your pump, debris is drawn into the skimmer, where it is collected in the easily removable basket, helping keep the pond water clean. Easily camouflaged and installed without cutting your liner. Compatible with Tetra Water Garden Pumps and the Tetra Waterfall Filter.

For more information, call 1-800-526-0650 or visit www.tetrapond.com.
Here we are in 2010 and the economy is still the hot topic. If you have been among the fortunate who have been able to adjust your business model to survive the ride, then part of your strategy has been to keep the money going out LESS than the money coming in.

It is also likely than that you have made cuts in areas that are often the first to go: sales and marketing. In an industry where you hope your potential customers don’t become DIY’ers, you have more than likely become one yourself and are wearing more ‘hats’ than ever before.

Advertising campaigns are done more on ‘the cheap’ now than ever. It seems easy enough. You can download software or run to an office supply store and find a tool that promises ‘professional results.’ The problem is that while you may excel in landscape or water feature design, it is likely (whether or not you believe it) that advertising, marketing, and graphic design are not exactly your forte.

My first piece of advice is the same for anyone in this industry: Hire someone good. Whether you are looking for copywriting, graphic design, or marketing and advertising advice, look to a professional first. It may cost money upfront, but if it is someone who is not only good at what they do, and understands your business and your target audience, that money will be an investment in the future of your company that will produce cash flow. That being said...

This is a pretty straight-forward, honest approach to developing an ad that may not be for the faint at heart. You may have already committed at least one, if not several, of the following blunders. If you are planning on designing your own advertising campaign then you may want to put on some thick skin before you read some of these helpful hints that can enable you to create a more professional looking ad.

First the ‘don’ts.’ I can spot a self-done advertisement nine times out of ten. Some of the telltale signs include:

**Font Faux pas**

I’m sorry but I have to say it, Papyrus is the most overused and out of date font in the landscape industry. When I see it, I actually feel nauseous. I know it has that earthy, watery feel and it was fine back in the day when it was one of the 20 fonts that came standard on your word processing or publishing software, but the options now are limitless! Dare to be different and at the same time...

Be careful about using fonts that don’t reproduce well, meaning that if they are enlarged or shrunk down they lose quality or expose flaws. This happens all too often. It may look great on your screen but when you print it at the actual size for the ad, it loses quality.

**Graphically Gross**

Please, please, please, don’t use drop shadows unless you have to! The application on most lettering makes it look like it was done circa 1990. Just because the tool bar is there, does not mean you have to apply every effect possible. Transparency blurs and gradients are somewhat dated when used incorrectly. We’ve all seen those ‘Saloon Photos’ where they convert the color to sepia to give it that aged patina and put a big, white, hazy ring around the subjects. It was fine for a 1986 gimmick, but to do it now in advertising does not make a picture attractive or intriguing, just bad looking.

**Phony Photography**

Use YOUR OWN photos. Here’s the thing. If you don’t have any work that you can take a picture of, and it looks good, than you need to consider another profession. I’m sorry, but it’s true. Here is an example: I created an ad for a local company who does not do any installation or design work. I used a stock photo to achieve a desired look in the ad. That is acceptable because in no way, shape, or form was I passing that photo off as work the company had done. Flash forward two months later… a landscape design company runs an ad in the same magazine using the same photo and which visually implies it was their own picture and work. What happens when
a potential client says, ‘Hey, great picture! Tell me about that job and can you build it for me?’ See what I’m saying? Once I even considered firing a client who had given me pictures of someone else’s projects for their advertising. Now, to avoid potential lawsuits, I put it in our contracts that all pictures must belong to the client or they have written approval to use those pictures. Using other photos to ‘represent’ your work is deceiving. Worse yet, if a potential customer or client recognizes that picture as a stock photo or someone else’s project (believe me, it happens), than you are also viewed as untrustworthy and incompetent to do the work you are advertising.

Content Crazy

Anyone who knows me will tell you that I am incredibly gregarious and verbose. But developing an ad is where restraint in content is very important. The popular theory by most business owners in this industry is that you have to put everything possible in the ad so they know what you do, how great you are, how you have worked for everyone who is anyone, all the certifications you have gotten since Boy Scouts, and that everyone else, well… stinks. If you can’t tell someone what you do (remember my rule about your 12 Word Purpose Statement in your Marketing Plan from my November/December 2009 article?) in a brief sentence or two, then you need to go back to the drawing board. Readers are looking at an ad, not reading a novel.

Visually Vexing

It is taxing to look at too much. People today are already in sensory overload and, yes, it is possible to put too much into an ad. Unless you have a one or two-page spread, more than one picture is usually (not always) too much. I have seen quarter page ads with two and three pictures plus text (often with lots of drop shadows) and lots and lots and lots of color - and it is too much. It puts a burden on the brain to try and decipher so much information in such a small space and people don’t want to be burdened so in a matter of seconds they decide to completely ignore the ad. Give the reader a focal point and a call to action. If you need to do more than that, direct them to your website.

Enough with the bad and the ugly. Let’s move on to the ‘do’s.’
So, in a world full of messages calling for action from consumers, how do you create an ad that not only compels buyers to action but is also memorable?

**First** thing you do is your homework. Look at current design trends and what advertisements stand out to you. Most likely when you compare professional development to ones you have done, you will see huge differences.

**Second**, explore your options in terms of where you are placing an advertisement. If you are dealing with a sales rep., they should be able to tell you their demographics. Does the magazine reach the audience you are trying to attract to your business? If not, then there are lots of other fish in the sea, I mean, the pond.

**Third**, think of your ad like real estate. Location, location, location. A home buyer wants to be in or around a specific area and be near other prime real estate. Find out where your ad will be located. Are you in the front, middle, or back? Are you near any articles that relate to your line of work? What other ads will be near yours?

**Finally**, think about when your ad will actually be in the hands of the reader. If you submit an advertisement in January, it may not appear until April or May. Make sure that the information you are putting out is timely and will not be out of date when it is actually seen by the readers.

**Starting the Process**

When designing an advertisement, remember that first impressions are everything and that white space is (usually) your friend. Keep these things in mind as you start the process:

1. Define your goals for the campaign and how you will measure its success. If you want to drive sales for a particular product or service, make sure you track how many of those sales came from your campaign.

2. Determine what your message will be and remember to keep it brief and concise. This message often can and should be used as the headline or ‘hook’ to your ad. Avoid using your company name to headline your ad when possible, but make sure your name is there somewhere easy to see. The name should be in a format that is easy to read and does not take away from your message. It is not the focal point of the ad.

3. If using a picture, choose one that best shows what you do. Make sure it is a completed project, with mature landscaping if
possible, and that the photograph is high resolution, or of good quality. Pictures really are worth a thousand words.

4. Use standard fonts as much as possible that are clear and easy to read. If you are not sure, print out what you are designing at different sizes to check for consistency.

5. Keep the design consistent with all your marketing materials and Website. All advertising should be part of a solid marketing plan and branding initiative. If your advertising is not consistent with all your other initiatives, you could be sending a different message than intended.

6. Ask people for their honest opinion. Don’t give it to a suck-up. Give it to the person who will also tell you that your jeans really do make you look fat. That is a person you can trust to tell you if what you are putting out there is a thumbs-up or a thumbs-down.

7. Do you have contact information on the ad? The single most important piece of contact information should be your website. The exception to this rule is not to send visitors to your site if it will do more harm than good. Your website should be an extension of your advertising, a place where they can get more information about you, your products, and your services. If your website is unprofessional, out-of-date, or just plain bad, then it may hurt you more than it will help you.

8. When you are ready to send your ad for print, make sure you have it in the right file format. If you are not sure, ask. If you want to be sure that your fonts and colors print correctly, print out a high resolution proof at a copy place near you. Same goes for picture quality. I’ve seen a lot of potential advertisements that could have been good, but grainy, discolored pictures overshadowed the message.

Developing and designing an advertisement is much like designing and developing a web site. For me the philosophy stays the same: K.I.S.S. – Keep It Simple Stupid. No, I’m not calling you names or making a generalization about the masses. I am saying that you shouldn’t over think the process and you shouldn’t make your audience over think the message.

The funny thing about advertising is that there really aren’t too many rules. What works is supposed to look good and get a positive reaction. It’s just that someone forgot to tell the Gorilla marketers that little tidbit. I guess what I’m saying is that the best you can do is your best, stay true to your company, and most importantly to your customers – past, present, and future. Happy designing!

About the Author

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

Pam can be reached at pam@thegreenpen.com or 215-313-0183
Your one stop solution for clear, healthy water and Great Profits

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Make Better Money and See Better Results with EasyPro Water treatments!
**Q** How do I clean a home waterfall? The pump is very close to the bottom of the where the water is held and impossible to get under. Is there something that I can put in the water (like the pellets that go into dehumidifiers) to prevent the slime from forming. Within a few days of draining all of the water and replacing it, the water is murky and slimy and has an odor. Any suggestions would be appreciated.

Thanks,
S. Robertson

**A** From the question, I can’t tell whether the slime is more likely to be bacterial, fungal or algal in origin. It largely depends on light levels, as under low levels it is less likely to be algal, although it doesn’t really matter in this case.

My recommendation is to try a granular peroxide for ponds. This should work with bacterial, fungal, or algal slime, because they are all organic and all can be oxidized by granular peroxide. BioSafe GreenClean, Winston Algae-Off, and Ecological Laboratories Oxy Pond Cleaner are all peroxide products for ponds. I don’t know if you have any fish or plants in the water feature, but granular peroxide should be safe for them if you follow manufacturer protocols.

A client’s wall fountain style water garden has dark green/black algae growing on the stucco wall where the fountain heads splash water. I have used the normal types of algae cleaners (algaefix, Green Clean, 3% peroxide, and so forth.) with unsatisfactory results.

I can’t scrub the wall, because it damages the painted stucco surface. Do you have any suggestions that will not harm the water lilies or koi? I may have to seal the rear wall to prevent this problem in the future.

Thanks,
L. Ward

Answers provided by - Jim Purcell

Jim Purcell began growing and retailing pond plants in the spring of 1980, and soon began wholesaling to other retailers. In 1987 he opened Jim’s Water Gardening as a wholesale aquatic nursery, supplying pond plants and supplies throughout the US. Verena Liechti became managing partner in the business a few years ago, and they changed its name to Oregon Aquatics, Inc.

The nursery now covers seven acres, with over 60,000 square feet of aquatic greenhouses in addition to open ponds. In 2006 they also opened a 10-acre facility in California.
February 28 – March 2
Water Feature Conference and Expo
Evergreen Conference Center
Stone Mountain, Georgia
Hosted by the National Association of Pond Professionals (NAPP). The Evergreen Conference Center at Stone Mountain is located is 30 miles northeast of Atlanta. For more information please call 706-258-3534

March 12 – 14
Central Florida Koi Show
Orlando, Florida
This is Central Florida Koi Show’s (CFKS) eleventh show in Orlando. CFKS is sponsored by five clubs; the Florida East Coast Koi Club, Gainesville Koi Club, the Orlando Area Koi and Pond Club and Rainbow River Koi Club. The ZNA Southern Koi Association has members throughout Florida and the Southeast and is the fifth sponsoring club for the show. For more information go to our web site www.orlandokoishow.org.

March 25 – 27
Global Pet Expo
Orange County Convention Center
Orlando, Florida
More info at www.globalpetexpo.org

March 26 – 28
10th Annual Koi Health Seminar
Athens, Georgia
Topics include: Parasite identification & treatments • Microscopic techniques • Water quality & treatments • Bacterial evaluation & management • Antibiotic classification & applications • Viral evaluation & management • Quarantine procedures • Pond design & construction techniques • Chemotherapeutic agents & their proper applications • Parasite management • Surgical techniques • Necropsy & sampling techniques and more. All course materials are included. Registration and information available Online at http://www.koihealthseminar.com/
Early registration is suggested. For more information contact Vicki Vaughan at 706-247-6274 or vicki@flatrockkoi.com

May 4 – 6
National Hardware Show/Lawn and Garden World
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Las Vegas Convention Center
www.nationalhardwareshow.com

May 13 – 16
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National Lawn & Garden Show
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www.nlgshow.com

June 26 – 27
New England Water Garden and Ornamental Fish Show
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www.pioneervalleypondclub.com

For complete listing information and additional events see our website www.pondtrademag.com

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For further information please contact:
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Radius Pond Shark

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Aquascape, Inc., Acquires Aqua Rock™ Fountain Kit

Aquascape is proud to announce the acquisition of Aqua Rock™ Fountain Kit out of Shakopee, MN, a manufacturer of natural stone water bubbler fountain kits. The move further solidifies Aquascape’s position as North America’s preeminent manufacturer and distributor of pond supplies.

The creators of the Aqua Rock™ Fountain Kit are brothers Joel and Ben Forsberg who leveraged their stone masonry background to create a simple yet unique fountain for the consumer market.

“Joel and Ben Forsberg are entrepreneurs at heart and acquiring their product and adding their skill set to our team will allow us to pursue new opportunities in entry-level fountains and kits,” stated Greg Wittstock, Founder and CEO of Aquascape, Inc.

The patented Aqua Rock™ Fountain Kit can be installed in just 30 minutes and is perfect for the do-it-yourself market. The kit consists of an underground basin, water pump and pre-drilled natural rock. Water continuously recycles through the sub-surface reservoir with a pump that is designed to make a 2-3” spout, providing the bubbling sound of water. In addition to creating a beautiful focal point in the landscape, the Aqua Rock™ Fountain Kit can also be used indoors by placing the basin in a decorative container. Four styles of Aqua Rock™ Fountain Kits are available and Aquascape will begin shipping kits in the first quarter of 2010.

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

Emperor Aquatics, Inc. Celebrates Its 20th Anniversary

2010 marks the “Twentieth Anniversary” for Emperor Aquatics, Inc. and the company’s business philosophy remains the same today as it was twenty years ago, ‘Integrity is the foundation of our business.” Most recognized for their efficient, cost-effective UV Sterilizer product lines Emperor Aquatics, Inc. also manufacturers and distributes a variety of filter equipment to a wide range of aquatic markets.

The company has grown into an internationally recognized source for UV Systems specializing in markets that include: Zoo-Aquarium, Research, Live-Seafood, Fish Culture and Commercial Swim-Fountain.

To find out how Emperor Aquatics, Inc. can help you improve the water quality of your aquatic application(s) visit us online at: www.emperoraquatics.com or contact our sales office by calling 610/970-0440

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New, Improved eXact Chlorine Photometer

Exact, economical and fast water quality results without all the guesswork

Testing for EPA-compliant Free and Total Chlorine levels (4500 CL-G) became easier. Announcing the eXact® Chlorine Photometer Kit, the latest product from ITS, is designed for residential, commercial, and municipal testing of accurate chlorine levels in water. The kit (486696-PC) includes the new and improved eXact® Chlorine Photometer that directly tests Free and Total Chlorine at an expanded range of 0.01-11.0 ppm. The photometer uses a patented method utilizing eXact® Micro reagent strip technology, eliminating the need for powders, tablets, and liquids – saving the user time and money. It provides fast, accurate results without the guesswork of color matching and meets 4500-CL-G requirement. The waterproof meter (IP-67) fits comfortably in your hand has a built in sampling cell and comes with a 5 (five) year warranty. The kit also includes 100 eXact® Micro Free Chlorine strips (DPD-1), 100 eXact® Micro Total Chlorine strips (DPD-3), carry case and batteries.

For more information contact Industrial Test Systems, Inc. at 1-800-861-9712, 1-803-329-9712, on the web at www.sensafe.com, or visit our booth (3814) at the Atlantic City Pool and Spa show for a free demonstration.
There’s dust in the air at Kloubec Koi Farm as the family is in the process of digging new ponds to satisfy an increased demand for their butterfly and straight fin koi. As explained here by Nick Kloubec, a portion of the ponds have a special purpose:

“In consideration of recent successes, especially this year’s Baby Champion (at the Mid-Atlantic Koi Club’s 2009 Koi Show), we’ve decided to create several specialized mud-ponds to focus on our high-end, award winning bloodlines in order to increase production of the best koi we have to offer. The idea is to provide a healthy, American alternative that rivals import quality.”

Also in expansion is the Kloubec quarantine facility (where fish are held a minimum of two weeks prior to shipping to guarantee optimum health). More tanks + more water = the best availability during peak season.

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EasyPro’s New 2010 Catalog is Now Available

EasyPro Pond Products of Grant, Michigan has released their new catalog for 2010. We have increased our product line and offer you a large catalog packed with professional and do-it-yourself pond products. Get your 2010 edition today!

For a catalog or more information call 800-448-3873 or email us at info@EasyProPondProducts.com.

Packing Pearls® Lightens the Load and Helps Potted Plants Thrive

PORTLAND, OR—Gardeners now have a new way to lighten the load of overly heavy plant containers. An ingenious new product not only keeps large pots from getting too heavy to move but also boosts plant health by improving water drainage and oxygen flow to plant roots.

Poor drainage in pots creates water-logged soil that can result in root rot, mold and mildew. When Packing Pearls are used at the bottom of growing containers, plants benefit from improved soil drainage and better oxygen flow to roots. Tests show that flowering plants bloom two to three months longer when grown in containers with a base of Packing Pearls. Plants are also visibly healthier and hardier.

Packing Pearls are made by Four Seasons Container Gardens LLC, a Portland-based business specializing in custom container garden design and installation.

Packing Pearls are available at fine garden centers and online at www.packingpearls.com.

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Two young girls enjoy feeding some very large koi. Notice the koi food is in ice cream cones. If the cones fall into the water the koi can just eat it, not like paper or other containers that could cause problems.

Photo provided by Mr. Mamoru Kodama. Watch for a press release about his upcoming book of interviews with owners of 55 Japanese Koi Farms. Also how to appreciate and tips on how to buy the koi they breed and raise.
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