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8 **Make a Splash with Container Water Gardening – Alternatives to Ponds or Additions to Any Yard**

*Jennifer Zuri Aquascape, Inc.*

Water Features come in all sizes. Container Water Gardens can be made out of any vessel that holds water, can be an alternative to larger ponds and be a beautiful addition to any yard. They are easy to install, fit any budget and may be a way to introduce a new client into the world of water features. This could lead to larger projects or be a small add on for a current customer.

14 **The “Other” Pond Business**

*Rick Weidman, Airmax Eco-Systems*

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*Ellen Kloubec, Kloubec Koi Farm*

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23 **NAPP Holds Its First National Show**

*Tom Graham, POND Trade Magazine*

Years in the planning, the National Association of Pond Professionals (NAPP) held their first national event. The NAPP "Water Feature Conference & Expo" was held at Stone Mountain, Georgia. Learn more about this inaugural event.

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*Kelly Billing, Rowena Burns, Tish Folsom, and Jim Purcell*

Four leading aquatic plant experts each share their three favorite plants. This turned out to be much harder then any of them anticipated, with so many plants to choose from. See their final choices and hear why they selected each one. Included is a great chart to see at a glance how the plants compare. Maybe you will find a new favorite yourself.
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See new and archived articles at www.pondtrademag.com
Notes From the Editor

We enjoy reading comments from you our readers. A couple of things I would like to pass along. From the Jan/Feb 2010 issue "Mom Says to Play Nice, we had a reader think it was, “for sure, going to be a bashing.” But they read the article, they learned a lot and thought it was a great article. We appreciate your comments.

We are still getting compliments about the "Dress for Success" article (on our web site it is called "Successful Pond Business Dress Etiquette") from the May/Jun 2009 issue. Remember you can always find all our magazine articles Online, plus our web exclusive articles.

In last issue, we neglected to give credit for the article "Water Tech - Care and Feeding of Nitrifying Bacteria" - CassCo submitted the article. For more information about CassCo see their web site www.cassco-bio.com.

Last quick note, (in response to an email from the Netherlands) the article "Origin of Butterfly Koi" was about the evolution of long fin koi specifically at Blue Ridge Fish Hatchery, sorry for any confusion.

Be sure to follow us on Twitter (http://twitter.com/pondtrade) and email me anytime – cindy@pondtrademag.com

Cindy Graham

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What’s a white list, and why should I be concerned?

Texas legislators are finalizing new laws that dramatically slash the number of aquatic plants that can be grown and sold in their State. If you don’t sell aquatic plants, and think this doesn’t impact you THINK AGAIN. Look at the marketing materials used to sell ponds and pond products, and you will probably see waterlilies, taro, and other popular aquatic plants. The reason is aquatic plants are a big reason why people buy ponds. If the plants they want are no longer available, many will no longer want a pond. Thus, this impacts us all, whether we sell fish or hardware, pond service or water treatments. We will all see a dramatic drop in sales.

Now some of you may be saying, oh Tom. Don’t get all dramatic on us. It can’t really be that bad. Believe me, IT IS. Here is what is happening.

The Texas Legislature has replaced the long-standing policy of banning the sale, of specific plants that are considered noxious or invasive the “Black List,” with a new yet to be adopted “White List” of plants that will be legal to grow and offer for sale. Aquatic plants that are not native to Texas are being classified as exotics, and must be on the white list to sell. The working list to date is conspicuously lacking the most commercially viable aquatic plants currently being sold in the state such as waterlilies (Nymphaea.) Thus, instead of being able to offer the thousands of aquatic plant varieties now available, Texas growers and dealers will be limited to only a few hundred very mundane plants.

Marshall Meyer of the Pet Industry Joint Advisory Council (PIJAC), spoke at NAPP recently, and suggested that industry members become informed and involved now. This legislation is currently in the public feedback stage, to be finalized December 31, 2010. It is time for us as members of this industry to inform them, in a positive way, of how they can fulfill the spirit of their mission of protecting native flora and fauna, without destroying our industry at the same time. We need for them to understand that the plants on the Black List are the problem plants, and there is no evidence that the plants we rely on for our businesses need to be banned.

Rolf Nelson, of Nelson Water Gardens, has been actively working on providing alternative language to the Texas Parks and Wildlife Department, who is charged with creating the bills final language. As an industry we can help by submitting additional information and suggestions for the committee’s consideration. You can contact Rolf directly at rolf@nelsonwatergardens.com or 281/391-4769 for additional information.

Once these regulations are enacted in Texas, the activists pushing these new regulations will move on to other states, making this a nationwide problem.

Our industry organizations are now stepping up their activities to build awareness of this threat, like the Pet Industry Joint Advisory Council (PIJAC), International Pond Professional Contractors Association (IPPCA), International Waterlily and Gardens Society (IWGS), Water Gardeners International (WGI), and National Association of Pond Professionals (NAPP), and they need your support now. It is time for our industry to circle the wagons, and object to well intended, but ill-advised legislation like this. Otherwise more bad laws will follow, spreading like, well, noxious weeds.

PS: For a more in depth look, please visit pondtrademag.com/leg_alert
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Consumers are likely to have smaller budgets this pond season so why not offer them smaller water gardens to match their budgets? Container water gardens provide a great solution for cash-strapped customers who still want to enjoy the pleasure of water gardening.

Any vessel that holds water and supports plant life can be considered a container water garden. There are a lot of reasons to have a container water garden, ranging from space restrictions to accenting the backyard and garden. Those with limited space can tuck a container water garden virtually anywhere since they come in all shapes and sizes. Some people believe that having a container water garden can add personality to their garden. Surrounded by gorgeous perennials or annuals, they are considered a pleasant surprise when passersby see or hear the water.

Container water gardens, however, aren’t always a replacement for a large water feature. Many full-fledged pond owners dot the rest of their landscapes with container water gardens because of their mobility and ease of maintenance. They also can be used to accent the current pond and provide a balance in the landscape.

**Easy and Appealing**

At some point in your water gardening career, you’ve probably encountered a customer who’s hesitant to take the plunge and have a pond installed in their yard. A container water garden is a great way to help them get their feet wet with this growing hobby. Successfully growing aquatic plants in a small container provides much needed confidence for the novice. Toss a couple of ruby red fish into the mix and you’ve created a mini ecosystem. Adding a small fountain helps to aerate the water and provides the soothing sound of running water that attracts so many gardeners to the pond hobby in the first place.

Garden State Koi in Warwick, New York offers container water garden kits for customers, says Chris Buttel, wholesale manager. For $200, a customer receives an aquatic bowl, three marginal plants, a water lily and two goldfish. Larger kits are available for greater impact in the garden. Chris says they display the container water gardens so customers can easily imagine having one on their deck or patio.
“Everyone loves them,” claims Chris. “We usually sell one container water garden kit per week.” Many pond owners purchase the container kits to complement their existing water feature, while shoppers who can’t afford a pond will opt for the mini ecosystem.

When it comes to the location of the customer’s container water garden, the sky’s the limit. The common spot would be on the deck or patio, a beautiful focal point while grilling outside with friends or relaxing after a long day of work. Not strictly relegated to the backyard, a container water garden can greet guests at the front door. Instead of the common welcome mat, gurgling water with beautiful plants provides a unique welcome to visitors. Many times, your water garden customers become so focused on what their backyard looks like that they forget about the curb appeal of a nice container in the front yard.

**Consider the Options**

Container water gardens can take on many shapes and forms so there’s no lack of style for whatever your customer’s taste might be. A container water garden can be as simple as a decorative pot filled with water and a beautiful lotus, or it can be more elaborate with stately plants that provide vertical impact along with an ornate fountain. Small fish are a great addition because they’ll eat mosquito larvae in a container without a fountain. If a fountain is used, fish aren’t necessary since mosquitoes like to lay their eggs in stagnant water.

The type of container used is the first choice that your customer needs to make when designing their miniature water garden. The color and size of the pot will influence the type and number of aquatic plants. Some manufacturers provide aquatic bowls that already have shelves built in or aquatic plant baskets that easily hang from the rim of the bowl. To make things even easier, you can find these baskets pre-planted, taking the guess work out of what plants to use.

The main thing to remember when choosing a container is to make sure it’s water tight. If it comes with a drainage hole, simply plug it with a rubber plug, cork, or plumber’s putty and then seal the inside of the container so it doesn’t leak.

If your customer wishes for something truly unique, consider adding a “spitter” to the water garden pump instead of a fountainhead. Spitters come in an assortment of materials, shapes and sizes. Be sure to consider the style and size of the container when choosing a spitter.

Pumps, spitters and fountains aren’t necessary elements for a healthy container water garden. Some people prefer not having to worry about plugging the feature into an electrical outlet. By avoiding the use of a pump, the container water garden can be placed anywhere the customer pleases.

**Pretty with Plants**

While a myriad of plants and flowers are available for container water gardening, a simple rule of thumb helps keep plant selection simple. Once you know the size and location for the container, apply the “thriller, filler and spiller” philosophy for adding aquatic plants.

Thrillers are plants that create drama from a distance. These provide the focal point and draw attention to the container arrangement. Fillers, such as water lettuce, give the arrangement “body” and fill the center with plants that either complement or contrast the thriller. Finally, spillers are plants that break up and soften the edge of the pot by cascading over the edge. Not using a spiller causes a clear separation between the bowl and plants.

One thing to remind your customers when encouraging them to try container water gardening is that they rarely need to water the plants like they do with their soil counterparts.

Your customer can go on vacation for a week or two without worrying whether their plants will survive their absence. Better yet, there’s no need to hire the neighbor kid to come over and water the arrangements. Container water gardens only need to be topped off occasionally due to evaporation.
You Can’t Go Wrong

If you’re a pond installer, container water gardens are a great up sell to your customers. A container water garden at the front door hints at what’s in store in the backyard. These mini ecosystems can also be used as a promotion to sell a larger water feature. Offer a container water garden valued at $300 to your customer if they purchase a pond installation from you within a certain timeframe.

And if you’re a retailer who carries containers or aquatic plants, container water gardens are the perfect vehicle for moving inventory out the door. In order to be successful doing this, you need to always have container water gardens on display at your garden center. Place them in different locations with signage that describes the plants and lets your customers know you actually sell container water gardens and they’re not simply there for decoration. As an added bonus, offer container water gardening classes to show how easy this hobby can be.

Water gardening continues to grow and offers a variety of tempting options for every budget and lifestyle. For those hesitant to dip their toes into this enjoyable and beneficial hobby, container water gardens provide the perfect solution for getting started with what’s sure to be a lifelong love affair. ☸

About the Author

Jennifer Zuri is marketing communications manager at Aquascape, Inc. Read “Container Water Gardening for Hobbyists” for more information on container water gardens. Available by calling Aquascape, Inc. at 866.877.6637 (US) or 866.766.3426 (CAN).
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Many of you sat down at the end of the 2009 selling season and took a long, hard look at what you did right, what you did wrong, and what you didn’t do at all in 2009, and charted a course for 2010. I’d like to talk about the latter two (and toughest to recognize, grasp and accept) of these categories…what you can do NEW or DIFFERENT to gain NEW sales in 2010.

As a business manager for the first 20 years of my professional life, I was always looking for new ways to make money, and most important, new ways to have fun and enjoy my job. I’m now well into the second 20 years of my professional life. After 15 years of enjoying selling (and educating businesses on how to be successful selling) ponds, water gardens and water features, I was introduced to a NEW business…one that was so much like what I was accustomed to, but much different in many ways as well. That NEW business was ponds…BIG ponds. Not your common, everyday backyard water garden, mind you, but
large bodies of water that needed as much, or more, attention, than a backyard water feature.

The common term used to describe these ponds is farm ponds. Some call them earth-bottomed ponds, others call them natural acreage ponds, while others just refer to them as large natural ponds and lakes. No matter what you call them, there are approximately 8 million of them in the US, and most need extensive care and attention.

To better understand “big ponds,” let’s take a look at how these 8 million ponds are used:

- Recreation (swimming, fishing, boating and just relaxing)
- Decoration
- Rain water retention
- Irrigation
- Livestock and wildlife watering
- Fire suppression

These ponds are owned and managed by a variety of people:

- Rural private pond owners
- Lake and Home Owner Associations and Subdivisions
- Businesses with Retention and Decorative Ponds
- Golf courses
- Lake Front Property Owners
- Cottage/Vacation Home owners
- Farmers

When I first started talking to retailers and contractors about this category, the vast majority said that they’ve gotten several requests over the years for large pond solutions, but were always forced to send them to the local farm or hardware store because they had neither the products nor the expertise to solve their customer’s problem. I’m regularly asked if this is a difficult category to learn. The simple answer is no.

To better understand what a large natural pond is, let’s explore some of the questions I encounter:

How big is a large natural pond?

The average sized earthen pond is ½ acre to 1 acre and 6’ average depth. To put that size in perspective, a 1 acre pond that is 6’ deep has nearly 2 million gallons of water in it. A large backyard pond that is 25’ x 25’ and is 2.5’ deep has about 11,000 gallons.

What’s so different about managing large ponds vs. average backyard water features”?

The best way to answer this is to explore the similarities and differences between the two types of ponds.

First the similarities:

- Many large recreational ponds have plants and fish, much like backyard ponds.
- All ponds need oxygen (water circulation) to stay clean, clear and healthy.
- Algae is always an issue, and the number one concern of most pond owners
- Both provide loads of enjoyment and function for the owners.

Here are some of the most glaring differences:

- Large, natural, earth-bottom ponds contain more water, requiring larger dosages of higher potency treatments.
- Earth-bottom ponds are more susceptible to excessive, unwanted aquatic plant growth. Many large pond owners are looking for ways to kill aquatic plants, especially those that are considered invasive or non-native.
- Large ponds are usually stocked with higher counts of fish per sq. ft.
Koi and goldfish are rarely stocked in large ponds. Game fish (bass, trout, catfish, blue gills etc) are most prevalent.

Large fish losses are relatively common due to improperly managed large ponds.

Many large ponds are designed to handle rain water runoff, increasing overall nutrient levels.

Large ponds rarely have waterfalls or streams.

Large ponds very rarely, if ever, have any type of box filtration.

As you can see, despite the similarities, there are significantly more differences between the two types of ponds.

The biggest, and most important, question I get is “Can I make money selling products for, or managing, large ponds and lakes? The answer is yes. Here’s why:

Large pond owners are accustomed to spending around $600 - $1,000 per acre per year to maintain their ponds. Many spend more, especially if they use the ponds for fishing or hire professionals to manage it. Proportionately, this may be similar to a backyard pond, but your customer’s pond size really does make a difference in your ability to grow your sales.

Equipment is easy to install and high profits exist for both the retailer and the contractor.

Start with a battery of water quality tests, to establish a baseline, and identify the immediate needs of the pond

The number one thing large ponds need is aeration. There are companies that specialize in providing aeration systems for large ponds. Get with one of them and they can help you write specifications for projects, including what equipment to recommend, and where and how to install it.

If you’re considered a pond authority in your area and you’re not addressing natural ponds and lakes, you’re losing sales nearly every day. Make 2010 your year to try something new, that’s both fun and profitable. 

Editors Note: Curious about what it takes to get in the business? Read part two titled Getting Started Servicing Large Ponds and Lakes - What You Need to Know at pondtrademag.com web exclusive articles.

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However, modern Kujaku rarely display the black, brown, white, red and yellow of their ancestors. A current day Kujaku is basically a Gin Matsuba that has a Kohaku pattern, if that makes sense to you.

Oh...so Kujaku is the 5 colored koi, or peacock koi that everyone is searching for. Yes, it is, although Goshiki is also a koi, which also sports 5 colors. Confused yet? Look for the luster, or sheen. If it doesn’t have a thick metallic Platinum base, it’s not a Kujaku.

In other words, Kujaku is a metallic platinum based koi that has black Matsuba (pinecone) scales, and orangey-red markings like a Kohaku. Good Kujaku usually showcase large platinum pectoral fins that are a superb accent to everything else the fish has going on. The solid platinum fins are a calm retreat from the very busy dark scalation and pattern. A clean white head or face pattern is ideal. The fish should have good metallic luster, evenly colored pinecone scales, a clean clear head and a pleasing pattern. Five or six rows of scales with dark colored centers is acceptable.

With so much going on, a Kujaku is sometimes mistaken for a Kin Showa, but Kujaku do not have large black patches like a Kin Showa.

As if our heads were not already spinning, Kujaku also comes in a Doitsu variation. On a Doitsu Kujaku
the scales appear only along the dorsal line, or backbone, and possibly along the lateral lines. Look for the dark centered scales and clean Platinum skin to identify the Doitsu Kujaku.

Due to the diverse lineage of Kujaku culling its offspring is quite a challenge. Not only do the young Kujaku resemble ‘pond mutts’ at an early age, many of their siblings are of various varieties. We can also find Ogon, Kikusui, Kohaku, Aka Matsuba, Gin Matsuba, Asagi, Hariwake just to name a few from a single pairing of Kujaku breeder koi. Then add in the variable of Doitsu scales and the task of culling 100,000+ babies is not for the faint of heart.

Making Beautiful Babies...

At Kloubec Koi Farm we generally designate two or three mud-ponds to hold the enormous number of Kujaku fry that we hatch most every year. (Photo 1 of three-day-old Kujaku fry) Nursery mud-ponds are prepared to receive the young fry. Each pond is drained and cleaned of any remaining fish. The pond bottoms will be dredged if necessary. Filtered water will re-fill each pond, and fertilizer added to produce the perfect bloom. The fry are stocked out into the ponds at dusk. Then we take a sigh of relief before we start to anguish over their uncertain survival.

They’re Alive! ...(Now get to work!)

A first culling is done around the 45-day mark. It is during this stage when we begin to see which little fish will exhibit a good metallic sheen. Any fish with defects are discarded during the first cull. Notice the different varieties. Not only are we reviewing every Kujaku, we have to evaluate the others to determine if they are worthy of stocking back into a mud-pond. Some of the koi are obvious at this age, but many are not. At this time any inferior fish will not make the cut. Back to the mud-pond they go. After restocking the koi are fed three to five times per day.

At the second cull you can definitely see the vast assortment of varieties. This sample of culled fish is ready to go back into a mud pond. Before long it will be time to cull them again.
Soon we’ll end up with only the best fish to keep and grow. At this stage we’re looking for koi with the highest sheen, consistency in the Matsuba scales and the potential to grow very large. If they have high luster on the head it is a good indication that the entire body will have the same consistency of the shine. We also evaluate the scales. We want uniform centers on them. Patches of uneven sumi (black) on the scales can indicate an unfavorable amount of pigment. It may spoil the appearance of the scales, and
reduce the value of the koi. Having a pretty little white nose is definitely a plus! Now, back into the mud-pond to grow some more!

At the end of the season we are happy with our shiny and plump 6” koi. The fish are up to size, and ready for harvest and be shipped to koi stores and pond contractors. The Kujaku have the shine that we’ve been expecting and a great start to growing into the Kujaku (Hikari Moyo) of our dreams. ☃️

About the Author

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

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

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

Ellen Kloubec culling fry

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NAPP

by Tom Graham
Publisher, POND Trade Magazine

The National Association of Pond Professionals (NAPP) held their first national event—Water Feature Conference & Expo—at the beautiful Stone Mountain Resort, Georgia recently, and report being happy with the results. Stone Mountain Resort sits on a beautiful large lake, surrounded by forest, and situated in a National Park. It could not be more beautiful.

But like most conventions, we all spent the majority of our time indoors at the various seminars, and prowling the corridors of the Trade Show. It snowed briefly one day, but nobody noticed. Conversation with friends, however, was in abundance. In selecting an out of the way hotel, the organizers created an environment that encouraged meet-ups in the lobby, the bar, and the restaurant, that were both pleasurable and productive. Thus mission accomplished.

The breadth of the seminar topics was good, and attendees stuck around and participated in discussions during and after the close of the sessions.

I was delighted to be able to present the first POND Trade Magazine “Product of the Year Challenge” awards to those who were in attendance, including representatives from AquaFinn, Ecological Labs, and Atlantic Water Gardens.

I expect events of this caliber to continue to grow in years to come. Congratulations to the members and staff of NAPP for their superb first event.

To learn more about NAPP see their web site at www.nationalpondpro.com
1st Selection

**Plant Name:** Nelumbo

**Plant Common Name:** Lotus

I’ve been falling in love with lotus for many years. It is the plant that keeps on giving. I have grown to love it through my children’s eyes as well as my own. We have cultivated it, admired its beauty, folded its flowers, played games with it, worn it, eaten it and more. It is the easiest and most captivating gem in my garden, requiring little care with stunning rewards. Lotus is a highly versatile plant with a broad range of sizes and colors available. Admired by many it has endless character, rich history and cultural importance. The physical properties, food and medicinal values make it one of the most researched plants in the world. See page 46 for a picture of Kelly’s son, Matthew with this great plant.

“I begin to feel ‘The Lotus Quest’ was just a sketch or the smallest sample of the true enormity of Nelumbo.” - Mark Griffiths, referring to his recent documentary.

2nd Selection

**Plant Name:** Iris laevigata ‘Variegata’

**Plant Common Name:** Variegated Rabbit Ear Iris

A stunning variegated iris that holds the creamy white splashes on the blades throughout the summer. Each leaf appears to be painted by hand independently on the front and back sides. The subtle variations in color command a closer look especially when illuminated by the sun from behind. Mild mannered and slow growing it isn’t particularly tolerant of dry conditions. It is a true aquatic iris that thrives in as much as 6” to 8” deep of water; often confused with Iris pallida ‘Variegata,’ which is not aquatic and prefers dry soil.

The flowers are absent any color other than the crisp violet/blue and white; the perfect complement to the bold striped foliage. This iris is not so easy to find but well worth the search.

3rd Selection

**Plant Name:** Orontium aquaticum

**Plant Common Name:** Golden Club

Golden Club is like skunk cabbage in that it is up and awake very early in the spring; a clear sign that warmer, sunny spring days will soon arrive. It is always a welcome sight.
A stream, creek or river dweller, golden club loves a current. It is perfectly suited to growing in a stream amongst the rocks or planted in a container snugly set in the path of moving water. It suffers from little or no insect pests or disease and requires little care. My own have been in one gallon containers for five years with no attention paid to them at all. They are completely carefree, tolerant and quite beautiful. They are often a tough sell because it takes them a couple of years of growth to be in their glory. They grow best in 6” to 8” deep of water with a half day of shade either morning or afternoon.

Kelly Billing (author, The Lotus Know It and Grow It)
Maryland Aquatic Nurseries, Inc.
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Kelly@MarylandAquatic.com
www.MarylandAquatic.com • www.AboutTheLotus.com

Rowena Burns
Burns Water Gardens
Current Treasurer of IWGS

1st Selection
Plant Name: Sagittaria montevidensis

Plant Common Name: Aztec Arrowhead

For me, Aztec Arrowhead is one of the most elegant plants in the pond, with a mature plant producing continuous blooms for months. In cold climates if the plant is put in a greenhouse for the winter season, it will bloom all year except for a few weeks in midwinter when the days are very short. A mature Aztec Arrowhead constantly produces large substantial bloom spikes. The flower is striking, consisting of three white petals, with a scarlet patch at the base of each petal. By midsummer, the graceful Aztec Arrowhead will be at least two feet tall with a spread as wide. The arching leaf stems display broad arrow-shaped leaves, which provide a handsome background to the flowers. This plant is easy to grow if well fertilized in a good-sized container, with plenty of sunlight and warmth.

2nd Selection
Plant Name: Hippuris vulgaris
Plant Common Name: Marestail

I think Marestail is one of the most unique looking plants in the water garden. The numerous vertical stems heavily covered with narrow leaves, resemble a grove of miniature Christmas trees in the pond. It likes to travel, not being very concerned that its roots are in soil, and the vertical fuzzy stems can pop up a good distance away from its original pot, standing straight for up to a foot in height. It is very versatile, able to grow in wet mud, shallow water and even in water a couple of feet deep. In deep, fast flowing water, the fine leaves lengthen to 2” to 3”, and the stems become soft and wavy. It can actually be used as an oxygenator, and may make a great filter plant. This unique native plant deserves to be more widely known, and enjoyed for its unusual charm.
3rd Selection

Plant Name: Aeschynomene fluitans
Plant Common Name: Giant Water Sensitive Plant or Botswana Wonder

Giant Sensitive Plant is a horizontal vine that covers large areas of the pond surface with its dainty leaves and bright flowers. This astounding plant can grow 10′ or more even in a Northern summer, with sturdy reddish-brown stems branching as it spreads across the pond. The numerous oval leaves line up on either side of leaf stalks, which sprout frequently on either side of the stems. It blooms fairly constantly, with sturdy yellow flowers much resembling that of the pea family. The leaves close very slowly when touched, charming both children and adults. Its amazing growth and showy appearance make this absolutely extreme plant justified by its nickname of Botswana Wonder. I feel that the unusual appearance of Giant Sensitive Plant gives the pond a magical touch.

Rowena Burns
Burns Water Gardens
RR # 2
2419 Van Luven Road, Baltimore
Ontario K0K 1C0 Canada
905-372-2737 Fax 905-372-8625
Email: info@burnswatergardens.ca

1st Selection

Plant Name: Sagittaria ‘Crushed Ice’
Plant Common Name: Crushed Ice

This is a favorite plant because it is a seedling I found while weeding sagittaria out of other pots. I asked Keith if it was worth saving and he agreed we should see what happened with it. We spent a whole winter a few years later writing names on the refrigerator door trying to find just the right name. It grows really well in a lot of shade.

<table>
<thead>
<tr>
<th>Plant Name / Common Name</th>
<th>Type</th>
<th>Flower</th>
<th>Flower Blooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aeschynomene fluitans / Giant Water Sensitive Plant</td>
<td>w</td>
<td>yellow</td>
<td>Continuously</td>
</tr>
<tr>
<td>Aponogeton distachyus / Water Hawthorne</td>
<td>w</td>
<td>white</td>
<td>Spring to Fall</td>
</tr>
<tr>
<td>Caltha palustris / Giant Marsh Marigold</td>
<td>b/shallow w</td>
<td>yellow</td>
<td>Spring, some fall</td>
</tr>
<tr>
<td>Hippuris vulgaris / Marestail</td>
<td>ws/b/w</td>
<td>very small</td>
<td>Not Noticeable</td>
</tr>
<tr>
<td>Iris laevigata ‘Variegata’ / Variegated Rabbit Ear Iris</td>
<td>ws/b/w</td>
<td>violet-blue</td>
<td>2 wks Spring</td>
</tr>
<tr>
<td>Lugwedia sediodes / Mosaic Plant</td>
<td>w</td>
<td>yellow</td>
<td>Summer</td>
</tr>
<tr>
<td>Nelumbo / Lotus</td>
<td>w</td>
<td>several colors</td>
<td>Summer</td>
</tr>
<tr>
<td>Nymphaea ‘Pink Grapefruit’ / Waterlily ‘Pink Grapefruit’</td>
<td>w</td>
<td>Peachy Pink w/yellow center</td>
<td>May to Sept</td>
</tr>
<tr>
<td>Orontium aquaticum / Golden Club</td>
<td>w</td>
<td>yellow w/white stem</td>
<td>3 to 4 wks Spring</td>
</tr>
<tr>
<td>Sagittaria ‘Crushed Ice’ / Crushed Ice</td>
<td>b</td>
<td>white</td>
<td>Jun to Aug</td>
</tr>
<tr>
<td>Sagittaria montevidensis / Aztec Arrowhead</td>
<td>b/w</td>
<td>white w/red spots</td>
<td>10 months</td>
</tr>
<tr>
<td>Thalia geniculata / Red Stem Thalia</td>
<td>b/shallow w</td>
<td>purple</td>
<td>Summer to Fall</td>
</tr>
</tbody>
</table>
2nd Selection

Plant Name: *Lugwégia sediodes*

Plant Common Name: Mosaic Plant

This has to be one of the most unique floating-leaved plants around. The whorls of leaves create a mosaic-like pattern on the water surface. Very easy to grow when the water temperatures are high enough.

3rd Selection

Plant Name: *Nymphaea* ‘Pink Grapefruit’

Plant Common Name: Waterlily ‘Pink Grapefruit’

I love the flower color and the way the flower sits above the water surface. I also love the way the name is similar to the flower color.

---

<table>
<thead>
<tr>
<th>Height</th>
<th>Spread</th>
<th>Shade to Sun</th>
<th>Zone</th>
<th>Cost</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 in.</td>
<td>10 ft.</td>
<td>S</td>
<td>9 to 11</td>
<td>$$</td>
<td>Dainty leaves and bright flowers</td>
</tr>
<tr>
<td>&lt; 1 in.</td>
<td>clumping</td>
<td>PS to S</td>
<td>5+</td>
<td>$$</td>
<td>Extremely popular when in bloom</td>
</tr>
<tr>
<td>12 in.</td>
<td>clumping</td>
<td>PS</td>
<td>2 to 8</td>
<td>$$</td>
<td>Early bloomer, cool to Moderate Heat</td>
</tr>
<tr>
<td>1 ft.</td>
<td>1-2 ft.</td>
<td>PS/S</td>
<td>3 to 9</td>
<td>$$</td>
<td>Versatile - grows in wet mud to 2’ of water.</td>
</tr>
<tr>
<td>12-30 in.</td>
<td>1-2 ft</td>
<td>PS to S</td>
<td>4 to 9</td>
<td>$$</td>
<td>Stunning variegated Iris, slow growing</td>
</tr>
<tr>
<td>&lt; 1 in.</td>
<td>3-4 ft.</td>
<td>S to SH</td>
<td>10</td>
<td>$$</td>
<td>Grows well in warm water, unique floating leaves</td>
</tr>
<tr>
<td>6-48 in.</td>
<td>varies</td>
<td>PS to S</td>
<td>3 to 10</td>
<td>$$$$</td>
<td>Expensive but definitely worth it</td>
</tr>
<tr>
<td>2 to 4 in.</td>
<td>3-5 ft.</td>
<td>S</td>
<td>4</td>
<td>$$</td>
<td>Flower color like a pink grapefruit</td>
</tr>
<tr>
<td>12-24 in.</td>
<td>12-18 in.</td>
<td>PS to S</td>
<td>5 to 10</td>
<td>$$</td>
<td>Loves a current, carefree, quite beautiful</td>
</tr>
<tr>
<td>18-24 in.</td>
<td>clumping</td>
<td>PS to SH</td>
<td>6</td>
<td>$$</td>
<td>Mottled green&amp;white foliage, grows best in shade</td>
</tr>
<tr>
<td>2-3 ft.</td>
<td>1-2 ft.</td>
<td>PS/S</td>
<td>8 to 11</td>
<td>$$</td>
<td>Continously blooms for months, bloom spikes</td>
</tr>
<tr>
<td>6-12 ft.</td>
<td>vig. Clumping</td>
<td>S</td>
<td>9</td>
<td>$$$</td>
<td>Larger showy bloom spikes, likes hot climates</td>
</tr>
</tbody>
</table>

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Jim Purcell
Oregon Aquatics, Inc.
Current President of IWGS

1st Selection

Plant Name: *Caltha palypetala*

Plant Common Name: Giant Marsh Marigold

It is a very pretty, very early blooming cold and shade tolerant aquatic. Marsh Marigold has been around for a long time, but Giant Marsh Marigold is larger, much more heat tolerant in summer, and usually re-blooms in the fall. In hot climates, position in shade and running water.

---

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2nd Selection

**Plant Name:** Aponogeton distachyus  
**Plant Common Name:** Water Hawthorne

Grows similar to a waterlily, but is smaller, with long, narrow floating leaves. Abundant blooms very early in the spring, and flowers smell like vanilla. Tends to go dormant in hot summer weather, but excellent for spring and fall, before and after waterlilies are at their peak. In our mild Oregon climate, they usually bloom year round; in hot climates, they bloom in fall, winter and spring.

3rd Selection

**Plant Name:** Thalia geniculata  
**Plant Common Name:** Red Stem Thalia

Large and striking specimen plant, with bright red stems when grown in full sun. Grow in large pot for full effect.

Jim Purcell  
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Fax: 541-689-3980  
and  
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559-594-4939  
Fax: 559-594-4930
Editors Note Re: My Favorite Aquatic Plant

This article was more difficult than we originally thought it would be. We commend the authors from around North America—Kelly Billing (Maryland), Rowena Burns (Canada), Tish Folsom (Virginia), and Jim Purcell (Oregon) for sharing their favorite aquatic plants with us. It was difficult to select just three plants, because plants have so many different uses. For some they selected what they feel is one of the more interesting plants.

All four of these authors are active members of the International Waterlily & Water Gardening Society (IWGS). IWGS’s 26th Annual Symposium will be held in San Angelo, Texas this year—September 16 to 19. See the IWGS web site for more information about IWGS Waterlily Festival 2010. www.iwgs.org
Have you considered converting a swimming pool into a rainwater harvesting system? Mike Garcia, Enviroscape, converted his swim pond recently, and we have the exclusive story Online right now.

With today’s emphasis on water conservation, a sufficient interest created an event out of this project. The City Mayor, the news media, and many interested pond contractors and prospective new customers descended on Mike’s suburban home to see how it was done.

Now you can offer homeowners a green solution, saving water, and eliminating an expensive swimming pool. Convert it! Read the story Online, along with the other exclusive web articles at pondtrademag.com
Note from Editor: This article is the second in a series by Mr. Kodama. The first article, How to be Successful Selling Japanese Koi, was in the Nov/Dec 2009 issue. This second installment was delayed, due to Mr. Kodama’s work on his upcoming new book, “KOISHI.” If you would like re-read the first article, you can find it at www.pondtrademag.com.

by Mamoru Kodama
Kodama Koi Farm

K eeping your koi alive and healthy, may require a change in how you think about them.

There are two key factors -
• Koi Sell Themselves
• Your Staff are Fish Doctors

Koi Sell Themselves

Who often are the best koi salesmen? The koi themselves. When people buy a puppy at a pet shop, they usually find what they like by looking at the puppies that are running around cheerfully – not by listening to what the salesperson says.

That applies to koi as well. People buy koi if they look beautiful when they are actively swimming around in the holding tanks and display ponds. Therefore, a koi makes its own excellent sales representative.

When a koi dealer is looking for a salesperson to hire, most of the people who apply for the job usually have some sales experience. Therefore, they can sell koi with little problem. If they have a little bit of knowledge about koi, they may even have or will develop a better koi sales reputation. However, that could be a blind spot. Dealers will train the new person to become a better koi salesman, but dealers must try not to forget the fact that koi are better sales representatives than any salesman.

In the salesman’s mind, his job is only to sell koi. It is not likely that they are thinking about caring for the koi. It may be the lack of this thought, caring for the koi and focusing on sales that might become the reason koi die.

Displaying Koi – Take a look at picture A; you can’t ask for this much friendship from any salesmen. These friendly koi will be what the customer will fall in love with and will love to have. However, if the koi are tired or sick, they wouldn’t be able to show this friendliness to the customers.

I truly believe that it is more important to provide the right condition for your koi, as they make naturally good sales representatives, than training salesmen to be excellent. The job for the staff is to ensure the koi are in a lively condition like in picture A and B (on next page).

The place where koi will get sick the most is in the koi dealer’s tanks. In the tank, the koi are always being watched by customers and chased around by nets to be scooped up. They often are injured, tired and stressed by this. Stress causes them to get sick.

Feeding – Please look at picture B. Koi dealers usually feed their koi only a small amount of food, once a day after the store closes. This is because they want the water in the tank not to get dirty from feeding. However, not feeding enough can make the koi weak and sometimes causes them to become sick.
When breeders ship koi, they stop feeding the koi for four to five days. This is because, for shipping, it is more economical to put as many koi as possible in one bag.

However, for a typical koi dealer they normally ship a few koi a short distance; therefore, it isn’t necessary to stop feeding them. Actually, they should feed them regularly. For instance, they can feed them 50% of what they usually feed. This is very important.

Here is a little tip. Koi are not afraid of human beings and are very tame compared to other fresh water fish. However, they are not as friendly as dogs and cats. In picture A the koi are swimming toward the people because they are hungry.

Therefore, it is best if you could ensure the koi will be fed whenever they come to you, and yet keep them comfortably hungry. The koi in pictures A and B are in that condition.

Your Staff are Fish Doctors

Staff members are fish doctors in that they diagnose health problems and koi diseases. There is a good possibility that your customers may have to deal with these problems.

In the U.S. there are some veterinarians that can help customers with their koi; but, in Japan, koi dealers are the ones that deal with koi health problems. In Japan when a koi becomes sick, a customer will come back to the dealer to ask questions. The koi dealer would then give them some advice just like a doctor for koi.

In the US veterinarians are not always available, so you and your staff should be familiar with basic koi health. Customers will turn to you for advice.
be helpful when a koi dies, however it won’t be helpful to teach the staff personnel how not to have a koi die. It is better to have the staff personnel to learn how to maintain the filtering system to keep koi in a friendly good condition.

**Caring for Sick Koi** – The koi dealers’ tanks is the place where koi will get sick the most often.

Therefore, koi dealers’ tanks are the best place to treat for koi diseases. If koi are put in a separate tank, the staff can easily observe a koi’s condition after the medication is given. They can learn that the treatment depends on the koi’s condition as well. The customers will appreciate knowing that the information you give them comes from salespersons’ experience. Therefore, there will be more people coming to the dealer, and after all, the koi dealer’s koi won’t easily die.

You have to train staff personnel to be specialists for koi disease by letting them take care of the sick koi.

Customers will appreciate a salesperson who can help them when they have questions. When they have questions, it is most likely when their koi are sick. It is best if the staff is trained as koi health specialists. That way, many customers will come back to their preferred salesperson.

**Conclusion**

The koi are great representatives that can often sell themselves. The staff are koi doctors. Teach your staff how to care for sick koi. Understanding the care of koi will reduce and help keep koi alive while they are waiting to be sold.

**Filter System** – The Staff wouldn’t do anything they don’t know, or they are told not to do. That is common sense. Therefore, you have to teach them clearly.

To sell koi is to keep koi in a healthy and friendly condition. You need to make sure to teach the staff to keep the water clean, as koi like clean water.

Going through this work, the staff personnel will learn how to care for koi naturally, and they will be able to talk to customers from their experiences.

The filtering system that the dealer has is a good example for customers. Many customers will actually use the same filtering system. The staff personnel who learned about and are experienced with the filtering system, and trained about koi disease, will be able to consult with the customers who have koi health problems.

Koi dealers’ filtering systems vary, however they still have to maintain these systems. Therefore, this is a great way to start new staff. In picture C you see one of the staff cleaning filter brushes.

There are some dealers that check their water quality everyday. That would

**About the Author**

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

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

His profound knowledge and expertise is now compiled in two

**MUST-read books! They are available under the titles, Kokugyo and Kokugyo II.**

Mr. Kodama has assembled a wealth of information and experience in these two books that will educate beginning Koi hobbyists as well as the seasoned professional.

Note – The author is offering a class where he teaches the technique of managing the koi he has for sale – Kodama Koi Academy. Why don’t you join us to study about dealing and managing koi.
Fish live in water—simple fact. Fish are dependant on the quality of this medium just as air breathing animals need clean air in order to survive and flourish. Very low levels of toxins can cause sudden mortality or allow immunosupression leaving the individual open to secondary bacterial and or fungal infections that would not ordinarily be a threat to a healthy animal. It is imperative as hobbyists and pond maintenance contractors to address the needs of the fish and determine if they indeed have “good” water to live in.

There are myriad water quality kits on the market from simple colorimetric dropper kits to mini spectrophotometers. Most address the standard water parameters such as pH, ammonia, nitrite, hardness. These are all important to monitor on a regular basis. There are trace elements, however, in most water supplies that can be problematic to aqueous species. Water that is safe for human consumption may be toxic to fish. Fish live in the water. We merely ingest it and expel most of it. The biggest threat to the livelihood of your fish is not easily measured. Specialized equipment is necessary in order to detect very low levels of trace elements such as heavy metals that tend to accumulate in the internal organs of fish. This accumulation leads to immunosuppression. Often we see fish that are suffering from bacterial infections for no apparent reason. We often find that initial water quality is optimum but low levels of copper and/or zinc are present. Metals are most toxic in low alkalinity and pH. This allows for a higher concentration of metal to remain dissolved. The accumulation over time immuno-suppresses the fish and allows the normal pathogenic bacteria to gain the upper hand leading to ulceration and possible septicemia (bacteria in the bloodstream).

Clinical signs of heavy metal toxicity can be mortality, ulcerations, fin rot, fungal involvement, and lethargy for no discernable reason. If heavy metal toxicity is suspected it is advisable to submit samples to the appropriate laboratory for analysis. Commercially available kits are not sensitive enough to determine ppm (parts per million) to the levels necessary for an adequate diagnosis. For example, the acceptable levels of copper and zinc in soft water are .006 and .005 ppm respectively. A lab capable of atomic absorption spectroscopy analysis can detect these low levels. KOILAB can run 16 trace elements (aluminum, boron, cadmium, calcium, copper, iron, magnesium, manganese, molybdenum, nickel, phosphorus, silica, sodium, and zinc) as well as pH and hardness. As previously mentioned it is important to assess pH and hardness to determine the acceptable levels. Heavy metals are more toxic in soft water and low pH. Low levels of heavy metals might be of no consequence if your water comes from a limestone aquifer.

Sources of heavy metals vary. One of the most common are heat exchanges with copper/bronze elements.

How to Collect and Submit Samples

Our lab requires about 100 mls of water. A drinking water bottle is a suitable container for this purpose. Drink the water or pour it out and rinse the bottle several times with the water in question. I prefer to test the pond and the source water to determine the
possible cause of the contamination. Keep the water refrigerated until it can be submitted. Send samples on a cold pack to:

KOILAB
3831 Flat Rock Road
Watkinsville GA 30677

Include a processing fee of $75.00 per sample and contact information. Results will be e-mailed in approximately 3–4 days upon receipt of the samples. For more information contact:

Vicki Vaughan
706/247-6274
Vicki@flatrockkoi.com

See web article - Koi Lab on our web site www.pondtrademag.com

About the Author

MS Vaughan is owner and administrator of KOILAB LLC. KOILAB is a full reference laboratory dedicated to improving the health and care of aquatic species, primarily Koi. KOILAB offers a full range of diagnostics as well as consultation and veterinary care in association with Dr Steven Divers. Ms Vaughan has been involved in aquatic medicine for 15 years as research coordinator at The College of Veterinary Medicine at the University of Georgia. She is the developer of and owns the patent for a potentiated antibiotic, Tricide Neo. As a microbiologist she has been instrumental in the characterization of KHV and the development of various diagnostic tools to combat this disease. Ms Vaughan is also owner of Flat Rock Koi LLC which imports and breeds Koi. She offers an annual Koi Health Seminar in Athens in early spring.

For more information
www.koihealthseminar.com

To contact KOILAB
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vvaughan@uga.edu
The dos and don’ts of writing an email campaign

by Pam Greiner
The Green Pen

Perhaps some of you remember the old-days; you know when you picked up a pen and a piece of paper to write a letter to someone. Not type. Not email. Not text. But actually wrote a letter. It seems as if this is a practice that has become a distant memory for most people. But I remember that excitement of going to the mailbox and getting a letter from a friend or relative to tell me all the new and exciting things they had going on in their lives.

Today most of us are overwhelmed with messages. Thanks to email and cell phones, sometimes getting correspondence is more of a nuisance than a welcomed form of communication. It is estimated that over 2 million emails are sent everyday and that of those 72% are SPAM and/or contain a virus. That means that the majority of information in our inboxes is comprised of stuff we don’t want.

On the flip side, if you are a business owner you see email campaigns as an affordable solution to communicate with your customers. But it can also leave a lot of questions:

How do you know if they are effective? Are you sending the right message? Are they professional? How many are being marked SPAM? How many are actually being read?

Let’s start off with what you are sending out. Here is a big list of big “NO’s” in sending email campaigns:

1. Do not send an email campaign to several recipients and list those recipients in the ‘to’ or ‘cc’ line. It is just BAD etiquette. Again we are all receiving way too much SPAM and no one wants their email address passed around so that it can be used by someone else they don’t know.

2. Do not send an email to an address you have informally gotten from someone. SPAM is becoming serious business legally and you can get yourself into hot water by sending unwanted emails to someone. You can send email campaigns to people if they fit the following criteria:
   a. They have given you their email address and consented to receiving email communications (in writing) whether at an event or on your website.
   b. You have done business with the recipient in the past two years and they have given you their email address for communication.
   c. The person has given you a business card for the purpose, and with the understanding, that communication would occur.

3. Do not use fake or inaccurate information.

   By being misleading with your company name, email address, or heading you are violating the law (CAN-SPAM Act*) and are risking the reputation of your business.

4. Don’t ignore people who opt-out of your email list. Process requests in less than a week to avoid campaigns from your email address as being reported as SPAM.
5. Do not send an email campaign as an attachment. There is nothing more annoying than getting a file attached to an email which is in a file format that my software doesn’t support and/or is large and takes hours to download.

6. Do not disguise your sales pitch as a newsletter. Taking up your reader’s valuable time with all your products and services and the great deal you can offer them is not providing ‘news’. I’m not saying you can’t send sale or product information, but don’t say you are sending out a newsletter when you really are not.

SUCCESSFUL EMAIL CAMPAIGNS ARE A CHALLENGE

Making an email campaign successful can seem easy, but is really quite challenging. Here are some tips on how to get your email opened and have it be well-received:

1. Your subject line is your first introduction – make it a good one. When you meet someone, your first sentence isn’t a long story or filled with bold letters. Neither should your subject line. Be concise, keeping it to about 40 to 60 characters (less than half of a Tweet, if you will) and avoid using bold statements and capital letters. SALE, ACT NOW, LIMITED TIME and/or OFFER can all send up red flags along with percents and exclamation points. Just like a lot of what I tell you marketing should be, KISS (Keep It Simple Stupid). Also, don’t be repetitive. Let me say it again in a different way… If you are sending out multiple campaigns with the same subject matter, create subject lines that are similar but not the same, while avoiding the word ‘reminder’ (a subject line red-flag). If someone thinks they are getting the same email again, they are more likely to not open it.

2. Be brief. It’s a newsletter, not a novel. I HATE long-winded newsletters. So do your readers. We may be able to sit mindlessly surfing the Internet for hours, but the communication we are looking at should be short and sweet. If you need to elaborate on content, then take the opportunity to update your website with the information (something you should be doing anyway… hint, hint…) and link to your site from the newsletter. Which leads me to…

3. Create, what I call, your ‘Online Circle of Life.’ It starts on your website – it looks professional and you are always updating it with great content (I dream that this stuff happens…); then you create a campaign that combines great and useful information that links to your website; the newsletter also links to your social media; your social media links to your website; and all of these communications can create a conversation between you and your market which is expanded when they ‘Forward to a Friend’ or ‘Suggest someone becomes a Fan of yours’ or ‘Share This’ on their own with Digg, Twitter, Linked In, Facebook, etc… Regardless it’s all connected and all creating communication that should (when done right) create opportunity for you.

4. Focus on what your audience /market wants to hear – not what you want to say. You may think it’s great that you went to a conference and got an award or that you went to a seminar with company big-wigs, but your consumers don’t care about that. It can be a nice sidebar item or comment on your website News page, but what your readers really want to know is what matters to them and affects their life. Information about plants, fish, watering restrictions, care, maintenance, and items that will enhance their outdoor living space are things they can, and are much more likely to, pay attention to.
5. **Develop professional looking campaigns.** Try to keep them consistent with your branding initiatives. The more professional the communication, the more likely it will be well received. Additionally, as it is part of your ‘Circle of Life,’ it should all carry the same message of who you are and the work you do. (The exception to the rule: If your website looks unprofessional, it should always be a priority to fix that first and have it as the basis for your online communications.)

6. **Track your success.** While there are lots of companies out there that offer campaign services, cost should not be the biggest factor. Look at what they can do for you to help you create the most effective campaigns possible. You should be able to track your campaign’s success, be able to look at your statistics across several campaigns, and be able to see who has opened your campaign – including how many times and at what times. Looking at these trends will help you decide when to send out future campaigns, what is being looked at, and who is paying attention.

7. **List management and opt-in/opt-out services are also services to look for.** You should be able to link your email sign-ups to a service that allows you to manage your mailing list. When someone signs up, you should use a double opt-in, which means that they are sent an email confirming that they want to receive email from you. Every campaign absolutely must have an opt-out option so that if they do not want to receive email from you, they can be taken off the list. A good service should provide this automatically. Along with list management, it is good to define your lists so that you can target your campaigns to specific audiences. For example, existing clients will be more interested in care and maintenance products, services, and helpful hints while potential customers want information that will help them learn about what you do and the benefits associated with working with you.

8. **Test your campaign.** Whatever service you use should give you the option (most likely for a fee) to test how your campaign reads and performs in different email readers, on different browsers, and whether it gets through certain SPAM filters. This will help improve the way you develop your campaigns and reach a larger audience. Also, be aware that when campaigns are opened on different platforms, not all of your content may perform the same or even be visible.

9. **Include links.** Links are good in that they help create a call to action and can be used an extra way to see if people are engaged in the content you provide them. Make sure that if you are including any links in your campaign, that you have checked to make sure the address is correct and works properly.

10. **Always include your company information.** Your business name, website address, email address, physical address, and phone number. This will help keep you from being flagged by SPAM filters and add credibility to your campaigns.

To determine how successful you are with your campaigns, just look at your numbers. Average open rates for our industry are between 25% and 35%. My clients are often above 40%, which is above the average across the board in any industry. To calculate your average open rate, divide your opens by the amount sent minus bounces (emails that were not delivered). Additionally consider the fact that some of your recipients may not open the campaign, but will view a preview of it or have an email reader that does not support html and/or they may only read a text version, which also does not get recorded as an “open.” Do not be discouraged if your numbers are around 30% – that is average. Frustration may mount, however, as your list grows and your open rate
goes down. This is normal too. The larger the list, the more likely it is that your open rate will decrease.

While keeping your communications from being put into a SPAM folder is important, the most important thing is really getting out good information that is useful and welcome. Maybe even recreating that old-days feel of going to the mailbox with anticipation for communication they want to get.

*For email campaigns designed and dedicated to the Green Industry, visit: http://sendgreenmail.com

*For more information on the CAN-SPAM act, please go to the Federal Trade Commission’s website: http://www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus61.shtm

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
Upcoming Events

For a complete list see our web site.

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

**May 13 – 16**
Interzoo 2010
Nürnberg, Germany
International Trade Fair for Pet Supplies
The top Event Worldwide Exhibition Centre Nuremberg
www.interzoo.com

**June 1 – 13**
California Grown & Nursery Mart
Costa Mesa, CA
www.CaliforniaGrownShow.com

**June 15 – 17**
National Lawn & Garden Show
Colorado Springs, CO
www.nlgsnow.com

**June 26 – 27**
BKKS 35th National Koi Show
Stafford, England
www.staffscountyshowground.co.uk

**June 26 – 27**
New England Water Garden and Ornamental Fish Show
West Springfield, MA
www.pioneervalleypondclub.com

**July 22 – 23**
EasyPro Pond Products Open House
Grant, Michigan

**August 20 – 22**
18th Holland Koi Show
Aracen, The Netherlands
www.hollandkoishow.nl

**September 16 – 19**
IWGS Symposium 2010
San Angelo, TX
The International Waterlily & Water Gardening Society (IWGS) www.iwgs.org

**September 24 – 26**
Koi America 2010
Westminster, MD • Koi, Goldfish, Vendors, and Speakers • www.makc.com

**September 29 – 30**
Holmes Farm, Inc. Annual Trade Show
Macungie, PA
Water Gardening and Pet Product Lines
To register: 877-412-3276

For complete listing information and additional events see our web site
www.pondtrademag.com
Publication

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Proofer for POND Trade Magazine. Contact Cindy at cindy@pondtrademag.com

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www.aquascapeinc.com

“Pond Resources” POND Trade Magazine

A new tab has been added to our web site for Pond Resources. First resource now available - Regulated Noxious Aquatic Weeds compiled by Kelly Billing, Nursery Manager, Maryland Aquatic Nursery.

Did you know that Lythrum salicaria, (Purple Loosestrife) is banned in 33 states. Download this important list now.

If you have a resource, send it to us and we will add it to our web site.

cindy@pondtrademag.com
www.pondtrademag.com

Contractor Grade Black Foam Gun Kit - PondBuilder, Inc.

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Business Development
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email: aaron@pondbuilder.com
www.pondbuilder.com

Mars Fishcare fills new role of Pond Specialist with Mia Keske

Announce with great enthusiasm our new Pond Specialist Mia Keske. In her new role Mia will focus on the North American pond business directly supporting Territory Managers.

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Trade News

Mars Fishcare Launches New Website

www.marsfishcare.com

The new look and feel of the site is user friendly, offers information and direct links to the four brands and three international headquarter locations that make up Mars Fishcare. The site displays in English and French and informs users of their principle objectives as a company.

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Medo USA New Website

www.medo-water.com

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LA Series pumps are ideally suited for water-based applications. Site provides a more focused resource on the technical aspects of the products and uses. The pumps are “…much quieter than other pumps, have longer service life expectancy, and consume less energy than alternative aerators.”

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Aquascape Foundation • www.aquascapefoundation.com
Genieye’s water purification systems • www.genieye.com

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- Matala USA .......... 35
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  800/334-5257
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- Kloubec Koi Farm .......... 40
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#### Koi Health
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Ulcer Aid Rx™ is simple to use and very effective in managing serious bacterial infections in ornamental fish.

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Our Ulcer Aid Rx™ Kit makes it very easy for you to mix as little as four ounces of Ulcer Aid Rx™ in our easy to store spray bottle and as much as five gallons for multiple baths. With our Ulcer Aid Rx™ Kit there is no reason to mix more product then you’ll need for one treatment.

Each Ulcer Aid Rx™ Kit includes a spray bottle, your choice of 130 grams or 50 grams of Ulcer Aid Rx™, special measuring spoons for easy measuring of the proper dosage (no weighing needed). Plus, every kit includes step by step instructions for each of our four easy treatments of your choice.

Have Sick Fish? We can help!

We offer personal assistance for your pond fish health problems! Phone 814-864-6918 EST between 9am and 3pm week days.

Dealer inquiries welcome.

Two Sizes to Choose From

Ulcer Aid Rx™ Kit
50 grams $34.99*
makes two gallons plus

Deluxe Ulcer Aid Rx™ Kit
130 grams $54.99*
makes five gallons plus

*Prices may vary

Here’s How to Order

For a dealer near you, more details, and pricing on all our products, please visit Aqua Meds®
www.aquameds.com
1-888-864-6919 toll free  rick@aquameds.com

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