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Rain in Southern California is rare, and when it comes down all at once, it can pose some messy problems. During a particularly large storm recently, Laguna Koi Ponds of Laguna Beach, California was flooded with 4” of rain water and mud. The water was high enough to flood their fish display tanks, sending thousands of koi down the boulevard in front of their shop. The store was flooded in 18” of water, and had to be completely emptied. The Southern California koi community came to the rescue. They came to help Ben Plonski, owner, and his staff dig out and mop up, some traveling over 100 miles to lend a hand. While the losses were significant, it was gratifying to see the community rise to the occasion and support Ben as he has generously supported koi keepers for decades.

A different kind of community took action over the past six months, in a unified effort to let the Texas State legislature know clearly how foolish and un-enforceable their concept of banning all aquatic plants unless they were specifically listed on their new "White List" of approved species. Rolf Nelson led a coalition of industry leaders and hobbyists to send a unified message rejecting the proposal. The recent defeat of the white list program provided a rare victory, and was a striking statement of the power of a group, working together toward a common objective. (See www.pondtrademag.com/tradenews)

We are a community on many levels, and it is up to us to take action every day to build stronger ties with others in our trade. You never know when the relationships you build and nurture today will become assets in a time of need.
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I live in Atlanta and we are having an unusual winter full of cold temperatures, ice, and even snow. This means we are stuck at home more than usual and have a more difficult time getting out to work. While for some people that means frustration, to others it means opportunity; a chance to get things done around the house, finish projects, and spend time with family. For business people, it means time to work on a more successful year, develop a marketing plan, and develop communications for clients and customers.

I’ve often said that one of my biggest pet peeves about business owners in our industry is the amount of time I hear the line, “my business is word-of-mouth.” This usually means they have the mind-set that they do not have to do any marketing to stay busy. To me it means they are fine with just getting by, fighting for every job they get, and don’t believe that marketing is an investment in the future success of their business. For the record, marketing is a vital element of success for any business.

If you are taking time to get your marketing together now so that you can send it out later, you are on the right track. Here are a few things you can work on now for success later this year:

**Plan Your Events**

You probably already know if you want to participate in home shows this year, host DIY events, or a pond tour, so why not get your information ready now. By planning in advance you will be able to have all of your collateral (tri-folds and handouts) designed and printed so that you are not doing it last minute. If you have a pond tour, it is a great idea to start getting sponsors now and decide what materials you will need. Getting out a calendar and marking the materials with dates needed to go to the printer, sent in the mail or given to sponsors and partners, and lists of other important dates for marketing, will help make your events more successful and less stressful.

**Create a Communications Plan**

(Here is where I’m going to use a bunch of very familiar phrases.) It doesn’t take a lot to stay top-of-mind so that those loyal customers can refer you by word-of-mouth, but it does take communication. How can they think about talking about you if you aren’t even a thought? With the thousands of messages we all receive each day it is very easy for you to become lost in a person’s everyday life. Creating a schedule to deliver meaningful communication (in other words – stuff they really want to hear and know, not just a sales letter) will help you become more memorable and further build your relationship. Also, make sure every communication contains a call-to-action. This may include using a coupon or discount, linking to a page on a website, or signing up or registering for an event or product.

**Consider the following initiatives:**

1. **A Monthly Email Campaign** – Once a month is plenty in the landscape industry. If you run a retail location and your products or sale items change weekly, then you can consider a weekly newsletter. Do not engage in a campaign unless you can write content that the reader will want to receive and is unique for each mailing.

2. **Postcard Campaigns** – While traditional snail-mail seems to be non-existent anymore (unless you are a big company sending out a catalog every other week), postcards still have a place in a well-designed marketing plan. Make sure
you have a mailing that is creative, informational, and (here is what will get them) has a special offer or discount. This can be very effective for retail locations. Plan on sending them out three to four weeks prior to your traditional slow periods. Not sure when that would be? Check your books and calendar from last year and prior years.

3. Spring Newsletter – A great way to kick-off the Spring season and reintroduce yourself to your customers is with a newsletter. Here are a few suggestions based on size:

- For an 8½” x 11” page (one-sided), break it down into three parts:
  1. Introduction and need-to-know information for the New Year.
  2. Tips for pond, water feature, or landscape care and maintenance.
  3. Product suggestion for improving outdoor living space and/or landscape.
  4. Sidebar – Upcoming events and local information.

- If you are doing a two-sided newsletter (add the following):
  1. Here is where you can add extra information on products and services that you offer (without being too “salesy”) and add incentives for early signups for Spring Cleaning or maintenance packages.
  2. Coupons are great too. People love a discount and you can hold on to them to track the success of your newsletter.

- If you are doing multiple pages or a larger format:
  1. Articles! If you want to use articles not written by you that you have PERMISSION to use, that is fine. But, writing your own articles will help you in several ways. First, it establishes you as a valuable and credible resource to your readers/customers. Second, it forces you to research information and learn new things. Finally, it will help you work on your communication skills – even if you have someone else “polish” it.
  2. Add pictures from customers. This works best in color and high quality. Pictures show off your work and you can even add customer comments or blurbs about the job.

Now, try something new...

For all the new materials, collateral, and touch-points you put out this year, let me introduce you to a semi-new concept – The Tag. There are several different versions of this out there but the Microsoft Tag is the most prevalent. It works similarly to a bar code in that the specific pattern holds information and is read by a scanner. Recently, more magazines and advertisers are using them and I’ve even seen it on product packaging. I’ve been using them for the past year now and it always raises eyebrows and gets people excited. Those who are most excited are those who have smart phones (such as the iPhone) and can download the free app. You can use them in all of the above initiatives and more. I now design all my business cards with them and add them to any marketing piece a client will allow me to do it on.

You can create four kinds of tags: Text, vCard, URL, and Dialer.

But how you apply them is only limited by your imagination. You can also print them in color or black and white, depending on how you want to use them. For more information on Microsoft Tag, visit their website at http://tag.microsoft.com. Here are some of mine to play with (If you have a smart phone, download the FREE app from http://gettag.mobi):

My v-card tag has my information and can be stored instantly to a phone once read. I put this tag on anything from business cards to business communications from me personally.

My phone tag can be scanned, and the phone instantly asks to dial the number. This tag can also be put on business cards and communications, but is also great for advertisements and signage.

My URL tag links instantly to The Green Pen website. It can link to any page on the Internet, including videos. It can be used like the other tags above and is a great fit for just about any type of advertising.
Here is an example of the back of a company’s business card. This allows whoever gets the card to add all the necessary information to their phone instantly which means they are more likely to hold on to it.

Whatever you do, make sure you have a plan in place, that you track where your leads come from, and that when you send out any communications they will capture the audience’s attention and give them a call-to-action.

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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

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Preparing for Spring

Budding crocuses, longer days and the pond ice melting… all are signs that spring is upon us. As your pondkeepers come out of hibernation, it is important that they receive good advice from you, their water gardening expert. They will have many questions as to what steps they should take to ensure a long and prosperous pond season. For many, this will last eight to nine months. Therefore, take time now to educate your customers. It is not only important to your pondkeepers but it will also ensure you have a profitable year.

Pond Prep

Explain to your pondkeepers that their first step should be to examine their pond for damage. This includes punctures or tears in the lining that will need to be patched. They should also start cleaning the pond of accumulated debris. Spring is also the time to discuss with them about their long-term pond goals. If they’ve been considering expanding their pond, now is a good time, especially if they have to replace the lining or rearrange stones around the pond. Spring is the perfect time to add a waterfall and a header pond. Both are excellent for the pond and fish. Besides increasing the oxygen level and helping water quality, waterfalls add a wonderful aesthetic element to the pond.

Now is also a great time to plan the addition of floating, submerged and potted plants to the pond. Explain the unique characteristics of aquatic plants and the benefits they add to the pond. In addition to adding valuable nutrients and oxygen to the water, they also provide shade and shelter for fish.

Equipment Clean Up

Pondkeepers in colder climates may have had to add a de-icer this winter. Instruct these customers to remove the de-icer, dry it and store it properly for easy set-up next fall. Next, explain to your pondkeepers to inspect all hoses. It is important to replace any hose or fitting that has a leak now, rather than later.
wait for the pond season to be in full swing. Lastly, have your customers start their pond pump and filter, in shallow water, to ensure it is working properly.

**Water and Fish Care**

Spring is a critical time of the year for fish. As they come out of dormancy, their bodies are low on important nutrients that help ward off disease. Therefore, they are more likely to become vulnerable to illness. To keep the incidence of sickness to a minimum, it is important to clean out sludge and debris from the bottom of the pond. At the start of the pond season, recommend your pondkeepers replace up to 25% of the pond water with tap water. Remind them to add a water conditioner to remove chlorine, chloramines and heavy metals found in most tap water.

Explain to your pondkeepers the importance of treating water early in the season and regularly thereafter. Walk through the importance of healthy water with your pondkeepers, and remind them that healthy water means a healthy ecosystem especially if they plan on adding fish. This can be confusing for your customers so be sure you fully understand the ins and outs of water care. Walking them through a visual representation of the nitrogen cycle can be very helpful.
Educate your customers on what a healthy fish looks like and what signs a struggling fish exhibits. Fish that are sick will be gasping for air, have a change in color or emaciated appearance or show visible sores and spots. In spring, to make the transition from dormancy to an active state pond fish should be fed a wheat-germ based diet only after pond water temperatures rise above 39°F.

Don’t forget to display food, water conditioners and water treatments at eye level so your customers can easily find what they are looking for.

In-store Spring Prep

While you will soon be busy educating and helping your customers prepare for spring, don’t forget your own in-store display and spring prep. Whether you have a large pond department or just a few shelves, determine what needs to be re-stocked and cleaned up. Be sure to create displays that will engage your pondkeepers. Remember that colorful posters and live water displays will excite your customers. Even if you have only a small space, consider a container water garden display which is always sure to inspire!

Remember, you are the expert and your customers look to you for advice and good judgment. If you are able, offer to test your customers’ pond water for proper levels. It is a great way to get to know their pond and will give you the opportunity to recommend appropriate water treatments that are right for their pond needs. Adding these value-added services to your pondkeepers will build trust and customers for life!

Author –

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What happens to the fish in the spring? Why do they get sick and have such a tough time in this seasonal transition?

There is so much that is going on. Depending on where you live, the transition may be especially harsh. Let’s think about what these fish are going through. Fish are dependent on the temperature of their environment and get stressed when they are near their limits and when there are big temperature shifts. When the fish are close to freezing for much of the winter, they will be pretty stressed as this is close to a lethal temperature. A dd a relatively rapid increase with a few warm days and now the fish are really getting stressed.

On top of this, the fish have not been fed for possibly months. So now we may be throwing a nutritional deficit on top of the temperature change. Another stress to add to he stack.

What else is happening? The biofilter has taken a pretty big hit and basically it is starting from scratch each spring. With the lack of efficient biofiltration, water quality can deteriorate quickly with the warming water. More stress!

Finally, all of those pathogens that are ever present in ponds come out of hibernation and start looking to cause trouble. In summer, when all is in balance, there is usually little problem with the nasties that live with our fish. Unstressed fish can fight off infection and generally stay healthy. But in the spring, with all of this stress, infections can and will occur.

What can we do to minimize all this stress? As far as temperature goes, it is often difficult to do anything. Some folks use heaters to offset low temperature effect, but this is often not practical. We can shade the ponds to avoid too rapid a temperature increase. If we were only dealing with temperature stress we may not have to worry so much as fish can tolerate some stress without getting sick. If we can then control some of the other things we can increase the odds of not having health issues.

There are many very high quality diets for koi on the market and with proper feeding they may help the fish through a difficult spring. A fish is only as strong as the food it is fed. I do not mean just in the spring, but all year long. A fish fed a high quality diet throughout the pond and water garden season is going to be in better condition for the winter and thus better in the spring. So encourage your customers to feed a quality diet.

Many feed producers provide choices intended for feeding during the winter and spring. Targeting the fish’s needs during this time can offset some nutritional stress. Stress generally reduces immune function and is what makes the fish more susceptible to disease. There are many immune boosters available, like – Glucan, which can be found in many brands of feed. Look to start with one of these feeds in the spring and it may help bolster a struggling immune system.

It is very important to carefully monitor water quality when filters are restarted. Keep a close eye on those ammonia and nitrite levels as well as alkalinity and pH. Remember that
with alkalinity below 100 mg/l, biofilters will not operate at peak efficiency and they need peak efficiency in spring startup.

We can help things along a bit with a nitrifying bacteria boost product. There are several out there. I have had great success with one from Naturbac (naturbac.com). When the product is added to a brand new pond filter, no ammonia or nitrite spikes are noted after several days of introducing fish. Of course for poor water quality conditions, a good water change always helps.

I do like to point out that a functioning biofilter is so much more than just the nitrification process. There is a whole ecosystem in there that we will probably never understand and no two are alike.

Finally, we can try and reduce the number of organisms in the pond that can cause disease. As I mentioned above, stress plays a factor in the fish getting disease. Another factor is the type and number of disease organisms present. An outbreak often happens because one organism had the largest population and it took hold when the fish were weak. If we reduce the total number of disease causing organisms, then we may avoid problems altogether.

Prophylactic treatments may then be a good choice if you often experience problems in the spring. Try using a single treatment with a broad spectrum disease treatment like MinnFinn, or multiple applications of other products like malachite green and formalin mixtures or potassium permanganate.

Remember, fish can tolerate some stress without getting sick. If you can control some of the other stresses so the fish are only dealing with temperature stress, you can increase the odds of bringing the fish through with flying colors and ready for a successful pond season.

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**About the Author**

Paul Curtis is the principle of AquaSolver and AquaFinn, the parent company of the MinnFinn line of products. Paul has worked in the aquaculture field for almost 20 years and has been involved in many facets of the industry including fish health, reproduction and early rearing as well as education at Saddleback College, Mission Viejo CA. His education was at the University of Guelph in Ontario, Canada where he achieved a Bachelors degree in Marine Biology and Masters in Fish Reproductive Physiology/Aquaculture.

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Spend any time talking to koi hobbyists and you are likely to hear the saying “Koi keeping begins and ends with Kohaku.” However, some do not realize that Kohaku have a flashy, metallic cousin, Hariwake, which can provide some flair to the palette of your koi pond.

Hariwake, benched in the Hikari Moyo category, display metallic patterns of red, orange or yellow over a metallic, platinum-white body.

WHAT TO LOOK FOR

The ideal Hariwake has a pattern that is spaced evenly and artistically about the body, but is not necessarily symmetric, similar to the pattern of Kohaku. The white of the body should be bright and unblemished. Additionally, the red, orange or yellow of the pattern should be vibrant and eye-catching, with the same hue and tone across the entire body.

The pattern can come down onto the forehead, but it will detract from the beauty of the koi if it comes down below the eyes to cover the nose. The kiwa (edges between the two colors) should be clean, crisp and well defined. As with all koi, body conformation is of the utmost importance.

There are many variations of Hariwake, some of which have garnered their own names. Doitsu (scaleless) Hariwake with an orange or red pattern are almost exclusively referred to as Kikusui (Pic A). Additionally, both scaled and Doitsu Hariwake with a bright, vibrant yellow pattern are commonly referred to as Lemon Hariwake (Pic B). And of course there are Gin Rin Hariwake (Pic C and D), and Butterfly Hariwake (Pic E and F).
BREEDING AND SELECTING

The original Hariwake were selectively bred from a Kohaku and Platinum Ogon cross. Today, we breed only Hariwake males and females together. As with all of our breeders, we keep extensive written and photographic breeding records from year to year, to ensure that we are producing the highest quality koi possible.

A Hariwake throw will produce a surprisingly high number of solid-colored Ogon koi. A very low percentage of the spawn will be desirable Hariwake “keepers.” If you have the pleasure of selecting Hariwake at a very young age (1-2”), look for strong metallic traits, along with the hints of a pattern starting to emerge.

As Hariwake mature, the platinum white base should firm up. Nearing one year of age, the orange or yellow pattern should show clean, crisp edges, with a consistent tone across different areas of the body. Ideally, a balanced, artistic Kohaku-like pattern should be present by now, although this is not always the case. At this point, we select the best koi to grow out further, and send the rest to be distributed.

When the crop reaches two years of age, it is time to re-evaluate the development of each koi. Has the pattern retained a strong, even color? Hariwake with orange pattern will generally keep good color, whereas the yellow in Lemon Hariwake will almost invariably become lighter as the koi nears maturity.

What about the edges? Are they sharp and clean, or have the edges become blurry in some areas? The finest of the two-year olds are selected to grow out for potential future brood stock, while the rest of the crop becomes our Premium and Premium Select koi in the 10-18” range.
The highest quality Hariwake have an artistic and well-balanced pattern similar to a Kohaku with very sharp *kiwa*. However, Hariwake of this quality can be quite rare. A truly high-quality specimen will regularly sell for a high price.

Many of the Hariwake on the market today have a bright white base and good strong color to the pattern, but the pattern itself is lacking, confined to one side or end of the body, or otherwise not spaced in a desirable manner.

Consider stocking Kikusui in addition to Hariwake, as quality Kikusui seem to be available in slightly higher numbers than scaled Hariwake. Butterfly Hariwake can also provide a welcome addition, especially for your customers that prefer the long-fin variety.
A FINE ADDITION

While no Hariwakes are likely to win a Grand Champion award anytime soon, they are certainly a bright and flashy addition to any pond. In fact, finding and developing a truly high quality Hariwake can be quite a challenge, even for the most experienced hobbyists.

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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Email: staff@blueridgefishhatchery.com
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Scene Stealers
Add drama to your water garden with these show-stopping aquatics.

by Tamara Kilbane
Horticulturist
Sarah P. Duke Gardens, Duke University

If you’re looking for a way to give your customers’ ponds or your retail water feature displays star quality this season – the kind of appeal that makes visitors stop dead in their tracks and sets flashbulbs popping – consider adding one or more of the following power players to your ponds.

Victoria ‘Longwood Hybrid’
Arguably the most attention-grabbing aquatic plant out there, the Victoria waterlily boasts giant floating leaves (also called “platters”) that can grow to 7’ or more in diameter in a single growing season. Lined on the undersides with sharp thorns and an impressive network of thick veins that aid in buoyancy, the leaves have upturned edges that are a bronzy red in color and are complemented by night-blooming flowers which open pure white on the first night, then transition to deep pink by the second night of bloom. You’ll want to make sure your pond is large enough to handle a full-sized plant, which can cover over 15’ of surface area!

(Also seen on the cover of this issue.)

Underside of a Victoria Waterlily
**Mosaic Plant • Ludwigia sedioides**

While some aquatic plants draw us in with their towering foliage or fragrant blooms, others take a more subtle approach. Mosaic plant is a perfect example. With small, diamond-shaped leaves arranged in an intricate pattern around each individual stem, this floating-leaved plant never fails to draw attention. A fast grower, it does best when grown in water up to 12” over the crown of the plant. Keep an eye out for the tiny yellow, buttercup-like blooms that appear during the summer months. Because it is very tropical, it should be treated as an annual in most areas.

**Waterlilies (Nymphaea) • Hardy and Tropical**

Add a rainbow of colorful blooms to your summer water garden with hardy and tropical waterlilies. These floating-leaved plants flower steadily from early summer to fall, and are available in an exciting range of bloom colors as well as foliage variations and growth habits. Hardy waterlilies, as the names suggests, are more cold tolerant than their tropical cousins and are treated as perennials in most areas. The blooms of these lilies often rest on the surface of the water or are held a few inches above the water level. Flower colors range from pure white to light yellow and light pink to deep red.

Tropical waterlilies are treated as annuals in most areas, but they are worth the extra effort. Blooms are highly fragrant and are generally held higher above the water’s surface than those of hardy lilies. Leaves are often very colorful as well, with a heavy mottling of bright green and deep purple or bronyz red.

Both hardy and tropical waterlilies need at least six hours of direct sunlight each day to thrive, as well as consistent fertilization throughout the summer months.
Egyptian Papyrus - *Cyperus papyrus*

The origin of the world’s first paper, Egyptian Papyrus has also proven to be a valuable ornamental pond plant. With leaf stems towering up to 10’ tall topped with long, wispy strands of light green foliage, these tropical marginal plants will give your pond a dose of drama throughout the summer months. Plant papyrus in full sun and boggy soil to shallow water, or showcase a specimen plant in a container pond-side.

**Taro - Colocasia hybrids**

Often grown in Hawaii as a food crop, taro has become a popular garden plant in recent years. Though the species *Colocasia esculenta* tends to be invasive and should be avoided, there are many eye-catching cultivars that thrive in the sun drenched areas beside a pond or stream without outgrowing their welcome. The hybrid ‘Mojito’ boasts chartreuse leaves splashed with a deep purple variegation, while ‘Diamond Head’ showcases glossy black foliage. The brilliant red stems and bright green leaves of ‘Rhubarb’ make another stunning addition to the waterscape. With many more hybrids to choose from, you are sure to find a taro to fit your needs.

**Alligator Flag - Thalia spp.**

If you’re looking for plants that will add height and drama to your feature, thalias are a great option. Hardy Thalia (Thalia dealbata) grows up to 6’ tall, with silvery green lance-shaped leaves adorned with long slender stems topped with clusters of small purple blooms in late summer.

Its tropical relative, Red Stemmed Thalia, has a bolder texture, with larger and brighter leaves and brilliant red stems. Plant this eye-catcher in a display pond along with Victoria ‘Longwood Hybrid’ for a stunning combination of complementary colors.
Lotus - Nelumbo hybrids

Beloved in the water garden for their showy blooms, large, saucer-like leaves and decorative seedpods, lotus are a must have for any display pond. Two species are known to exist - Nelumbo nucifera, which is native to Asia and Australia, and Nelumbo lutea, a North American native. Hundreds of hybrids have been developed ranging in color from pure white to light yellow to deep pink. Dwarf varieties grow only 1-3’ tall, while large hybrids can grow up to 6’ in height. Give these aquatic beauties at least 6 hours of sunlight daily and plant them in shallow water for best growth. Fertilize monthly and stand back to enjoy the show!

Hibiscus

If you’re looking for a perennial with lots of flower power, give hibiscus a try. Several varieties thrive in bogs or shallow water, including Hibiscus coccineus, which grows up to 6’ tall and is adorned with scarlet red blooms throughout the summer. A white-blooming hybrid, H. coccineus ‘Alba’ is also available. Another popular pond plant, swamp rosemallow (Hibiscus moscheutos) is a moisture loving species with light pink blooms and deep green foliage. Shorter hybrids of H. moscheutos include ‘Luna Red’ and ‘Luna Pink’, which grow 3-4’ tall with large single flowers of red and pink.

Grow hibiscus in full sun in damp soil or very shallow water. For fall and winter interest, leave the stems and seed heads on the plants, which will provide end-of-season drama along with food for local wildlife.
Canna

Bold, showy foliage and blooms make cannas irresistible members of the aquatic landscape. Planted in full sun alongside a stream or pond, these plants thrive in well-drained soil or very shallow water. Leaves range in color from deep purple to bright green and include variegated hybrids with stripes of yellow or white and deep green. Flowers appear in the summer and are equally eye-catching, ranging from scarlet red to fiery orange, pale yellow, and soft pink. Add these perennials to your waterscape for a star-studded display!

Iris

A mainstay in the water garden, irises offer a palette of soft colored blooms in late spring to early summer. Planted alongside the pond in drifts, they offer subtle drama to the water's edge. Several species grow well in boggy soil or shallow water, including Japanese Iris (Iris ensata), Blue Flag Iris (Iris versicolor), Virginia Iris (Iris virginica), Yellow Flag Iris (Iris pseudacorus), and Louisiana Iris hybrids.

About the Author

Tamara Kilbane is a horticulturist at Sarah P. Duke Gardens, a 55-acre botanical garden located on Duke University's west campus in Durham, North Carolina. A graduate of Oregon State University, Tamara worked for 3 years at Hughes Water Gardens in Tualatin, Oregon before moving to North Carolina in 2005 to oversee the aquatic displays at Duke Gardens. Along with curating the display ponds, Tamara also manages the IWGS New Waterlily Competition, a contest which recognizes the best new waterlilies developed by hybridizers around the world.

For more information about Duke Gardens, visit gardens.duke.edu. Visit iwgs.org to learn more about the waterlily competition.
Editors Note: This tip can be used both in your personal and work relationships. This article focuses on marriages, but can be applied to work, children and friends.

Here’s a tip that will quickly improve the communication in your relationship. We’ve surveyed hundreds of couples and the area they most want to improve is communication.

What’s the most important part of communication in a relationship? Listening. Most people are great at making their point but are not great listeners. Why is it so hard to listen to each other? Many times, it’s because it feels like giving in.

It’s very important to understand that listening is not the same as agreeing. When most people say the word listen, what they really mean is agree. How many times have you heard “You’re not listening to me.” What we think that means is “You’re not agreeing with me.” And, sometimes we’re right. For those of us with kids, when we say you’re not listening, what we really mean is you’re not obeying. Hearing someone is not the same thing as obeying them. And, allowing them time to state their case without arguing is not the same thing as giving in. It’s a lot easier to hear your spouse if you remember that listening is not the same thing as agreeing.

When your partner feels heard and understood, it can very quickly diffuse a tense situation. So give it a try today. You may just end up feeling closer to your spouse.

If you’d like more tips on improving communication in your relationship, go to the link below. The StrongMarriage Now Video Course includes a chapter of four videos on Communication including, Couples Communication, Listening, Speaking and Fighting. You can see previews of the Communication chapter and the other chapters in the course. Check it out: http://bit.ly/1WAA4tM

And remember, listen to each other.

About the Author

Amy Barnhart is the President & CEO of StrongMarriageNow. She began her career as an engineer and evolved into a successful business executive. She has developed consumer products that millions of people love, including TurboTax® and QuickenLoans®. Amy spearheads the technology and business side of StrongMarriageNow. She also leads the customer research that ensures the StrongMarriageNow System is focused on the most important topics people have requested. Amy has been happily married for 19 years and has two children. www.StrongMarriageNow.com

Request info at www.pondtrademag.com/infocard/ # 639
Hello again! Last issue we talked about how much actually running a water feature can cost, and how to set up the plumbing system to get every drop of flow paid for, regardless of the pump installed. This issue we’ll talk about the different types of pumps in common usage, when to use which and how to get the most out of them. We’ll discuss submersible pumps because of the ease of plumbing and hiding them has allowed them to dominate the market and power the vast majority of water features out there.

First we have to generalize...

Obviously all water features are not created equal – no one would expect to power a 10’ tall waterfall with the same pump they’d use for an overflowing vase. Let’s make some assumptions to allow us to compare the types of submersible pumps commonly used in waterscaping.

First, let’s limit our discussion to flows between 1000 and 10,000 gallons per hour, because under 1000gph operating costs aren’t as significant and features over 10,000gph are typically less common. Second, let’s assume we’re dealing with features with 5 to 10’ of static head, the actual height of the water feature. Finally, we want to keep the friction losses of the plumbing system to a minimum to keep the Total Dynamic Head (static head plus friction losses) under 15’ TDH – see Tubing Chart. (Check out last issue’s article for complete plumbing recommendations.) The vast majority of the features I’ve built fall into this range, and I’ll bet yours do too. In this range, the type of pump you choose can make a huge difference in the long-term cost to run and operate.

### A Guideline to Maximize Pumping Efficiency

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<th>Inside Diameter of Pipe or Tubing</th>
<th>Max Flow (GPH)</th>
<th>Max Flow (GPM)</th>
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### Direct Drive vs. Magnetic Induction Pumps

The common choice for the professional for many years, muscular Direct Drive submersible pumps, are descendants of sewage and effluent pumps. They’re tough, easy to hide in a skimmer and last for years when installed properly. They’re...
called Direct Drives because the impeller is attached directly to the motor, with compound seals on the drive shaft to keep water out of the motor. They’re hard to clog, capable of handling ½” solids and develop the pressure needed to push water to high head heights. But high head means high wattage, for reasons we’ll get into later. You do need a Direct Drive high head pump if you have a waterfall taller than 10’, if you have to locate your pump farther than 25’ away, and if you can’t pump clean water through the right size tubing. If not, you have a couple of other options.

First, there are the lower head, higher efficiency Magnetic Induction pumps, which use a replaceable ferrite magnet and simple, bi-directional “synchronous” impellers that can rotate in either direction. The pumps are reliable and easily repaired, but the simple flat-bladed impellers are noisy and inefficient, since they have to work equally well both clockwise and counterclockwise.

Mag Drives can be less costly to run than Direct Drives but can’t handle large solids and are only really effective up to about 3000gph and 10’ of head because of that inefficient ‘synchronous’ impeller design. If the impeller could be made to move in only one direction – “asynchronously” – then a very efficient curved-bladed impeller like those of the Direct Drives could be used, increasing flow capacity and head height. Asynchronous Hybrid Magnetic Drive pumps do just that. They use a copper and steel electromagnet in place of the cheaper ferrite; although no longer cheap to replace, the direction of the windings of the coil-within-a-coil allows efficient, quiet one-way rotation.

The term “Hybrid” refers to the use of Direct Drive-style impellers with these magnetic induction motors, allowing almost incredible efficiencies at low to medium head heights. A Direct Drive might consume over 1000 Watts to push 5000gph at 15’ THD; if the Total Dynamic Head can be reduced to half...
that, an Asynchronous Hybrid Mag Drive can move the same amount of water for less than 500 watts, which at $0.14/kWh adds up to $50 in savings per month. Over the average 3 year life of a pump that’s $1800 back in the homeowners’ pocket. The catch is, of course, that ‘Mag Drive’ and ‘Hybrid’ pumps can only deliver these amazing efficiencies pumping clean water through the proper size tubing at relatively low head heights. Still, if you can install a decent pre-filter and keep the THD low, the energy savings alone will easily pay for new high efficiency pumps over their three year lifespan.

What’s going on?

One reason for the difference in energy consumption lies in the way the pumps are designed. Direct Drive pumps have impellers directly attached to the motor; the motor needs to stay dry, the impeller needs to be in the water, so shaft seals (typically 2 or 3) between motor and impeller have to work perfectly whether the pump is running or not, hot or cool. Direct Drives have to overcome the resistance of these shaft seals clamped down tight on the spinning impeller shaft. Add to that a heavy impeller and you’ll need the torque and power of a hefty motor. Eliminate the seals and heavy impeller and you’ll realize some major energy savings, precisely why Magnetic Induction Pumps were developed by NASA in the late 60’s for the Space Program. These pumps suspend a magnet or electromagnet in the center of a copper coil; juice the coil and the attached impeller spins by magnetic attraction, or ’induction’. The trade-off, of course, is the much lower pressure/head height that these pumps are capable of in comparison to the Direct Drives, since the impeller is only coupled to the motor by magnetic induction, but that lower head capacity is precisely why they use so much less electricity.

The $64,000 Question (and the math)... Why should lower head mean lower wattage? The answer lies with the Laws of Affinity. The specific Law we’re interested in states that:

Flow (GPH) is directly proportional to impeller diameter;
Pressure (Head) increases by the square of the impeller diameter;
Power consumption (Wattage) increases by the cube of the diameter.

So, if you increase the size of an impeller by 20%, to 120% of its original size, it’ll push 120% more GPH, provide (1.20)2 or 44% more head pressure, and consume (1.20 x 1.20 x 1.20) or 73% more wattage. Turn that around and you’ve got the tool needed to save lots of energy. Reduce the impeller to 80% of its original size and it will give 80% of the original flow,
.80 squared or 64% of its original head, but it will consume only \(0.8 \times 0.8 \times 0.8 = 51\%\), about half the wattage. (For you techies out there, find the real scoop at www.pumped101.com, Pump Ed 101, by a genius of communication, Joe Evans, Ph.D – it’s a fantastic resource.) So now let’s take it all the way home. If reducing the head drops the wattage, and reducing the impeller size drops the wattage, what’s the best way to REALLY drop the wattage? Drum roll please...Using two half-size pumps instead of one.

**The Advantages of Redundancy**

Simply put, when it comes to pumps, Bigger is NOT Better; and Two IS Better Than One. Whether you have a Direct Drive, Mag Drive or Hy-drive, using two half-sized pumps of the same head capacity will significantly reduce the costs of running your feature, often by 50%. If you can also keep your THD low and pump clean water, then using two Asynchronous Hybrid Magnetic Drive pumps can really lower running costs. The generic examples below are typical of the savings that can be realized:

- 1–5000gph Direct Drives = 1000 Watts;
- 2–2500gph Direct Drives = 660 Watts;
- 2–2500gph Hy-drives = 330 Watts

If saving all that energy weren’t enough, there are lots of other situations where a dual pump system provides real advantages:

- One pump out won’t mean a total loss of circulation, especially critical on warm nights
- One can be removed for maintenance or repair while the other maintains circulation
- Running only one at a time, alternating with timers, doubles the life of the units
- Running only one pump at night or while on vacation saves on operating costs
- Running only one pump during winter economically keeps an area free of ice

- Running only one pump constantly leaves the other for higher flow on demand
- Running only one pump during outdoor parties, when two pumps would be too noisy

**In conclusion...**

OK, so we’ve chosen the most efficient pump for our feature, taken advantage of the Advantages, saved all that money in operating costs and don’t forget, we’re doing our part to be “Green” - what could possibly be better? How about doubling profits too! Whether contractor, dealer, distributor or manufacturer, two pumps for every feature means double the profit per installation, so literally everybody wins, right down to the homeowner who’s paying less and getting much more out of their water feature. How’s that for a happy ending? Happy Ponding to All in 2011!

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**About the Author**

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

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www.mystickoi.com  
See ad on page 18.

Pond World Distributing, LLC.  
Fort Collins, CO 80524  
970/420-7277

Pro Pond Products  
Crete, IL 60417  
708/758-2500  
www.propondsupplies.com

Unit Liner Co. –  
Pondliner.com  
7901 N Kickapoo  
Shawnee, OK 74804-9107  
405/275-4600  
www.pondliner.com  
See ad on page 33.

United Aquatics, LLC.  
Marlton, NJ 08053-3125  
609/346-4666  
www.unitedaquatics.com

Warren Thoma & Associates  
Evanston, IL 60201  
877/496-7231  
www.thomaassociates.com

Water Garden, LLC, The  
5212 Austin Rd.  
Chattanooga, TN 37343  
423/870-2838  
www.watergarden.com

Water Garden Supplies & Distr.  
Harrison, AR 72601-9457  
870/743-1030

Water, Earth, Wind and Fire  
12461 Shallman St.  
Poway, CA 92064  
888/291-1181  
www.msponds.com

West Coast Aquatics  
906 Calle Collado  
Thousand Oaks, CA 91360  
866/745-7423  
www.wcaquatics.com

To be included in future  
POND Sources directories email  
cindy@pondtrademag.com.
In addition to numerous industry speakers across the U.S., Dr. Daike Tian of South China Botanical Garden, Chinese Academy of Sciences was on hand to present an overview of lotus in China. Tian is the current lotus registrar for the IWGS, and is working toward creating an international lotus database which will compile lotus history, morphology, physiology, taxonomy, lotus insects, identification, breeding, cultivation, culture, and uses for all cultivars around the world.

A special moment at the symposium was the naming of two noteworthy individuals into the IWGS Hall of Fame. Rolf Nelson, of Nelson Water Gardens, previously manager of the Texas branch of Lilypons, was inducted for his extensive work in the water gardening hobby and industry. Rolf was a founding member of the IWGS, and has pro-moted water gardening on the national and international level, including serving many terms as a Board of Director and as President of the IWGS, and for his recent work as Chairperson of the Invasive Plant Task Force. Dr. Surrey Jacobs, Senior Principal Research Specialist at Royal Botanic Gardens, who passed away in November 2009, was inducted for his extensive work with waterlilies in Australia.

Networking is always a favorite activity of symposium attendees and the 2010 event didn’t disappoint. The opening reception on Thursday kicked off with appetizers and a mariachi band. Friday’s educational sessions began with a welcome address from IWGS President, Jim Purcell, owner of Oregon Aquatics, Inc. and Ken Landon, director of the International Waterlily Collection, and ended with a Texas style dinner, music, and even fireworks!
The Lilyfest began on Saturday allowing attendees to enjoy hundreds of waterlily varieties at the International Waterlily Collection in San Angelo. This collection is the life work of Ken Landon, another founding member of the IWGS and also known as the “species lily guy.”

**About the Author**

Jennifer Zuri is the 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).

---

**Thank you to our Sponsors**

Due to the large collection of waterlilies on display and the legislative updates for the aquatic plants white list, the 2010 symposium attracted a record number of sponsors. Platinum sponsors provided $2500 or more in support, Gold sponsors gave $1000 or more, and Silver sponsors contributed $500 or more.

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Little Giant Pump Company, Oklahoma City, OK
POND Trade Magazine, Fallbrook, CA
Texas Water Lilies, Waller, TX

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Nelson Water Gardens and Nursery, Inc., Katy, TX
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Highland Rim, Canal Winchester, OH
Laguna Water Gardening, Mansfield, MA
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Savio Engineering, Albuquerque, NM
Southwest Aquatics, Exeter, CA
STM Plastics-Botanica, Augusta, KS
Water in Motion, Houston, TX
Winston Company, Tulsa, OK
## Pest Disease Crash Course

by Kelly Billing, Maryland Aquatics

<table>
<thead>
<tr>
<th>Aphids</th>
<th>Spider Mites</th>
<th>White Fly</th>
<th>Beetles</th>
<th>Leaf Rollers</th>
<th>China Mark Moth</th>
<th>Muck Midge</th>
<th>Lily Leaf Spot</th>
<th>Snails</th>
<th>Tadpoles</th>
<th>Mosquito</th>
<th>Ostracods</th>
<th>Leeches</th>
<th>Anchor Worm, Gill Flukes, Fish Lice</th>
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<tbody>
<tr>
<td>* ～～～ Blade Runner</td>
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<td>* ～～～ Mosquito Dunks/Bits (BTI)</td>
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<td>* ～～～ Lacewings</td>
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<td>* ～～～ Lady Bugs (Lady Beetles)</td>
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<td>* ～～～ Paradise Fish</td>
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<td>* ～～～ Parasitizing Wasps</td>
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<td>* ～～～ Worm Castings</td>
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It is the responsibility of each individual to apply products only in the manner intended. Read and follow the entire directions for use, general information and conditions of sale before using any product.

<p>| ～～～ | Approved for use in water. |
| * | Consumer friendly |</p>
<table>
<thead>
<tr>
<th>Pest Controls</th>
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</thead>
<tbody>
<tr>
<td><strong>Blade Runner</strong></td>
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<tr>
<td><strong>Dylox (Trichloracide)</strong></td>
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<tr>
<td><strong>Lady Bugs (Lady Beetles)</strong></td>
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<td><strong>Lacewings</strong></td>
</tr>
<tr>
<td><strong>Manual Removal</strong></td>
</tr>
<tr>
<td><strong>Mosquito Dunks/ Bits (BTI)</strong></td>
</tr>
<tr>
<td><strong>Paradise Fish (Macropodus opercularis)</strong></td>
</tr>
<tr>
<td><strong>Pre-Strike</strong></td>
</tr>
<tr>
<td><strong>Pond Trade Magazine</strong></td>
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<td><strong>Pond Trade Magazine</strong></td>
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</table>
### Pests Descriptions

<table>
<thead>
<tr>
<th>Pest</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aphids</strong></td>
<td>Small soft-bodied insects. They prefer new growth over more hardened foliage, stems or branches. Often the damage from the little sap sucking insects will cause the foliage to deform. Contact insecticides may not be effective on deformed foliage. Aphids may be black, green, brown, orange, red or yellow.</td>
</tr>
<tr>
<td><strong>Spider Mites</strong></td>
<td>Spider mites pierce individual plants cells to extract the contents. The damage is most noticeable once the infestation is out of control. The foliage will most often appear gray or dusty, especially when the population is high enough that the spider mites begin to form heavy webbing. Greenhouse populations can often be controlled by cutting back the affected foliage and moving the plants outside where natural enemies and rainfall deter their proliferation.</td>
</tr>
<tr>
<td><strong>White Fly</strong></td>
<td>Found on the undersides of leaves on most crops making them difficult to control. They fly up in mass when the plants are disturbed. Adults fly freely from plant to plant allowing infestations to grow rapidly. Entire leaf surfaces become quickly covered with the nymphs.</td>
</tr>
<tr>
<td><strong>Beetles</strong></td>
<td>Flea Beetles and Japanese Beetles are the most destructive in the water garden environment. Most injurious to plants while in the adult stage. Foliage damage is primarily very unsightly but does not usually lead to the death of the plant.</td>
</tr>
<tr>
<td><strong>Leaf Rollers</strong></td>
<td>Most common on Cannas and frequently found on Lotus when in close proximity to Corn fields. Obvious on cannas due to the threads used to keep the leaves from unfurling. Easily controlled by hand when populations are minor.</td>
</tr>
<tr>
<td><strong>China Mark Moth</strong></td>
<td>Also known as Sandwich Man because of way it conceals itself between two pieces of chewed off leaf bits. Overwinter as larvae hooked on to old stems. They let go, pupate and two weeks later eggs are laid. It is critical to kill young larvae from the first hatch before they lay eggs. Future outbreaks will be significantly reduced if the first hatch is treated successfully.</td>
</tr>
<tr>
<td><strong>Muck Midge</strong></td>
<td>A fly larvae that originates in the bottom silt or muck in the bottom of the pond. The tiny almost hair-like larvae surfaces to feed on the foliage of water lilies and related plants. It is most recognizable by the narrow random lines it chews through the leaf surface. The larva itself is difficult to see and is hidden in a casing of leaf debris.</td>
</tr>
<tr>
<td><strong>Lily Leaf Spot</strong></td>
<td>Starts as red or brown spots on lily leaf surfaces. Progresses to include a yellow rings around the initial spots. Ultimately spreads to surrounding leaves and can defoliate the plant if left untreated. Manual removal of all affected foliage can generally deter the spread. Usually occurs in spring during very rainy periods and in the summer during high humidity.</td>
</tr>
<tr>
<td><strong>Snails</strong></td>
<td>Most snails do not reach population levels that are devastating to plants. The Golden Pond Snail and Apple Snails can, in the absence of predators, destroy water lily foliage very quickly. Snail damage commonly leaves behind the main vein structure of the leaf.</td>
</tr>
<tr>
<td><strong>Tadpoles</strong></td>
<td>Although tadpoles do not usually represent a problem, if population levels are out of control they can be quite destructive. Toads are the most likely candidates to lay enough eggs to cause damage. Egg removal is the easiest way to deter population explosions.</td>
</tr>
<tr>
<td><strong>Mosquito</strong></td>
<td>Mosquito larvae are not damaging to plants but included because of the ease of control.</td>
</tr>
<tr>
<td><strong>Ostracods</strong></td>
<td>Microscopic crustaceans like lobsters or crabs. Most do not exceed 4 mm. They exist in most aquatic and semi-aquatic environments in both fresh and salt water. When present in large numbers they have a tremendous appetite for tropical night blooming water lilies. Often the damage from Ostracods is mistaken for damage done by snails or tadpoles. They will skeletonize the foliage.</td>
</tr>
<tr>
<td><strong>Leeches</strong></td>
<td>Nasty little bloodsuckers, need I say more.</td>
</tr>
<tr>
<td><strong>Anchor Worm, Gill Flukes &amp; Fish Lice</strong></td>
<td>None are damaging to plant material but are easily controlled by some products listed.</td>
</tr>
</tbody>
</table>

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### Sources

- [www.clearpond.com](http://www.clearpond.com)  Blade Runner
- [www.organiccontrol.com](http://www.organiccontrol.com)  Beneficial Insects & Earthworm Castings
- [www.winstoncompany.com](http://www.winstoncompany.com)
- [www.defenders.co.uk/sundries.htm](http://www.defenders.co.uk/sundries.htm)  Housing for Beneficials
- [www.nyaes.cornell.edu/ent/biocontrol](http://www.nyaes.cornell.edu/ent/biocontrol)  Provided most of the information on Lacewings, Lady Bugs & Parasitizing Wasps.
Upcoming Events

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

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

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

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

August 18 – 21
Pondemonium 2011
St. Charles, Illinois
Presented by Aquacape, Inc.
1-866-877-6637 • www.aquascapemart.com

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

September 26 – 27
KOI America 2011
Westminster, Maryland
www.makc.com

Date TBA
InfoTanza 2011
Symposium and Trade Show, hosted by the International Pond Professional Companies Association (IPPCA).
http://ippca.com/InfoTanza-Home

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Atlantic Water Gardens introduces the Oasis Brand

Just the right fit ……..Atlantic Water Gardens is pleased to present the new Oasis Brand, which includes two innovative products - the Oasis Filterfall and the Oasis Skimmer.

The Oasis brand has been specially designed for smaller waterscape installations. The compact size offers the perfect balance of features and performance with exceptional strength and durability.

Both of the new Oasis products – the Filterfall and the Skimmer - feature a rolled upper rim that provides clean lines and incredible strength while allowing for natural rock camouflage. Other components of the Oasis Filterfall are the dual Bio-Tech filter mats and media bag for biological filtration, a sturdy bottom grate to support the filter media, a 1.5” FIPT bulkhead and a one-piece liner attachment flange.

The Oasis Skimmer has a stainless steel framed trap net and Matafa filter mat for exceptional mechanical filtration. Additionally, the super flow weir door allows for maximum surface cleaning. For easy installation, the pump discharge step fitting is provided on both sides of the Skimmer along with labeled drill points for an Auto Fill and the overflow attachments.

MSRP: Oasis Skimmer $225.72 & Oasis Filterfall $271.43

www.atlanticwatergardens.com | jim@atlanticwatergardens.com

TotalPond® Invigorates Water Garden Product Line-up With a New Look and Launch of Patented UV Pumps Improved Technology and Energy Efficiency are Highlighted

TotalPond®, a leading water garden brand, introduces patented, industrial-grade pumps featuring Ultra Violet (UV) technology to its line of water garden products. The new 800gph pond pump and 1300gph waterfall pump merge aeration and UV filtration into a single, affordable unit to help maintain a clean and healthy pond.

Superior clarity is achieved by integrating a high-tech ”hot cathode UV tube” directly in the pump to more effectively sterilize water as it circulates. This modernized UV tube has a unique spiral design and is longer (four inches) than a typical UV tube to provide seven times longer UV exposure time. The patented stator structure within the pump provides maximum flow over the UV bulb in a linear path that also cools the pump. The result is a dual-purpose pump that helps maintain the balance of beneficial bacteria while eliminating unwanted algae growth to sustain a clean pond. Additionally, a pump barrier bag is included to protect the pump from debris.

The UV pumps are a great addition to the “total” approach to water gardening created by the brand. TotalPond easily delineates the right products needed for each step of the pond building process by categorizing the pond components into four segments: fill, flow, clean and decorate.

TotalPond • www.totalpond.com

Strata – Organic Digester

Organic Digester is a natural, non-toxic, bacterial/enzyme pond treatment that reduces phosphate and ammonia in the water. It enhances clarity, digests bottom sludge, works in cold water, seeds the bio-filter and improves the overall water quality. Organic Digester is completely safe for fish and plants.

Available in liquid or powder, one pound will treat approximately 60,000 gallons on a maintenance basis. One gallon will cover approximately 80,000 gallons. Now being used by such notables as Universal Studios, SeaWorld, Hollywood Forever Cemetery and the University of Pennsylvania.

Organic Digester is produced by Strata International located in San Antonio, TX USA

(888) 594-5329, Fax (818) 755-0938

www.organicdigester.com • strata@sprynet.com

IPPCA announces New Vice President

The IPPCA is pleased to announce the appointment of Dave Owings, owner of Easy Pro Pond Products, based in Grant, Michigan as the newest Vice President of the 7 year old International Professional Pond Companies Association (IPPCA), the Pond and Waterscape Industry’s Trade association.

Dave and Easy Pro Pond Products have supported the Association since its formation in early 2004. The acceptance of the position being vacated by three term Vice President Darren Lucas of Nature’s Touch Ponds, located in Paramus, New Jersey, is a great fit for the Association and its Executive Committee. Darren will be retaining his Board of Advisors status.

To learn more about the Pond and Waterscape Industry’s Trade association, visit

www.IPPCA.com • Info@IPPCA.com

Roto Concept Gravity Shower

United Aquatics, LLC., introduce in 2011 the truly unique designed Concept Gravity Shower pond filter from the UK.

Manufactured by Roto Innovations it can be either gravity fed or pump fed. Designed to be installed in ground for Koi Ponds up to 6000 gallons.

For more information visit www.unitedaquatics.com or phone 856-985-9339

United Aquatics, LLC., • Marlton, New Jersey

POND Trade Magazine
Aquascape, Inc. announces the date for Pondemun® 2011, the water garden industry’s premiere business and networking event. From August 18th – 21st, distributors, contractors, and retailers from across the country will come together for an event designed to help grow their water garden businesses.

This year’s event includes a networking session to be held at the Chicago Shedd Aquarium where attendees can tour two large water features recently installed by Aquascape.

In addition to networking opportunities, participants can select from a variety of classroom and hands-on training sessions. A pond tour of select water features is slated for Sunday the 21st, allowing pond professionals to view creative building techniques applicable to today’s market.

Pondemun® 2011 offers something for everyone in the landscape industry. Whether you’re an advanced pond builder or a landscaper just getting started with water features, you’ll find many benefits from attending Pondemun®!

For more information on courses and schedules, log onto www.pondemun.com.

Aquascape • www.aquascapene.com

2010 IPPCA 5 Star Contractor Award
The 2010 IPPCA 5 Star Contractor Award has been presented to Jacob Bright of Living Art Water Gardens Inc, Huntsville, Alabama. This highly coveted annual award was presented to Mr. Bright during the 6th annual IPPCA awards banquet held at the conclusion of INFO TANZA’ 2010 on October 23.

The IPPCA 5 Start Contractor award recipient received a trophy as well as a $1,000 check. This years award was sponsored in full by Easy Pro Pond Products of Grant MI. Easy Pro is one of the world’s largest manufacturers of Pond Equipment and has been a corporate supporter of the IPPCA since its inception.

The International Professional Pond Companies Association (IPPCA) is a non-profit organization consisting of pond contractors, retail store owners, distributors and manufacturers from the Water Garden industry.

www.IPPCA.com • www.INFOTANZA.com

Better Homes & Gardens Test Garden Pond Renovated
Smartpond® has joined together with Meredith Corporation to provide the supplies necessary to renovate and enlarge the Better Homes & Gardens Test Garden® pond at the magazine’s headquarters in Des Moines, IA. Utilizing smartpond’s pro-grade underlaym ent, lining, weir, skimmer, 2” tubing and a 5100 GPH pump - the 1500+ gallon pond now features a 20’ stream and spans over 15’. Ease of maintenance was paramount to the Test Garden Manager. The installation took place October 4-11, 2010 with a smartpond product engineer on-hand to oversee the process. Ornamental plants and fish life will be added. Stay tuned for the beauty shots forthcoming in 2011!

For more information contact Melodie Elliott 214/373-1601 or melliott@sunwestpr.com

New Vianti Falls Kit!
Everything you need to build a simple yet beautiful waterfall using the block wall of your choice!

Kits Include:

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• EasyPro mag drive pump
• PVC flex pipe and fittings
• Auto fill valve
• Also available with white or blue LED light strips!

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

New Koi and Goldfish Food Packaging from Blue Ridge Fish Hatchery
Blue Ridge Fish Hatchery announces new packaging for its expanding line of koi and goldfish foods. All foods now come in stand up, re-sealable bags (2.5 and 25lb). New for 2011 is a new product, “Cool Water Wheat,” a wheat germ based diet designed for feeding in the spring and fall when fish’s metabolism slows. Quantity discounts available. 1-800-334-5257

Blueridgekoi.com • staff@blueridgefishhatchery.com

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A pdf form can also be download and mailed or faxed in.

See website for more details.

Deadline for all entries is March 31, 2011.

www.pondtrademag.com
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- Enhances Metabolism
- Increases Chlorophyll
- Increases Nutrient Availability
- May be used with all water plants, as well as bog and terrestrial plants
- Reduces transplant shock
- Helps to prevent pathogens
- Aids in disease resistance

MICROBE-LIFT/Bloom & Grow™ Microbial Root Dip is a natural humic and microbial based product. While ML/Microbial Root Dip is not a plant food or nutrient, it is compatible with all standard nutrients and fertilization programs. ML/Microbial Root Dip may be used during all stages of growth. The microorganisms in ML/Microbial Root Dip are a living consortium of photosynthetic strains. ML/Microbial Root Dip cannot burn plants because it does not contain any NPK.

Available in 4 oz for Retail and 1 Gallon Professional Use
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IPPCA Updates Name

The IPPCA is pleased to announce a name modification effective 1-1-2011. The modification has been implemented to more fully reflect the all inclusive nature of the association, its membership and its mission statement. This move by the Pond Industry’s Trade association to modify its name from International Professional Pond Contractors Association to International Professional Pond Companies Association, retains the current well known acronym of IPPCA. This move will continue to move the association forward in its mission to: Promote, Protect and Advance the Pond and Waterscape Industry.

The Trade Association is entering its 7th year of supporting and advancing the Pond and Waterscape Industry’s positive image to consumers as well as industry peers. The IPPCA is host to many events and programs such as INFO TANZA, Pondittat For Humanity, the Certified Wildlife Ponditat program, a top ranked consumer data base for member referrals as well as a mentoring program, a Legislative Action Team, and a Pond Hobbyists Hotline, to mention just a few of the many great things the association has done for the industry since its inception.

www.IPPCA.com • Info@IPPCA.com

Atlantic Water Gardens introduces a new size in its Colorfalls Kits line.

Add a breathtaking dimension to a water feature…

Atlantic Water Gardens announces an additional size to its Colorfalls Lighted Falls Kits.

Designed as a perfect fit for formal retaining walls and pond-free applications, our Colorfalls Kits offer shimmering light in hues of soft white, blue, red or crystal white while combining all installation components needed in one convenient kit. Now Atlantic is offering Colorfalls Kits in 3 sizes – the new 12˝ size in addition to the 24˝ and 36˝ sizes.

Each Colorfalls Kit includes a lighted colorfalls weir, a colorfalls basin, a Tidalwave pump, flexible PVC pipe, and an anti-splash mat in addition to all the needed installation components. Enjoy the beauty of your water feature day or night with our Colorfalls!

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The White List System for Control of Aquatic Plants in Texas was Rejected as Unenforceable.
Senator Hegar Rejects White List Proposal at Texas Parks and Wildlife Department Meeting

made. I am not confident that the arrived-upon proposal is enforceable or realistic for Texas. With the list and rules now complete, it is clear that approval of this measure would severely impact our state’s economy and the biofuel, nursery, and gardening industries across the state," said Senator Hegar.

To see the full press release from Senator Hegar’s office go to POND Trade News on our website – http://bit.ly/hu43pd

Thank you to everyone who worked hard to help stop this legislation. Now we need to help the industry by abiding by the “black list.” In the May/June issue will be an article about how the industry needs to work with legislators to update and support the established black list of noxious and invasive species. Don’t miss it.

AQUAPONICS

You are most likely familiar with Hydroponics as it is a technology that has been available for many years. In recent years, we have begun to see the melding of Hydroponics with Aquaculture under a new banner called Aquaponics. The concept is catching on because the plants grow so well in the rich waste water from fish culture. There are many variables and a number of competing design formats but all share the common benefit of offering a relatively simple way for homeowners to grow tasty, nutritious vegetables and fish, like tilapia, trout or even koi, in their backyards.

It is our hope that, Aquaponics might offer a new business model that could be a positive adjunct to the pond business for many of us.

We have been following the progress that Vicki Vaughan and Carl Forss of Flat Rock Koi are making in the development of their systems, as well as other manufacturers.

We at POND Trade have been researching this new market segment and are now testing the concepts and available systems.

Watch for future articles. If you follow POND Trade Magazine on Twitter or Facebook you will receive updates as they happen.
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