A Pond in the Middle
The Hybrid Pond – A little of this, a little of that

Pond Design
- Plant vs. Rock

Do Different Fittings Really Make a Difference?

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Pond Design – Plant vs. Rock Edges

Jeff Rugg, MLA, ASLA, Horticulture Educator
University of Illinois Extension Service
The first question is what do your clients’ think are prettier–rocks or plants? It is time to leave the old style rock pit behind and to move into a new, prettier future of water garden pond building? Learn how to make that pond a real water garden, reduce your labor, increase your profits and get great referrals.

Fall Finale – Aquatic Plant Care in the Fall

Cyndie Thompson, Colorado Water Garden Society President
With the change of seasons comes the time to winterize your customer’s water gardens. Learn some great tips from Cyndie who has 20 years of water gardening experience. Plants need special care for successful overwintering - information you and your customers need to know, so their ponds and plants will be ready for next year.

Coast to Coast – Part 2

Shaun Kelly, United Aquatics
Continue to follow Shaun across the UK and learn about a variety of successful retailers. They share their knowledge and passion for the industry by showing you the way they handle displays, the products they stock and then meet these owners and managers.

Gold in Them Tanks!

Joe Pawlak, Blackwater Creek Koi Farm, President of NOGGA
Goldfish are a must. If you are not carrying goldfish, in addition to your other livestock, you are missing out on many valuable, profitable sales. Joe makes several really good points in this article. Key is that goldfish sell for less, and have a very good margin. Read how and why to capture these sales here.

COVER STORY – A Pond in the Middle
The Hybrid Pond – A little of this, a little of that
Tom Graham, POND Trade Magazine
Many pond builders are now exploring ways to combine technologies and techniques from the koi pond world with the water garden domain to create what are often called hybrid ponds. Learn about what they have in common and what they do not. Easy affordable maintenance was a key desire for the homeowners of the pond featured in this article.

Do Different Fittings Really Make a Difference?

Michael Cox, Koi Nations Magazine
We always hear about the efficiencies of some pipe fittings over others, but let’s find out how they work in a controlled test. Is it worth using two 45° elbows vs one 90°, to attain better flow or is there another choice? Learn what actual head, dynamic head, and Total head are. Read this to find out how to increase your pumps output by 12%.
32 **Language of Koi – Shiro Utsuri**  
Matthew Corino, Sugar Loaf Koi, Inc.  
Grand Champions traditionally have been selected from the Gosanke class – Kohaku, Sanke and Showa; now Shiro Utsuri are strong contenders for this prestigious award. Learn how to select a young Shiro Utsuri. Find answers to whether yellow on the nose is a problem and what the black should look like.

38 **Overwintering Koi Under Thick Ice**  
Jamie Beyer, Midwest Waterscapes  
A very in-depth and informative article that you need to read if you have a koi pond. Jamie shares his 17 years of successful koi keeping through the very harsh midwest winters. The simple techniques outlined here can help the hobby of keeping koi to prosper, even in areas where it is very cold. For those of you in warmer climates, this is a good read for you too.

44 **Are You a Used Car Salesman?**  
Pamala Greiner, The Green Pen  
We all sell. In dealing with your customers it is important that your communication style, and your appearance dispel any notion of the “salesman” stereotype. Pam tells you about her personal experiences and shows you what not to do as well as sharing six important things you should do. This will help you succeed in the never ending quest to find and keep loyal customers.

46 **Falling into Winter**  
Help your pondkeepers make seasonal transitions  
Curt Nuenighoff, TetraPond  
Guidelines to follow to better understand the process of transitioning from season to season for your customers water garden. Remember, you are the expert and your advice is the most important customer’s will receive. Includes a Fall/Winter Pond Checklist.

50 **Are Your Days Crazy? Take Control**  
Leo Babauta, zenhabits.net  
How do you take back control of your hectic, busy, crazy, chaotic days? You simply cannot be at your most effective if you are running around, putting out fires, and getting stressed out. Expert Leo Babauta will tell you how to take back control of your day. One example is “Control Incoming Communications.”

52 **Local Events Pay Big Dividends**  
Mike Garcia, ENVIROSCAPE, Inc.  
What are the benefits of hosting a pond event? They are a great opportunity for much needed networking. You learn and see new things for the industry and meet new people in the business that you can learn from and share your experiences with.
Letters to the Editor

Hi Cindy,
Just want to tell you that I really like the current issue. Really nice mix of articles. You must be spending every waking hour generating ideas and articles.
A big pat on the back to you and Tom!
Susan Boland

A letter from the owners of the pond featured in the article titled A Pond in the Middle, page 24 this issue.

Hi Tom,
We are pleased that you like how (our pond) turned out. Yes...we LOVE it!!! We sit out there every night and RELAX! Annie is now able to get by the edge and wet her feet. With her M.S. it makes her feel more human to be able to interact on a simple level.
Thanks so much for stopping by and writing the article. We saw the change in the magazine name and like it. We have been reading online and will subscribe soon so we can have hard copies.
Be well and thanks again!
Alan & Annie Sammartano

Moving - Let Us Know

If you have moved, please update your address with us.
Starting with the last issue, July/August, you should have a subscription number printed on the address section of the front cover. The format will look something like this, CZN0000012345. It is CZN followed by 10 digits.
You can email your changes to addresschange@pondtrademag.com. Please include the CZN number and your OLD Zip-code, as well as the new address in your email. Please also include the zip + 4 if you know it.
Out and About

It is really good to get out and about. One can hardly come back without having grown and learned from the experience. Over the past few months I have visited ponds built in Southern California (see the hybrid pond article *A Pond in the Middle* in this issue) and I was in Seattle for PNKCA’s (Pacific Northwest Koi Clubs Association) 25th Annual Seminar, and visited local dealers and ponds there. Then Cindy and I flew to England and went to the British Koi Keepers’ Annual Show (Britain’s largest annual national koi show), wandered Kew Gardens outside of London (they are having their 250th Anniversary), and saw several koi and water garden dealers around southern England.

Then I was off to the Chicago area for Pondamunium (10th Annual Celebration by Aquascape) and the International Waterlily & Water Gardening Society’s 25th Annual Symposium. It is virtually impossible to come away from all of this without being overwhelmed by the vitality and diversity we enjoy in this trade/industry/niche market.

Most of us have felt the hammer of the recession, some much harder than others. But what I felt and saw at these events was enthusiasm and innovation, hope and joy. Most of those I spoke with were focused on serving their customers as best they could and on sharing new products and services they had to offer them.

Manufacture’s have you entered your new products in our PRODUCT OF THE YEAR competition yet? If not, time is running short. If you have new products that you have introduced to the marketplace in 2008 or 2009, they qualify, but you must act now. The deadline is coming up fast—October 31, 2009.

Would you like to get your magazine delivered to your email each issue instead of receiving the printed version? We are working on rolling out a digital version of POND Trade Magazine right now, so watch for announcements to come in our newsletter. If you are not yet signed up for the POND Trade Newsletter, don’t miss out. You can sign up at pondtrademag.com/newsletter/signup/

With this issue, we reach the one-year mark publishing POND Trade. I wish to thank you all—readers, advertisers, writers and friends for your amazing support. It has been a real pleasure working with all of you, and I look forward to continuing to bring you the very best news and information possible in our magazine, newsletter and web site.

As you read through our pages, please be sure to remember our valued advertisers, without whom this publication would not be possible. Give them a call sometime soon. They deserve it, and you might be surprised just what they have to offer you to help you grow your business today.

Editors Perspective

We meet with long time friends Ann and Richard Telford, owners of AllClear Water Purifiers, at both the BKKS National Koi Show and then later at Hever Castle and Gardens. Hever Castle (south east of London) was the childhood home of Anne Boleyn, Henry the VIII’s second wife.

From L to R: Tom Graham, Cindy Graham, Ann Telford and Richard Telford

L to R: Jasper Kuiper from Evolution Aqua and Tom Graham at the the British Koi Keepers Society National Show, June 2009.

**EDITOR**

Tom Graham
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I have a couple of questions. These questions are not for installers of koi ponds, swimming pools or water features; they are for professional water garden pond installers. The first question is what do your clients think are prettier—rocks or plants? And the second question is which one will make you more money—rocks or plants?

If you are installing water gardens, then you need to be installing plants.

Show a dozen of your potential customers the same pond in your portfolio when it was brand new when all you can see is the shoreline rock work and the same pond a year or two later when the plants have covered the rocks and you will probably find that they would prefer that you install the pond in the second picture. If you are installing water gardens, then you need to be installing plants.

For most people, plants are what make a water garden pretty, not rocks.

Many pond installers leave too much of the final plantings up to the water garden owner. A water garden is a wetland perennial flower bed. Landscapers would not dig up a section of a customer’s lawn, scatter a bunch of rocks around, set out one or two potted plants and then tell the customer that it is up to them to find some more plants to fill in their dry land perennial bed and make it look pretty.

It is time to leave the old style rock pit behind and to move into a new, prettier future of water garden pond building.

For most people, plants are what make a water garden pretty, not rocks. If your pond installation (especially the edge) is dominated by rocks, you are not building the prettiest ponds in most people’s view.

Adding more plants and providing them with proper places to grow will mean changing the way you install the water garden pond. It will mean thinking ahead as to how the plants are going to grow. Before you dig the water garden’s hole,
you should know what water garden plants are going to be used and you should have a planting plan to work from. You must know where the tall plants are going to be installed, so you can prepare the pond’s hole for them. You must know where the ground cover and flowering annuals are going to be planted.

You will also need to know what dry land plants you will be planting along the water garden edge to blend in the whole garden. Wetland and dry land plants that hide the pond’s edge will blend the water garden into the surrounding dry landscape’s view and therefore make it look like it belongs there.

Designing and installing wetland flower beds is good for pond installers. You don’t have to carry around so many back breaking rocks and you can sell more high value plants up front. You can also sell larger plants that fill in quickly, instead of small plants that they will have to wait for. You can make even more profit by selling the dry land perennials that go around the pond edge to make the water garden prettier.

You will only have to change your construction methods slightly. Instead of the same predictable, upside down pyramid shaped hole in the ground that has the same size steps going down all the way around the pond, how about creating a natural look to the hole. Make some shelves wide and others narrow, make some shelves deeper and some shallow, all depending on which plants will be growing on that shelf. Dig a divot or trench in the bottom of a shelf to create a deeper plant pocket in some shelves so that taller plants will have a deeper more wind resistant root system.

Garden plants are installed, not left to languish in the pot. Some pretty garden containers do grow plants for a season or two, and water gardens can have some potted plants, but for a water garden to look its best, most plants should be installed in the rocks and gravel.

Make some shelves wide and others narrow, make some shelves deeper and some shallow.

What do people look at? The rocky shoreline or the dry land plants behind the stream? Why aren’t there any wetland plants? Were there two landscapers involved? One to install the stream and one to install the dry land?

Tall potted plants have a hard time standing up. Even though there was plenty of room and rocks to plant in, this plant was left to fend for itself. A lot of expensive work was wasted on placing the large flat stones around this pond. The stones create a visual barrier between the wetland and dry land and serve no purpose.
No matter what climate you are building the pond, there are plenty of shoreline plants that will grow in the variety of conditions you create. Now of course, there is a caveat. If you take a plant out of the pot and plant it into the gravel, the whole area is now available to the plant to grow in to. Some un-potted plants may become bad neighbors and act like weeds. They will try to claim the whole pond as their own huge pot. The same plant that will behave wildly in one pond may not do so in another pond or a different climate. There are plants that can not be sold in some states because of their weedy tendencies that make wonderful landscape plants in other locations.

Do you know which water garden plants grow best in your area? Your home pond should be filled

with a variety of plants that you are testing. The more experience you have with water garden plants the better your water GARDEN pond designs will be, the more satisfied your customers will be and the more referrals you will get, which means more profits for you.

**Having a pond at home is not an option.** You must have one and another one at your work location and you must try new plants, filters and other products in them all the time. This is your livelihood and you need to do everything you can to become an expert and to increase your sales and profitability.
Okay, so not every plant is best for every pond, that’s fine, there are still plenty that are and it is up to you to find the best ones for each pond you build. Don’t build a pond and let the homeowner try to find the right plants themselves. They may mess up the whole design and it may not look its best and you will not get good referrals from it. It is ideal if you can plant the right plants when you build the pond, so that it will look its best in the future to your future customers.

Not only does the out of pot plant look prettier, but it will help prevent algae problems. Gravel areas give un-potted plants the ability to compete with algae cells for nutrients. The wider the variety of un-potted shoreline plants there are taking up the nutrients, the fewer algae cells there will be. Plants left in pots do very little to compete with the algae. The un-potted plants will make the pond edge look much more natural and therefore the pond will look prettier to most people.

Use 1 to 3” diameter gravel so that the roots and water will be able to move freely. There is no need to add kitty litter or topsoil to the gravel areas. The bacteria, dieing plant roots, dead leaves and other organic matter will eventually fill many of the nooks and crannies between the rocks. The plants will grow even better with this additional influx of nutrients.

In spite of the infill of organic material, water still flows into and out of the gravel along the shorelines. As the water level goes up and down with evaporation and pond filling and with wave action there is a constant ebb and flow of water and nutrients to the plant roots. This movement of water and nutrients into and out of the shoreline gravel is exactly what these plants are used to in nature.

Potted plants have exactly the same aerobic and anaerobic conditions in the soil around the roots, under the gravel in the pot and under the pot itself.
There is no real difference in anaerobic conditions to having some gravel along the shoreline than there is to having plants in pots on the shelves. However, there can be a big difference to having some gravel along the shoreline and having a big thick layer of gravel three feet down at the bottom of the pond.

Eventually, like any perennial, you may want to divide a plant that has been growing in one of these gravel beds. Just drain the water level down below the root area so stirred up organic matter will not cloud the water. Then move aside extra stones and pull the plant while giving it a bit of a shake to loosen more gravel and the plant will pull right out. Divide and replant it as you would any perennial.

Many existing shorelines of ponds that do not fit into the attractive category have a ring of stones, boulders or stepping stones surrounding the water. There is a physical and more importantly, visual separation of the dry land and wetland. Removing some of the visible rocks and replacing them with plants will help to make the pond edge blend into the surrounding landscape.

A few rocks and boulders make great accents in any landscape. Some areas of the country have mostly rocky ground and outcroppings and so in these areas, more rocks in the view make the pond fit into its surroundings. Even in these locations, plants will still make the pond look prettier.

Removing some of the visible rocks and replacing them with plants will help to make the pond edge blend into the surrounding landscape.

If all of the ponds you install are surrounded by a ring of rocks, it may be time for you to hone your skills and take your craft to the next level. If all you want to do is install ponds, fine, but installing water gardens will be more fulfilling professionally and profitably. Your customers will be happier too.

About the Author

Jeff Rugg, MLA, ASLA is a horticulture educator for the University of Illinois Extension Service. With degrees in science, zoology, horticulture and landscape architecture, Jeff uses his many interests to help and train others. He has managed garden centers in Texas and Illinois. He owned a water garden and wild bird nature store that sold pond equipment, koi, goldfish and water garden plants.

He has written a nationally syndicated, weekly newspaper gardening column ‘A Greener View’ since 1990. His articles and photographs have appeared in Pondkeeper, Water Garden Magazine, Landscape Architect and Specifier News, Landscape Contractor Magazine, Ponds USA, American Nurseryman and other publications.
Shorter days, cooler nights and a decrease in hardy waterlily blooms are sure signs that another water gardening season is almost at an end. With the change of seasons comes the time to winterize.

Until that first freeze arrives, there are many maintenance items that need to be performed. Yellowed lily pads and spent blossoms should be removed at the crown. All dead or dying plant material in the pond should be removed. As leaves begin their annual descent, remove all which blow into the pond. If deciduous trees are in close proximity to a pond, bird netting can be stretched taut over the pond surface to keep leaves from polluting the pond. This will decrease spring pond start-up efforts. Ponds with a skimmer should be monitored so leaves do not obstruct water flow, causing the pump well to dry up and burn up the motor. Water flow can slow or stop when warmer water temperatures and a decrease in surface coverage by plants, combined with cooler ambient air increasing evaporation, drops the water level below the skimmer intake.

If fish are being overwintered, their health is dependent on maintaining a balanced environment. A cleaner pond going into the dormant season decreases stress that may increase susceptibility to life-threatening disease organisms and parasites resulting from poor water quality. Partial water changes will decrease concentrations of nitrates left behind after natural bacteria break down excess food and decomposing organic matter in an ecologically-balanced pond. Keep mechanical and biological filters clean until they are shut down for the season. Biological filtration decreases in efficiency when temperatures fall below 68° F. and cease functioning at 42° F. When water temperatures drop to 50-55° F, it is best to discontinue feeding fish their normal diet. If fish are showing an interest in eating, a spring and fall food that is easily digested can be offered until water temperatures drop to 40° F.
If waterfalls are shut down for the winter; pumps and filters being removed from service should be cleaned and stored in an area where they will not freeze. Waterfall boxes with filters should be cleaned, removing silt and detritus. Pumps left in the pond should be cleaned and returned to the pond. An open area needs to be maintained for fish when the surface freezes. This will allow life-threatening toxic gases to escape. A small pump in the pond with the outlet one to two inches below the surface will keep an area open in mild freezing conditions, as will an aerator. De-icers are more effective for extended sub-freezing conditions. Also, waterfalls and streams provide moving water that is less likely to freeze.

Plants need special care for successful overwintering. Many water plants are perennial plants, meaning they will endure for a number of years, going dormant during the fall and winter seasons and returning the following spring season in colder climates. Plants usually have identification tags with temperature ranges for growing. USDA hardiness zones provide guidelines for determining which plants can remain in the pond. After the first significant frost, remove all dying and dead plant material in the pond. Excess “oxygenators” should be removed, as well.

Hardy Plants

Hardy waterlilies, lotus and hardy emergent plants should be placed at a sufficient depth to avoid freezing of plant crowns. Cutting away the dead stems from emergent plants can be left until spring, adding winter interest to the pondscape. Division of waterlilies and emergent plants should be done in the early spring as new growth appears.

If the pond is too shallow to over-winter plants, they can be moved to a basement or garage where they will not freeze. Leave plants in their pots, wrap them with damp newspaper and place them in a plastic bag. Make sure to keep newspaper and soil damp, but not wet enough to cause rotting.

Tropical Plants

There are a number of perennial water plants that are not winter hardy in many regions due to temperature extremes. These plants are often referred to as "tropicals." These plants can be overwintered or treated as an annual plant to be disposed of at the end of the growing season. If overwintering, they should be brought inside before temperatures drop to 60° F. If plants are left out too long, they begin to start to move toward dormancy, thus making the adjustment to the indoor environment more stressful. Before you bring plants into the

Debris

Debris - dead and dying material in the pond needs to be removed. The process of decomposition removes available oxygen and releases carbon dioxide, affecting (even killing) fish and other living organisms.

A clean pond at the close of the growing season improves water quality, decreasing algae in the spring.
Algae

Algae is feed by sun, excess nutrients and low levels of oxygen. In spring it is not unusual to have some algae until plants begin to grow. Waterlily pads shade the water and growing emergent plants take up excess nutrients. Many algae control methods kill algae, but it falls to the bottom of the pond, creating nutrients to feed new algae.

It is a good idea to hang a few sticky fly strips near plants to catch annoying gnats and other flying insects looking for a place to live. It is important to watch for any insect increase that may arise and treat promptly, before they get out of control. If any bugs are visible, crush them with your fingers or, if you are squeamish, use a q-tip. White flies, spider mites, aphids, and mealy bugs are among the hardest to control if you let populations get out of hand. A hard spray of water from the shower should be tried first. A soapacide can be used as an alternate method. Some plants may be sensitive; treat one leaf to see if damage results. As plants will return to the pond, insecticides should be avoided. Systemic insecticides should never be used.

Plants should not be fertilized again until the following spring, just prior to being returned to the pond. At that time they can be pruned and/or re-potted.

Cuttings

Another method of keeping plants for the following season is through cuttings. Water Forget-Me-Not (Nasturtium aquaticum), Blue Bell (Ruellia brittoniana), and Wedelia (Wedelia trilobata) are some of the most-easily-propagated. Cuttings can be placed in water, in bright light. Add water as needed and change the water if it develops an odor. When a good root system emerges at the “jointed” points on the stem of the plants, they can then be potted and maintained by placing in shallow water as discussed above.

Tropical lilies can be over-wintered by one of two methods. As the water temperatures cool, tropical waterlilies will develop tubers that will make new plants in the spring. They will be found during a search through the soil. Tubers can be stored in jars or zip-lock bags of moist sand in cool, but not cold, conditions. The other process is to maintain optimum growing conditions with heated water and artificial light throughout the winter. Fertilize monthly to encourage continuing growth.

About the Author

Cyndie Thomas is a Denver, Colorado native with 20 years’ experience water gardening at a mile high, with cold winters and a short growing season. She shares her intense passion for water gardening through educational programs at local nurseries, garden centers and garden clubs along Colorado’s Front Range. As Colorado Water Garden Society President for 7 years, and continuing to this day, she has pursued a number of research projects dealing with various aspects of water gardening, taking it beyond the hobby level. Her own gardens are a certified wildlife habitat and have been showcased on metro-area pond tours and in local printed media.
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Welcome back on our journey, I hope you enjoyed Part One and you found the visits interesting and productive for your business. For those who missed Part One you can find it Online at Pondtrademag.com.

**Saxons Water Gardens**

We jump back on the M62 and go one junction East to Saxons Water Gardens in Leeds. A stand alone busy site situated alongside a busy route into downtown Leeds.

Here Ian and Tracey Appleyard welcome us, the site was started by Ian’s father Lyndsey who sadly passed on in 2007, a real character and a loss to the industry.

Saxons Water Gardens is open 7 days a week with a turnover under $1 million.

Main areas of business are Water Gardens especially Fibre Glass ponds. A side business was manufacturing driveway gates, which resulted in this good idea of wheeled trollies to move these in and out every day.

A new tropical section has just been added to increase winter sales as Tracey says we constantly have been asked for aquarium products as a high percentage of our clients are Aquarium owners as well so it was a easy decision and so far has added turnover to the business.
In my travels around the US, I see hardly any sites that do both Watergardens and Aquariums. I understand many sites close for the winter unlike the UK. You should start asking your customers if they have an aquarium, and research the local market, it could be your next growth area. Let’s be honest it fits well, Fish + water + plants, just less water and a higher temperature.

We sit down over a cup of tea and I quizzed Ian and Tracey.

We start by what is going up and coming down in sales, Fishfood is up, Ian puts this down to the better weather we have had in the UK this Spring allowing customers more ‘Pondside’ time. Plant sales are down mainly due to the economy we all feel. Customers visit Saxons from a wide area, some travelling over 100 miles, but most coming from a 60 mile radius, which is good by UK standards. They are known for good pricing and a wide range so Pond customers will travel.

What is your site known for? Start asking questions to new customers who visit and start using the comments in advertising in fresh markets to drive business to your site. One thing that I have seen in both pond markets Recession allows opportunity to grow.

I ask them what is your best tip to pass to another retailer to increase sales, they both answer in unionison, “Good personal service and advice,” and they added “sell yourself not just the product,” which ties in why some customers travel 100 miles.

We get on to the subject of Online sales, never far away from a Brick & Mortar stores heart. Ian gave me the way Saxons handle this.

“When a customer calls the store to enquire on what size and type of pumps and filter they need which 8 times out of 10 is to compare against Online, we only give the price of the product they require not the make and model. We then invite them in for a consultation to discuss the customers needs. This usually tips it in favour of Saxons with the ranges and personal service.”

And finally “What makes you most proud of your business,” satisfaction of a good job is the answer.

I say goodbye and keep heading east. We leave the metro area of Yorkshire and slowly decline in height towards the East coast, the land becomes flatter and agriculture starts to take over.

Our next stop is A19 Koi near Selby, a Market town that thrives on Mondays as the market comes to visit. It is in a rural area so will give a different angle and input from the owners Paul and Debbie.

Paul was in the mining industry which was a major employer in the area. He has a love of koi for 27 years so took his redundancy payment and set up A19 Koi in 2003.

This is a koi hobbyist site with a relaxed feel. Clients come from all over the North of England to visit Paul. Koi Keepers will travel, but with any business you need to give them a reason to do so. A19 Koi keeps a immaculate store with a personal touch, like the walls covered in koi variety posters to help increase the knowledge of clients and sales of course.

A19 Koi is small site in comparison to other Water Garden retailers so every part of the store is used to sell products. The fully enclosed outdoor area is well laid out with an attractive main pond.
Koi can be very expensive and if clients have travelled some distance this relaxation area viewing the outdoor displays is ideal for allowing decisions to be made before purchase.

Q. What investment is planned in the business over the next 12 months?
A. Expansion of the building to allow a bigger sales area, a competitor nearby has closed so more local customers are coming.

Q. What would be your best tip to pass on to another retailer?
A. Always give fair honest advice and customers will appreciate that.

Q. What annoys you most about the Industry?
A. Retailers giving bad advice to customers.

Time is moving on so I say goodbye and head out of the door.

**Ings Lane Garden & Water Garden Centre**

We head for our last stop Ings Lane Garden & Water Garden Centre a 5-acre site just on the outskirts of Hull. On the way we pass the Humber Bridge.

Fact: When the Humber Bridge was built it held the title of the longest suspension bridge in the world for 16 years

Here Claire and partner Ashley await us. Ings Lane was started in 1970 by Claire’s father Bill, who passed away in 2003. As with Saxons Water Gardens a new generation comes with new ideas to carry the business on.

They have seven on staff and the breakdown is 20% indoor, 40% outdoor and 40% gardening.

Major investment has been made over the last 5 years and we will concentrate on this to see what it has brought to the business. Phase 4, the new Glasshouse starts soon.

Their new web site, www.ingslane.com goes live shortly to enter ‘cybersales’ and compete for business in this marketplace.
The new coldwater section with this imaginative use of the end pond with the glass has increased sales and people going all the way to the end.

I sit down with Claire and Ashley over a cup of tea, see a trend do you! We love our tea, the nations favourite drink. It must go back to when we had a empire including India a big tea producer. As I say to clients in the US, we did not need America so gave it you back, always good for a laugh. Anyone for Fireworks..

I quiz them on what is growing and declining

Ashley: Specialized koi equipment is growing mainly due to lack of competition in the area. Hull had a few specialist retailers of koi equipment who have closed their doors allowing Ings Lane to increase sales. String algae products are up, again probably down to a bright start in the spring.

Claire: Indoor plants are declining, in her opinion down to impulse sales in supermarkets.

Customers travel from a 25 mile radius and what has surprised them both in 2009, is how well better quality products are selling. Cast your mind back to Part 1 where at Water World, Lewis commented on how well high end water features are selling.

They both put this down to the economy, customers are spending more time researching the products before purchase allowing the items with better build quality, warranties and so forth to shine.

What is your best tip to pass to another retailer.

Claire: Make sure staff are clean and tidy with decent workwear.

Ashley: Be polite to your customers.

And on that note I say thank you and leave.

End of the road, next landfall is Denmark! Hope you enjoyed Coast to Coast UK Style. 

Fact: Population is 250,000

Tip: Put livefood at the cash register, great impulse sale.

For further information on the UK marketplace visit these useful links.

www.ornamentalfish.org - The main Industry body in the UK
www.bkks.co.uk – National Koi Club Society
www.direct.gov.uk – For UK business information
www.visitbritain.co.uk – Official Tourism site

About the Author

Shaun Kelly is a 20+ year veteran of the Aquatic Industry having performed roles in both the US and UK Pond markets for many years including residing in the US for nearly two years.

Currently Founder and President of both United Aquatics, LLC In the United States and United Aquatics, Ltd in the United Kingdom. Hence the United theme.

His companies Import & Export different Pond products between the two markets, offering the Pond Retailer something new and exciting.

For more information visit:
www.unitedaquatics.com
Call: Sales Catalogue hotline 856/985-9339
Contact: Shaun@Unitedaq.com
There’s gold in them there tanks!!! If you are not carrying goldfish along with your other livestock, you may be missing the opportunity for some additional sales.

I have a question for you. Would you rather have a twenty-dollar bill from a goldfish sale, or a twenty dollar bill from a koi or water plant sale? My opinion is that twenty bucks is twenty bucks! I’ll take it where I can get it!!

Goldfish are commonly the start of a hobby for many, many pond owners. How many times have you heard “I started with 10 goldfish from the pet store years ago.” (Believe it or not that was the start to my career in this business!)

There are many reasons to carry goldfish in your aquatic department.

• They are a lower price point item with a very good margin.

• They are very hardy and easy to keep in a small/inexpensive holding system

• They adapt well to most environments from rain barrels (another starter water garden item) to large koi ponds.

• They will not outgrow most containers 25 gallons or bigger and allow people to keep them without the fear of needing to buy/build a larger pond.

• They can be brought inside in an aquarium and enjoyed all winter long.

• They can be the start to a great relationship with a long-term customer.

In the next issue of POND Trade magazine, we will be looking at the different breeds of goldfish available and offering insight as to what varieties are the best to carry. We will also
talk about current trends and those "bridge" varieties that even the seasoned koi professional like to keep. Goldfish will help your business succeed. POND Trade will show you how!

Until next issue....

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

Joe is also President NOGGA – National Ornamental Goldfish Growers Association

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

About the Author
A Pond in the Middle
The Hybrid Pond
- A little of this, a little of that
(The Pond MakeOver Contest)

by Tom Graham

A koi pond design using a mix of components

Many pond builders are now exploring ways to combine technologies and techniques from the koi pond world with the water garden domain to create what are often called hybrid ponds. While there is no singular definition of what a hybrid pond is, it clearly is neither a conventional koi pond or a traditional water garden.

...the variables are numerous.

What is common to these ponds is that they are deeper than water gardens, averaging around 3’ in depth, but use water garden style skimmer boxes and/or filter falls filters in the design. Beyond that, the variables are numerous. Some designs include external filtration, external pumps, bottom drains, clean sloped bottoms, straight side walls and mortared stonework in a variety of combinations.

The goal in all of these designs is to optimize the environment for keeping koi. Deeper water helps protect koi from predators, since it is too deep for animals such as raccoons to wade in for lunch, and deep enough for koi to avoid predatory birds such as herons. This is not to say it is predator proof—just better than a shallower pond.

The deeper water also stabilizes the changes in the water temperature, changes are minimized because the water at the bottom, provides a buffer of cooler water to mix with the sun heated water on the top. Deeper water also provides valuable exercise for the koi, as they swim deeper and back towards the top. The water pressure in the deep water is said to help keep koi from getting obese.

Finally, a deeper pond allows a great deal more water in the same footprint, which dilutes toxins and helps slow down all changes in the water.

I recently got a call from Eric Tripplett, the Ponddigger, telling me he was building a hybrid pond for the winner of a contest he had held and he invited me up to take a look. Fortunately the pond was within easy driving distance, and he was building a hybrid pond, so up I went.

The pond fits tightly into a small backyard, tucked between a covered patio and the backyard fence. It is an upgrade from a previous pond, built in the same spot, so the...
I noticed they all wore latex gloves, which was smart, since a day of concrete work can wreck your hands for days otherwise.

Koi were housed in a separate container for a couple of weeks while the pond was being built. That was one of the criteria for the contest.

The new pond is just under 1000-gal and nearly 3’ deep. It features an external pump, UV, air blower, skimmer, back washable filter falls and a pressurized bead filtration system. Once the pond was deepened, a bottom drain was placed and the liner dropped in place. The crew worked carefully to eliminate wrinkles on the bottom since this was going to be a clean bottom pond. Once the wrinkles were smoothed out, they added enough water to keep the liner in place. The sidewalls were vertical, and large rounded boulders were brought in and mortared in place with tan mortar.

Included in the crew was another customer who was planning his future pond and wanted to get some experience in the pond construction.

The guys carefully filled all the gaps between and behind the rocks, working a row at a time, to allow the mortar to set up enough to support the weight of the next row of rocks.
All Done, and ready for some additional koi. The white container on the patio was equipped with a biofilter to hold the koi until the pond was completed.

The koi explore their new digs swimming along the near side wall of the pond. The rocks do not go all the way to the bottom as they do on the more exposed back and side walls. The bottom has no gravel and features a bottom drain, visible on the bottom left of the photo.

This marvelous desert tortoise is on record as being the largest one alive of its variety, and has been in the family for over 30 years. The pond sides are elevated, so she cannot get into the pond.
All the while they kept exposed concrete to a minimum with careful cleanup. I noticed they all wore latex gloves, which was smart, since a day of concrete work can wreck your hands for days otherwise.

**Easy affordable maintenance was a key desire for the homeowners**

On a job this size they did not use a mixer. They mixed the pre-colored mortar mix as they needed it, with a beefy drill powered mixing paddle in a 5-gal bucket. The final step was cleaning the excess mortar off the rocks with a large sponge and water.

Included in the crew was another customer who was planning his future pond and wanted to get some experience in the pond construction. He happened to be a part-time volunteer firefighter. As the crew discussed how they were going to move some of largest boulders into place, he went out to his truck and brought back a man lift. This bright orange tarp bag like device was very sturdy and had strap handles all around, so the team tested it out for moving the largest rocks. It proved to be an interesting device, and once everyone learned how to work together, the rock moving went well.

Easy affordable maintenance was a key desire for the homeowners. Thus, the design includes a bottom drain and no gravel so there will never be a need for a pond clean out. The filters are back washable, so it is easy for the homeowner or a service company to do regular maintenance. This is an obvious trade off against the beauty of river rock on the bottom.

Eric told me he now offers three kinds of ponds to all his customers—the water garden, the hybrid pond, and the koi pond. He explains the benefits and limitations of each, and has found his customers are very satisfied with the results.
We always hear about the efficiencies of some pipe fittings over others, and most often see them in writings or in some graph. Writings and graphs are great, but we wanted to find out exactly what the graphs would look like in a real-world situation.

The name of the game is “low friction loss.”

I contacted our friends at Aquatic Eco-Systems (AES) and spoke with Bob Heideman about putting together a comparison test. After a little back and forth on how the test would be done, AES came up with a test fixture that would show us exactly what happens in relation to our flow rates by using one 90º configuration over another.

Understanding it All

The name of the game is “low friction loss.” When you select a low-head, high-efficiency koi pond pump from one of the koi dealers, you will probably get a state-of-the-art, quiet, very low amp draw pump that will last for many years. In order to get the most out of that low-head pump, you will need to have a low-head plumbing system.

To illustrate this, just picture yourself carrying a heavy rock, moving in one direction, and then trying to change direction 90º in a short distance. You will almost have to stop, which takes energy, and then restart in the other direction, taking more energy.

Let’s face it, with today’s energy costs, we need to be concerned with conserving energy, and you can get that little bit extra just by selecting the right pipe fittings. By selecting the correct elbows when you build your piping system, you can use a smaller pump than you otherwise would, thereby saving energy. Even if you can’t find a smaller pump with lower energy consumption, you will still benefit by getting more water flow from the same pump. And who doesn’t want more water flowing over their waterfall?
Get This Through Your Head

The term “head” as it pertains to pumps has two parts to it. The one that most people know is the “actual head,” or “vertical head.” This is a measurement in inches, feet or meters that specifies how high the water is being lifted above the pond’s water level. In the case of a koi pond, “vertical head” is most likely going to be the distance from the surface of the pond water to the top of a waterfall.

Another part of the term “head” is commonly called “dynamic head.” Dynamic head is a total of all the things that resist water flow in the piping system. It includes the friction loss from the pipes themselves, the loss due to the water changing direction, and the restriction of filter devices, ball valves and any other components in the plumbing system.

“Total head” is the sum of both “actual head” and “dynamic head.” You must use your “total head” as a guide when selecting a pump. Water is heavy. That is why most pumps use more energy when pumping at low pressure than they do when pumping at high pressure. The weight of the water being moved is more of a burden on the motor than the pressure, or “head,” it is being lifted to.

At a higher pressure, the pump is moving less water, so it is doing less work. It is also the weight of the water that causes so much head loss when it is forced to change directions. To illustrate this, just picture yourself carrying a heavy rock, moving in one direction, and then trying to change direction 90º in a short distance. You will almost have to stop, which takes energy, and then restart in the other direction, taking more energy. If you could make the turn over a longer distance, it would not take as much energy.

Where, What And How

The test took place at the Aquatic Eco-Systems facility in Apopka, FL. In the test, we compared 90º PVC elbows to two 45º elbows and 90º sweeps. Trying to keep the test as realistic as possible short of building an actual pond, a 500US/416UK gallon show tank was used as our pond.

For the plumbing, 3ft/91.4cm of 1.5in/40mm PVC pipe with two 90º elbows that lead from a 1/4hp SHE 2.4 pump to a bead filter running at 6psi was used. For the rest of the test 46ft/14m of 2in/50mm PVC pipe was used with eight 90º directional changes, as well as a 4ft/1.2m vertical rise to simulate a waterfall.

Each test was run six times and then averaged to get the final numbers in gallons per minute.

Bob did not want to rely strictly on a flow meter, so the flow was also measured by catching the pumped water in a 45US/37UK gallon tank over a timed period. Each test was run six times and then averaged to get the final numbers in gallons per minute.

Just a quick note here; do not get caught up in what equipment was used for the test. We are not testing equipment we are testing the turning options we have with different pipe configurations. The equipment used is just a means to an end.
The Results

The Short, Common, 90° Elbows
35.5US/29.5UK gallons/min, which is 2130US/1773UK gallons/hr.

Two 45° Elbows next to each other
38.5US/32UK gallons/min, which is 2310US/1923UK gallons/hr.

The 90° Long Sweep
39.8US/33UK gallons/min, which is 2388US/1988UK gallons/hr.
Just Some Thoughts

I must be honest, I was expecting a larger difference between the pipes, as probably many of you were, and as Bob pointed out, “At first glance, that may not look like much of a difference—hardly enough to worry about. But when you realize that you can get as much as 12% improvement in your pump’s output simply by using different elbows, you’d have to be crazy not to do it!”

Here are some points I would like to make as food for thought. The difference between the common 90 and the sweep 90 is 4.3 US gallons/min, which works out to 258 US/215 UK gallons/hr. As Bob mentioned, it doesn’t look like much, but let’s go just a bit further with it. 258 US gallons/hr is 6192 US/5155 UK gallons in a 24-hour period. If you have a pond that size, you will get one more pass through your filter each day. If your pond is half that size, you’ll get two more passes through your filters per day. I think you can agree that is a pretty good trade off for just changing some elbows.

Keep in mind we only used a few turns; in an actual pond you could have quite a few more than that hindering your flow even more.

Even if you think the 12% increase is not worth your time and a few extra pennies think about it this way: If you wanted a targeted gallon/hr flow, you could very easily get it from a bigger pump than needed, or you can plumb your system more efficiently and buy the smaller pump and get the same targeted flow rate. The bigger pump will get the job done; however, the smaller pump will cost you less to purchase and less in annual operating costs.

- Bob Heideman (deceased) and Ryan Chatterson of Aquatic Eco-Systems, Inc. contributed to this article.
Here is an impressive group of Shiro Utsuri. Shiro Utsuri are black and white koi. The black appears as bands around the body. Black on some portion of the head and motoguro on pectoral fins is desirable.
by Matt Corino
Sugarloaf Koi

They say that you start with Kohaku and end with Kohaku. While this may be true to some, Shiro Utsuri is the other two-color koi that many koi keepers are starting to place in their top lists. Grand Champions traditionally have been selected from the Gosanke class – Kohaku, Sanke and Showa; now Shiro Utsuri are strong contenders for this prestigious award.

Good Shiro Utsuri are hard to find. They are one of my favorite varieties because of the changes that happen to them over time. They are more difficult than Kohaku in the respect

This is a nice two-year-old Shiro Utsuri, but will its head become less yellow. This appears to be a female Utsuri, so there is a good chance as this koi matures the yellow on the head will decrease and become a more valuable koi.

This koi is lacking several attributes of a good Shiro Utsuri. Its skin and confirmation are good, but needs more black overall.
Hi Utsuri and Ki Utsuri

What kind of customers do you have? If you have a collector or someone who is not interested in entering koi shows, the Hi Utsuri has become very popular. The Hi Utsuri pattern looks like a red koi with bands of black. One more Utsuri is the Ki Utsuri. This koi is a little harder to find. It is a black and yellow koi. Traditionally neither of these koi when at koi shows, but are impressive to have in a pond.

This Usturi has good body conformation and the black in the pecks is good. The sumi pattern is a little heavy, especially by the tail and it would be nice if the pattern was a little more checker board – more balanced.

that Kohaku have all their color generally up at a young age, Shiro Utsuri take many years to develop, and sometimes the changes are drastic. This is why they are a great type to encourage your customers to have in their pond.

When selecting a Shiro Utsuri, it is important to keep in mind that it is a black-based koi. This means that the sumi will generally rise up on the koi in areas you may or may not want it. I generally do not recommend a Shiro Utsuri with a lot of sumi at a young age, because as it grows and matures the sumi generally will increase and to may become too much and be too dark. For the sumi that is up, look for "inky" black somewhere in the sumi. If it is charcoal or grey and there is no jet black in it, I usually pass on it.

I usually look for a young Shiro Utsuri (2 to 3 years old) that is mostly white and has black in the eyes or base of fins. Call me crazy, but this is my trick on selecting them after speaking with a well-known breeder about them. Lots of our customers have been very successful at koi shows picking their Shiro Utsuri this way.

I will say, in Japan in October, all the pretty patterned Shiro Utsuri sell right away, the understated ones, the ones you
Matt Corino is the owner of Sugar Loaf Koi – NYKOI.com. He has been in business for over 18 years. Matt started in koi when he was only 14 years old, studying koi at one of England’s largest koi centers. At 18 he took his first trip to Japan, where he studied under Sakai Isawa, then Shintaro. Sugar Loaf Koi is a family owned business located near New York City in Campbell Hall, NY.

For more information call or email – 845-294-5162 sugarloafkoi@yahoo.com

A great shiro with a little more developing to do. The skin should become whiter.

Here is the same koi taken two years apart. Notice the sumi has come up and the body conformation has greatly improved.

About the Author

want are there for the taking, at a good price. This is only one aspect of selecting good Shiro Utsuri.

Skin, is another thing to look for in good Shiro Utsuri. The skin should be bright white, the head is nice if it has no yellowing, but can be yellow if the koi is female. Female Shiro Utsuri will usually whiten up if they have a yellow head when young; males seem to develop yellow.

If the skin has no luster, the koi will look flat.

In a good Shiro Utsuri, the sumi will stand over the shiroji (white skin) and give more of a 3D effect. This you cannot tell from pictures, you have to see the koi in person to see this.

As with all koi, look for good body conformation and bone structure, and with a little bit of luck, and great water quality, you can develop a great Shiro Utsuri.

About the Author

Matt Corino is the owner of Sugar Loaf Koi – NYKOI.com. He has been in business for over 18 years. Matt started in koi when he was only 14 years old, studying koi at one of England’s largest koi centers. At 18 he took his first trip to Japan, where he studied under Sakai Isawa, then Shintaro.

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Here is the same koi taken two years apart. Notice the sumi has come up and the body conformation has greatly improved.
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- Vicki Vaughan, Director of KoiLab

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The winter of 2009 was brutal in the Midwest. The lows on January 15th and 16th hovered around minus 21° F. in central Iowa. To overwinter koi in outside ornamental fish ponds in these conditions is something a lot of koi owners have never experienced. It can be done, however, and it is not that complicated.
Three Techniques

There are three basic techniques for overwintering koi where there are heavy icing conditions.

- The koi can be removed from their pond and brought inside a heated building or greenhouse.
- A structure can be built over their pond that collects heat from solar radiation, and/or heat can be added.
- The last technique and the easiest by far, is to leave them in their pond with the addition of aeration, and let it ice over naturally.

Most koi owners are very nervous about keeping koi outside under ice. This is a very “touchy” subject to serious koi hobbyists. They simply will not trust leaving their valuable fish in these conditions. They may not see the fish for three months, and when the winter winds are howling and it is minus 20° F., most hobbyists fear the worst. To make matters worse, there are articles warning that water colder than 39° F. can be lethal or at the very least, deform koi. Unfortunately, this kind of information is misleading and not factual, and, in fact, the ice layer actually protects them from the brutality of winter.

Koi (a variety of carp with fancy coloration and scalation) need a cold rest period in their seasonal cycle. They have evolved to endure cold water winter conditions. This cycle includes a gradual acclimation to the onset of winter and cold water over time. This is naturally done in the late summer and fall when, as the weather cools, they become acclimatized to very cold conditions. Taking a koi that has been in 60 to 70° F. water and immediately placing that fish under ice in a winter pond would most likely prove lethal.

We can get some clues as to how our koi can overwinter by observing carp that overwinter just fine in Midwest lakes and streams. Streams will have open water in the channel where the water flows fast. It is churning and mixing the entire water column all the time. The water is continually being exposed to subzero air temperatures. The actual water temperatures in these streams are very close to 32° F. In my own aerated 10,000-gal koi pond system that is 5.5’ deep the bottom temperature was just above 32° this past winter. I have checked my thermometers for accuracy and they are correct. All of my 38 large koi survived the winter in great shape. I have been using the same technique for the last 17 years and have always been successful.

How to be Successful

So, just how can a serious koi hobbyist successfully overwinter their fish under thick ice? Let me explain some steps that will work for you.

Pond design is always important for many reasons but having the right design for overwintering fish is rarely discussed. The best design for a koi pond is one that is open without a lot of convolutions to the edge. Avoid overcomplicated designs, such as islands, channels, peninsulas and similar additions that can create what are called “dead zones.” These zones are exactly that - DEAD - devoid of life due to low oxygen (O2)! It is difficult to adequately circulate the water in these areas and consequently they usually have lower O2 levels. They are likely to be lower in O2 all times of the year, but during winter when the pond circulation is even less, it can become a lethal area for your fish. You can reduce the possibility of these anoxic conditions in the dead zones by...
Adding aerating points. If this is not done, then be very aware that these areas can contribute to fish kills during the winter.

It is important to start preparing for winter about a month or two before freeze-up (ice formation). Go through the fish collection and remove fish that are not wanted. Do this in the fall rather than the spring. The goal is to have as low a fish population as possible going into winter.

If there has been any salt added to the koi pond, water changes are needed to significantly reduce the concentration of it. Salt can lower the freezing point of water. So, a pond with salt can become super cooled. I do not have any direct experience with this situation, but I would venture to say that it could be lethal to fish.

Right before ice forms on the pond, the organic matter needs to be removed. If this is done any earlier, leaves can still blow in before it freezes. Once frozen the leaves do not blow into the pond as much. A lot of organic matter is not good for even a summer pond that is being circulated and filtered but this stuff in a pond that is going into winter spells almost certain death to our fish and the ecosystem of the pond.

By the time winter arrives, most of us have reduced the pond’s water circulation by shutting down high volume water pumps. Biological filtration becomes almost nonexistent due to bacteria going into their restive overwintering stages. These conditions can be lethal with a load of organic matter in the bottom of the pond. A few leaves are okay, but, a thick layer of leaves during the winter can be lethal to large koi resting on the bottom next to them. These leaves give off toxic gases and reduce the O2 levels in that area. With heavy aeration this area’s O2 concentration can be increased, but whether it will be enough is in question. So, get that organic matter out of there to ensure the koi’s survival.

Obviously, fish need to enter winter in good vigor and health. Do not add any more fish to a collection for at least a month or two before the onset of cooler conditions. Even though new fish may have been quarantined there is a chance of disease or parasite transmission right before winter. Also, only quality foods should have been fed to the koi all summer and fall. These fish feedings should stop when the water temperatures drop to about 50° F.

With the fish in good shape and the organic load minimized, the next step is to add aeration. Kloubec Koi Farms owner, Myron Kloubec, uses aeration in his earthen basin ponds. That is how he overwinters his large high quality beautiful koi in East Central Iowa. This is what Myron practices and recommends. That is how I also recommend overwintering ornamental koi ponds under heavy icing conditions.

The important aspects of aeration are to allow O2 to enter the water column and allow toxic gases to escape. These toxic gases include carbon dioxide, hydrogen sulfide, among others. These gases arise from decomposition of organic matter as well as from fish and other critter respiration and excretions.

Adding aeration lowers a pond’s water temperature more quickly than without, but the temperature does not go any lower than what it would have been anyway. The ice in a typical Midwest pond that is 4000-gal and 30˝ deep can be as thick as 15 to 16˝. I have not seen ice thicker than that on this type of pond. Without any aeration the ice forms to within only 15˝ from the pond bottom. That water temperature at the very bottom is as close to the freezing point of water as it can get. By aerating the water you will lower the water temperature of the pond’s water more quickly, but the ice will actually be thinner especially around the area where the bubbles rise. The earth is an incredible heat source. It will continually supply enough heat to successfully overwinter our hardy fish in the Midwest without the pond completely freezing.
A lot of pond owners feel that they need to add a heater of some sort. Some common choices are stock tank heaters that may float or lie on the bottom. Of course, the heating element must be kept away from a rubber liner. The wattage of these can run in the 1500 watt range. This can amount to a lot of dollars to operate, but they do keep a hole in the ice open even in the coldest of conditions. There are smaller ones that use less wattage but the hole that is kept open is much smaller. Some O2 exchange will still occur in these ice free areas that in some years may be enough to overwinter fish. However, for the majority of fish ponds especially koi ponds, it is simply not enough. Circulation provided by aeration is still needed to aid in O2 exchange and to dissipate toxic gases. I cannot emphasize this enough.

Most of the time, I recommend not using any kind of supplemental heat. Lots of energy (and money) is wasted because the heat outside the hole that is maintained is immediately lost to the surrounding air. The heaters do not significantly raise an in-ground pond’s temperature. However, there may be specific instances where the use of supplemental heat is justified. For example, it is important to keep the area around the mouth of a skimmer box ice free if the main water pump, located there, is kept running. However, I generally recommend shutting these large pumps off and removing them as well as any kind of heater.

The best way to add aeration in our ornamental fish ponds is to use heavy duty air pumps. Aquarium air pumps will work okay as long as they are heavy duty and can take cold weather operation. These air pumps only take from 5 to 50 watts of power. I like to protect the air pump from the snow and rain by placing the pump in a 5-gal bucket with a lid on it. Cut a hole in the bottom large enough to allow the cord and air line tubing an exit point. Set the bucket on a couple of bricks so that is off the ground. A brick is placed on top so that the wind will not blow it over. Place the bucket at the side of the pond. Protecting the air pump inside the bucket will also prevent moisture from being pumped down the air line. This moisture will freeze and plug the air line. If this unlikely event should occur just simply abandon the frozen air line and put in another. You might think that the air line will collapse by the ice freezing around it. This does not happen.

Use silicone grade aquarium air line tubing. It stays flexible even during cold conditions. At the end of the air line use a heavy air stone. This needs to be placed in the very center of the pond and on the bottom. In larger ponds more than 20 to 25’ long, it would be wise to create two aeration points with two air stones.

The amount of air that should be supplied to the air line is enough to create what I like to call a “good bubble” – a steady rise of bubbles. I do not like to see a raging boil which can create currents in the pond. Situations where the fish have to fight a current can be lethal during those long winter months under the ice. They simply do not have that much energy with those kinds of cold conditions. They must be able to simply rest during the winter. After you add the air, watch the fish and see if they are swimming against a current. If so, then reduce the amount of air.

The aeration set-up needs to be checked every day to make sure that it is working. If it fails, for whatever reason, the O2 levels can drop in just a couple of days. If you are going on vacation, then either have an extra air pump running or have someone check what you have while you are gone. The extra air pump is a good idea anyway.

When the outside temperatures are 10 to 15° F or higher there should be an open hole in the ice where the bubbles rise. However, when the temperature drops lower the hole will “dome” over with a thin layer of ice. This is okay since you are pumping air under that dome. O2 is still being supplied to the area and the toxic gases and excess air can escape through micro
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Shoveling snow off the pond is something I would not do. You do not want to disturb the fish, and by shoveling you are creating quite a disturbance on the ice. You also could get too close to the thin ice near the aeration hole and fall through. Leaving the snow also creates more quiet dark areas in the pond, establishing a better winter environment for the fish. Besides, it can be a lot of work that is not necessary.

Overwintering valuable koi outside under heavy icing conditions is about as stressful to the koi owner as any other fish keeping task. You have to have faith that your aeration technique is going to work and your fish will come out of winter looking a bit thinner but still very healthy.

The other techniques that you can use to overwinter fish are to bring them inside or build a structure over their outdoor pond. Both of these options are a lot of work and expense. Leaving them outside in your properly designed pond, keeping the organic load low, keeping as low a fish population as possible and finally, providing adequate aeration, will ensure that your fish will be fine. These simple techniques discussed here can allow the hobby of keeping koi to prosper in areas where it is very cold.

pores in the dome ice. It is never smart to pound on the ice due to the possibility of shocking the fish but I like to just poke the thin dome ice to make sure that air is still escaping. Leave most of the dome but still poke a small hole. I like to see this dome form, since it keeps a lot of the really cold air from reaching the pond surface.

Some may think that a water pump placed in the center of the pond with the outlet shooting straight up will provide the same benefit. Yes, it will until the intake of the pump plugs or it domes over. In this dome situation the pond surface is sealed off from the atmosphere and there would be no O2 exchange. Both disadvantages are difficult to deal with when you have heavy icing conditions. Use the air pump instead of the water pump.

The outside temperature on the day that this photograph was taken was 25° F. Notice the large hole in the ice. There are three 55-gal plastic drums shown in this picture. They provide structure for the fish to orient to. Not really necessary for overwintering koi but makes their pond more interesting for them.

The temperature has dropped to about 10° F. The ice is close to doming over.

About the Author

Jamie Beyer – The very popular subject of adding water features to a garden is one that Jamie Beyer brings a lot of knowledge and enthusiasm to. Jamie is a Lifetime Master Gardener from the Ames/Boone area and is founder and President of the Central Iowa Water Garden Association. Water gardening has been a passion of Jamie’s for over 45 years and, currently, he has three 10,000 gallon ponds and one 27,000 pond which contains many kinds of water plants and fish.

He combines this experience with his Master’s Degree in Fish and Wildlife Biology to become uniquely qualified to be one of the Midwest’s foremost experts on the subject. His broad background of fisheries, dynamics of water, wildlife ecology, and horticulture gives him impressive credentials.

Jamie frequently speaks and writes on all aspects of water features and water gardening to gardeners in the Midwest. In addition, he also has a consulting/installation business, called Midwest Waterscapes, which he works as a water garden, fountain and pond consultant/installer.

Jamie has considerable experience installing ponds, diagnosing water garden problems, teaching classes and helping do-it-yourselfers, do it right. Since the late 80’s, he has been involved with the design and installation of over 700 water gardens and features.

Jamie and co-author Veronica Fowler, wrote the Ortho Book All About Garden Pools and Fountains. Over a half million copies of the book has been sold since its publication.

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I often find that when I am working on a marketing initiative or plan that I draw from my personal experiences, putting myself in the shoes of a consumer. I also often find parallels between other markets and industries that help validate that perspective. Recently I decided to do a little car shopping, out of necessity and not the desire to own a new vehicle or the car payment that comes with it. I tend to buy a car and own it for many years, running it into the ground and getting every penny’s-worth out of it. I take my time to look for a vehicle that suits my needs and lifestyle, has the options I want that give it value to me, and lets me feel comfortable and happy about driving it. And yet, the idea of getting a new car is actually very stressful since it feels like a big financial commitment and I feel dread over going through the sales process.

My first step – open up the laptop and do a search for local dealerships. Some sites were great, others I navigated away from in mere seconds. The good ones were easy to read, professionally done, and I could find the information I wanted and needed to get me to the next step – picking up the phone. I called several dealerships to find out if specific vehicles were still available. The ones who returned my calls and gave me the information I needed prompted me to my next course of action – getting in the car to see the vehicles first hand. Now, here is where it gets dicey…

We all know the classic ‘used car salesman’ stereotype. Sadly there is a reason for that stereotype and it is because those people DO actually exist. Unfortunately, I also did encounter them. They are the vultures waiting outside and who descend upon you before you can even get out of your car. Promptly they begin their pitch and all the while you wonder if they actually are deaf since they seem to not hear what you are looking for and the price range you are considering. This hearing loss is more apparent in the last days of the month when they are trying to reach a quota or sales goal.

First, I found out that what I thought I wanted actually did not fit my needs and lifestyle. So despite my research, I was back to ground zero and looking at a car lot full of possibilities. Once I decided on a make and model the next step was finding one with the options and value at the right price. I ended up at a dealership where the vulture wasted no time. He swooped in and by chance he had almost exactly what I was looking for (not crazy about the color), but the price was a little too high. I was ready to move on, keeping that one in mind as a possibility, when he came at me with the, ‘let me see what I can do to EARN your business.’ Being the (detrimentally at times) trusting soul I am, I took him up on his offer to come sit down and talk some numbers while continuing to let him know that I was not prepared to make a purchase that day.

So the negotiating began. Well, at least for him it did. Quickly he began dropping the price until there was a number in front of me that was in my perceived budget. I really was sincere in my insistence that I was not prepared to make a commitment that day (and not fishing for a lower price) so I asked if I could take a day or two to think it over. Two days later I placed a call to the salesman (whom we now unaffectionately refer to as ‘Brokeneck’) and told him I was ready to commit. His response was, “Great! When will you come pick it up? Oh, by the way, it turns out that I can’t do the number we talked about. The price will actually be ‘x’ (about $1000.00 more than we agreed upon plus an additional $500.00 in bogus fees). Will you be using your own financing or ours?”

What?! Are you serious?! You tell me you want to EARN my business and then change the terms we discussed! It did not take me long to tell the man, politely, that I would not be purchasing the vehicle. Additionally, I carefully crafted an email to the salesman and his manager letting them know why we would not be purchasing the vehicle. I also let them know that I am an extremely loyal customer who values good service, honesty, and integrity. That they not only lost a sale, but a customer for life. That when I get excited about a product or service, I tell everyone about it and therefore they also lost an opportunity to further advertise, market, and brand their business in a positive way.
I believe every manager and business owner should receive one of those emails, letters, or cards every once in a while. It lets them know where they may be falling short and why they may be losing customers and sales. It lets them know what some people may be saying about their experiences with their company and what their ‘brand’ really may be.

Here is where I start drawing the parallels between my personal experiences and applying them to the industry I work in. Here is what you need to know:

1. Your Web site is often the primary first stop for many of your potential customers. If they have a positive experience and get a good feeling about your professionalism, it will often lead them to the next step – picking up the phone.

2. Return the phone call promptly. If they are calling you because they like what they saw on your Web site, marketing materials, or because of a positive referral from a happy customer, you want to make sure to continue that feeling of your company’s professionalism.

3. Listen to what your customer wants. While it is good to make suggestions and recommendations, make sure the focus is on what they want and need, and what will best fit their lifestyle while providing them the best value.

4. Don’t promise something that you can’t, or are unwilling, to deliver. When you set high expectations and then fall short, it is more disappointing. Promise small, deliver big!

5. Realize that pushing a sale may ultimately result in losing the sale. If someone is not ready to commit, it is important to stay top-of-mind in a positive and non-aggressive way. For most people, their time is valuable and constantly fielding phone calls (or avoiding them) after saying they are not ready, becomes a waste of time and annoying. On the other hand, ‘not ready now’ is not a ‘no.’ Keep on-going communications helpful and cheerful.

6. If you do get turned down for a job, try to find out why without being confrontational. Develop a thick skin, don’t get defensive, and consider the feedback constructive criticism. There will always be people who habitually complain and aren’t happy unless they are assertive and antagonistic, so take some things with a grain of salt, weed out the important information, and make changes accordingly. Sometimes it is more important to know why your not getting work as opposed to why you are.

Finally, we also face stereotypes in this industry. Landscape professionals are often viewed as uneducated, unprofessional, unethical, and unreliable. Which means that you/we are in the same boat as the used car salesman. Sadly, again, there is a valid reason why those stereotypes exist and the reason is because there are landscape professionals who perpetuate it. It also means that as an industry, before our customers sit down in front of their computers or pick up the phone, they already have a perceived mindset of who they will be working with.

Overcoming stereotypes is like climbing a mountain, a vast obstacle that keeps you from getting to the other side.

You are already climbing a mountain – an immense, daunting mountain. You have to make sure your marketing, advertising, and branding initiatives are consistent and professional. You have to make sure that your communication, appearance, work, and efforts defy the stereotype. With time you will build a brand and reputation that will turn that mountain into a molehill, effort will still be required but you have managed to make it an easier climb.

As for my ‘new’ car - I have found a salesman (not ‘Brokeneck’) and dealership that I really like and is willing to work with me to help me find the vehicle that will fit my lifestyle, budget, and provide me the best value. I will probably be driving this car for the next 10 years. Every time I get into the vehicle that is a perfect-fit for me, I will have a good feeling about the process of buying it and the people who will continue to provide service for me, whom I will gladly refer to friends and family.

Now, I challenge you to stop climbing mountains, develop marketing and branding initiatives that will make your work easier, and provide products and services that will leave your customers with a positive feeling and experience that they will feel every time they are in their outdoor living space so they WANT’ to tell their friends and family to pick-up the phone and give you a call.

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
Understanding how to transition the pond through the seasons is very important for you and your pondkeeper customers to understand. With the right techniques and products the change will be easy and seamless. Follow the guidelines below to better understand the process.

**Fall Prep**

Educating your customers on the importance of preparing their ponds for the fall is one of the most important conversations you can have. As air temperatures begin to drop, so do water temperatures. During this temperature change, the needs of pond fish are altering as well. It is very important to protect the fish from their changing surroundings including falling debris and decaying leaves.

Be sure to take some extra time with your new pondkeepers who are entering their first fall/winter season with their pond. It is probable that they aren’t even aware of what needs to be done and why. Additionally, you want them to come back to you next spring for their spring prep; therefore, it is your job to ensure a successful fall and winter. Remember, you are the expert and your advice is the most important they will receive!

**Fall Feeding – Planning Ahead**

In most parts of North America, water temperatures start to dip in early fall (September/October). Make sure your pondkeepers have a thermometer so they can monitor the water temperature as the fall weather progresses. Prepare your customers by explaining how to start changing fish diets to accommodate the changes these cold-blooded creatures will undergo. Wheat-germ-based food is ideal to transition fish in (and out) of winter because it is highly digestible at low temperatures. This is especially important because in the colder months, fishes’ metabolism and the pond’s ammonia-reducing biological activity are greatly diminished.

Remember, you are the expert and your advice is the most important they will receive!

**Prepping the Pond**

Remind your customers that fall is the time to clean out their pond (before water temperatures fall below 50°F). This is recommended since the fish will still be active and less likely to sustain injuries during cleaning.

Scoop up fall leaves from the surface with a fine net. Your pondkeepers may want to pump some of the water out of the pond to expose the planting shelves around the pond periphery. This will make it easier to hand remove leaves that have adhered themselves to the pond edges and shelves. Using a hose nozzle, blast off the accumulated debris and sludge around the pond shelves and edges, and then remove remaining debris with a net or pond vacuum. When replacing the water after cleaning, remind customers to add a water conditioner to remove harmful contaminants like chlorine, chloramines and heavy metals.

Once the pond is clean, this is a good time to add a pond net if there are trees nearby to protect it from falling and blowing debris. Advise customers to suspend it at least 18˝ above the surface. Securely fasten the net around the edges to prevent leaves from finding their way underneath it. However, if your pond owner has frog inhabitants, it is helpful to leave a small opening or two to provide them access to and from the pond. Avoid letting the net sag into the water. Not only will it create a hazard for your fish but leaves will collect in the submerged area and decay.

**Don’t forget the plants…**

Plant life can also be a source of debris. As marginal and deep-water aquatic plants begin to die back, prune dead stems and leaves to prevent decay in the water during the winter.

In late fall, recommend removing non-hardy aquatic plants like Water Hyacinths or tropical lilies from the water. Customers can store their plants in warm, frost-free conditions, like indoors, until next year.
For marginal plants in baskets around the perimeter of the pond, move them to deeper water to prevent them from freezing in pond ice. Hardy water lilies can be left in deep end of the pond over the winter. Bog plants can be insulated with straw or a commercial insulating material.

**Winter Prep**

Preparing a pond, and your customers, for the cooler, winter months is an important part of the relationship you’ve established. Most pondkeepers either don’t know what to do to prepare their pond for the off-season, or are unaware something needs to be done—until it is too late. Your customers are looking to you to know how to close up the pond, what equipment they will need and how to care for their fish during these months.

**Close up the pond for the winter**

The first step for your pondkeepers is to determine when they should shut down their pond equipment: the pump, filter and UV clarifier. If your winter temperatures are moderate, your pondkeepers may continue to run their pumps to keep the pond surface from freezing. Further north, where temperatures are more extreme, you’ll want to recommended shutting the pond down for two reasons. First, the pump will mix colder surface water with the slightly warmer, more stable temperatures in the pond bottom where fish take comfort and hibernate. Second, pond owners risk the chance of diverting

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**Fall/Winter Pond Checklist**

To ensure you cover all of the necessary fall pond prep steps with each customer, keep this checklist handy:

- Reduce the number of leaves falling into the pond with netting or remove them with a pond net
- Clean out the pond as outlined above
- Cut back dead or dying aquatic plant foliage during the fall
- Purchase a wheat-germ-based pond food developed especially for a spring and fall Diet
- Disconnect the pump, filter and UV clarifier before water freezes
- Store UV clarifier indoors for protection
- Store filters indoors (if manufacturer’s directions suggest)
- Purchase or have the pond de-icer ready for installation (in northern climates in risk of ponds freezing over). It will melt a small opening in the surface, allowing noxious gasses to escape.
Most pondkeepers either don’t know what to do to prepare their pond for the off-season, or are unaware something needs to be done—until it is too late.

water out of the pond and emptying it when the flowing water begins to form ice, especially on features like waterfalls or streams.

Recommend that your pondkeepers store their equipment indoors safe from the elements. It’s also a good idea to clean and inspect the equipment and replace any broken components. When shutting down the pumps, filters or any other equipment remind your pondkeepers if they are storing the equipment outside or in an unheated space make sure that there is no water left in the device that may ice up and cause the body/housing to break. If kept inside it helps to place the pump, if it is submersible, in a bucket of water to keep the moving parts and seals wet.

Winter Pond Equipment

It is important to recommend and stock a de-icer product. Take the time now to educate your customers on the importance of investing in a de-icer; waiting until their pond freezes over may be too late.

Gases, which are produced by decomposing organic material, are toxic to fish when they are trapped beneath ice covering the pond’s surface. De-icer’s are designed to keep an area of the pond ice-free during the winter, allowing harmful gases to escape through the opening. In small ponds, a de-icer is especially helpful in preventing ponds from freezing solid. For fish safety, it is extremely important to never break ice on the pond because the shock waves can be detrimental, and sometimes fatal, to fish.

There are energy conserving de-icers designed specifically for ponds that are inexpensive to run. As an alternative, you can advise them to melt a hole daily by setting a heated pan of warm water on the surface. Either method of creating an ice-free opening will let pond inhabitants breathe, maintaining their health and longevity.

Remember, winter can be stressful on a fish’s immune system. De-icer’s alleviate stress during the winter, making it easier for them to withstand diseases that are more prevalent in the spring.

Caring and Feeding Fish Throughout the Winter

In most parts of the United States it’s best to leave fish in the pond during the winter, providing the depth of the pond is adequate (18” or deeper) and there is little or no water circulation. The denser, warmer water will sink to the bottom of the pond, where it will be insulated by the cooler surface water or ice, and fish will gather in this deep, warm area. It’s important to advise your customers, however, that some types of fish, such as fancy goldfish with ornate tails, bubble eyes and lionheads, are sensitive to cold weather and should be brought indoors.

As winter approaches, pondkeepers should monitor pond water temperatures daily. When the water temperature falls below 39°F (editors note: many koi keepers stop feeding koi when water temperatures fall below 50°F), pondkeepers should stop feeding the fish altogether. First-time pondkeepers may worry about not feeding their fish, but you can assure them that their fish will naturally rely on stored energy reserves to sustain them throughout the winter months.

Remember to go through this checklist with your pond customers. Taking these few steps now will ensure their fish will survive the winter and they are sure to enjoy a successful pond season next year.

About the Author

Curt Nuenighoff, TetraPond, serves as the pond products manager and is responsible for product development, business strategy, merchandising and marketing in North America. Nuenighoff earned an MBA from the University of New Haven and a BS from the University of Connecticut in Marketing.

TetraPond is an international leader in water gardening products, with its US headquarters in Blacksburg, VA. TetraPond offers a complete line of products for pond enthusiast, including pumps, liners, filters, UV clarifiers, water treatments, books and fish food.

Visit www.tetrapond.com for a step-by-step, how-to video on building and maintaining a water garden.

For more information call: 1-800-526-0650 or visit: www.tetrapond.com or email: Curt.Nuenighoff@tетra.net
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Some of us have such hectic, busy, crazy, chaotic days that we don’t have the time to even consider organization, goals, or routines. It’s when your days are so crazy that you need to take that time, and get your days under control.

It’s important, for your mental health, your sanity, and your productivity. You simply cannot be at your most effective if you are running around, putting out fires, and getting super stressed in the mean time. Taking the time to gain that control will make all the difference in the world.

Here’s how:

1. First, claim a block of time to gain control
   Yes, it will take an hour or two. Yes, you can find that time. Schedule an appointment on your calendar. If you really, really can’t find the time in your workday, get up early, or do it right after work. You can find that time if you really try. Your sanity demands it.

2. Make a list
   Do you already have all your tasks on a single to-do list, or several next-action lists broken down by context? If so, you are ahead of the game. If not, this should be your first step. Gather all you papers into one inbox (including post-it notes, phone messages, etc.) and process them, listing the tasks you need to do on your list or lists. However you do the list(s) is not important at this point. I recommend the GTD (Getting Things Done) method, but do whatever works for you. Making a list of your tasks is the first way to get them under control.

3. Plan Your Day
   Not just today, but every day. You need some sort of regular schedule in order to get things under control. Schedule your regular tasks in blocks of time: email, calls, meetings, processing your inbox, planning time, writing, etc. Try to have at least 15–30 minutes at the beginning of each day when you plan your day out in these blocks of time. This little time for planning each day is a simple way to gain control.

4. Stop multi-tasking
   This is probably the thing that makes your day the craziest. You can’t stay sane if you’re juggling a million things at a time. If you are doing this, you are not being productive either. Focus on one thing at a time (check the zen habits Website for the article How NOT to Multi-task).

5. Control Incoming Communication
   Others won’t let you do this? You need to be assertive and claim control of your time. Let others know when they can call you, or how often they can expect to receive responses to your emails. Turn off IM and chat. Turn off your email notifications and only check it once an hour, or on some other regular schedule. Let calls go to voicemail. You simply cannot respond instantly to every cell phone call, every email, every page, and every request at your desk. If you have to, put on headphones. Be clear and upfront with others about your availability and the times when you cannot be disturbed. People might not always be happy with it, but after awhile, they will begin to respect your time.

6. Review your day
   Set aside a little time at the end of the day to review what you’ve done, check off your to-do lists, update the lists with new items, put stuff back where it belongs, clear off your desk, and plan for tomorrow. Leave feeling satisfied.
7. Set routines

These regular routines are the best way to feel in control of your life. I’ve been working on a morning routine and an evening routine at home, and it also helps to have a first-thing-in-the-morning work routine (including Step 3) and an end-of-the-day work routine (Step 6). Make them a habit, and your days will be much less stressful.

About the Author

Leo Babauta is married with six kids, he lives on Guam, he is a writer and a runner and a vegetarian, and the owner of Zen Habits. He also is the author of a new best-selling book, “The Power of Less: The Fine Art of Limiting Yourself to the Essentials ... in Work and in Life.” If you want Zen Habits’ philosophy in a handy little volume, please buy the book.

Zen Habits is one of the Top 100 blogs on the Internet, and covers: achieving goals, productivity, being organized, GTD, motivation, eliminating debt, saving, getting a flat stomach, eating healthy, simplifying, living frugal, parenting, happiness, and successfully implementing good habits.

See his web site at www.zenhabits.net
I recently held a networking pond event at my home that drew upwards of a hundred participants. What are the benefits of hosting a pond event? How does one promote the event? Can anyone host an event?

As a professional pond builder, I am always seeking out new innovations and networking opportunities to grow my business. New innovations make our jobs easier and networking can result in huge savings in materials cost, since distributors give better pricing to their better customers.

My event had about 70 contractors and 20 plus manufacturers and distributors, which proved to be a great mix.

Planning the Event

I began planning three months in advance. First, I contacted my local landscape contractor’s association (CLCA) and told them that I wanted to do a pond event at my home, which would demonstrate the latest and greatest in pond and fountain technology. I promised to include new innovations from Europe. The CLCA was interested, as professional associations are always looking for fresh and creative ideas to keep their constituents up to date. My second task was to contact a supplier of pond and fountain technology and ask if they would be available to bring over some of their new products and have reps on hand to answer questions. Since I asked far enough in advance to fit their schedule, they happily obliged.

In the meantime, I attended several contractor events and expos, and collected business cards from attendees and talked up my event. I assured them I would email them details of the event as they developed. I also contacted my local chapter of the Association of Professional Landscape Designers (APLD) and informed them of the event, and they posted a notice on their website. I also wrote an article for the CLCA LANDSCAPE magazine, which reminded contractors of the time and the date.

Since I was hosting the event at my place, the manufacturer supplied tons of food (Carne asada, desert, salad and sodas) to help out.

I also contacted Kloubec Koi farm to see if they would like to participate in some fashion. They sent me a box of beautiful koi, to show the contractors the high quality and low prices of their koi, first hand.
I attended several contactor events and expos...

In addition to the savings available on their koi, they also offered a new program where contractors can earn money from referrals. See box on this page.

As the day drew near, I knew that the manufacturers and distributors wanted to see a large crowd of contractors. I made phone calls and emailed out to all the local contractors I know in my area. I also called the press and invited them join us for a hearty BBQ and a chance to network with those of us in the trade.

A few days before the event, I went shopping for food and goodies buying enough food to feed an army. A couple of days before the event, the manufacturer’s rep sent over some help to make sure everything was looking great for the event. We installed an incredible new fountain in my swim pond, which is fashioned to look like the world famous Bellagio fountain in Las Vegas, only smaller, made for the back yard.

Day of the Event

On the day of the event, I fired up the BBQ about 3:00 pm, and the meat was ready by 5:00. I got tables ready and then our guests started to arrive. Remember, if you plan on hosting an event, make sure to let your neighbors know what is planned and that parking will be scarce for the evening.

All the food was done and as attendees showed up, they ate, networked and drank to till they were quite full. As they wondered around many noted my clear swim pond. They marveled at the new quintet fountain and remarked how cool my floating vegetable garden was. That’s right, I have a floating vegetable garden in my koi pond. I planted tomatoes and lettuce and straw berries on a floating Island. I eat the food which comes from my floating Island. The veggies love the nutrient rich pond water.

A few distributors set-up small booths with products on display, which helped add to the networking atmosphere of the night. OASE, the sponsoring company, made a small presentation on fountain technology and answered questions. When asked by landscape contractors “How does one get

Kloubec Dealer Card

Kloubec Koi provided a box of “dealer cards” which we handed out to the contractors in attendance. Each card has a number, so by logging on to the website listed on the back of the card and registering, contractors and dealers can “Sell” fish to home-owners without ever handling the fish. It works like this: You build a pond for a homeowner. They ask “Where do you recommend I buy my koi?” You give them the Kloubec website info and your personal website Dealer ID number. When they log in and purchase koi, you get a 20% commission on the sale - Kloubec ships the koi by air directly to the customer.

Attendees were treated to great food, new products and a great networking atmosphere.
started in the water feature/pond business?” OASE told them about their two day fall/winter training seminars.

At the end of the evening we gave away the koi, which was a lot of fun.

**All in All**

All in all, the fountain technology event turned out to be a hit. It provided an opportunity for much networking and I made sure that before it ended, I announced other upcoming events that this group would not want to miss.

Was it worth all the effort to get contractors and manufacturers and distributors together? I answer with a resounding YES. Would I do it again? Definitely! I confess I am a social butterfly and these kinds of events have helped my business tremendously. But even if you are not, I would seriously recommend having/hosting an event in your neighborhood. Who knows, you just might be writing about it in a future issue of POND Trade Magazine!

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**About the Author**

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

www.enviroponds.com
Low Profile Magnetically Coupled Waterfall Pumps

Recently added to the waterfall pump line are the low profile pumps (PLP's) that deliver 2000 gph - 8000 gph both reliably and efficiently. The sleek design of the PLP pumps makes them ideal for water gardens, skimmers and large statuary with a small pump enclosure. While the one year warranty, ceramic shaft and lack of seals and oils made these pumps extremely efficient in water garden applications, the PLP5000 and PLP8000 have been re-engineered for longer life.

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Complete Multi-Functional Filtration

HydroMAX Filters combine mechanical filtration with optional bio-filtration and UV sterilization to provide a complete filter system on ponds of up to 3,000 gallons. With their larger size and greater filtering capacity, HydroMAX Filters outperform “compact,” canister-style filter and UV combinations. All models feature a strong polyethylene construction, water baffle plate(s), large filter brushes, filter pads and two waste discharge gate valves. For more information and other products visit: www.emperoraquatics-pond.com

Emperor Aquatics, Inc.
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www.emperoraquatics-pond.com

Over two years in the making, the International Pond and Water Garden Society (IPaWGS) is pleased to announce the launch of its Certified Wildlife Ponditat™ program.

The two-fold focus of the program is to first and foremost Promote and Protect our vital Water resources and secondly to protect and preserve the Wildlife that Waterscapes and Ponds automatically encourage to thrive.

The Certified Wildlife Ponditat™ program is extremely simple and loaded with goodies for applying hobbyists. For a small registration fee, applicants will receive a year’s membership in IPaWGS, gift packages from supporting Corporate Members of the Association as well as an in-door frame-able certificate and an outdoor plaque suitable for mounting announcing the fact that this area is a “Certified Wildlife Ponditat™” by the International Pond and Water Garden Society (IPaWGS).

The Certified Wildlife Ponditat™ program has met with overwhelming and literally unanimous support and enthusiasm by IPPCA members as well. The IPPCA (International Professional Pond Contractors Association) launched the hobbyist branch of its Association (IPaWGS) last summer and has since received enthusiastic support by both hobbyists and industry professionals. “The synergy created by these two groups is a win-win for both hobbyists and professionals” stated IPPCA Executive Director, Dave Jones.

More information will be available online in the very near future at www.WildlifePonditat.com including an online application.
TetraPond®, the leader in water gardening, today announced it has added a step-by-step ‘how-to’ video on its website, www.TetraPond.com, to further help new and existing pondkeepers design, build and care for the perfect water garden or pond.

“Our goal in creating the video was to answer a growing need from consumers to visually comprehend the process of building and maintaining their pond or water garden and to inspire those considering adding a pond to their yard,” commented Curt Nuenighoff, brand director for TetraPond. “Photos are helpful in showing a pond owner how to create and care for their pond, but a video takes it to the next level of understanding.”

“Additionally, homeowners are recognizing the many benefits of owning a pond and have an increased desire to build a backyard water garden paradise. Because of this growing trend, we want to help those who are considering adding a pond or water garden, to achieve their landscaping goals,” concluded Nuenighoff.

With one of the top priorities at TetraPond being education; the video is available to all consumers through the TetraPond website, www.TetraPond.com and is divided into chapters for easy navigation. The chapters include: planning your pond, building a hard shell liner pond, building a flexible liner, building a waterfall, getting the right equipment, plants, fish and water care as well as additional information.

In addition to the video, TetraPond also offers pond hobbyists the award-winning e-newsletter, Into the Pond sent directly to their email during the pond season. Into the Pond features articles on pondkeeping, an opportunity to directly “Ask the Expert” a pond question or concern and a pond and koi contest and photo gallery. To sign up and receive Into the Pond monthly, visit www.TetraPond.com.

About TetraPond
TetraPond is an international leader of water gardening products, as demonstrated by consecutive Industry Recognition Awards for product innovation in pet specialty retailing. TetraPond offers a complete line of products for pond enthusiasts, including pumps, filters, clarifiers, water treatments, and the world’s most popular fish food. TetraPond’s U.S. headquarters is located in Blacksburg, Va. For more information, call your water garden experts at 1-800-526-0650. Or visit www.TetraPond.com to sign up for our award-winning Into the Pond e-newsletter, providing seasonal information for healthy ponds or to view the TetraPond video for a step-by-step guide to building and maintaining a pond.

Mid-lakes Corp. Introduces New Nets

New Innovations Include Pro Koi, Triangle Skimmer and Detachable Heads and Handles Mid-Lakes Corporation’s Loki Nets division has added several new products to its aquaculture and water gardening line.

• The Pro Koi nets have shallow, black net bags and yellow fiberglass sliding handles. Two hoop styles are available – a heavy-duty hoop and a Monorail™ hoop that guards the net against abrasion. Retail prices start under $50. The Koi Krade can be used to gently lift koi and is made of soft knotless netting. Retail prices start at less than $40. All Pro Koi nets are designed for gentle and safe handling of fish.

• The Triangle Skimmer nets feature Monorail™ hoops in the popular triangle style, knotless netting, aluminum handles and shallow sewn-in bottoms. Retail prices start at less than $30.

• Quick-detachable heads and handles pop on and off using stainless steel buttons and are interchangeable for flexibility and versatility. Detachable Monorail™ heads come in selected Koi, Pond Utility and Triangle Skimmer styles. Detachable handles are available in telescoping and fixed sizes with five-inch foam hand grips. Retail component prices range from $8 to $45.

Loki Nets is a division of Mid-Lakes Corporation, a prime manufacturer of knotless nylon netting since 1965, and the only major U.S. landing net manufacturer that knits its own netting material. The company is located in Knoxville, Tennessee, and its nets are sold through wholesale distributors and large retailers throughout the U.S., Canada, Europe, Asia and South America. All Loki Nets are 100 percent made in the USA from American-made components. For more information, call 865-687-7341 or e-mail: sales@lokinets.com.

Mid-lakes Corporation
PO Box 5320
Knoxville, TN 37928
www.lokinets.com
Launch of the First Koi Academy in the Industry

On June 1st, Kodama Koi Farm officially announces the launch of Kodama Koi Academy with Mamoru Kodama, top authority of koi industry as principal. Mr. Mamoru Kodama will start Master class program to teach what he has learnt over the last 45 years of experience, and issues the certificate upon completion of the program.

The idea of koi school has been in Mr. Kodama’s mind for years. His dream is always to spread the beauty of Japanese koi over the US. He says, “this country is big. To promote Japanese koi, professional dealers are so few. We need to have more, quality professionals. But there is no such place where dealers or potential dealers can learn koi. To realize the dream, starting koi academy is a must.”

The program is open to all the koi lovers including the professional dealers as well as the hobbyists.

The fee is $200 for the professionals or no-club members. $140 each for those who belong to any koi clubs. $100 each for a koi club member couple.

Who is Mamoru Kodama?

As a top dealer as well as a great educator, his contribution to koi industry is tremendous. As a dealer, he has won 5 Grand Champions at All Japan Nishikigoi Show. As an educator, he published 2 koi books, ever written by a real Japanese koi dealer, which are now considered as bibles for koi hobbyists. He is one of the most popular koi speakers in the world.

Should you have any questions, please contact Taro at koiacademy@kodamakoifarm.com

Multi-Vent Underliner System

EasyPro is pleased to introduce another industry first ... the patented Multi-Vent Underliner System! The innovative and cost effective system is designed to protect pond and lagoon liners from damage caused by methane gas and water accumulation. It can also serve as a leak detection system for the liner. Providing gas venting, drainage and leak detection in one system is effective and cost-efficient. The documented strength, capacity and longevity of this system make it a logical choice for pond liner protection.

This easy to install system is effective, low cost and best of all does not require cutting the liner. Multi-Vent is a series of perforated tubes that install under the liner. The tubes are wrapped in a non-woven geotextile to prevent plugging. By simply laying a strip of Multi-Vent on the ground before installing the liner you can prevent costly future problems.

Multi-Vent is available in 25’ and 100’ rolls and can easily be cut to length or joined together with available fittings.

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

Waterfall Kit and Oxy Pond Cleaner

MICROBE-LIFT/ PONDLESS WATERFALL KIT contains MICROBE-LIFT/ PL & MICROBE-LIFT/ OXY POND CLEANER packed conveniently in one carrying case. MICROBE-LIFT/ PONDLESS WATERFALL KIT will safely & effectively break down unsightly debris, prevent odor & deep clean rocks in your pondless waterfall!

MICROBE-LIFT/ PL is the #1 selling bacterial additive on the market! It will create a cleaner environment for your pondless waterfall by dissolving away organic sludge.

MICROBE-LIFT/ OPC OXY POND CLEANER uses Oxygen Power to safely breakdown all areas of unsightly, light-to-heavy debris accumulation on rocks, waterfalls and streams, and deep cleans rocks and planters.

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POND Trade™ Magazine's

Product of the Year 2009 Challenge

POND Trade™ Magazine invites you to submit your new products to the POND Trade Magazine – Product of the Year 2009 Challenge. POND Trade Magazine will recognize the most outstanding products of 2008 and 2009 in our March/April 2010 issue. A panel of industry professionals will do the judging, with input from online voting. This award is judged exclusively by the trade, with no fee to enter.

All award-winning products will be featured in POND Trade magazine and on pondtrademag.com Recipients may publicize their awards and are authorized to use the "POND Trade Product of the Year 2009 Challenge" designation and logo in their ads, catalogs and news releases.

Don’t miss this opportunity to have your product selected as the 2009 Product of the Year*

Entry Deadline is 10/31/2009

Enter at www.pondtrademag.com

For Information, Rules and Entry Forms visit http://www.pondtrademag.com/productoftheyear/

* Eligible products must be new for 2008-09 or must have been introduced after January 1, 2008. Entrants must certify that their entries were introduced (or will be) for sale to the public after Jan. 1, 2008 and prior to Oct. 31, 2009.
Economical, Fast and Accurate results without all the guesswork

A healthy environment for fish is essential to good health. ITS announces the introduction of the eXact Micro 7+ photometer consumer focused system for water quality testing. Now any pond or aquarium owner can get exact and reliable results using a professional meter at an affordable cost.

The eXact Micro 7+ photometer has direct read parameters that test for Free and Total Chlorine, Bromine, pH, Total Alkalinity, Calcium Hardness, Copper, Ozone, pH, Permanganate and Transmission. In transmission mode, the meter reads an additional 26 parameters including Nitrate, Nitrite and Ammonia.

The meter fits comfortably in your hand, is waterproof (IP-67) and the sampling cell is built into the meter and comes with a 5 (five) year warranty. Compliance with US EPA, ISO and DIN specifications for Chlorine testing attests to the meter’s quality specifications. With no color matching and no guessing, the meter provides accuracy you can rely on and fast results (uses 20 second test method) at 0.01 resolution.

For more information contact Industrial Test Systems, Inc. at 1-800-861-9712, 1-803-329-9712, on the web at www.sensafe.com, or by email at its@sensafe.com

About Industrial Test Systems, Inc.:
Industrial Test Systems, Inc., (ITS) established in 1989, is a leading manufacturer of instruments and chemistries designed to test water quality parameters. ITS services industries such as municipal water treatment, food & beverage, trucking & automotive, pond & aquarium, pool & spa, educational, and medical diagnostics. ITS developed over 70 tests and proprietary chemistries many covered by our U.S. Patents and ETV/USEPA performance verified tests. ITS developed the first and only USEPA approved test strip.
Easier, Cleaner Ponds with New Hozelock EasyClear

Easier, cleaner ponds with new Hozelock EasyClear all-in-one water feature and filtration system

The new, top-of-the-range EasyClear 9000 all-in-one pond feature and filtration system has a stable, low profile casing, a single power cable and two separate flow controls – one for the fountain and the other for a waterfall feature.

For the many small fish ponds and decorative water features which are plagued by dirty, green and stagnant water, there is now an elegant and economical one-step filtration solution which will ensure clear and healthy water in ponds up to 9000 litres while at the same time delivering an attractive fountain, waterfall or both – all from just one power cable.

Simple to install, cheap to run and easy to maintain, the multi-function EasyClear is the perfect all-in-one solution for the many small pond owners who want clear and healthy water but are put off by the apparent complexity of conventional filtration systems with their separate pumps and filters.

The fully integrated EasyClear units – there are three different models for ponds up to 3000, 6000 and 9000 litres – combine a pump, filter and UV clarifier in a sleek and compact housing which sits discreetly hidden on the pond floor, unlike conventional systems which require bulky box filters to be sited above ground.

The EasyClear uses integrated foam filters to catch waste particles, ensuring crystal clear pond water. Hozelock have also incorporated a biological filter in the form of a Kaldnes™ biomedia chamber to accelerate the growth of the beneficial bacteria, which are essential for healthy water and a balanced eco-system, which can support fish and other wildlife.

In addition, each unit has a highly effective integrated UVC with a quartz tube, which treats the pond water as it passes through the system, causing the suspended algae particles, which cause green water to clump together so that the foam filter can trap them.

Hozelock’s Clearwater guarantee means that pond owners will be entitled to their money back if the EasyClear should fail to make their pond water crystal clear.

The remarkable EasyClear pump will also generate attractive water features, which in turn will oxygenate the water for the benefit of fish and plants. All three models in the new EasyClear range will produce a fountain or waterfall and the two top models make it possible to have both at the same time.

The new EasyClear 3000 can create a fountain up to 0.7m high or a waterfall with a maximum flow rate of 1260 litres per hour. Consuming only 25w of power, it has a 5w UVC bulb.

For ponds of up to 6000 litres, the 40w EasyClear 6000, with a 9w UVC bulb, generates a maximum flow of 1700 litres per hour, giving a 1.6m high fountain and/or a waterfall.

The top end EasyClear 9000 model has a powerful yet highly efficient 55w dual-function pump which can deliver a fountain up to 1.9m high or fountain and waterfall features at the same time and delivers an impressive flow rate of 2850 litres per hour. A 13w UVC bulb upgrades its filtration performance accordingly.

With a generous 3-year warranty as well as Hozelock Cyprio’s Clearwater guarantee, the new EasyClear models are available now from most good aquatic centres at £79.99, £99.99 and £139.99 inc VAT for the EasyClear 3000, 6000 and 9000 respectively.

For further information, contact the Hozelock Helpline on 0121 313 1122 or visit the Hozelock Cyprio web site at www.hozelock.com which includes extensive advice on choosing and using pond water features and filtration systems.

Owners of Hozelock Cyprio aquatics equipment can now order spares and accessories Online at www.hozelockservi ce.com.
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Finishing Up

Goldfish anyone?

The other pond fish, that you may want to offer your customers.

See the article starting on page 22.

Morgan Pawlak holding a very large Goldfish
SUSTAINABLE • RECYCLABLE • ENVIRONMENTAL • BIODEGRADABLE

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