Bottom Drain Know-How

De-Icers and Heaters
- Winter Pond Safety

Ponds and Water Gardens
- Are Eco-Friendly

Koromo - Know Koi - Sell Koi

Improve Your Business Credit
Every koi matters.

Protect your koi from KHV. CAVOY® is the first vaccine to protect against koi herpes virus. Easy to administer, this immersion vaccine has been effectively used to protect more than 30 million koi. And now, it’s available here in the U.S. Visit cavoy.com to learn more and to find a koi veterinarian near you.

CAVOY® is a modified live vaccine (MLV) manufactured by Kowa Ltd. licensed specifically for the prevention of KHV and distributed exclusively in the US by Novartis Animal Health US, Inc. CAVOY is a registered trademark of Novartis AG, Basel, Switzerland ©2012 Novartis Animal Health Inc.

Request info at www.pondtrademag.com/infocard/  ▲  # 1612
3-Step Approach for Fall & Winter Pond Maintenance

**Clean**

- **Pond Monsta Cleaning System**
  - Continuous cleaning that removes debris quickly, quietly & effectively

- **All Season Bacteria**
  - Cold water strains break down leaves and sludge

**Prevent**

- **Pond Netting**
  - Available in prepackaged sizes or in bulk with 3/4" & 3/8" mesh

- **Cold Water Fish Food**
  - Highly digestible wheat germ food
  - Help boost immune system

**Protect**

- **De-Icer/Aeration Systems**
  - Energy efficient way to aerate, circulate & de-ice
  - Dependable
  - Continuous duty
  - Choose from eleven kits

Increase your profits now and in 2013!
Contact us for 2012 Fall Specials and 2013 “Early Buy” program details!

800-448-3873 • www.easypropondproducts.com

Request product info at www.pondtrademag.com/infocard ▲ # 1615
10 Pond Construction by a Garden Artist
Dave Ziemer, Ziemer Design

With 31 years of experience Dave shares his specialty - faux rock. He learned this trade from faux rock pioneer Julian George; creator of the “Julian” method of making molds and faux rock art. His passion for designing and building extreme water features yields amazing results.

14 The Most Eco-Friendly Outdoor Spaces
Ponds are Green and Drought Friendly
Paula Biles

Water gardens and ponds are genuinely green; learn how to explain these eco-friendly spaces to your prospects and customers. Ponds are closed aquatic systems that require minimal replacement water, in general 50% less than lawns or gardens. Learn about the hidden benefits of our environmentally friendly industry.

18 Product of the Year 2012

There are many products developed and launched each year for the pond trade industry. The 2012 Product of the Year Challenge is designed to spotlight the top products being used and sold by pond professionals today. Now is your chance to tell us what products you rely on in your business, and what you find exciting and innovative in today’s marketplace. If you make your living in this business, or are a pond product Manufacturer, you can nominate your top products now. Here is how.

20 Language of Koi – Know ‘em - Sell ‘em Koromo
Cindy Graham, POND Trade Magazine

Koromo is a beautiful combination of two other koi varieties – Asagi and Kohaku. There are three major types of Koromo, which are Ai Goromo, Sumi Goromo and Budo Goromo. The reticulation on the scales is key to this variety. Take a quick look at what you should look for in Goromo and details to share with your customers.

24 COVER – Pond Bottom Drain Technology
– Yesterday & Today
Eric Tripllett, The Pond Digger

Pond building expert shares his knowledge about the dos and don’ts of bottom drains. Including the reason why you should include bottom drains in your pond projects! Pond drains done right, add many benefits to the water circulation, water quality, and the ease of pond maintenance. So take a look and learn the fundamentals of the bottom drain.
Preparing for Winter

28 Keep Fish Alive This Winter - De-Icers
Joe Holz, Kasco Marine

Help your clients feel less stressful about winter, by the easy addition of pond De-icers. No one likes to lose a fish let alone a whole pond of them. Don’t let that happen to your clients. Learn how to maintain healthy oxygen levels so you have happy customers come spring.

33 PTC Electric Immersion Heaters Offer Greater Safety and Reliability
Ed Dulzer, Process Technology

There is a new technology in town for immersion heaters. Traditional heaters use resistance wire as the heat source. A new technology is now available that uses PTC (Positive Temperature Coefficient) chips that are friendlier to use. Learn how this new technology resists common pond problems like solids buildup on the heater and damage from being exposed to the air.

36 Better Business Credit
Mark Battersby

Ever wonder how you can improve and increase the credit for your business? Here is an in-depth article including nine steps on how to Establish Business Credit. Learn what trade credit is and four ways to get more of it. Build your business credit now so you don’t have to rely on just your personal credit when you need that financing.

40 It’s Not Too Late to Change Your Habits
Leo Babauta, Zen Habit

Do you drink too much coffee? Can’t stay away from sweets? Learn to change your habits now. Remember if you are so discouraged you don’t try, you will never change. Learn how to notice your urge to do the habit, and how to let the urge pass. These are easy steps you will learn: Know, Consider, Realize, Commit, Find, Notice, Repeat, Practice – try them and change that habit. You will cherish the freedom when you do.

46 Finishing Up – Where is the Baby!
Upcoming Events

**October 2–4**
2012 Wild Bird Expo
Mexico, Missouri
Hosted by Gold Crest Distributing
Wild Bird Expo show coordinator
Brenda Wright at 888-985-2473 or Brenda@goldcrestdistributing.com.

**October 2–5**
Watersmart Innovations 2012
Las Vegas, Nevada
www.watersmartinnovations.com

**October 2–6**
Aquaponics Technology and Design Workshop
For more information send an email to Ponics@AquaticEco.com
Aquatic Eco-Systems, Inc. 2395 Apopka Blvd. Suite 100 Apopka, FL 32703 www.aquaticeco.com

**October 10 - 11**
Holmes Farm Annual Pond & Pet Trade Show
Held at Bear Creek Mountain Resort. For more information visit www.HolmesFarm.com today! Or call (610) 845-7673 (See ad on page 15.)

**November 3-5**
2012 INFO TANZA
Orlando, Florida
8th Annual Trade Show and Educational Seminars hosted by IPPCA. In conjunction with the Irrigation Show: www.ippca.com/InfoTanza-home
See ad on page 19.

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

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

**February 7–8, 2013**
Water Garden Expo 2013
Shawnee, Oklahoma
Watch for information on their website www.pondliner.com

Know of an upcoming event, email us at cindy@pondtrademag.com

Moving? - Let Us Know

If you are moving, please update your address with us so we can update our records.

Use the forms from the post office, or drop us an email at subscribe@pondtrademag.com, with your old and new contact information.

POND Trade Magazine, ISSN 1949-0585 is a trade publication of TC Publishing, Inc. Material is selected for its interest to the koi, water feature, and pond industries, and the publishers accept no responsibility for the accuracy of content. Reproduction rights by written permission only.

POND Trade Magazine is published bi-monthly, starting in January, for $41.70 per year by TC Publishing, Inc., POND Trade Magazine, PO BOX 1985, Fallbrook, CA 92088-1985. Qualified applicants may subscribe at no cost at www.pondtrademag.com. Postage is paid at Fallbrook, CA and additional offices. For new subscriptions, additional copies, and address changes please call 760/451-2255 Pacific, or email subscribe@pondtrademag.com.


Advertising Policies: TC Publishing, Inc. reserves the right to refuse to publish any ad. Submission of an ad to TC Publishing does not constitute a commitment by TC Publishing, Inc. to publish it. Publication of an ad does not constitute an agreement for continued publication. TC Publishing, Inc. will not be liable for failure to publish an ad as requested or for failure to insert an ad. In the event of an error or omission in printing or publication of an ad, TC Publishing, Inc.’s liability shall be limited to an adjustment for the cost of the space occupied by the error, with maximum liability being cancellation of the cost of the first incorrect advertisement or republication of the correct advertisement. Under no circumstances shall TC Publishing, Inc. be liable for consequential damages of any kind.
It is very hard for me to think about winter right now, as we are having a heat wave and it is going to be over 110°F today! Nonetheless, we have put together a super lineup for you in this issue. We have two articles about getting ready for winter: one about De-icers and the other about a new technology for Heaters. Help your customers prepare properly for this winter so they won’t suffer the tragedy of winter fish loss this year. Remember, an ounce of prevention...

With the drought being severe in parts of the country you may find people shying away from water features, because they assume they take a lot of water. They would be wrong. Long time industry expert Paula Biles gives you what you need to know to demonstrate that "Ponds and Water Gardens are Eco-Friendly." Paula quotes, "In general, ponds use about 50% less water than lawns and other gardens." Learn how best to educate and sell water features to your questioning customers.

Do you monitor the drought conditions in your area? Take a look at this website and be up-to-date on the facts in your area. http://droughtmonitor.unl.edu/

We are very grateful to our authors sharing their knowledge with you and the industry. This includes Eric Tripplett, who wrote a great article about bottom drains, a must read.

Then we have an article about "Better Business Credit," something that all of us should be well informed about. Learn how to break that habit you thought you could never break and take a look at the koi variety Koromo (Goromo.)

We were fortunate to visit New York City in July (for a wedding). On one of our sightseeing days we went to an area called the "High Line," which is an old elevated train line that was converted into a wonderful strolling park. Included are many water features, packed with native aquatic reeds and rushes.

One very popular stop on the High Line featured a thin sheet of water flowing across part of the walkway to cool strollers and their kids. The water was around 2” deep, and the area included benches where you could sit and cool your heels in the gently flowing water, while children giggled at the joyful experience of water play.

Water is a universal passion, and is seen in a myriad of forms everywhere we go. Don’t we work in a wonderful trade? Enjoy the day.
Just wanted to let you know how much I enjoyed your magazine. I have never written to a magazine before. After reading your mission and goals for this I just wanted to tell you that I think you are doing a great job. We focus on plants, not fish. It is nice to see that you see both as important to a great water garden experience. Thank You.
Brenda Bentley, Bentley Water Gardens, Cherry Valley, CA.

Water Feature and Bleach

I have a water feature in my yard. It is a large boulder with water that bubbles up through the middle of the boulder onto a bed of rocks. The water was getting dirty and had an odor. I checked with my local nursery and they recommended trying bleach. I added diluted oxy-clean to the water. The water is now dark brown. Can I now try chlorine bleach to clean the water? Do I have to wait a period of time as the label on the oxy-clean states “Do not mix with chlorine bleach.” Since this is a closed loop system, I’m not sure when it will be "safe" to add chlorine. What do you recommend? Thanks! - Gary

Editors Note: We posted this question on our Facebook page and the following were the responses. Thank you to everyone for your contributions to the industry!

Tommy H. – Do not recommend bleach. Not good for the pump, liner or surrounding landscape. If the water is dirty with algae, I recommend hydrogen peroxide and bacteria from @pondbuilder or contact us at @serenityfallswatergardensllc. Good luck.

Jonathan D. – Time for a clean out and water change. If it smelled, it needs it. Much cheaper and faster than anything you can add.
Thankfully, boulder setups are pretty easy to clean out quick. Clean out any leaves and debris from the pump area cleanout (Most likely you have burned most of that down already with the Oxyclean) and find a hose that will shove into the area where the water comes out of the boulder, and run that hose to waste. Pump it down, spray everything down, pump it down again, and refill.

Standard spring maintenance for the ones I’ve installed over the years, rarely have to touch them again until the next spring. :)

Texas Ponds and Water Features –
Yes, change the water, don’t add bleach. It’s bad for the seals in the pump and can cause premature failure.

From Gary - Thank you. Most helpful, and simple. I changed the water. All is fine. ☺

The Dangers of Algae

From Chuck - Just a quick note. A friend of mine was cleaning string algae from his pond. He didn’t know that his dog, who was with him, are some of the algae. Within minutes the dog became sick. Long story short, the dog almost died. If they had not gotten her to the vet in time she would have died. The vet says this is not a common problem but can kill pets. You might want to put an article in an upcoming issue to let folks know. I certainly was unaware of this.

Response from Vicki Vaughan, former director of the SPF Aquaculture Facility at the College of Veterinary Medicine, University of Georgia.

Toxins produced by or contained within some types of algae are extremely poisonous. One such lethal organism is referred to as blue-green algae, so named because the foam or scum it produces gives a green or blue-green cast to water.

Blue-Green Algae

These algae can multiply during periods of ongoing warm, sunny weather. The "blooms" reproduce continuously, producing one of the most powerful natural toxins known.

Harmful to Dogs

The blue-green algae are very poisonous to dogs. The animal can contract the toxin by drinking the contaminated water, swimming and then grooming itself, or by inhaling air-borne spores.

Symptoms

Symptoms develop within 15 minutes to one hour after the dog has been infected. Indications the dog is in distress may include breathing difficulties, severe vomiting, and collapse. Death can be very rapid, occurring within 24 hours after exposure.

Prognosis

Affected dogs can survive if treated quickly; however, over a period of time they could develop kidney or liver failure. The physical effects depend on the amount of algae ingested, the size and sensitivity of the animal, and the amount of food in its stomach.

Treatment

The dog should be washed immediately to prevent it from swallowing the algae while self-cleaning. A veterinarian should be called without delay. ☺

Remember to follow us on Facebook at www.facebook.com/pondtrade

On our website www.pondtrademag.com you can see all prior articles that have been published in POND Trade Magazine
I am often asked by casual acquaintances "so, what do you do for a living?" I know we may be in for a long conversation! After decades of creating extreme water features I still do not have a streamlined answer. My simple and quick answer is, "I’m a contractor," which is usually followed by the question, "what kind of contractor?” This question opens up a can of worms that I am never prepared for, as I know this conversation could lead many directions. There are too many hats I wear designing and building extreme water features and when my global travels and client list come into the mix? Ouch! This leads to the final question that kills me "how did you get into that?" At this point I wish I had said I was an accountant.

When I was approached by POND Trade Magazine to write an article, the first thing that came to my mind was what would I write about? What is something unique that other water feature professionals and enthusiasts want to read and benefit from? Most importantly, what can I contribute that has not been often published in the pond and water feature trade? Creating faux and natural rock formations in the water garden is what I have decided.

The history: In the early days leading up to the late 70’s there was a small handful of rock and waterscape companies that built faux rock structures mostly for zoos, theme parks, resort hotels, and aquariums. The pioneer of this specialty art

Above represents what my work is all about and is my signature style in creating rock formations and extreme water features.
was Julian George. Julian is the original creator of faux rock and is a true artist at a "Picasso" level. Most of the companies that were formed in this trade spun off from Julian George, including myself. I am what they call "a first generation Julian" taught artist. Since the late 70’s many companies, large and small, have blossomed all over the world. The "Julian" method has been lost over the years except for a small group that have stayed true to Julian’s art. Most others have found ways to cut corners and compromise the art for the sake of cost.

You are only as good as the mold you make! Making a good rock mold is imperative and is one of the most important aspects to creating great looking rock formations (see photo A). Mold making is the first thing most rock companies have eliminated over the years. They have eliminated the molds to cut cost and have chosen to form the rock structure with rebar and chicken wire, and a coat of cement "carving" it into rock texture. This method is not true to Julian’s art form. In my opinion, making rock molds is more cost effective and looks much more natural; after all, the goal is to re-create nature while making a good living.

Have you built a pond you would like to have featured in POND Trade Magazine?
Contact the editor at cindy@pondtrademag.com
GFRC Casting: GFRC is "glass fiber reinforced concrete." A "casting" is a thin cement rock panel that is cast from the rock mold. The finished "GFRC casting" (see photo B) is the rock panel that is placed to create a rock formation. Most companies have abandoned this method to save on the overhead of yard space, manufacturing, and trucking cost of large cement cast rock panels.

Mixing natural rock with GFRC panels: The most natural looking man made rock formations are a combination of using natural and GFRC rock panels together. When executed correctly, the viewer will be tricked into thinking all of the rock formation is real.

Streamlined, cost effective, and simple: Over the past thirty years I have developed methods for building rock formations that are streamlined, cost effective, and simple. The exiting aspect to my current method is the fact that the storage yard, trucking, and employees have been eliminated along with a relatively small investment for all the molds, tools, and equipment required for us to create extreme rock formations and water features.

This method is so simple that my wife and I travel the country in a SUV with everything we need to create any size project. Most recently the two of us traveled from our home in Santa Barbara, California to South Carolina, to build a large grotto (see photo prior page). As you can see in the photo, this grotto rivals any rock structure in this art form and the two of us built it from the ground up in less than six weeks.

The teaching: Currently, the trend has shifted for people to pursue information. We have taken notice of this trend. For the past ten years we have traveled the country teaching many other companies our methods. This has been very rewarding to share our knowledge for those that want to learn, while preserving the original art form Julian George created. Teaching willing students has spiraled me into a direction that I never expected but it sure makes sense when I take into consideration that I am able to duplicate myself while spreading this creative information. After all, I can only build so many rock formations and water features myself.

About the Author

Dave Ziemer is owner of Ziemer Design in Santa Barbara, California. He designs and builds extreme water features, with over 31 years of experience.

Ziemer Design
4421 La Paloma Ave.
Santa Barbara Ca. 93105
805-636-5864
e-mail: daveziemer@hotmail.com
facebook: garden artist
DON’T BE A SHOWROOM FOR THE INTERNET.

Don’t let your time and expertise go to waste. Atlantic offers you price protection so you won’t be priced out by online retailers selling at unfair retail prices. Atlantic’s complete MAPP program protects you with firm pricing on all products ensuring a level playing field.

Mag Drive Pump Features:

- Compact, Heavy Duty Construction
  Quality you can feel

- Higher Heads and Lower Wattages
  Greater versatility and efficiency

- Volutes, Impellers and Magnets
  All replaceable without tools

- Inlet/Outlet External Threading
  Fits standard plumbing fittings

- Fully Rotatable Volute
  Configures easily to tight spaces

- Reinforced Threaded Prefilter
  Less clogging and no collapsing!

- These Mags are Built to Last!
  All sizes carry a 3-year warranty

- Strictly Enforced MAP Policy
  Protection for you and your customers!

Visit us at the GIE show, **BOOTH #1196,**
& the IA show, in the **POND PAVILION,**
OR call/email for the 2013 Early Buy Program

(Phone) 330.274.8317
info@atlanticwatergardens.com
www.atlanticwatergardens.com

Like us on Facebook & follow us on Twitter to catch all of Atlantic’s updates. Don’t forget to watch all of our How-To Videos on YouTube!

Request info at www.pondtrademag.com/infocard/ △ # 1606
Pond Gardens are Green and Drought Friendly

by Paula Biles

The labels green, sustainable and eco-friendly are used to describe everything from vehicles to food … and countless items in between. They’ve been used so often that they’ve become meaningless. Thankfully, pond owners and many others are still interested in what can be done to help preserve our planet’s resources. They want to be individually responsible when it comes to conserving and protecting water, fuel, and other assets. Regrettably, these folks don’t know what to do when it comes to their own backyards.

Luckily our industry centers on authentic nature friendly objects – water gardens and ponds. In short, we are genuinely green. Now it is our job to explain why …to both the public and our customers. In these times of extended droughts, nature illiteracy, economic slumps, and green advertising malarkey, this is certainly a challenge. To devise clear explanations it helps to start with the basic physics of water. [Throughout this article ponds, water gardens and water features are used interchangeably.]

Hydrology 101

Three basic water movements in the hydrologic cycle are relevant to gardens and ponds: flow, evaporation, and precipitation. When water is applied to the earth it flows through and over the soil to the aquifer below or to lakes and rivers, with the soil type affecting its speed. When surface moisture meets the atmosphere it evaporates, with many factors (primarily humidity and wind) determining the rate. Precipitation may be in the form of rain, snow, or hail, depending upon the climate.

Pond Construction

Rubber, plastic, and ceramic serve as the foundation of almost all ponds and water features. From small container water gardens to large koi ponds, all are constructed using non-porous materials to hold water. (Even disappearing fountains have an impervious underground reservoir.) These water bodies then become closed systems, where the liner or pot forms a barrier to normal water movement. The water is retained and does not flow downward into the soil; the same water recirculates over and over again. This is obvious to us but not to the general public, which includes potential customers and officials who establish water restrictions.

Landscape Water

Very little of the water applied to lawns and gardens is utilized by the plants. Most passes by the roots and keeps on going. As a result, irrigation must be applied often, especially for lawns. The average American family applies 50% of their water usage on landscaping. Some experts estimate that more than 50% of that amount is wasted due to evaporation, runoff
and unnecessary watering. Even xeriscape landscaping (xeros = dry) needs some water to keep native and drought-tolerant plants alive.

In contrast, ponds are closed aquatic systems that require water only to replace what’s lost by evaporation and not restored by rain. In general, ponds use about 50% less water than lawns and other gardens. Another benefit is that all water added to the aquatic system stays there. It doesn’t become runoff, carrying fertilizers and pesticides into the sewer systems, groundwater or waterways.

Of course, every new water garden must be filled the first time around. Some ponds use more water than others. For example, those with large waterfalls or high spraying fountains have a greater loss rate than those without moving water. In drier or windier climates more water will be used, but much less than grass or other gardens in those same areas.

**Hidden Environmental Benefits**

Water gardens conserve additional natural resources besides water. Ponds are eco-friendly because they use little or no pesticides and fertilizers. Very few pests attack aquatic plants and they can be controlled with a squirt of water or biological controls. If fertilizer is needed, tablets are inserted around the roots. This keeps nutrients out of the pond water. In
How to Help Mother Nature: 12 Ways to Educate Customers

Ponds are closed systems that don’t waste water. Unfortunately this is counter-intuitive and needs lots of explaining. Use several strategies to relay how eco-friendly ponds really are. Make sure all your employees understand and can explain both concepts and details. Collect staff suggestions for phrases, signage, etc.

- Post informational signage using words AND pictures to show how ponds are sustainable.
- Include cutaway models throughout your facility.
- Place a few water gardens in the drought-resistant section of your garden center.
- Write articles for local media outlining untapped ways to save water and other resources.
- Add website, Facebook, and blog content with specifics about becoming more environmentally friendly.
- Obtain your wildlife habitat certification and help customers certify their yards.
- Become a save the environment role model. Partner with national associations; if Avon can do it, so can you.
- Educate customers about using water wisely in all areas of their landscapes.
- Showcase how your business is eco-friendly, both the obvious and hidden ways.
- Consult with government agencies, especially those crafting water restrictions.
- Teach about the overall ecosystem as well as individual components.
- Give presentations to local clubs, societies, and business groups.

In contrast, a pond occupies space that would otherwise be grass. Lawns require mowing, fertilizing, and pest control. They use gas, poisons, and time … as well as create noise and air pollution.

Aquatic plants would appear to be water guzzlers. However since they are sitting in a wet ecosystem they actually use far less water than terrestrial plants. Another resource they save is time, since aquatics never need to be watered.

A common misconception is that ponds breed mosquitoes. In fact, nothing is further from the truth. Any water garden fish will eat larvae, even tiny fish provided by mosquito control departments. Natural bacteria can also be used. The most beautiful control is by dragonflies, aka mosquito hawks. They are attracted to ponds to lay their eggs. So they hang around eating hundreds of the neighbor’s mosquitoes every day.

In addition, dragonfly nymphs live underwater for years, consuming mosquito larvae. Then they crawl up stems to shed their skins and become adults.

Water features are magnets to people as well as birds, insects, and wildlife. A primary need of any wildlife sanctuary is a water source therefore it is required to get certification as a wildlife habitat from national or state wildlife federations. Water is also one of the best ways to support local fauna and encourage biodiversity. This is especially important in urbanized areas and to attract an increasingly endangered form of animal life – kids who play outdoors and experience nature firsthand.

Pond lining materials have the largest negative impact on the earth’s resources but unfortunately there are not many practical alternatives. The next highest impact results when chemicals are used to control the dreaded pond enemy.
Ponds and Water Conservation — A Case Study

Tropical Aquaculture Laboratories (TAL) coined the term xeriscape ponds many years ago in Florida, where drought is an ongoing problem. As part of the agricultural extension service TAL wanted to demonstrate ponds’ water conservation qualities. They built a water garden attached to the front of their building. It depended entirely on rainwater from the roof and didn’t have any fountains, pumps, or filters. TAL relied on Mother Nature to provide the water, filtration (plants), and pest control (mosquito fish). Their xeriscape pond became the perfect teaching tool, seen by everyone who entered the building.

– algae. Luckily there are several extremely effective biological controls, including biofilters, abundant plantings and other natural solutions. This is where we should minimize non-sustainable practices and provide extensive customer education about other options.

The Bottom Line

As astonishing as it seems to the general public, ponds save landscape water and also protect other natural resources. Water gardens are an ideal choice for today’s eco-friendly homeowners to improve their yards, add serenity to their homes and help wildlife. Educating people about these environmental benefits is both a responsibility and an opportunity for our industry. We can help the public understand ponds’ benefits while teaching ways to reduce a landscape’s impact on planetary resources. Wear your green expertise with pride. Demonstrate it to your customers. Become a local environmental leader.

Water features (even meandering brooks) are closed systems that retain and recirculate water. Make sure customers realize this. Use signage and cut-way models.

About the Author

Decades ago Paula Biles became enamored with aquatic plants, especially lotus. Since then she has lectured and had numerous photographs and articles published. She also co-authored the award-winning book, The Lotus: Know It and Grow It, with Kelly Billing. Most recently, Paula began teaching about photography and consulting on small business marketing.

Paula can be reached at:
941.758.2926 or paulabiles@gmail.com
New Format
Nominations Now Open

Contractors/Retailers tell us what products are the most important to your business

Make your selections now at pondtrademag.com/productoftheyear
(one entry per person please)

Three Categories
Top Seller • Key Product • New Product

Two Classifications
• Pond Equipment (like filters, pumps, skimmers...)
• Pond Products (like water treatments, food, meds. ...)

Eligibility
Equipment/Products may be nominated by anyone selling pond products either retail or installed, or by the manufacturer or distributor. Products nominated for the New Products category must be released for sale between Sept. 1, 2011 and August 31, 2012. No Entry Fee.

Entry Deadline is September 30, 2012

Awards
Product of the Year Overall
Product of the Year Honorable Mention
Top Seller, Key Product and New for each Category
  • Pond Equipment – 1st and 2nd Place
  • Pond Products – 1st and 2nd Place
Total of 14 Awards

Timeline
• Entry close September 30, 2012
• Winners Announced at INFO-Tanza (the IPPCA event) in Orlando, Florida, November 2012
• Winners Announced on Facebook, Twitter and our Website (pondtrademag.com) November 2012
• Winners published in POND Trade Magazine January/February 2013 Issue

Judging
Winners will be selected through a compilation of nominations submitted, and votes by a select group of industry professionals, including pond contractors, pond retailers and distributors.

POND Trade Magazine
PO Box 1985
Fallbrook, CA 92088
800/484-4767
product2012@pondtrademag.com
pondtrademag.com
Language of Koi

Koromo

Tom and Cindy’s Goromo – won Best in Class Goromo at the Koi Club of San Diego’s 3rd Annual Koi Show April 1989.
Photo by Tom Graham
Some may be confused by the variety called Koromo, as the koi of that variety are known as Goromo. A Goromo is a white koi with a red Kohaku-like pattern where the scales over the red have distinct black, grey or blue reticulation (sharp quarter moon edging). This coloration varies from a light brushing to nearly opaque blue or black.

Goromo fall into three primary sub-classifications:

- **Ai Goromo**, the reticulation on the red scales has a light blue cast.
- **Sumi Goromo**, the reticulation is black and heavier than the Ai Goromo
- **Budo Goromo**, the reticulation on the red scales gives a purplish or grape colored appearance.
See the Kohaku pattern (red patches) and then the black markings on the colored scales.

In Japanese, the word Goromo means robed. The scales look like they are robed with color. The blue or black on the red can look similar to the netting on an Asagi. Goromo were actually created by crossing Kohaku with Asagi, yielding the net pattern. In the Goromo the net pattern should only appear on the red areas.

The white should be very white; this helps make the color pattern stand out. In addition, the kiwa (edge of pattern) should be very sharp. Since this is also a variation of Kohaku, the pattern should be like a good Kohaku.

Many koi shows combine Goromo and Goshiki into a single class for judging, as Goshiki and Goromo have some similarities. A Goshiki is a cross of a Sanke and Asagi. While the varieties are similar in some ways, they are each unique and dramatic. Ideally, the netting on a modern Goshiki is exactly opposite of a Goromo, with netting on the white (or light blue/gray) areas only where Goromo should have no netting on the white.

Negatives to watch out for are unevenness of the reticulation pattern, weak or unbalanced placement of the red patches. Black spots are also considered a negative, however if they approach the size and quality of a Sanke, they are sometimes called a Goromo Sanke.

When selling young Goromo those where the black netting is lighter are more valuable, as black will always darken as the koi ages. If the netication is dark as a yearling, it could well overwhelm the red when the koi matures. While it is difficult to predict how the black or blue will develop the white should be clean, with no freckles or other black spots. Remember to point out to your customers Goromo with nicely balanced Kohaku (red) patterns.

Goromo can be a striking addition to a customer’s pond. Your customers will enjoy watching them change as they mature over the years. They will want to collect different varieties, and will search out better quality choices as their eye for the variety improves. Happy selling.

HINT: The plural for Goromo is also Goromo, so you can see one Goromo or a dozen Goromo, just like Koi. One Koi or many Koi.

1. Ai – Indigo Blue
2. Sumi – Black
3. Budo – Purplish
Leak-Proof Ponds With HERCO Fish Pond Coating

HERCO Coating is Ideal for all Types of Ponds
Seals and Leak-Proofs Block, Brick and Concrete
Safe for Fish and for the Environment
HERCO Coating Promotes Healthy Aquaculture
Easy to Apply · Fast Curing · Durable · Long-Lasting

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>HERCO H-55 Coating (Black)</td>
<td>$125. gal.</td>
</tr>
<tr>
<td>HERCO H-55 Coating (Grey)</td>
<td>$140. gal.</td>
</tr>
<tr>
<td>HERCO H-55 Coating (White)</td>
<td>$140. gal.</td>
</tr>
<tr>
<td>HERCO H-55 Coating (Clear)</td>
<td>$140. gal.</td>
</tr>
<tr>
<td>HERCO PSC Primer</td>
<td>$69. gal.</td>
</tr>
<tr>
<td>HERCO TC-700 Cleaner</td>
<td>$95. gal.</td>
</tr>
<tr>
<td>HERCO CCF Caulk Crack Filler (White)</td>
<td>$24. ea.</td>
</tr>
<tr>
<td>HERCO CCF Caulk Crack Filler (Clear)</td>
<td>$16. ea.</td>
</tr>
</tbody>
</table>

HECHT RUBBER CORPORATION

The Professional’s Choice
Since 1944

Toll Free: 1-800-872-3401
www.hechtrubber.com

6181 PHILIPS HIGHWAY • JACKSONVILLE, FLORIDA 32216 • (904) 731-3401 • FAX: (904) 730-0066

Request info at www.pondtrademag.com/infocard/ △ # 1630 ▽ # 1663

When You Need Tanks Call the Experts at Polytank

- Numerous Shapes and Sizes
- In Stock and Custom Molded
- Economical and Self Supporting

Polytank Inc.

62824 250TH ST, Litchfield, MN 55355
(320)693-8370, (800) 328-7659
www.polytankco.com
In the last decade bottom drain technology for ponds has come a long way. Yet much of the educational material available for bottom drain installation is either swimming pool technology or dated koi pond technology.

That combined with some clever marketing by equipment manufacturers to discourage pond drain installations, it’s no wonder that contractors and homeowners still sadly misunderstand bottom drains.

Why would you want a bottom drain for your pond? The reason is simple! REDUCE MAINTENANCE. Pond drains done right remove organics from the pond and create a unique dynamic in the pond’s circulation system.

This is a typical construction detail on an eco-system pond or water garden with aquatic plant shelves and a thin layer of smooth ornamental gravel across the bottom of the pond. The ornamental gravel serves as a place for beneficial bacteria to colonize to help manage sludge and debris that typically settles to the bottom of a pond. Bottom drains can be installed into rock and gravel ponds too, with just a little extra work.
Water Garden/Eco-System ponds rely on beneficial bacteria colonies to breakdown fish waste and other organics such as leaves, pine needles, pollens, dust and all other forms of water-logged debris that typically settles on the bottom of a pond.

Water Garden/Eco-System ponds typically rely on a shallow bed of gravel on the bottom of the pond to help manage organics because it serves as a place for beneficial bacteria to colonize. (See Figure 1.) The gravel needs to be managed regularly to avoid undesirable conditions for beneficial bacteria colonies. As a rule, this requires draining the pond each spring in order to wash and clean the gravel bed.

A dedicated koi pond, on the other hand, is completely opposite and traditionally will not have gravel in the pond. (See Figure 2.) Dedicated koi ponds rely on a bottom drain (or drains), circulation jets, aeration and pond vacuums to keep the pond free of debris. This eliminates the need to drain the pond annually for cleaning.

Only within the last decade has a bottom drain been commercially available with an air diffuser built into the unit to optimize efficiency of the bottom drain’s ability to capture solids. You can visit just about any specialty koi dealer across America and witness the change in technology first hand! Any display pond at a koi specialty facility that is older than 2003 will likely not have an aerated bottom drain!

I would be very surprised if you find a display pond at a specialty koi dealer’s establishment that is seven years or older WITH an aerated bottom drain, and would say you are at a facility that has helped pioneer aerated drains. Please spend money with them! They deserve your financial support for their efforts!

Advances in bottom drain technology are extremely exciting to our organization. It is only because of these advancements in Pond Bottom Drain Technology within the last few years that we even offer pond drain installations today. Our construction team has offered pond drain installations since 2007 and we have made it a point to really begin educating and promoting bottom drains as part of our pond design consultations.

We help our clients determine what size bottom drain is best for their pond, show them how to determine optimal flow rates for their drains, explain how proper use of aeration complements a pond drain’s ability to remove solids and explain the fundamentals we use for designing bottom drains into koi pond systems.

**Figure 2**

Here is an example of a cross section detail of a dedicated Koi pond. Typically, a dedicated Koi pond will have a deeper excavation and the bottom of the pond sloped towards a low point in the pond where a bottom drain would be strategically placed to capture heavy solids. Instead of using gravel to help manage the pond’s eco-system, koi ponds rely on technology with U.V. clarifiers, settlement tanks and large biological filters.
through the bottom drain line to fill the pre-filter. Believe it or not, it’s only in the last decade gravity fed settlement units have become commercially available as a proprietary product from pond equipment manufacturers.

Some of the construction options for gravity flow installations are more difficult to install than others. Of course the cost of gravity flowing your pond drain to a determined pre-filter varies greatly and as you can imagine, the more difficult and costly the installation, the easier the maintenance.

Whichever the case, I am not a fan of plumbing bottom drains directly to the pump and I will NOT assume the reasons are obvious. If you use direct suction pond drain technology in a koi pond, here is what you set yourself or your client up for.

Fish poop, among other things, makes its way to the direct suction drain (typically 2” or 2 1/2” PVC line) and is rapidly sent to a strainer basket in front of a pond pump. Fish poop is blended up "Margarita style," without the ice, yummy flavor or intoxicating effect, and is sent to a pond filter in an extremely messy way.

For you pond keepers below the age of 21 we will refer to it as a Fish Poop Smoothie. The strainer basket in front of the pond pump likely needs to be opened and cleaned a minimum of once a week; however I have seen extreme cases where homeowners were cleaning their strainer basket several times a week! Because of a well-designed Gravity Flow Pre-Filtration System, by Kent Wallace of Living Water Solutions, I clean the leaf trap on my pump only TWICE A YEAR whether it needs it or not.

I’m hoping we all agree that gravity flow technology is the superior construction method over direct suction technology, so let’s segway to some speed limits we need to recognize. Most ponds will require 3” or 4” bottom drains so we will only cover these pipe sizes in this exercise.

3” Gravity Flow Bottom Drain Installations optimally have a flow rate of approximately 1500 to 1800 gallons per hour and will service an 8’ diameter pond bottom nicely.

4” Gravity Flow Bottom Drain Installations optimally have a flow rate of approximately 3000 to 3600 gallons per hour and will service a 10’ diameter pond bottom nicely.

---

**Pond Drain Dos & Don'ts**

We only recommend gravity flow bottom drain installations into pre-filter separation systems as opposed to direct suction drain installations. Gravity flow means we are plumbing the bottom drain to a pre-filtration unit and from the pre-filtration unit we are pulling water with an external pond pump and sending clear water to filtration. For example, the bottom drain can be plumbed to a settling chamber, a settlement tank, a sieve pre-filter or pond skimmer.

In a gravity flow installation your pre-filter will be at the same water level as your pond and by removing water from this pre-filter, the law of gravity is pulling water from the pond.
Please do not ignore these speed limits like we know you do on the freeway! If you flow water faster than these speed limits the velocity of the water will begin to break up solids such as fish poop defeating one of our main purposes and on the flip side, if you flow too little water, you aren’t removing solids from the pond in the most effective manner possible.

The service diameter of the gravity flow bottom drain can be enhanced greatly by a bowled excavation with the drain installed at the lowest point of the pond and current jets flowing water in a circular pattern around the pond drain. Additionally, you can increase the area of influence around the bottom drain by the induction of air just above the anti-vortex cover. Air drains are the most recent innovation readily available from koi specialty part manufacturers.

Current jets can be designed in the pond to create a slow vortex, spinning solids to the bottom and heavy aeration from the top of the bottom drain actually pulls neutrally buoyant solids (like fish poop) directly into the suction of the Gravity Flow Bottom Drain. I would say with these additions to a pond drain installation, IF YOU WANTED TO PUSH THE LIMITS, you could extend the service diameter of a 3” bottom drain to 12’ and a 4” bottom to 14’.

Use these Bottom Drain Fundamentals that we use to professionally design koi ponds each day. Keep in mind that the length and width of your pond will determine the recommended size & quantity of bottom drains. The number of drains (combined with total pond gallons and number of skimmers) will help us determine what size pond pump is necessary for the life support system of the pond.

I was never a wiz in History back in school but we sure can learn a lot about pond construction by keeping a watchful eye on techniques and philosophies used over the years. The Bottom Drain philosophies of today are certainly on the rise and I predict could become mainstream in the industry as a standard item in all new pond construction, water gardens, eco-systems and dedicated koi ponds alike.

### About the Author

**Eric Triplett**, The Pond Digger, owns and operates The Pond Digger, Waterscape Design and Construction Company, based in Redlands, California. The Pond Digger specializes in ‘Touching Peoples Lives With Water’ with ecologically friendly, low-maintenance, waterscapes for fish and aquatic plants, but more importantly, for people!

Exotic Waterscapes  
31710 Dunlap Blvd. 
Yucaipa, CA 92399 
(800) 522-5043  
www.theponddigger.com  •  eric@theponddigger.com
Keep Fish Alive This Winter - De-Icers

by Joe Holz
Kasco Marine

A major fear of any fish pond owner here in the north is winterkill. Simply using a De-Icer, Diffuser, or Water Circulator will create an opening and maintain an ice-free area to allow for proper oxygen levels and limit the chances of a winterkill situation this winter.
Winterkill is caused by a lack of oxygen under the ice. Large amounts of snow and ice encase ponds and prevent oxygen from being added to the water by effectively limiting light penetration and oxygen transfer at the air/water interface. Most plants will die off during this time because sunlight is severely limited and blocked from the snow/ice layer. This is a double whammy. First, you have no added oxygen from photosynthesis since the plants die. Second, the increasing load of organic matter creates higher Biological/Oxygen Demand with bacteria consuming both oxygen and the organics. Fish will eventually run out of oxygen and may die.

A simple way to prevent all this trouble in large ponds is to maintain an open water area. Cold water has the ability to hold large amounts of oxygen vs. warm water. Therefore, simply exposing water to the atmosphere will allow sufficient amounts of oxygen to be absorbed into the water and maintain healthy DO (Dissolved Oxygen) levels for fish and other living organisms.

Some studies suggest as little as 1-2% of the surface area need to be ice free to prevent winterkill situations. This can easily be achieved using a De-Icer, Diffuser, or Water Circulator. These products work by pushing/moving warmer bottom water that is heated by the earth up to the surface to remove and prevent ice formation. All of these products produce large volumes of water flow, but do not splash the water at the surface. In fact, splashing will expose water to the air too much and can cause super cooling which will drop the water temperatures to dangerous levels for the fish and, in shallow ponds, can virtually create a giant slush pit.

De-Icers and Water Circulators can be mounted on horizontal floats at the surface, rigid mounted to a dock, piling, or wall with a Dock Mount, or hung below boats and docks with ropes. Diffusers, such as Robust-Aire, use a...
compressor mounted on shore to pump air to the bottom of the pond which then turns large volumes of water. With any of these choices, it is best to position at or near the deeper portions of the ponds. Diffusers are typically best in 8' + depths. The Horizontal Floats often are not the best choice for extreme northern temperatures as they do not have as much access to the warmer, deeper water, but work very well in more moderate temperature areas.

In small, shallow backyard ponds and water gardens, these types of devices are often too large and will not work effectively in these applications. It is best to use small pond heaters for de-icing these ponds as the larger devices will move too much water volume and create a super cooling situation.

This year, put your customers’ minds at ease by installing a de-icing product and protect their fish and pond investment from winter’s worse. Not only will it bring you business in a slower time of year, but it will save you and your customers the head and heart aches from a pond full of dead fish.

---

**One sample of some De-Icers**

---

**About the Author**

Joe Holz works in an outside sales capacity at Kasco Marine, Inc. and also handles international sales for the company. Kasco Marine, Inc. is the world leader in marine De-Icing equipment, along with aeration, fountain, and water circulation products. Contact Joe at joe.h@kascomarine.com.

www.kascomarine.com
www.de-icer.com
Experience Exceptional Sales Growth with Alpine’s High Quality & Energy Efficient Water Gardening & Pond Products

NEW FROM ALPINE

PPL Cleansers/ Treatments
Introducing state-of-the-art, clinically tested pond and fountain treatments.

Premium Pond Care Kit

- Small Pond Formula (4oz)
- Large Pond Formula (8oz)

Premium Fountain Care Kit

- Tabletop Fountain Formula (4oz)
- Floor Fountain Formula (8oz)

- Offered in 2 sizes:
  - 4 oz
  - 8 oz
- 3 Step Pond Care Kit:
  - Step1: Rock Scrubber
  - Step2: Pond Clarifier
  - Step3: Liquid Bacteria
- Ready-to-use formula
- Packaged to supply 30 days of regular use

- Offered in:
  ~Tabletop Fountain (4 oz)
  ~Floor Fountain (8 oz)
- Ready-to-use formula
- Packaged to supply 30 days of regular use

Tough, heavy-duty and affordable pumps
Stunning, dramatic and energy efficient Pond & Low Voltage Lights
Proven reliability
24 hour turnaround time

- Pumps ranging from 65GPH up to 10,300GPH
- High Performance Filters Clarifiers & a Pond Vacuum

Call us today for a FREE copy of our 2013 catalog!
Why not install the world’s best filter?

If your customer will have koi, spec the best filter for the job
- The Nexus

- Sold worldwide because it works the best
- Uses low head, low energy pumps
- Features Kaldness Moving Bed media
- Unique Patented Design protects you from low bid copycats

INMOTION AQUATICS - the US Distributor is ready to help

INMOTION AQUATICS

To find out how to become a dealer, or find one in your area or visit
InmotionAquatics.com
Call us at 888-920-1944

Request info at www.pondtrademag.com/infocard/ △ # 1636 ▼ # 1657
by Ed Dulzer
Process Technology

Are you taking advantage of a new heater technology to improve your business and keep your customers’ koi and other fish alive this winter?

Until now aquaculture immersion heaters have used an internal resistance wire as the heat source. Now there are electric immersion heaters available using PTC (Positive Temperature Coefficient) ceramic chips as the heat source. Heaters using PTC offer advantages over traditional resistance heaters including increased safety, greater reliability, and a lower operating cost.

Electric heaters made with resistance wire:

Traditional immersion heaters use “resistance wire” as the source of heat. Resistance wire is commonly used in toasters and electric water heaters and is usually a nickel/chromium alloy. It will typically heat to around 900°F.

When an electric immersion heater using resistance wire operates in air or becomes covered with solid buildup (such as fish waste), the heat is not able to dissipate quickly enough. This results in a rapid increase in operating temperature. Elevated temperatures shorten the heater life and can damage surrounding plastic materials including pond liners.
To protect these materials from high-temperature damage, electric immersion heaters often include a built-in heater over-temperature cutoff device – called a “protector.” The protector senses the surface temperature of the heater and trips if it gets too hot. This shuts the heater off. While the protector is a necessary safety device, a heater that is shut off may threaten the pond or tank inhabitants.

As Don Campbell, First Ascent Fish Farm, explains, this is one of his primary concerns with his current equipment. “We train our customers in both programming and care of the heater/controller. However, too frequently the folks we train are not the folks cleaning the tanks between deliveries and the heater is not unplugged, leading to a blown fuse [protector].”

After a protector has tripped it must be replaced. If there is no protector onsite, the tank or pond may suffer a loss of heat. For a supplier or keeper of live fish, this can result in increased mortality.

**Electric heaters made with PTC chips:**

Electric heaters using PTC chips do not use resistance wire as a source of heat. Instead, they use PTC (Positive Temperature Coefficient) chips. When the chip temperature increases, its electrical resistance also increases, resulting in decreased heat output. As the PTC chips heat up, they will reach a designed temperature at which they cannot get any hotter. Thus, PTC chips have a predetermined temperature limit.

Request info at www.pondtrademag.com/infocard/ # 1660
No protectors to replace.

Thermal protectors are not necessary with PTC electric immersion heaters. Their self-limiting capability offers the safety of a protector built directly into the heater core. This eliminates downtime caused by a tripped protector and the need for replacements.

PTC heaters will not damage tanks or liners.

PTC immersion heaters have a maximum surface temperature of 518°F when in air and manufactured with ½-inch spacers so they will not damage tank or pond liner materials. They will not damage tanks made from polyethylene (PE), high-density polyethylene (HDPE), fiberglass, polypropylene (PP), CPVC or PVC as well as other materials (see chart).

PTC heaters can operate in air or with solids buildup.

A resistance heater will overheat if operated in air, covered by scale or solid waste. This elevated temperature can shorten the life of the heater by several months. With PTC heaters the potential for burnout is eliminated, thereby increasing service life. (Removing the material from the surface of the PTC heater or putting it back in water will raise the heat output accordingly.)

According to Campbell, the advantages offered by PTC heaters, “could pay for themselves in both labor savings and fewer mortalities in less than one year.”

About the Author

Edward Dulzer is a Forecast Manager and has been with Process Technology for almost 20 years. Process Technology is a manufacturer of electric immersion heaters, inline heaters, heat exchangers, and temperature controls. Process Technology was established in 1978 and services a multitude of industries including aquaculture, metal finishing, semiconductor, printed circuit board, cleaning technologies, MEMS, FPD, and photovoltaic (solar cell). The majority of products are UL listed to U.S. and Canadian safety requirements, and CE certified. The company is certified to ISO 9001:2008, including design. Contact Ed at edulzer@process-technology.com.

Process Technology
7010 Lindsay Drive • Mentor, Ohio 44060
440-974-1300 • USA/CN: 800-621-1998
info@process-technology.com
www.process-technology.com • www.ptsmartone.com
Getting Better Business Credit

by Mark Battersby

Things go a lot easier when potential lenders, suppliers and partners can decide to take a risk based on a garden pond operation’s credit history and capability of repaying obligations. With strong business credit, a business can borrow at a lower cost, with more favorable terms. In fact, many small garden pond retailers, distributors, builders and manufacturers with good business credit, have discovered it is possible to get loans without an onerous and often-embarrassing personal guarantee.

Obviously, business credit is quite difficult to get. For any small business owner navigating the credit and lending world can feel like a vicious Catch-22. Most commercial banks and traditional lenders are reluctant to loosen their purse strings until a would-be borrower has proven themselves with a strong credit history. But it’s difficult to develop that good record when no one will lend in the first place.

In the Beginning

When a business issues another business credit, it’s referred to as “trade” credit. Trade, or business, credit is the single largest source of lending in the world.

Information about trade credit transactions is gathered by the credit bureaus to create a business credit report using the business name, address and federal tax identification number (FIN), also known as an employer identification number (EIN). The business credit bureaus use this compiled data to generate a report about a company’s business credit transactions. In many cases, those extending credit will rely on that business credit report to determine if they want to extend credit – and how much credit they’ll give.

The major business credit bureaus that compile and provide copies of the reports are:

- Dun & Bradstreet (www.dnb.com)
- Experian Business (www.experian.com)
- Equifax Business (www.equifax.com)

Unfortunately, because information provided to the business credit bureaus is sent in voluntarily – no business is required to send it in – the credit bureaus may never receive much, or even any, information about a garden pond business’s credit transactions. In fact, many businesses go for years racking up business credit without any of it being reported to the credit bureaus.

Establishing Business Credit Basics

The following are among the proven strategies for establishing business credit and gaining recognition from the credit reporting agencies:

1. If not already incorporated, forming a corporation or LLC (Limited Liability Company) to operate the garden pond operation or business, and obtaining an FIN or EIN from the IRS should be considered. Corporations and LLCs afford business owners liability protection, and a business credit profile can be created that is separate from the owner’s personal debts.

2. Every garden pond business should be registered with some, if not all, of the business credit bureaus. DUN & BRADSTREET (D&B), for example, is one of the main business credit bureaus and runs its own business credit score. An established business with an EIN can begin the process by applying for a free DUNS number. The number is how lenders will determine the operation’s credit worthiness (most business
credit card and lending companies will ask for a D&B number during the application process).

3. **Apply for a business credit card.** Although most major credit card companies require that cardholders be in business for two years before extending credit, there are many small, local banks that are more accommodating to small businesses. They may be even more accommodating if an owner or manager is savvy enough to set up a business bank account with them!

   Even though the business may not actually require more credit cards to finance its operations, it should still apply for more business credit cards. In business, the 5-3-2 rule is key – a business’s credit record is not considered established and solid until it has at least five trade accounts, at least three credit cards, and at least two small loans fully paid off.

4. **Comply with all business requirements.** Not being in compliance with local, state and federal rules, ordinances, regulations and laws can raise red flags with both credit bureaus and grantors. Potential red flags include such things as a lack of a business license or a phone line. Many suppliers will not grant credit to another business that hasn’t taken the steps to set the operation up with the proper licenses or meet local, state and federal requirements.

5. **Financial statements and a professional business plan** are a necessity particularly in today’s economy. These documents are also required by many credit grantors.

6. **Finding companies willing to grant credit** to the garden pond business without a personal credit check or guarantee is also a good strategy. When a supplier grants a business credit, it is important to ensure they report the payment experiences to the business credit bureau. This step can help build a business credit report as well as provide a financial foundation for the operation.

7. **Managing debt** so the garden pond operation or business, large or small, won’t experience trouble making payments, which will negatively affect its credit score.

8. **Monthly payments** to credit grantors will keep a business credit profile active.

9. **Get a Website** – Having a Webpage may not seem like a must in building or maintaining business credit, but D&B now shows and lists Websites on credit files. Many banks also use the fact the operation has a Website as a positive factor in determining the credit worthiness of a borrower.

---

**Trade Credit**

Suppliers often allow their customers a grace period before requiring payment for the goods or services they provide. This is called vendor or trade credit and it permits every garden pond retailer, installer, distributor and manufacturer to generate at least some revenue from the sale of goods before they have to pay for those goods. Even better, vendor or trade credit is often easier to obtain than bank credit because it doesn’t require collateral. Unfortunately, trade credit can be quite expensive.

Terms of 2% 10-days, net 30-days (2% discount if paid within 10 days, the net (full) amount due in 30-days) translates into a 36% or 37% annual interest rate if the cash discount is foregone. While trade credit may be appealing to garden pond professionals looking to save money, beware when opting to take these discounts.

---

**Building More Credit**

It is important to remember that business credit cannot be built overnight. Everyone should think about the business credit of their garden pond construction operation from day one. Having access to credit can help any business adapt to changing economic conditions.
conditions and position itself for success. But what steps can a garden pond professional take to improve the credit worthiness of his or her business?

1. **Always pay on time.** The operation’s ability to repay loans promptly has the greatest impact on its credit score. On-time payments are the most direct way to improve a credit rating.

2. **Ensure creditors regularly report the operation’s payment history to the credit bureaus.** If timely payments to suppliers and lenders are not included in its profile, the business may not get the credit it deserves for paying bills on time. It goes without saying that the credit profile should be monitored at least twice per year to ensure that all vendor payment relationships are included.

3. **Maintain good personal credit.** After all, well-managed personal finances can indirectly impact the business’s credit worthiness. Bottom line however, personal and business credit ratings are separate and do not directly affect one another.

4. **Contribute to the business’s credit profile.** The more information provided to credit bureaus, the more robust its credit profile will be. In addition, wherever possible, suppliers and vendors should be chosen that report their experiences to credit bureaus, which will also help boost the operation’s profile.

As already mentioned, the best place to start building or rebuilding business credit is with suppliers. Many types of suppliers, including major brands, extend lines of credit to businesses giving them the opportunity to finance purchases and conserve their cash.

In addition to goods and merchandise for resale, a garden pond business can obtain products such as office supplies, computers, and marketing materials with payment terms ranging from net 30 to net 60 days. Of course, the focus should remain with applying for credit with suppliers that provide products and/or services needed on a regular basis, in order to make regular purchases using the operation’s credit line. By paying invoices on time every
garden pond business can build a business credit history and increase the operation’s credit worthiness.

With a strong business credit report a garden pond professional can stop relying on personal credit to qualify for needed financing. Because a creditor, lender or supplier can now easily determine the operation’s risk level with a business credit check, qualifying will be a much easier process.

Building business credit can also improve the garden pond business’s image, protect the owner’s personal credit, limit liability, and increase credit capacity since businesses can obtain 10 to 100 times greater financing than an individual. But the time to think about credit for your business is now – hopefully before it is really needed.

About the Author

Mark Battersby’s 25 years of professional experience in the fields of taxes and finances enable Mr. Battersby to write on unique and topical subjects. Although no reputable professional should ever render specific advice at arm’s length, he does craft unbiased, interesting, informative, and accurate articles. Mr. Battersby currently writes for publications in a variety of fields. His topical columns are syndicated in many publications each week. He also writes columns for trade magazines and has authored four books.
(slightly) older reader wrote to me recently, wanting to know how to change her bad habits ingrained after so many, many years of doing them. She wanted to know, “Is it too late to change?”

And I can understand the feeling. Doing bad habits for years makes them deeply entrenched, and getting out of that trench might seem impossible, hopeless.

I once was stuck, and felt the weight of built-up bad habits crushing, smothering, burying me. I felt helpless, like I had no control over myself, and was too discouraged to even try to change.

This discouragement is what does it. It’s not that changing bad habits is impossible. But if we are so discouraged we don’t try, we will never change them. To try and to fail is of little consequence, but to never start at all is fatal to the habit change.

And I’m here to tell you, that changing bad habits is not impossible. No matter how long you’ve done them, no matter how many decades.

It can be done. By you. By taking a single step.

**Here’s How.**

**Know** as you start that you aren’t changing a mountain. You don’t have to change years of bad actions. Those actions are gone – they’ve evaporated into the ether, and you can forget them. Forgive yourself for them, then forget them.

You don’t need to run a marathon to change a habit. You just need to take a step. And you can take a step.

**Consider** for a moment your bad habit. You might have a dozen, but choose an easy one. Not the one you’re most afraid of – the one you think you can lick.

**Take a step back and think about this habit.** When do you do it? What things trigger the habit – stress, food, drinking, socializing, boredom, sadness, waking, being criticized? What need does the habit fulfill for you? Know that it does fulfill a real need, and that’s why you keep doing it.

**Realize** something – stop here to drive home for yourself a crucial, crucial point: you must realize that you don’t need this habit to fulfill this need. You don’t need the habit. You can deal with stress in healthier ways. You can beat boredom. You can cope. You do not need the habit, and you will learn better ones with practice.
You might be feeling a bit overwhelmed at this point, but you’ve done the hardest part. Now you just need to take one more little step.

**Commit** to yourself to make a small tiny insignificant but powerful step each day. Commit fully, not half-assed. Commit by writing it down, and putting it up on your wall. Commit by telling a friend about it, and asking for help. Commit by putting it on Facebook, Twitter, Google+, your blog, a forum you frequent. Be all in.

**Find** a replacement habit. One that is healthier. One that fulfills the need. One that is easy. One that you can do after your trigger, instead of your bad habit. One that you enjoy and will look forward to. If you need to relieve stress, for example, consider walking, or pushups, or deep breathing, or self-massage.

You’re now ready to climb out of your trench. Remember, just a tiny, tiny step.

**Notice** your urge to do the habit. Pause. Don’t do the bad habit. Let the urge pass, then do your new replacement habit.

**Repeat**, noticing the urge, letting the urge pass, not doing the bad habit, and doing the good habit instead. You might mess up, but that’s OK. You’ll get better with practice.

**Practice** as often as you can, every day. You’ll get really good at it. Don’t worry about how long it takes. Keep doing it, one urge at a time.

Know, Consider, Realize, Commit, Find, Notice, Repeat, Practice.

These are easy steps that don’t take a lot of work. You can do them as you sit here, reading this article.

**It’s never too late.** There is no habit that can’t be broken by the pressure of a single footprint. Make that footprint by taking a single step, today.

**About the Author**

Leo Babauta is married with six kids, he lives in San Francisco, 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.

www.zenhabits.net

---

Your one stop solution for clear, healthy water and Great Profits

Alpha ONE

Grand Champion Technologies
GC Tek
302 S. Sandy Lane
Chandler, Okla. 74834
866-712-7007 405-258-5551 Fax 866-728-0678
www.gctek.com info@gctek.com

Our line of upper end filtration products is designed to give your customers clear, healthy water while using a minimal amount of electricity. You’ll love the profits that can be generated with our line of products.

---

Know, Consider, Realize, Commit, Find, Notice, Repeat, Practice.

These are easy steps that don’t take a lot of work. You can do them as you sit here, reading this article.

**It’s never too late.** There is no habit that can’t be broken by the pressure of a single footprint. Make that footprint by taking a single step, today.

**About the Author**

Leo Babauta is married with six kids, he lives in San Francisco, 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.

www.zenhabits.net

---

Your one stop solution for clear, healthy water and Great Profits

Alpha ONE

Grand Champion Technologies
GC Tek
302 S. Sandy Lane
Chandler, Okla. 74834
866-712-7007 405-258-5551 Fax 866-728-0678
www.gctek.com info@gctek.com

Our line of upper end filtration products is designed to give your customers clear, healthy water while using a minimal amount of electricity. You’ll love the profits that can be generated with our line of products.

---

Know, Consider, Realize, Commit, Find, Notice, Repeat, Practice.

These are easy steps that don’t take a lot of work. You can do them as you sit here, reading this article.

**It’s never too late.** There is no habit that can’t be broken by the pressure of a single footprint. Make that footprint by taking a single step, today.

**About the Author**

Leo Babauta is married with six kids, he lives in San Francisco, 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.

www.zenhabits.net

---

Your one stop solution for clear, healthy water and Great Profits

Alpha ONE

Grand Champion Technologies
GC Tek
302 S. Sandy Lane
Chandler, Okla. 74834
866-712-7007 405-258-5551 Fax 866-728-0678
www.gctek.com info@gctek.com

Our line of upper end filtration products is designed to give your customers clear, healthy water while using a minimal amount of electricity. You’ll love the profits that can be generated with our line of products.

---

Know, Consider, Realize, Commit, Find, Notice, Repeat, Practice.

These are easy steps that don’t take a lot of work. You can do them as you sit here, reading this article.

**It’s never too late.** There is no habit that can’t be broken by the pressure of a single footprint. Make that footprint by taking a single step, today.

**About the Author**

Leo Babauta is married with six kids, he lives in San Francisco, 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.

www.zenhabits.net
Outdoor Water Solutions Expands Line of Electric Aerators

Outdoor Water Solutions, a Pond & Lake Products manufacturing company based out of Springdale, AR has announced an expanded line of electric aerators for the 2012 season called the AerMaster Pro™ line.

The new expanded line of Electric Aerators ranges from a ¼ hp rocking piston design producing 3 CFM up to a ½ hp rocking piston compressor producing 7.2 CFM. Each of these rocking piston compressors comes in a nice, attractive powder coated steel cabinet that can be mounted to a post, wall or on the ground with the included adjustable feet. They also have a lock to keep people out and include either one or two recirculating fans. These systems all carry a 2-year warranty and are designed to operate maintenance free.

Key Features of the new AerMaster Pro™ line are listed Online.

“Our goal was to produce a high quality product at an affordable price,” says John. Prices range from $995 for the ¼ hp model to $2,695 for the big ¼ hp models. Customers can view our complete product line Online at www.Outdoorwatersolutions.com. They can also request one of our color catalogs to look at the complete line of pond products.

Voluntary Recall of AquaMax™ Products; Expands Voluntary Recall of Mazuri® and LabDiet® Feed Products

PMI Nutrition International is initiating a voluntary recall of certain varieties of the AquaMax™ feed products with specific lot codes listed below, due to the potential for elevated vitamin D levels. Although no customer complaints have been received to date, the products are being recalled due to analytical test results that indicate a potential for elevated levels of vitamin D.

The company is also expanding its previously announced voluntary recalls to include additional varieties of the Mazuri® and LabDiet® feed products with specific lot codes listed below due to analytical test results on additional lots of retained samples that indicate a potential for elevated levels of vitamin D. Elevated vitamin D levels may cause death, or otherwise be harmful to animals and fish if fed for extended periods potentially resulting in lack of interest in eating, weight loss and possible joint stiffness.

All products included in these recalls were manufactured at the Richmond, IN feed plant and were distributed nationwide and to Canada, Puerto Rico, Guam, Bahamas, Cayman Islands, Curaçao, Mexico, Cambodia, Japan, China, Taiwan, South Korea, Singapore, Chile, and the United Kingdom, starting April 2, 2012 through May 8, 2012. Dealers have been contacted and asked to hold these products and to notify and retrieve the product from customers. The affected product should not be used, and where applicable, be returned to the retail dealer.

Lot numbers are laser printed on the back of each paper bag, near the top. Lot numbers are formatted as follows: APR = Month / 17 = Day of Month / 12 = Year / 2 = Plant Code.

For COMPLETE information see the FDA website http://www.fda.gov/Safety/Recalls/ucm311992.htm

Customers should return remaining products to their retailer to receive a refund. For more information on the product recall, contact your local dealer or Customer Service (1-855-863-0421, x 224) between the hours of 8:00 a.m. and 4:00 p.m. (EDT), Monday through Friday.

Dedicated “Ponics” Section on AquaticEco.com

Aquatic Eco-Systems Inc. announced today the creation of the Ponics tab on their website homepage, AquaticEco.com. The section is dedicated to products related to hydroponic and aquaponic projects.

Aquatic Eco-Systems Inc. (AES) of Apopka, FL, is pleased to announce the creation of a new section of their website, AquaticEco.com. AES has offered “Ponics” supplies for some time; however, there is now a dedicated Ponics tab on the homepage of AquaticEco.com where customers can be taken directly to everything they need for their hydroponic or aquaponic project.

When asked about the new Ponics section of AquaticEco.com, AES Merchandising Manager Bob Wheeler stated that he is “very excited that our “Ponics” customers will now have a dedicated section on our website to quickly and easily find products that fit their specific needs.”

Whether you are a hobbyist or commercial grower, AES has everything one will need to be successful in a hydroponics or aquaponics venture. From grow room supplies to large-scale commercial equipment; AES has thousands of products to keep operations sustainable and crops happy.

To request a copy of the AES Ponics catalog, please call 877-347-4788.
**Biological Mosquito Control Also Kills Fungus Gnats**

Summit Mosquito Bits®, a popular biological control that kills mosquito larvae, is now also approved for the control of fungus gnats.

The active ingredient in Mosquito Bits® is a biological larvicide called BTI (Bacillus thuringiensis subspecies israelensis). BTI is a naturally occurring bacterium that’s deadly to both mosquito larvae and fungus gnat larvae.

The BTI in Mosquito Bits® provides an extremely fast and effective way to quickly kill large populations of mosquito larvae. When spread on standing water where mosquitoes breed, Mosquito Bits® granules release a biological mosquito larvicide at the water’s surface. As the Mosquito Bits® settle in the water, hungry mosquito larvae eat the Bits and die.

Mosquito Bits® can be used in virtually all standing water, including ponds and water gardens, rain barrels, roof gutters, bird baths, flower pots and saucers, tree holes, unused swimming pools, old automobile tires, animal watering troughs and wherever water collects.

Mosquito Bits® are made by Summit Responsible Solutions®, which also makes the popular Mosquito Dunks® product. Mosquito Bits® and Mosquito Dunks® both contain the same active ingredient (BTI).

Mosquito Bits® and Mosquito Dunks® are available at home centers, hardware stores, garden centers and www.summitresponsible.com.

**New Diffused Aeration System by Air-O-Lator**

*System Provides an Alternative Source of Aeration to Achieve Water Quality*

The Deep Aire™ bottom mounted air diffuser is a new addition to the Air-O-Lator aerator product line. It creates a healthy pond by taking oxygen to the pond’s lowest depth along the bottom. A diffused aeration system is a great solution for ponds deeper than 10 feet.

The Deep Aire diffused aeration systems are designed as an alternative source of aeration. Diffused air systems utilize an air compressor, located on the shore, which delivers oxygen through a hose to a special diffuser lying on the pond bottom. Depending on the body of water depth and shape, various motors and models are available with a deluxe kit that includes a lockable cabinet with electrical box/outlet, shock mounts, pressure gauge, and cooling fan.

Any Air-O-Lator floating fountain or surface aerator can be used in conjunction with a Deep Aire aerator.

**EasyPro’s “Sizable” Pond Netting**

Don’t be limited by a small variety of prepackaged pond netting that does not fit the needs of many pond and stream applications. With EasyPro bulk netting in 100’ lengths you can stock three widths (10’, 20’ and 30’) and custom cut to the exact length your customer desires for a perfect fit every time. Bulk rolls come packaged in a box for easy display on store shelves; simply pull out desired length and cut!

This strong black pond netting will last for years keeping ponds clean and fish safe. Netting prevents poor water quality problems by keeping leaves and other debris from falling into your pond. This netting features polyethylene strands woven together in a mesh making it very strong.

To request a catalog or for more information on EasyPro products call 800-448-3873 or visit www.easypropondproducts.com.
Marketplace

Don’t miss out on this Market Place advertising opportunity. See our website www.pondtrademag.com/advertise/marketplace for rates and easy placement. Business Card and Classifieds accepted.

Get Listed Get Found

• Who makes what, and where to get it.
• Designed to connect you with industry pros and end users alike.
• For Manufacturers, Distributors, Growers, Breeders, Retailers, Contractors, & Service Companies

Make sure your company is listed in the new Industry Directory - PONDSOURCES.COM

POND Sources

Go to pondsources.com and Sign Up Today
Where is the Baby! is a web page hosted by Nelson Water Gardens and Nursery, in Katy, Texas.

Addie Nelson, their granddaughter, is pictured here on the pad of a Victoria Lily.

http://nelsonwatergardens.com/i-spy-a-baby/
You’re Burning Money

Competing With Online Discounters

Russell Gives You ....


Protection From Online Discounters

Stop Burning Money and Start Making the Profits You Deserve!

Call or Click Today!

1-800-844-9314

www.russellwatergardens.com

Request info at www.pondtrademag.com/infocard/ △ # 1684
Built Right

Little Giant wet rotor pumps are ideal for virtually any decorative water application. Offering flexibility and durability, these pumps will last for years to come.

Features:

- Install horizontally or vertically
- Seal-less design for longer life
- Optimal performance
- Two year warranty

Please visit our new website, www.lg-outdoor.com, for more information and to download the new, comprehensive catalog.