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Pond Pulse

The Newsletter for Not-for-Profit IPPCA

Volume 2, Issue 12, December, 2008

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Calendar of Events

January 4-6, 2009

**Western Trade Show
Overland Park, Kansas**

<http://www.wnla.org>

January 30 & February 1

**Koi Health Seminar
Athens, Georgia**

<http://www.koihealthseminar.com>

February 4-6, 2009

**New England Grows
Boston Convention & Exhibit Center
Boston, Massachusetts**

<http://www.negrows.org>

October 22-24, 2009

(Tentative Dates)

INFO TANZA™ 09

Atlanta, Georgia

<http://www.infotanza.com>

Special Days In January

January Birthday's

Debi Phelps (3)
 Matthew Genton (3)
 Samantha Genton (5)
 Caleb Langsley (7)

"Meaningful Messages"

The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint enough to keep from meddling with them while they do it.

- Theodore Roosevelt -

Message From The President

Usually December is a time when there are wonderful articles, like Christmas letters that tell you how wonderful somebody else's life and travels have been, and how over achieving their kids are. I have to believe people are trying to end the year on a positive note. Rather than trying to end on a positive or negative note, let's start 2009 with a stone cold reality check.

To that end I want to pull up some stuff from the 70's and 80's that is very relevant to events today. I picked a quote from a 1985 movie "Lady Hawke", starred by little know actors of the time, Michelle Pfeiffer, Rutger Hauer, and Matthew Broderick. In the movie the Bishop of Aquila makes the memorable comment, "The greatest storms announce themselves on the gentlest of breezes."

In the 70's and 80's some of you may remember bands called Credence Clearwater Revival or Boston or Hall and Oats. As musical groups, they all got a rude awakening, not realizing initially that once recorded, their music was now controlled by the record label that produced and distributed their records. CCR became the country band Blue Ridge Rangers, Boston became RTZ or Return to Zero and Hall and Oats kinda dropped from sight.

The gentle breeze that came through was a new guy called "Prince", the guy that was a symbol. Why is the "Purple Pain" important? He was the first to break from the pack in frustration of dealing with company issues, and he turned to the internet with his own brand, Paisley Park dot com. The corporate structure initially dismissed this as the act of a renegade that would die in oblivion. They where in the old business model of controlling product and market share. "Prince" was breaking out of the box and showing the way for the new generation.

We now are about to enter 2009. In the decade of Ought's, (01,02,03, etc.) the world on the internet has entrenched itself, and like the music industry, corporate control is going the way of the dinosaur. That gentle breeze from the 80's is now a category 4 hurricane off the coast and our entrenched corporate higher-archy are just now waking up and trying to brace against the onslaught.

I have previously addressed corporate or organization transparency on the internet and how the good, the bad and the ugly can travel faster than any PR firm can move. The power of the market place is shifting to a one on one market and to the grass roots. That is were this trade association, IPPCA, stands on it's own merit! IPPCA is grass roots! IPPCA has been looked at as a renegade group that would die and fade into oblivion by some industry manufacturers.

The IPPCA is installers and installations, then techniques and equipment. Those installers that are active members of IPPCA understand that it is ethics and quality first, not bottom line first that sustains this industry. Why, is that important? Because the next "storm surge" to come through will be "change".

Those that once controlled power are starting to become casualties. The big "players", banks, auto, political arenas, manufacturers of all sorts are contending with a fluid market that they can not get a handle on. That will have a trickle down effect through this industry through manufacturers and suppliers. Those that loose the one on one attitude will loose the market.

We as installers, manufacturers and any trade associations have a need to recognize that the market is becoming VERY individual and discriminating. At INFO-TANZA '08 one of the statements I heard most was, "Most of my customers are referred", that is about as individual as it gets.

This is my Achilles heel, the internet! I do stuff on it but not stuff with it! That is where my listing on the IPPCA web site is important. It gives me a place where my clients can go to see who I am and what I do. Many of my clients do research online and they ask questions about their ponds and the products available. Most consumers, although weary of the information on the web sites, find they can check the IPPCA site. They see they can call and ask for help or complain about a product or professional. That's that one on one market place. Welcome to the last year of the Oughts.

Rocke' Huntington
President 2008



IPPCA COMING SOON TO A SHOW NEAR YOU



**The Western Trade Show
Overland Park, KS
January 4-6, 2009**

GARDEN MARKET EXPO

The Western is going for its'118th show! It's the biggest in the region, covering Kansas, Missouri, Iowa, Nebraska, and Oklahoma

Meet the IPPCA President Rocke' Huntington 2009 and Board of Advisor Member, plus other active members from Nebraska.

If you are a landscaper that does water, find out why you need to be a member of this trade organization.

If you want to specialize in waterscapes, ask them questions to understand why the Certified Professional Pond Contractor (CPPC) rating is the certification program you need to offer for your client's peace of mind.

As an IPPCA member, technical support is a phone call away. Answers you can use, that come from the field, not text books or scripts.

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**New England Grow
Boston, Massachusetts
February 4-6, 2009**



**Unearth your greatest
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New England Grows is one of the largest and most popular green industry events in North America ---- known for its progressive educational conference and world-class exhibition.

In 2008, 14,300 green industry professionals attended New England Grows. The exposition features 1400 booths jam-packed with the latest in plant material, products, equipment and services for the green industry.

Thirty educational sessions are held during New England Grows. World-renowned speakers present the latest research, trends, and predictions for the green industry. Many seminars are approved for continuing education credit.

Last year, New England Grows was named one of the Fastest-50 growing trade shows in the country the prestigious industry publication *Trade Show Week* magazine.

New England Grows is an educational partnership between the New England Nursery Association, Associated Landscape Contractors of Massachusetts, Massachusetts Arborists Association, and Massachusetts Nursery and Landscape Association. Its co-sponsor network includes more than 30 green industry organizations from throughout New England.

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877-213-3598



A post from the IPPCA Message Board. Just one of the many topics being discussed.

Water Garden or Koi Pond, Remember Where You STARTED!!!!

Let me start by clearly saying that I am a water garden guy. I have always enjoyed foliage as much as fish so I have never jumped on the "purely koi pond" bandwagon nor have I paid much attention to the ongoing battle between the water garden/koi pond camps. For the most part I have kept my thoughts to myself whenever I see comments/posts regarding this issue. However, as of late I have gone about trying to educate myself about all things "koi" in order to be more informed and knowledgeable about that branch of the hobby we all share. Also, by being more up to date on what is happening in the "koi" world, I can improve my water garden installations.

What bothers me the most about the entire koi vs. water garden debate is the premise that one branch or part of the hobby (water gardens) holds the potential to cause the demise of the entire hobby worldwide. It seems laughable to me that anyone serious about a hobby or endeavor that they are passionate about would cast a disparaging eye toward water gardens while blindly pretending that every "koi person" is so amazing perfect in their approach toward koi keeping that only they hold the key to the future success of the hobby as a whole.

What is even more disappointing is the failure of the "koitacracy" to understand that the water garden hobby could be/should be/is the best platform to further encourage growth of koi ponds. To illustrate my theory, let me put forth an analogy. In the classic car world, cars are often referred to based on three classes: daily drivers, Sunday cruisers and show cars. People that own a daily driver think their car is the best thing on four wheels until that fateful day they park it next to a Sunday cruiser or show car. All of a sudden, they start to see flaws they never noticed before and begin the sometimes painful realization that their pride and joy is lacking in many respects *when compared to vehicles in a higher classification*.

For the sake of our discussion, lets now associate water gardens with a daily driver and koi ponds with a show car (we can use Sunday drivers as all things in between water gardens and koi ponds). When you go to a car show where all are present, owners of each type of vehicle have a deep appreciation for the other classes of vehicles. Why? Because they understand it is not the class the vehicle is in that counts but rather the time, effort and devotion it took to get a particular vehicle to that level it has attained. To further drive this point home, consider that some of my most favorite classic vehicles I have ever owned were daily drivers that required constant maintenance, repairs and upkeep to keep on the road. Yet those same cars got more attention, nods of approval and thumbs up than more refined and better maintained vehicles I drove at other times. The other car people understood how much passion and love it took to keep that old "rolling wreck" alive, on the road and ready for the next potential owner to choose to put in more work, effort and resources to improve and upgrade the car.

Ponds are the same way, whether we like to admit it or not. For many of us, our foray into ponding is like having a "daily driver". Compared to other more advanced pond owners, we may pale in comparison. However, if by having an "entry level pond" we develop the love, passion and energy for the pond hobby, then there is a very high probability we will take our pond to the "next level". For koi pond owners to look down upon water gardeners as mere bunglers meddling in "their" hobby is

both shortsighted and a sign of ignorance. While anyone can go out and purchase a show car that is perfect in every way, how much will that owner truly appreciate and enjoy that vehicle if they never turned a wrench, busted a knuckle or kicked the tire in disgust when something broke at the worst possible time? Ponds are the same way and I argue it is invaluable for people to start with something they can handle instead of jumping in the deep end and finding out they can't swim.

Instead of our hobby being carved up into spheres of influence, we need to break down the barriers between the various factions and spread knowledge, communication and information between all participants, not just a select few. And furthermore, there needs to be the realization and recognition that not everyone who enters the hobby aspires to reach the "show car level". Many ponders are perfectly happy to have a water garden and don't aspire to keep show quality koi. So why should they be discriminated against because they have made a decision regarding what level of involvement they can or want to make/invest? A rational koi owner would want to see that any pond, no matter what level, type or label used to describe it is properly built, safely maintained and creates a healthy and viable ecosystem for any inhabitants.

By doing so, the hobby as a whole would benefit and more people would enter the hobby, enjoy it and stick with it. Instead, the current situation drives those hobbyists away who make the assumption that koi keeping equates to spending large sums of money. Instead of encouraging such hobbyists to explore and discover the joys the hobby offers at any level, the damaging perception exists that only "koi pond owners" are legitimate and responsible pond hobbyists while the rest of us "water garden toilet owners" (or other various forms of that phrase) are just ruining it for everyone. As a water gardener, I often wonder what will be left to ruin after the "koitacracy" gets done with the hobby.

But I would be remiss if I would end this commentary without taking aim at myself and other pond contractors. There is a burden of responsibility on our shoulders to improve and advance the hobby. That is why we join the IPPCA and spend time on this bulletin board trying to move things forward. We all can improve, learn and become better installers as long as we are open to accepting the fact that we don't have all the answers. Yet how do we overcome the problems created by installers who only enter the hobby with the lure of quick cash, big profit margins and an abundance of "low hanging fruits" (customers) just waiting to be plucked?

As I climb up on my soapbox, I can only say that everyone in the hobby (pond owners, contractors and suppliers) must work together to achieve the common goal of improving every aspect of our hobby. As long as each group of stakeholders (owners, contractors and suppliers) continue to put their own interests ahead of the good of the group, nothing will change. Koi pond owners need to quit railing against water gardeners and instead focus their ire on installers, products and "systems" that make ridiculous claims misleading to inexperienced pond hobbyists. A water garden is not a koi pond but a well designed and installed water garden could and should be an asset to the hobby as a whole instead of being viewed as a detriment.

Installers need to clearly represent themselves, the type of installations they perform and the level of competence they possess so that customers have confidence in hiring a "professional". If you are a contractor thinking of entering the pond market because of the lucrative pile of proverbial money on the table, open your eyes and ask some hard questions about how many pond companies sink each year once they discover the story is not as it seems. As for the rest of us on here committed to making ponding a viable and honorable profession, we better start finding a way to convince the rest of the contractors out there to join us as we work to pass legislation, create standards, establish clubs and educate consumers. How is that going to happen? I don't have the answer but I am on here to make it clear we all need to speak up to bring about change. With the members of IPPCA working

so diligently to bring about positive change, the question to everyone else is thus: What else can the IPPCA do to convince you to support and join the organization to advance the hobby as a whole?

And finally, to all the manufacturers of pond products/supplies who may see/read this, I put forth this challenge: Step up and agree to create a set of standardized rules/tests/comparisons that would allow customers to fairly and accurately compare products and measure the performance of a given product against its claimed benefits. If your products are as good as you say they are, prove it. Support an industry wide cooperative to conduct testing and research while fostering improvements and technical advances. Give customers and installers a real reason to use your products besides slick advertising and marketing gimmicks. The longer consumers and installers are treated like lemmings who only need to be pointed in the direction of your products, the closer to the cliff we all get, no matter if we are water gardeners or koi ponders.

In conclusion let me emphasize what you have read is simply my opinion on the issues touched upon in this thread. I do not claim to be an expert or sage on all matters koi or other. I have offered my thoughts in hopes others will do the same and the resulting discussion will benefit us all. Whether you agree or disagree is of no concern to me. What interests me is the logic you use and how you arrive at your opinion to rebut or support the arguments put forth in this thread. Any thoughts offered that make readers think, analyze and examine their own firmly held views are a benefit to us all. I look forward to such responses.

Thank you

[Joel Police](#)

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IPaWGS Corner

IPaWGS, the hobbyist branch of the IPPCA, has a voice here in Pond Pulse. We are still working on developing IPaWGS. One of the purposes of this corner will be to post club news.

Northern Illinois IPaWGS – This chapter does not meet during the months of December and January and will meet again in February. We are currently trying to put together a get to gather during the month of January.

We currently have two groups that are in the process of setting up chapters of IPaWGS on the west coast.

We are looking for new chapters of IPaWGS to be started. Check us out at www.IPaWGS.com. As professionals, this is one way we can give back to the hobby.

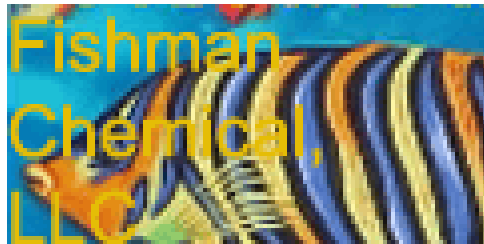
Mike White
IPaWGS President

AQION

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*Intelligent talk about koi & their
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www.koicluboftheair.org



Aquatic Eco-Systems, Inc. Founder Passes Away

It is with great sadness that Aquatic Eco-Systems, Inc. announces the passing of its founder and former President, Robert "Bob" Heideman, at the age of 59. Mr. Heideman passed away quietly in his home last week after a yearlong battle with lung cancer.

After serving his country as a Navy Seal, Bob Heideman turned his interest in lake and wastewater aeration into a business, founding Aquatic Eco-Systems in 1978. Though at first it was necessary to keep part-time jobs as a carpenter and bartender to finance his dream, he quickly developed his company into an industry leader. Bob actively served as President until 2007, and he remained a valued advisor to the company's Board of Directors until his passing. The fruit of his labor is a global aquaculture company that today has 150 employees operating out of a 139,000-sq.ft. warehouse/office building in Apopka, Florida.



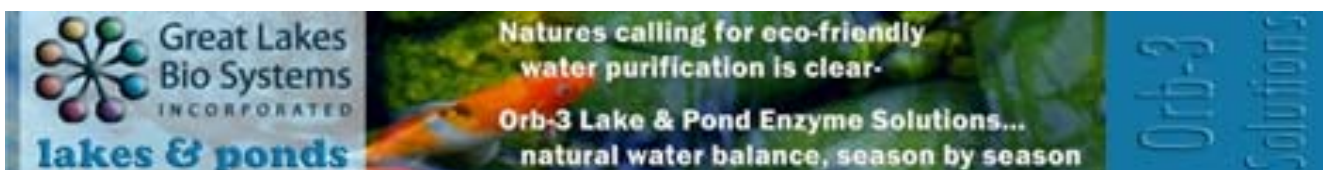
Bob led a very active personal life, fueled by a sense of adventure and exploration, which included a solo kayak trip to the Arctic Circle and an ultralight flight to the Amazon to celebrate the 500th anniversary of Columbus' landing in America. Bob also devoted much of his time to community service, including the Bear Lake Preservation Society, Little League baseball, national and global aquaculture societies, and the Grant Committee for the Institute of Humanist Studies, where he served as chairman. He mentored many young entrepreneurs and can be credited for helping launch dozens of small businesses.

Todd Childress, President of Aquatic Eco-Systems, commented, "As a pioneer in the aquatics industry, Bob was an inspiration to so many, and a true hero to the environment. Bob cared about our environment and our natural resources many years before it was the 'trendy' thing to do. Bob has left a legacy that we-and generations to come-can all be proud of, and he is a terrific example of how one individual can make a difference."

In lieu of flowers, the family asks that donations be made in Bob's name to the Institute of Humanist Studies or the Hospice of the Comforter.

Founded in 1978, Aquatic Eco-Systems (AES) has become the largest source of aquatic products and systems worldwide. AES caters to a variety of aquatic interests and industries, from aquaculture and lake management to aquariums and water gardens.

For more information about AES, visit www.AquaticEco.com.
Reprinted from PondBiz Magazine.



January 4-6, 2009

WESTERN Trade Show Overland Park, KS



Photo Courtesy of



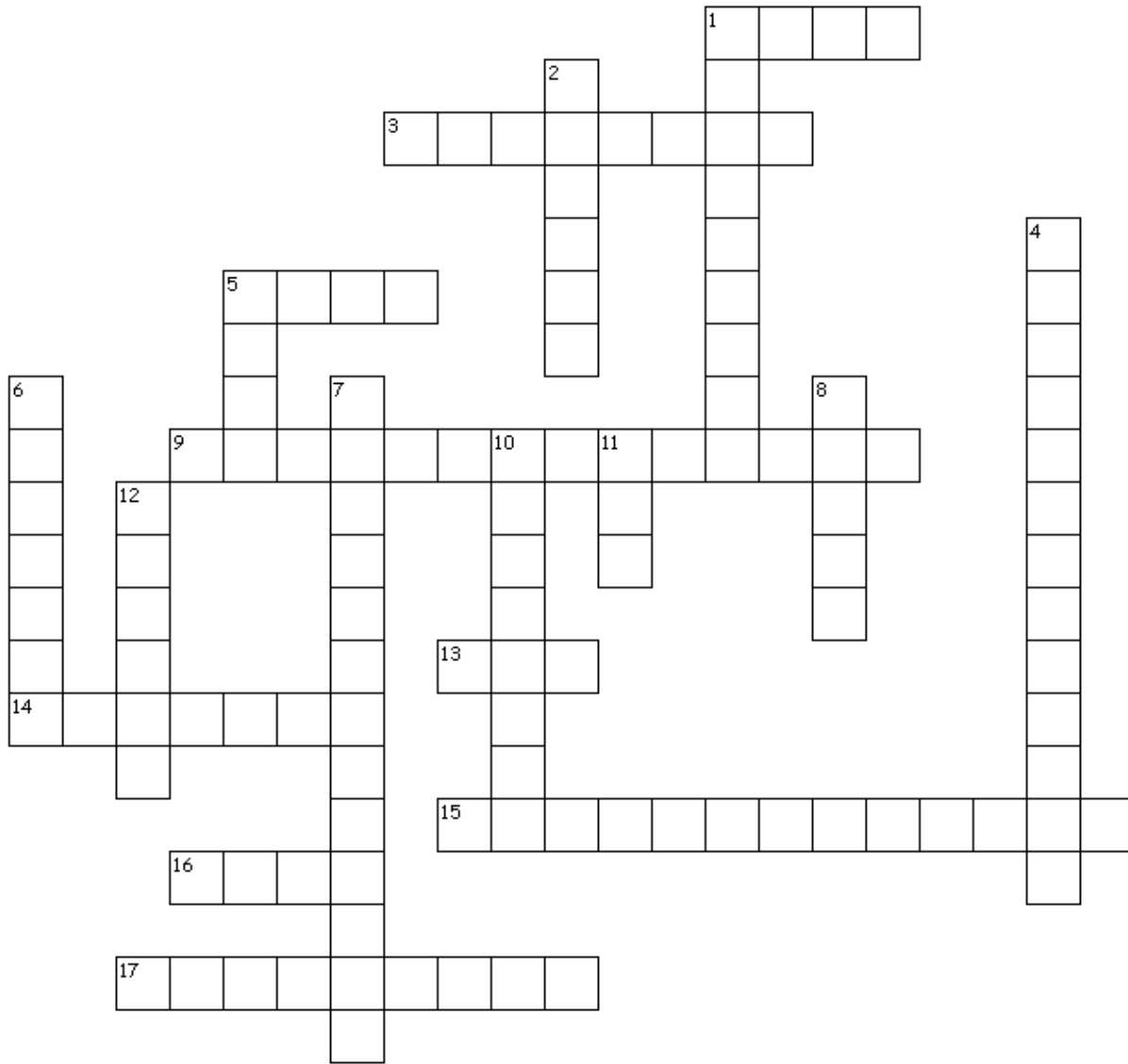
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The WESTERN is a five-state (Iowa, Kansas, Missouri, Nebraska, Oklahoma), 500-booth trade show with a total attendance of more than 3,200.

WESTERN Nursery and Landscape Association | 888.233.1876 | info@wnla.org | www.wnla.org

Happy Holidays



Across

- 1 Fun in the snow on a hill
- 3 What school kids get at Christmas
- 5 What everyone expects to get
- 9 A phrase you say during the Christmas holiday
- 13 A Warm drink
- 14 What you build with snow
- 15 A waste of a good resource
- 16 What one loves to do and eat
- 17 A place to warm up

Down

- 1 What forms when it snows and the wind is blowing
- 2 Get together during the holidays
- 4 What you decorate with lights
- 5 It is better to _____ than receive
- 6 Rolled Sugar ?????
- 7 Below Zero
- 8 What we do on New Year's Eve
- 10 What you get when you party to much
- 11 What forms when water freezes
- 12 A Christmas drink

New Membership Opportunities

In 2009

Contractor Of The Month Jacob J. Langslag Fairbault, Minnesota

About Jake Langeslag from Aqua Eden:

I have often felt an extra strong affinity for water. I was the little boy playing in puddles or altering streams produced from the early snow melt in my neighborhood. After realizing I didn't have to wait until the Minnesota spring thaw to play with moving water, I built a waterfall and pond in my backyard 12 years ago. This waterscape brought me closer to backyard wildlife and helped me develop a love of nature.

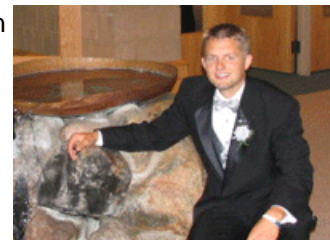
This love for nature inspired me to attend Minnesota State University - Mankato and received a degree in Biology – Ecology and a minor in Chemistry. I then traveled around the US from Upstate New York to the Mojave Desert of California to study ecosystem interactions from birds, to wetland plants and turtles.

With the desire to create natural looking water features and a strong background in ecology and chemistry from a Minnesota University, I decided to create my own company called **Aqua Eden**. In hopes of helping people create an “*Eden*” in their lives.

The water garden industry is exploding with all types of new water filtration systems and management techniques. I have now been out of college for some time, however, I still consider myself an ongoing student of water feature design and management. From reading water feature design books from the greats such as Anthony Archer-Wills, to attending national pond and waterfall conferences all across the country, to gleaning valuable information from online waterscape forums.

I look forward to introducing new customers to the enjoyment of water in their own backyards. I strive to

“create a community that shares in the enjoyment of water”. I also look forward to meeting other pond contractors and water enthusiasts across the country and around the world through the International Pond Contractors Association.



Associate Member of The Month
Alpine Koi & Homescapes
Fort Collins, Colorado

Alpine Koi & Homescapes is the place to go for water gardening supplies, yard accessories, wild bird supplies and unique home décor in the Rocky Mountain Region. The Water Garden Center opened in 2002, offering the widest selection of aquatic plants and pond fish in the region. Alpine Koi & Homescapes is known for providing quality products and expert advice. Customer Service is our priority! We can help you create a unique vacation destination in your own backyard, or even a small corner of comfort and relaxation at the office.

At Alpine Koi & Homescapes you will also find the "Fun Stuff"! Unique yard accessories, wild bird supplies, home décor and, oh, my, lots and lots of aquatic plants and fish to add the finishing touches and truly 'customize' your paradise!



Sponsor of The Month
Koi Camp Aquariology/Aquadyne
Loganville, Georgia

Koi Camp has become quite proud, and appreciated for our practice of reverse salesmanship. There are enough things to buy that are necessities for your ponds health without selling you fluff. We had rather sell you a few quality products and basic pond first-aid supplies. Yes, less can be better. (It seems that there is a new song out recently stating that very thing.) There are without a doubt many companies both large and small that sell pond products of as many different descriptions as you can fathom. Many of the products are quite good while others do not achieve peak performance to their claims, we'll kindly say.

When Koi Camp began its hard goods distribution, Greg made a vow to our future customers. And that vow was that we would not waste your time and money, advertising to you products that either do not perform, are substandard, or you just plain don't need.

In this now rapidly expanding hobby there are, as in any industry, those who seek to separate you from as much of your money as possible through commercialism, with inferior products. The products that you will find within these pages are the finest, top quality, available. You will find nothing here that I would not use in my own pond. I have never trusted the care of my fish with the first thing I found, and you shouldn't either.

Consequently, we do not carry many of the fancy labeled manufactured medicinal products that you will find on a water garden center shelf. Most of the health and disease products are the "Real McCoy". As Dr. Johnson will attest, we can provide you with the pure compounds and chemicals so that you can dose a large body of water and not spend your life savings doing so.

You can rest assured that Koi Camp will never knowingly let a product through the door that we would not want any store across America to sell to our own mothers.