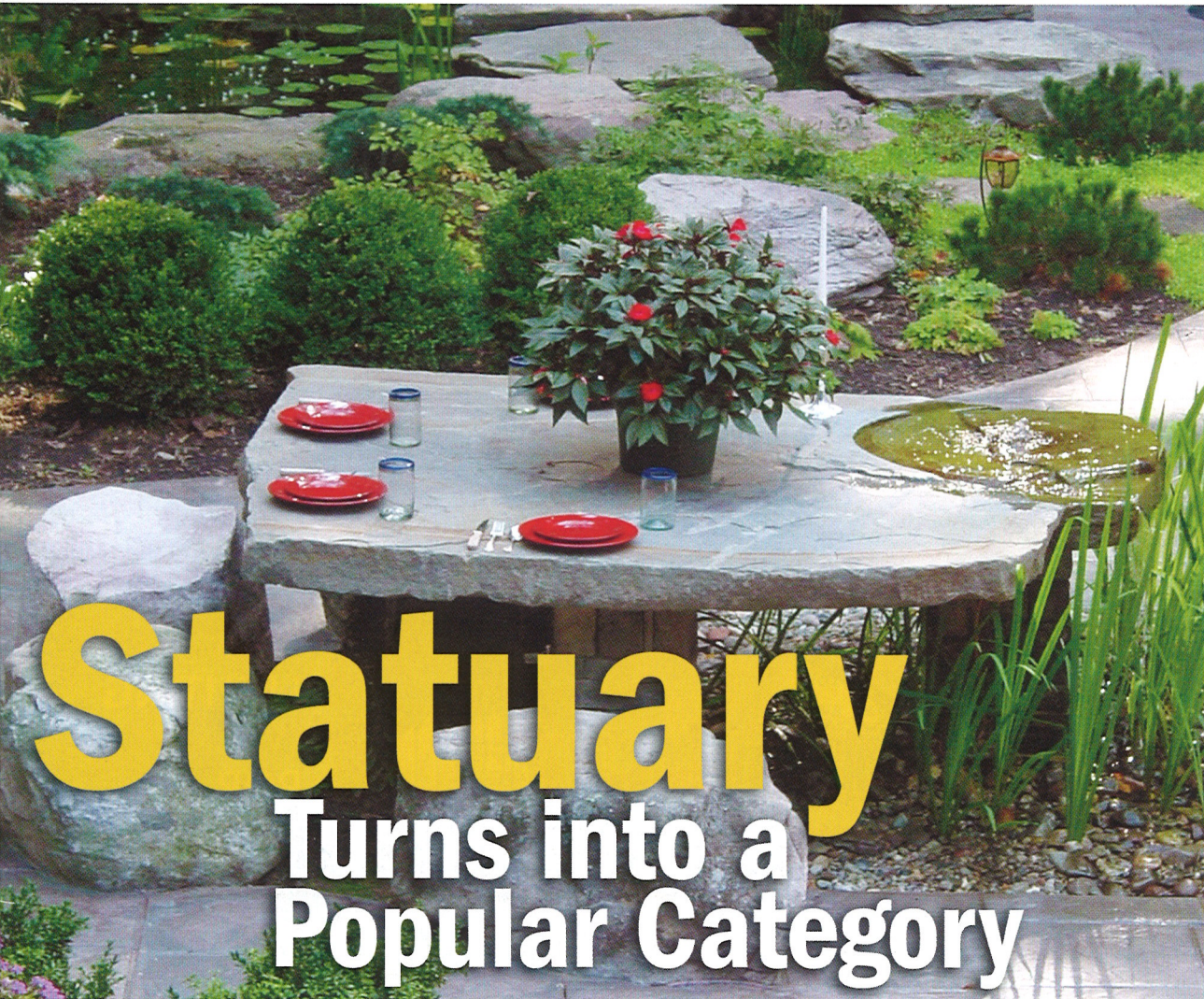




# WATER GARDEN NEWS®

FOR THE BUSINESS OF BACKYARD LIVING

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## Statuary Turns into a Popular Category

**Pond businesses report that spitters, pondless features and pottery sell well.**

BY PATRICIA MORRIS BUCKLEY

Like many other industries, the biggest trend the pond and water garden business felt in the last couple years remains the drastic drop in the nation's economy. Ponds and other large water feature items became too expensive for consumers concerned about the costs of installation, maintenance, water and energy.

"2008 was a really hard year for us," said Nader Beidokhti, founder and CEO of Toba Fountains in Huntington

Beach, Calif. "We were lucky to survive, and now it's starting to pick back up."

Many pond and water garden retailers and manufacturers echoed Beidokhti report. As the economy makes tentative baby steps back to stability, trends in water garden are once again changing. The most obvious of those is the change in price point that consumers will spend.

**STATUE** on page 20

## Experts Report Increased Vacuum Sales

Pond vacuums generate sales and interest.

BY MARRY MORALES



Pond vacuums might not seem particularly exciting, but manufacturers and maintenance businesses report that water garden retailers might gain much by paying attention to this growing market segment.

According to the 2009 National Association of Pond Professionals Marketing Survey Report: "Given the current state of the economy ... the vast majority of respondents indicate 'consumer spending' as the most important issue for their business." Consumers might not jump into new pond projects as quickly as in years past, but sales of maintenance products — pond vacuums in particular — are up, said Andreas Szabados, managing director of OASE North America in Hermosa Beach, Calif.

**VACUUM** on page 12

### INDUSTRY news

#### Koi, Pond Businesses Unite Under One Roof

Page 7

### INDUSTRY news

#### Scientists Release Biocontrol for Water Hyacinth

Page 4

#### Mechanical Filtration Grows More Sophisticated

Page 16

#### CHECK OUT 56 NEW PRODUCTS

Page 26





# Smalls Design Wins First-place Honors from Indiana

The Armagasts wanted to create a private backyard entertainment area with a pool, an outdoor kitchen, a fire pit, multiple seating areas, a fishing pond and dramatic water features surrounded by lush, colorful landscape areas. In their search for a qualified company, the Armagasts said they received multiple referrals to Smalls Landscaping in Valparaiso, Ind.

"Crafting this design required combining the needs and personal style of the client with functionality in an aesthetically pleasing space," said Nancy Marshall, co-owner of the award-winning 10-year-old landscaping company, whose portfolio includes a landscaping project for Oprah Winfrey.

Challenges for the Armagast project were many:

- Situated on a 1,300-foot-deep lot measuring just 110 feet wide, the property offered only one narrow access to the rear yard.
- The septic system could not be relocated, which forced crews to work around it.
- The existing 5-acre pond was too shallow to support fish, which the owners wanted to add.
- The front yard's considerably low grade held stagnant water for days after any rain.

As project manager, Smalls Landscaping began by clearing the front of the property, which was covered in brush. Bringing in an extend-a-hoe excavator and off-road truck, the 5-acre pond in back was dredged to increase the depth to 20 feet, to create an ideal place for fishing.

The crew reused the clay re-

moved from the pond by hauling it to the front yard to raise the grade level by three feet, thus eliminating the drainage problem. The crew hauled an additional 3,000 pounds of clay away from the site.

The next challenge was to create a waterfall with views from three sides. The design called for a 60,000-gallon waterfall to flow towards the house and a 30,000-gallon waterfall to flow to the pond in the back. Smaller streams were incorporated to flow as off-shoots of the main falls.

When installing the pool, the crew added a 400-amp electrical service, subpanels and larger gas service. Thousands of feet of conduit, water lines, gas lines and drainage were buried throughout the property. A gourmet covered kitchen with built-in heaters was constructed as a focal point to the back yard and to complement the home's architecture.

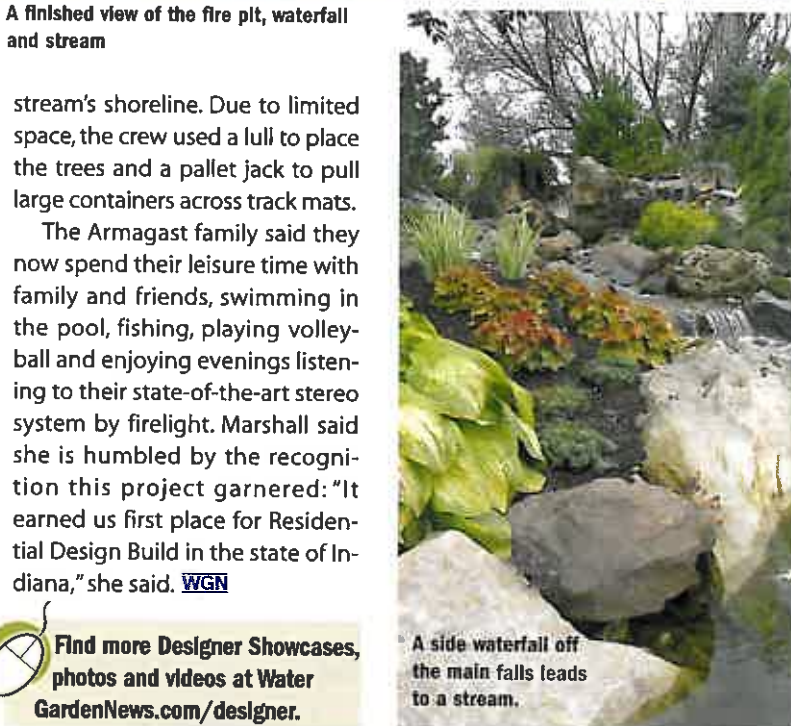
Landscaping started with the installation of privacy hedges, creating an outdoor room atmosphere. The crew strategically placed landscaping plantings to cover pool equipment and waterfall pumps.

They used more than 300 tons of moss-covered boulders in this project. Smalls Landscaping also custom-designed an intake stand for the pump screen to prevent debris from entering the waterfalls and streams.

Unusual specimens of large evergreens and trees were planted to create a mature landscape. Hundreds of *Sedums* filled the boulders' nooks and crannies and the



A finished view of the fire pit, waterfall and stream



A side waterfall off the main falls leads to a stream.

Find more Designer Showcases, photos and videos at [WaterGardenNews.com/designer](http://WaterGardenNews.com/designer).

A finished view of the back yard from the waterfall

## SPECIFICATIONS

**Designer:** Nancy Marshall

**Installer:** Smalls Landscaping

**Contact Information:** Valparaiso, Indiana, 219-476-7400, [nancy@smallslandscaping.com](mailto:nancy@smallslandscaping.com), [www.smallslandscaping.com](http://www.smallslandscaping.com)

**Project location:** St. John, Indiana

**Construction:** The completed feature included a 45-foot by 28-foot by 4-foot pond with a 150-foot-long stream and two waterfalls. The team used three 5HP pumps, custom-designed screens and EasyPro DPM liners. Landscaping accents included 300 tons of moss-covered limestone, mature exotic plants, flagstone for stone bridges and lighting.

**Time to complete:** about five weeks

**Material costs:** nearly \$150,000

**EasyPro**  
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## Strut Your Stuff!

(1) SEND US your recognition-worthy water feature project and you might receive \$250 worth of EasyPro products and see your work showcased in *Water Garden News*. (2) SUBMIT: 1. A 500-word description of the project. 2. Five

300dpi JPGs (5 inches by 7 inches each) of the project. Selected entries are showcased in *Water Garden News* and at [WaterGardenNews.com](http://WaterGardenNews.com). Submissions are featured solely at the editor's discretion. (3) SEND COMPLETE ENTRIES TO: *Water Garden News*, Designer Showcase, 3 Burroughs, Irvine, CA 92618, or e-mail [smeyer@bowtieinc.com](mailto:smeyer@bowtieinc.com) with "Designer Showcase" in the subject line.