

JOIN NAPP TODAY!

Benefits Include:

- Quarterly newsletter with updated NAPP and industry information;
- Subscription to PONDKEEPER Magazine;
- NAPP membership logo available as digital files or high resolution prints;
- Discounts on a variety of books, videos, CDs and reference materials, t-shirts, logo emblems and misc. items from the NAPP General Store;
- Downloadable PDF files on instructional and educational brochures (as they become available);
- Listing in NAPP Directory;
- Identity of Certification (Certified Professional Pondbuilder and higher levels); and ongoing continuing education opportunities.
- Discounts on NAPP sponsored Educational Forums

Type of membership being applied for:

Charter \$1,500 Per Year	Manufacturer \$500 Per Year	Distributor \$350 Per Year
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Installer/Dealer \$200 Per Year	Individual \$150 Per Year	Student \$50 Per Year
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Name: _____

Position: _____

Years in Position: _____

Name of Business: _____

Primary Services Offered by Your Business: _____

Business Street Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Cell: _____ Email: _____

Website: _____

Home Street Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Cell: _____ Email: _____

The undersigned hereby applies for membership in NAPP. I agree to be governed by the By-Laws of the organization; to further the objectives of the NAPP as defined in such By-Laws; and to abide by and to conduct all activities in connection with the trade in accordance with the Code of Ethics established by the NAPP.

Applicant's Signature _____ Date _____

Vision

The unified leader equipping businesses with tools, and resources to increase ownership, enjoyment, and satisfaction of live water features.



Mission

NAPP is a not for profit association of businesses providing leadership and education by sharing information and ideas to increase ownership, enjoyment, and satisfaction of live water features while maintaining the highest possible standards.



P.O. Box 369 Epworth, GA 30541 706-258-3534 FAX 706-632-0300 www.nationalpondpro.com

NAPP BOARD OF DIRECTORS

Mark Krupka, President
Ecological Laboratories, Inc.
mjkrupka@aol.com

Mike Gilliland, Vice President
Little Giant Pump Company
mgilliland@lgpc.com

Peter Hedrick, Director
Envision Waterfalls
Peter@envisionwaterfalls.com

Tom Tilley, Treasurer
Tilley's Nursery, Inc.
tom@tilleysinc.com

Valerie Steele, Director
Savio Engineering, Inc.
valerie@savio.cc

Lucinda Vela-Wick, Director
Jungle Laboratories, Inc.
lvela-wick@junglelabs.com

Gary Jones, Director
Aquarium Pharmaceuticals, Inc.
gjones@aquariumpharm.com

Rick Bartel, Director
Autumn Mist Aquatics
rbartel@autumnmistaquatics; rick@savio.cc

Mark Munley, Director
Firestone Building Products Company
munleymark@firestonesp.com

Matt Horn, Director
Matterhorn Nursery
matt@matterhornnursery.com

Todd Simpson, Director
Simpson Landscape Group
simpsonlg@comcast.net

Randy Stewart
Unit Liner
randy@unitliner.com

Warren Thoma
Thoma & Associates
warren@thomaassociates.com

Max Hammond, Past President
David B. Duensing Aquatic Construction Services
max@dbduensing.com; www.dbduensing.com

MESSAGE FROM THE PRESIDENT,

At the recent Board of Directors meeting on August 14th, in Savannah, GA, I was elected President and Chairman of the Board of NAPP for the coming two years. The next day at the NAPP Annual Meeting at Pondapalooza, the National Pond Conference and Expo, Max Hammond the President for the previous two years welcomed me as the incoming President. We then presented a summary of the events that have transpired over the past year, some of the things that NAPP has done over this time frame, and what the plans are for NAPP going forward. The meeting was well attended for a meeting of this type (and the time of the meeting) and there was a lively interchange of ideas.

I am very excited about the potential for the "new" NAPP that now includes

manufacturers, distributors and retailers, bringing to bear much more in the way of resources to accomplish our objectives. The rest of this newsletter recounts in detail the merger of the NAPP with the WGMDA and also our plans for the future. I also intend to start preparing an Annual Financial Statement for the membership detailing revenues through membership fees and sponsorships and expenditures so that you know how your membership fees are being used.

As our new slogan for the NAPP states, we are all about "Growing the Water Feature Industry, and Your Business."

Mark Krupka

NAPP AND WGMDA MERGER

A key event, which occurred in the months leading up to Pondapalooza was the decision to merge the NAPP with the nascent Water Garden Manufacturers and Distributors Association (WGMDA). The formation of the WGMDA was first discussed at a Trade Conference in Chicago in June of 2006. At that meeting, the idea of a WGMDA was proposed to leading manufacturers and distributors in the water garden industry with an almost unanimous agreement that such an organization would be of benefit to the industry. A follow up meeting

was held at the Pondapalooza show in Pittsburg, PA in August of 2006 with most manufacturers and distributors in attendance. Two concepts were proposed: one, to form a stand alone organization known as the WGMDA; and, two, to make provisions for a manufacturers and distributors group within the NAPP organization. The decision was made to form a "steering committee" to investigate the two options and decide what would be the best for all concerned.

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The steering committee met at the IA Show in San Antonio, TX in November, 2006 and then again, in February, 2007 in Las Vegas, NV. Max Hammond, the President of the NAPP attended the meeting to represent the interests of the NAPP. At the meeting in Las Vegas, the Mission Statement developed by NAPP was reviewed and it was determined that any mission statement for the WGMDA would be essentially the same. The merits of merging the two organizations was discussed, particularly the need to have a critical mass of human and financial resources to accomplish anything. It was agreed that for a small industry,

the water garden industry had too many splinter groups dividing up the available resources, leaving no one group with the resources to really accomplish anything. The WGMDA steering committee agreed that it would be in the best interest of both organizations to merge the NAPP and the WGMDA and that the matter would be put on the agenda for discussion at an upcoming NAPP Board Meeting.

At the March meeting, the issue was discussed at the NAPP Board Meeting with several members asking for time to review the by-laws to make sure such a change was possible. At the April Board meeting, it was determined that the

merger could be accommodated under the NAPP by-laws and the matter was put on the agenda for a vote at the May 2007 NAPP Board Meeting. The merger of the NAPP and WGMDA was approved at the May NAPP Board Meeting.

The manufacturers that have joined the NAPP include the top companies in the industry in their respective product areas. Among them are Firestone Rubber Co, Building Products Division; Savio Engineering, Ecological Laboratories, Inc.; Little Giant Pumps; Jungle Labs; just to name a few.

buying cooperatives to try to get rock bottom (no pun intended) pricing on their ponds. It would just lead to low bids and contractors cutting corners and turning out inferior product so that they can eke out a profit.

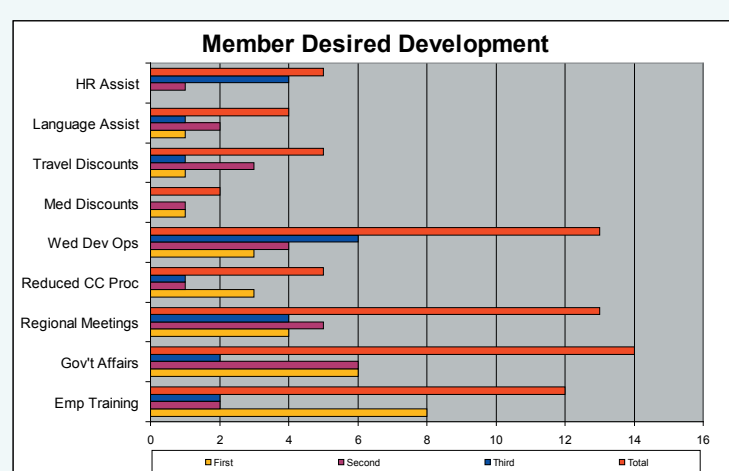
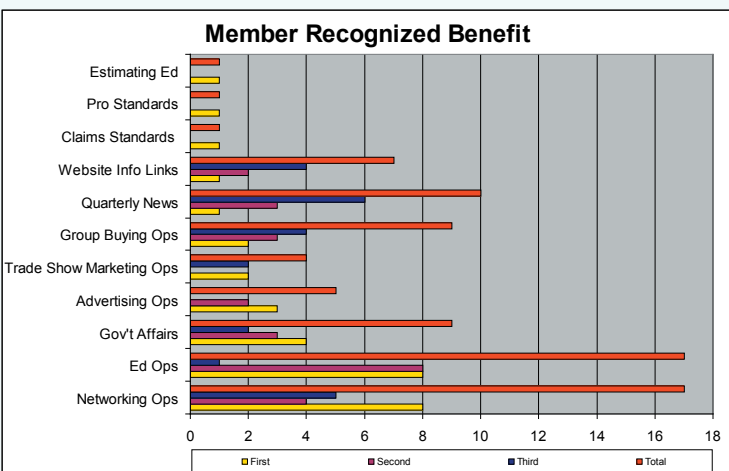
As a first step in addressing these needs a number of committees have been formed to accomplish the goals we have set to satisfy the desires of the membership. The new committees and their respective chairpersons appear in the article on New NAPP Committees. The first major step in pursuing these goals will be a major educational forum to be held next February. Look for details on this event in upcoming issues.

PRIORITIES FOR NAPP BASED ON MEMBER SURVEY

One of the most important aspects of the Annual Meeting was outlining the results of a membership survey taken a little over one and one-half years ago. The survey was conducted to determine the benefits and services that the membership would find most valuable from a trade organization. (The results of this survey appear on page 3 of the newsletter.) We decided to focus on the top three benefits members expressed an interest in. As progress is made in these, we will then go down the line pursuing the other benefits, in order of priority.

The three areas of interest to most members were: education/training;

networking; and regulatory monitoring and liaison. Other areas of interest included quarterly news, group buying opportunities and web development. We plan on pursuing all of these areas and others listed in the survey, for example group insurance discounts as our numbers increase, with the exception of group buying discounts. We do not feel that it is in the best interest of a trade organization to be a buying cooperative as it is generally counter-productive to the development and growth of the industry with quality of the end product as the ultimate goal. I don't think that the contractors would appreciate it if homeowners formed



NEW NAPP COMMITTEES

EDUCATION COMMITTEE - CHAIRPERSON, RICK BARTEL, AUTUMN MIST AQUATICS/ SAVIO ENGINEERING

As education/training is one of the areas our members designated as most important in the survey, we feel it is among the most important committees for NAPP. I am very happy to report that Rick Bartel has agreed to be our Education Committee Chairperson. Rick has a wealth of experience in the industry and is one of the few Certified Master Pond Builders in the U. S. Many of you are probably familiar with Rick and I am sure will agree that no organization could have a better person in this position. He is an excellent speaker, knowledgeable in the subject and has an incredible ability to convey his knowledge to his audiences. Anyone who has ever attended a seminar or pond build with Rick would agree, I'm sure. Rick was also a member of the committee that came up with the first NAPP certification exam.

MEMBERSHIP COMMITTEE- CHAIRPERSON, TODD SIMPSON

As mentioned earlier, for NAPP to accomplish its goals, we need more human and financial resources. The best way to procure these is to increase our membership. Todd has the energy, enthusiasm and charisma to represent the organization in such a way that

I can't imagine anyone NOT wanting to join. Under Todd's direction I am confident that the NAPP membership will swell to 1000+ over the next three years. That will allow us to accomplish a lot for our membership.

COMMUNICATIONS COMMITTEE - CHAIRPERSON, LUCINDA VELA-WICK, JUNGLE LABS

It doesn't matter how much the NAPP accomplishes if we don't communicate it to anyone. With Lucinda directing things I am confident that the NAPP will get plenty of press coverage, furthering our capabilities in accomplishing our objectives as well as keeping the entire membership informed, on a timely basis, of all developments occurring within the NAPP.

REGULATORY COMMITTEE, CHAIRPERSON - GARY JONES, AQUARIUM PHARMACEUTICALS

As a member of several groups, including PIJAC, Gary is always up-to-date on what is happening on the regulatory side of the pond and aquarium business. With a strong science background, industrial experience and in-depth understanding of legislation, Gary will see to it that the NAPP membership is kept informed of legislation and other regulatory issues that can or will affect your business. As resources allow, we will also support lobbying efforts to modify legislation that harms the industry, but has no real benefit to the public.

STANDARDS COMMITTEE - CHAIRPERSON, WARREN THOMA, WTA, LLC

One way to help contractors accomplish their goal of customer satisfaction with their ponds is to make sure that the materials used in the installation meet the manufacturer's specifications for the product or equipment. Warren's job will be to put together a program through which outside third party organizations like ASTM or University Engineering Departments will test products to make sure they meet the manufacturer's stated specifications. Products and equipment meeting the stated specs will be allowed to display the NAPP seal of approval.

Warren's first job will be to investigate the legal ramifications and any potential liability issues related to product certification. We then plan to initiate the testing program with uv lights/filters and pumps as the first candidates for testing.

In future issues, every Committee Chairperson will have a column of the required length to advise the membership of any developments within their respective committees.

Anyone with comments they would like to address to any of these committees, please contact the respective chairperson.

UpCOMING EVENT

EDUCATIONAL FORUM -

A TWO-DAY EVENT TO BE HELD AT UNIT LINER IN
SHAWNEE, OKLAHOMA ON FEBRUARY 20-21ST, 2008
LOOK FOR MORE DETAILS IN THE NOVEMBER/DECEMBER ISSUE