

Speaker Bio's

Eric Triplett "The Pond Digger" "Surviving the Economy"

Come be with the ever brilliant Eric Triplett. The most optimistic, throw mud on the wall business man on the planet. Always trying new techniques to promote business. "The Pond Digger" is willing to share his latest ideas that are helping his business through these economic times. Eric's motto is "content is king". Check out his website, just google The Pond Digger.

Eric has experience in the construction trades, certified in the pond business by many manufacturers, His wife owns a pet store that sells pond products, and his pond crew is one of the most prolific in Southern California. The creator of the 365 Pond Tour, Pond Tour For The Cure, Moonlight Pond Tour, Desert Pond Tour, and the Virtual Pond Tour. He is serious about Ponds for Schools and a passionate Koi lover. He has recently started manufacturing his own basalt columns that will be on display.

Eric's website is so extensive that local contractors refer their customers for information.

Eric is constantly coming up with innovative ideas which is why his seminar will be on "Surviving the Economy". He will be available all Day to pick his brain.

Eric will also do an early morning seminar on installing his column fountains for those of you that want a little hands on training.

Chris Heptinstall – All Pro "Sell More Jobs & Landscapes With Synthetic Lawns And Golf Greens"

All Pro Industries manufactures synthetic lawns and golf green turf. "We are not successful until you are successful first." Meaning we are not successful until you have sold the product and you are calling us to place an order. We don't want you to sell one installation, we want you to sell hundreds so we will do everything we can to help you achieve this.

API has been in business for 8 years and has seen steady, double digit growth every year.

For instance, Sales increased 26% from comparing the month of April 2007 to April of 2008. Furthermore, sales increased 19% from comparing the month of May 2007 to May 2008. In 2007 we introduced our new Synthetic Lawn Turf product, as well as, the Lawnsapes Pictorial magazine. In just one year the lawn turf product has sold twice the volume as the synthetic golf green products. This growth comes from Drought conditions in the Southeast & West Coast, as well as, the environmental friendliness of the product.

All Pro Industries is your most comprehensive resource for synthetic turf products and training. We offer free online training of both synthetic lawns and golf greens, extensive marketing material such as Pictorial magazines, brochures, DVD's, postcards, and replicated websites, as well as, comprehensive marketing programs to grow your business.

Kip Northrup – PondBuilder, Inc. "How to make Money" – (for the trades)

Kip is President of the innovative product line PondBuilder Inc., a leading manufacturer of pond filtration products and supplies. Kip's brilliance shines when he is offering ideas and support around marketing. Kip has produced several marketing brochures for Pondsaway customers that will be on display. He will also be debuting his new High Definition sales DVD for your viewing. Of course he loves to talk about his product too when not bragging about his 9 month old daughter Emma Grace.

Kip started out in business, while still in school, following his passion for aquariums. He started servicing aquariums and that pushed him into buying a pet store. Now he has a 30,000 sq. ft. warehouse distributing pond supplies. The self professed pond geek has a pond in his yard influenced by his three trips to Japan.

Kip will be speaking to contractors and retailers on "How to sell product to your customer". Kip has resourceful ideas to help our customers get what they need.

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Neal Lucht – Pacific Water Gardens..... “Find Them / Meet Them / Close Them Marketing & Bidding Water Features”

Neal has been a successful pond builder for over 20 years. Not only for his artistic ability, but also for his sales ability. It doesn't matter how talented you are if you can't get the contract signed. Neal has developed specific sales techniques for selling water features that he is willing to share. Neal and his wife Pam own Pacific Water Gardens where they have propagated water plants since 1995.

Neal and Pamela Lucht started their business in 1990 as Northwest Transplants, a company specializing in the production of vegetable, ornamental and seed crop seedlings for commercial transplanting. In 1995 they formed Pacific Water Gardens as a new division to begin diversifying our nursery to include ornamental markets. We have turned our passion for water gardening and horticulture into becoming one of the area's largest wholesale producers of water garden plants.

Bruce Arthur – Pondsaway/Rain Source Water.... “L.I.D. / Rain Water Harvesting”

Bruce is passionate about water quality. He is a Board of director for the Watsonville Wetlands Watch and Chairman of the Educational Committee. He is also on the board for the Coastal Watershed Council. He is knowledgeable with how the municipalities look upon water quality since he served on the Capitola City Council for eight years being Mayor for two of those years. Bruce is a wealth of information about Low Impact Development, Sustainable Development Design, and Storm Water Pollution remediation. Bruce has trained in water sampling for both Urban Watch and First Flush of Santa Cruz.

Bruce will be presenting on capturing rain water and reusing it for irrigation, fire suppression, and disaster relief.

Bruce and his wife Dori live in Capitola and have both a pond with wetland filtration and an underground cistern for capturing rain water.

Dr. Amy Wells DVM, MPVM of the Avian and Exotic Clinic of Monterey

Dr. Wells will be speaking on Koi Health care and water quality. I would encourage everyone with Koi to come and meet a local Koi Vet should you ever need one. Dr. Wells is a graduate of the University of California Davis, College of Veterinary Medicine. Along with her Masters in preventative Veterinary Medicine, Dr. Wells has a variety of experience including wildlife medicine from Santa Cruz Fish and Game and Monterey SPCA Wildlife Center.