



# Your Property Periodical

## Out With the Old, In With the New

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Happy New Year, everyone. We hope you had a wonderful holiday season. As we put to rest the 2014 season here at Pond Wiser, we brainstorm the good and the bad and formulate new ideas for the future. For us, 2015 won't hold many changes but most of the business concepts that we will be promoting this year may be new to some of you. We started this business twenty-six years ago with the idea of providing wattergarden installation and care. We do provide that still to this day with three available maintenance plans and provide many clients with much needed care and repairs.



The ball drops as the new year begins.

In 2002, we added our aquatic license and Denny's certification through the Ohio Department of Agriculture for large pond and lake management. Today you may choose two lake management programs, aerator/fountain sales, installation and repair and individualized treatment options for various concerns businesses and

residences experience when owning a large body of water.

Throughout the following years, we've added lawn mowing, lawn treatments (which added an additional certification through the state), home repairs and handyman services, and goose chasing with a specially trained Border Collie.

With this diverse list of services, we have moved into property management. Many clients began choosing what services worked best for them and then suggested other tasks that they needed and we were able to accommodate. Several customers now receive custom-

Scan the QR code to download our mobile app:



## There's an App for That

Have you downloaded our mobile app? It's a wonderful tool to have easy access to our "social pond". We are on Instagram, Pinterest, Facebook, YouTube, and Twitter. You can easily navigate to any of these through our mobile app. Which by the

way, is brought to you by Bug Wiser, the King of Ponds.

The app also allows you to check our monthly specials. Specials are posted on our website and the app and periodically I tweet about the special or post it on Fa-

cebook.

Coming soon to the app will be a game for tadpoles and the link to our LinkedIn page.

Join Bug today!



## Continued from Page 1

ized property management. This brings me to the newsletter's name change.

I have been creating a Pond Paper and a Lake Letter with a little bit of information about home services mixed into both. The time has come to merge these publications and allow our client base to receive access to all of our service information. Remember though, if you need something special taken care of around your home or business, do not hesitate to speak with us about it. Your property is unique and so should your

property care be individualized.

Our website will continue to have available back issues of the Pond Paper and the Lake

Letter, and this new Your Property Periodical will soon make its appearance there as well.

Do you know someone who would benefit from receiving our information? Please have them register on our website. Or if you would like to receive this newsletter by email, contact us at [dray@pondwiser.com](mailto:dray@pondwiser.com)

New beginnings are always exciting, and 2015 will be no exception. We look forward to servicing former clients and friends and making new ones as well.



Lawn Mowing is just one of the property services Pond Wiser offers.



"Aeration or heaters are a personal preference and also a polarizing topic."

### Ponderings

It's that time of year to discuss aeration vs pond heaters. We have installed three of our own ponds and never used a heater on any of them; yet, we've never had a fish kill.

Aeration or heaters are a personal preference and also a polarizing topic. As long as the water is being aerated and a

hole remains open at the surface of the water during the coldest winter temps, fish will survive.

Heaters work, but use a great deal of energy and often because of that cause gfi circuits or circuit breakers to trip which can become a nuisance through the winter or if you

are away from home and the heater goes off.

Also, if your pond was cleaned out before it was shut down your water quality will remain better throughout the winter.

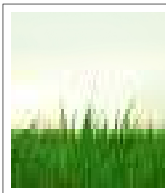
### Lawn Wiser

We offer five seasonal lawn treatments. The first application includes a pre-emergent, two treatments are fertilizing only, another treatment is for grubs and other insects, and the final treatment of the season is done late into the fall to feed your lawn over the winter and give it a dose to kickstart it in early spring.

Besides these treatments, we

hand spray weeds when necessary. With Denny's applicator license he is able to diagnose issues that arise. This past season, due to all of the rain and cooler temps, some yards needed additional treatments with iron to keep them green. All the water can cause grass to yellow.

We also offer weed control for your landscape beds. The herbicide is safe around trees and plants. It is applied to the weed sprouting. It is never sprayed directly on plantings.



Were you happy with your lawn last year?

Call 330-833-FROG for your free lawn treatment quote today.

## Water Word of the Month

As Ohioans, we are well aware of this month's word—cloud.

A cloud is any concentration of gas, liquid droplets, or solid particles suspended as a distinct body in a gas or liquid. Generally, however, the term cloud is used to refer to the suspension of small ice or water particles in the atmosphere.

The ten most common types of clouds are:

1. Cirro
2. Cirrocumulus
3. Cirrostratus

4. Altostratus
5. Altcumulus
6. Cumulonimbus
7. Cumulus
8. Nimbus/Nimbostratus



Clouds, defined in terms of their gross physical characteristics, can be classified as *Stratiformor Cumuliform*.

9. Stratus
10. Stratuscumulus

A cloudburst is a sudden and extremely heavy downpour of rain that is small in areal extent, of short duration, and may be accompanied by lightning, thunder, and strong gusts of winds. Also, a torrential (hard) downpour of rain, which by its spottiness and relatively high intensity suggests the bursting and discharge of water from a cloud all at once.

## Goose Control

Canadian Geese can be intriguing when you first see them, but that intrigue soon becomes complete frustration. Each goose deposits one to three pounds of feces on your property daily. And rarely will you have one lone goose.

One of the most effective and definitely the most humane

way to control the goose population at your home or business is with our specially trained Border Collie, Vic. Border Collies are supported by PETA because they never harm the geese, but are the closest in form to the goose's only predator, the wolf. Just the sight of our Vic getting out of

the truck can send geese scurrying away.

Check out our monthly specials for a great deal on goose control visits. Late winter is the perfect time to stop geese from making your property **their** home.



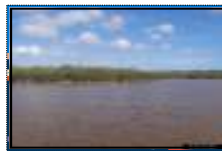
"Border Collies are supported by PETA because they never harm the geese."

## Lake Life

So you finally got that house on the lake, but you never envisioned algae and other aquatic weeds in your perfect world. Unfortunately, aquatic weeds and algae do not care about your dreams.

We offer either a six month or a seven month lake management program to control weeds and algae. The biggest misnomer about these treat-

ments is property owners sometimes are expecting the treatments to make lake water into pool water. First of all, some plant life is necessary and normal. Secondly, lake management is a process and many factors can determine the success rate. The biggest culprit we see is



Standard lake management plans include 12 or 14 treatments.

fertilizer run-off. This can be from agriculture land nearby or grass clippings from a freshly mown fertilized lawn being blown into the water.

Just like our property management, our lake management plans can be customized to meet your needs.

## Pond Wiser Inc

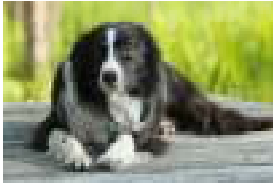
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Vic, our specially trained Border Collie for goose control.



We're on the web  
[www.pondwiser.com](http://www.pondwiser.com)

LinkedIn



In celebration of 2015, we have selected the top 5 specials from 2014 and are offering them to you for purchase during January. You can purchase as many of them as you wish, but the transaction must be complete by 1-31-15 and the special must be used by 12-31-15. We accept all major credit cards, including AMEX.

The top 5 are:

1. Buy 25 goose chasing visits @\$30 each and receive ten FREE.
2. Buy an aerator or fountain for your lake and receive 2015-16 winter storage FREE. A \$175 value.
3. Like our Facebook page during January 2015 and receive a \$25 Pond Wiser gift certificate that can be used for any of our services.
4. BOGO 50% off lawn fertilizing. Buy one at full price and receive second treatment at 50%.
5. Never used Pond Wiser to winterize your watergarden or apply a late-fall lawn treatment? Then this special is for you. \$20 for new clients.

## Home Wiser



A desk Denny built

Denny comes from a long line of carpenters and inherited their skills and what he didn't learn from his ancestors his father-in-law taught him additional skills. My dad was a home builder as well. So when we unexpectedly needed to take our business full-time, the decision to add home repairs and remodeling services over the winter months seemed an obvious choice.

As the guests head home and you settle in for your long winter's nap, think about using this time to get your home repairs taken care of. Some, but not all of the types of repairs Denny can handle, are creating built-in bookshelves, dry-wall (either new or repair), tile work, minor plumbing or electrical, and painting or staining. Any handyman repair is also welcome.

Give Denny a call on his cell phone, 330-685-3637, and he will be glad to stop by and give you a free quote.

Once spring arrives, we also offer outside repairs and improvements. This is an unadvertised service for newsletter recipients.



BEFORE AND AFTER OF A KITCHEN REMODEL