


**POND GUYS PEER GROUP**







## **Do you have what it takes to be a Member of the POND GUYS PEER GROUP?**

Frog Soup for the Soul!! That's what Judy Guido, the Green Industry Marketing Guru, coined the reflections and predictions the "Lab Rats" read to each other as we wrapped up Aquascape's first Pond Guys Peer group. As I sat there listening (and biting my lip) my mind and heart were racing from what I was hearing. Because what I was hearing was exactly what my business was becoming!

We do what we do for our customers' success. What better way to define what occurred during the time the Pond Guys Peer Groups and I spent together, than a group of men genuinely defining what success looks like for them, and defining the commitment they are making to themselves, to others, and to the group to achieve that success.

The time I spent with the members of the Pond Guys Peer Groups opened my eyes and my heart to creating an organization that is fully aligned with my mission of helping others reach their fullest potential. With this experience and how it will evolve, I see my company's future and my role leading it. That's powerful stuff and it is also a foundation for a higher cause.

Helping our customers succeed at building, selling and retailing water features is a noble cause, but helping others reach their fullest potential is a cause worth dedicating a life to! And I'm more committed than ever to doing just that. So, thanks Members of the first Pond Guys Peer Group for baring your souls so that I can feel free to bare mine. Thanks to the second Pond Guys Peer Group for affirming that feeling. And thanks to both Groups for pointing me in a direction I feel I can dedicate my life to.

Now I am ready to share this life altering experience with YOU!

All you have to do is answer one question: **Do You Have What It Takes To Be A Member Of The Pond Guys Peer Groups?** If you do, complete the enclosed Application Form and let the journey begin!

Carpe Diem

The Pond Guy

A large, light beige horizontal bar is centered on the page. On the left side of this bar, there is a large, black, stylized left square bracket. On the right side, there is a large, orange, stylized right square bracket. The text 'How to Join the POND GUYS PEER GROUP' is centered within the beige bar in a bold, black, sans-serif font.

## How to Join the POND GUYS PEER GROUP

**Qualifications:** Members of a Pond Guy Peer Group must have the following criteria:

In business for at least 2 years

Attended at least one Pondemonium®

A Certified Aquascape Contractor, if applicable

Ready to move the business to the next level of growth and operational efficiencies

Has the personality to allow them to be open about the current state of their business, their shortcomings and strengths as managers, and what the “next level” really means to them

The participation in each Pond Guys Peer Group is limited to 20 participants.

**Training:** After members in the Pond Guys Peer Group has been finalized, a mandatory multi-day training session for each Pond Guys Peer Group will be held.

**Follow-up:** After the training, there will be monthly conference calls and periodic meetings with each Pond Guys Peer Group. All members will also have access to an email chat group as well.

**Enrollment Fee:** The cost to enroll in the Pond Guys Peer Group is \$1495.00 for each participant that is a Member of Water Garden Excellence, and \$1995 for all others. Payment must be made at the time of acceptance into a Pond Guys Peer Group.

**Contact:** Please call Kelly Brown, Aquascape’s Training & Events Manager, at 630-659-2053 or Paul Glover at 630-960-4372 with any questions you have about the Pond Guys Peer Groups.

# Purpose Statement for POND GUYS PEER GROUP

**Purpose:** The Pond Guy Peer Group (PGPG) is the brainchild of Greg Wittstock, CEO of Aquascape, Inc. The purpose of each PGPG is to provide a forum for business owners in the water garden industry to come together to enrich each others' personal and business lives by bonding and providing peer-to-peer support. The main objectives of every PGPG are to:

Provide a supportive community for a meaningful exchange of ideas by people who experience common issues and who want to build a more successful and satisfying professional and personal life and have fun doing it.

Recognize and encourage leadership and other talents within the PGPG.

**Benefits and Outcomes:** Participation in weekly accountability calls, monthly conference calls, and group meetings allow members to:

Share "life lessons learned" and assist each other in overcoming business and personal issues.

Increase their knowledge and awareness of best business practices in the water garden industry.

Stay informed on important issues related to the water garden industry.

**Membership:** Membership is restricted to business owners in the water garden industry.

Regular attendance at conference calls, meetings and group functions is encouraged, but not mandatory, to retain membership.

The cost to enroll in the Pond Guys Peer Group is \$1495.00 for each participant that is a Member of Water Garden Excellence, and \$1995 for all others. Payment must be made at the time of acceptance into a Pond Guys Peer Group.

The Membership Fee for continuing another year is \$500.00, to be paid to Aquascape, Inc. within 30 days of re-enrolling.

**Facilitator:** Each PGPG will have a facilitator to assist the group.

**Conference Calls:** Conference Calls will be held on the 3rd Wednesday of each month from 11am – 1pm (CST). Monthly Conference Calls will normally consist of:

Group Business and Discussion (group discussion of important topics)

Guest Speaker (invited guest speakers)

**Meetings:** Two face-to-face meetings will be held each year: one during Pondemonium and one during month of December.

# **POND GUYS PEER GROUP**

## **Testimonials**

“It was a unique opportunity to meet other like-minded business owners. I now have a clearer focus on growing my business and a few additional resources to help me achieve my goals.”

- **Mark Willoughby, The Gardens Edge**

“We all started out thinking how different our companies and situations are, then discovered how similar they really are. The three days were intense and the follow-up throughout the year will be extremely valuable.”

- **Bob Blasing, Ripple Effect Water Gardens**

“I would have to say it was the best and worst week I have had since being in business. Best because I have gained more information and ideas than I can possibly process. Worst, because it has made me very busy trying to make changes and implement the things we’ve learned, especially the finance stuff. I guess that isn’t so bad. I thank all who have been involved with this and am truly grateful to Aquascape as I am with all of your Programs. You truly care about your customers.”

- **Adrian Kapp—C.E. Pontz Sons, Inc.**

“Being able to surround yourself with the best in the industry. Having a group of peers to share all of the highs and the lows of your business. The ability to learn from someone else's hard mistakes so you don't have to, or being able to share best practices and ideas with people in the exact same shoes that you are.”

- **Chris Siewing—Natures Recreations**

“How much I have grown personally and professionally! I hope to gain traits from all of these successful guys who I look up to. They are my inspiration. Some spiritually, some financially, and some personally. They all come to the table to give what they have and to take what they need and that’s what makes it great. If you’re ready for it, you will see it, and if you’re not, you won’t. When you feel like the peer group is not giving you what you need, you’re either not asking, because there is someone in the group who wants to help, has been there and done that, or it’s your turn to step up to the plate!”

- **John Adams—Modern Design Aquascaping**



## **Current Participants in POND GUYS PEER GROUP**

**Christopher Bell:** Alliance Waterscapes—California

**Adrian Kapp:** C.E. Pontz & Sons landscape Contractors—Pennsylvania

**Mark Willoughby:** The Gardens Edge—Pennsylvania

**Jay Philip Eriv:** Grounds Keeper—New Jersey

**Gerard Touhey:** International Water Features by Gerard—Pennsylvania

**Chris Thompson:** Just Add Water—Iowa

**Kevin Soergel:** KP Soergel & Associates—Pennsylvania

**John Adams:** Modern Designs—Tennessee

**Chris Siewing:** Nature's Re-Creations—Missouri

**Robert Blasing:** Ripple Effect Water Gardens—California

**Kurt Harrington:** Something Fishy, Inc.—Rhode Island

**Bernie Kerkvliet:** Skyline Ponds—California

**Mike Feller:** Slaughter Landscapes—Ohio



# Membership In the **POND GUYS PEER GROUP**

## Registration for October 8th—10th

Today's Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, ST, Zip \_\_\_\_\_

Office Phone Number: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Are you a contractor? \_\_\_\_\_ Retailer? \_\_\_\_\_ Both? \_\_\_\_\_

Number of Employees in 2007: Full-Time? \_\_\_\_\_ Part-Time? \_\_\_\_\_ Seasonal? \_\_\_\_\_

Estimated Sales for 2008: \_\_\_\_\_ Sales for 2007: \_\_\_\_\_

**Payment:** \$1495/WGE or \$1995

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Check Number: \_\_\_\_\_

Please return to Kelly Brown at Aquascape Inc., 901 Aqualand Way, St. Charles, IL 60174;  
Email: kbrown@aquascapeinc.com; Fax: 630-659-2753

Thank You!