

Pond Events Promote the Pond World

Tuesday, July 20, 2010, 5:50 p.m. EDT

Good-news events, such as Ponditat for Humanity's pond-renovation project at a church in Lincoln, Nebraska, provide the pond world with good marketing. On June 24, the International Professional Pond Contractor's Association and its Top Guns converged on Lincoln, Nebraska to rework an existing older pond at a public church site. This marked the fifth time the IPPCA has held such an event, called Ponditat for Humanity. During these events, the pond world comes together -- meaning manufacturers, distributors and pond contractors from around North America -- to make a difference.

The IPPCA selected the church pond from several Ponditat for Humanity-worthy projects. Criteria for the Ponditat for Humanity projects include a need and the ability for the pond build to make a difference. For the church pond face-lift project, the Top Guns added bog filtration and a waterfall.

The IPPCA wants the world to know that its legion of certified contractors are responsible and seek to set the standard for pond installations. The revitalization of the church pond took place over the course of three days. All costs associated with the build were picked up by participating contractors as well as donations.

Local press picks up on good-news events, such as Ponditat for Humanity projects. This results in a great marketing coup for our pond-world image. A few hands can make a huge difference for our world.

Have you participated in this or a similar event in your community? What kind of results have you seen from such events? Does the time and expense of such an event justify the end?