

Take Advantage of Trade Shows During the Slow Winter Season

Tuesday, Feb. 2, 2010, 5:30 p.m., EST

Pond and water garden trade shows offer networking opportunities (above) as well as extended education (below). (Photos courtesy of International Professional Pond Contractors Association) Each winter brings a work slowdown for pond and water garden businesses. As we assess the current work climate at the local and national level, we read that the economic challenges are not over.

When will this end? When will the pond and water garden world see the good times again?

Rather than living in the present, some business owners might put their lives on hold until the current challenges pass. The juice of life is to live each day.

We cannot fret about yesterday, because we cannot go back to change it. We cannot live in a future that has not arrived.

We can, however, live in the present and prepare for the future. What are some ways you are preparing for the future?

Most pond and water garden businesses enjoyed two speeds during the summer: crazy and consistent. This economy brought a new reality to the speed of business: slow to surviving.

Winter affords us the opportunity to check out new products and study our business models. What worked best last season? What was a big waste of time?

Although winter typically does not bring in much money, have you wondered why there are not more pond-specific trade events offered in the winter? Pond and water garden professionals have the time to visit shows during this slow season.

Some in the pond world listened. The National Association of Pond Professionals' Water Garden Expo is scheduled Feb. 28-March 2 in Atlanta, Ga. The International Professional Pond Contractors Association's InfoTanza usually takes place in the cool month of October. Are you taking advantage of these and other events?