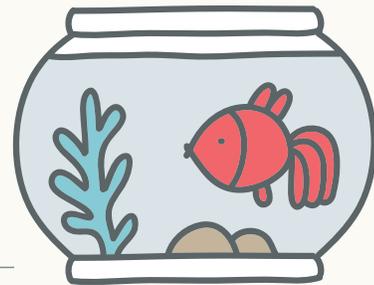


# FTFFA WORKSHOPS

## IN THE AQUATICS LOUNGE AT GLOBAL PET EXPO



### WEDNESDAY, MARCH 20

#### CHOOSING THE RIGHT AQUARIUM PLANTS FOR MY STORE

11:00am – 11:45am

**Brandon McLane, Florida Aquatic Nurseries, Inc. and  
Pierre LePochat, WaterScapes Aquatic Plant Nursery**

The modern trend in aquatic gardening has created a renewed interest in freshwater aquariums and live plants in general. Planted tanks have been featured in many of the trade publications and are becoming one of the driving forces in the freshwater category. If you have not carried live plants before, or are looking to expand your selection, this is the talk for you. We will discuss the hardiest varieties, care techniques, and tips to make you and your customers successful in aquatic gardening.

#### SHIPPING WATER SECRETS: HOW TO IMPROVE NEWLY-ARRIVED FISH SURVIVAL AND HEALTH

1:30pm - 2:15pm

**Roy P. E. Yanong, VMD, Professor and Extension  
Veterinarian, UF/IFAS Tropical Aquaculture  
Laboratory**

What big changes occur in shipping water and in your fish during transport, and why are some acclimation methods not ideal? This lecture will explain all you need to know to reduce fish losses and improve overall health, starting on day 1- arrival.

### THURSDAY, MARCH 21

#### AQUARIUM FILTRATION – MANY OPTIONS

11:00am – 11:45am

**Catherine Langford, Spectrum Brands, LLC**

There are more options for aquarium filtration than ever, but what is essential for a complete filtration offering? Serving novice consumers while captivating your more engaged hobbyists can lead to a crowded retail space. This seminar focuses on getting the right product mix for your store to optimize the consumer experience and maximize your shelf efficiency.

#### THE EVOLUTION OF LIGHTING IN THE AQUATICS INDUSTRY AND HOBBY

1:30pm - 2:15pm

**Edward C. Taylor, Aquatics Columnist for Pet  
Business Magazine**

Are you carrying products in your store that adequately address the lighting needs of the customers that come through your door? Every segment of the aquatic hobby has changed over the years, but rarely has the evolution been as rapid as in the field of lighting. Perhaps, you are ahead of the curve or behind the times. Lighting needs vary greatly depending on the level of results your customers are hoping to achieve. Discussion will range from commercial use to home requirements.



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## SEMINAR LEADERS

**CHOBRANDON MCLANE** is Vice President of Florida Aquatic Nurseries, Inc. in Fort Lauderdale, Florida, one of the largest producers of aquatic plants in the United States. He has been with Florida Aquatic Nurseries since 2006. Brandon works in all aspects of the company from discovering and hybridizing new plant varieties to developing websites and business plans. Brandon attended the University of Florida, where he received a Bachelor of Science Degree with a specialization in Landscape and Nursery Management in 2003.

**PIERRE LEPOCHAT** is owner of WaterScapes Aquatic Plant Nursery in Plant City, Florida, wholesale grower of aquarium and water garden plants. In 2004, Pierre purchased The Snailery of Tampa, an aquatic plant business, renaming it WaterScapes Aquatic Plant Nursery. The business has grown over the past 15+ years, moving from 3 acres of in-ground ponds and four small greenhouses in North Tampa to a 7-acre farm in Plant City with above-ground propagation tables and vats in over 100,000 square feet of greenhouses. Pierre is Vice President of the Florida Tropical Fish Farmers Association, the aquatic plant representative on the Aquaculture Review Council (an advisory council to the Florida Commissioner of Agriculture), and a member of the Florida Aquaculture Association.

**DR. ROY YANON**'s longtime interest as a tropical fish hobbyist led to a career in fish health. He attended the University of Pennsylvania's School of Veterinary Medicine, concentrated in aquatic animal medicine, and graduated in 1992. He was a staff veterinarian at 5D Tropical for 4.5 years before joining the University of Florida/IFAS Tropical Aquaculture Laboratory in 1996. Roy provides

outreach, research, and educational programs in fish health management, including on-site veterinary assistance and disease diagnostic support for the aquarium fish industry throughout the state. He is also host of the Aquariumania podcast on PetLifeRadio.com.

**CATHERINE LANGFORD** is the Product Manager of aquatic equipment and filtration for Spectrum Brands. With an MBA from Virginia Tech, Catherine has worked in Aquatics Marketing at Spectrum for over 11 years. Beginning her career in Trade Marketing, Catherine developed retail promotions and merchandising solutions for independent pet stores. Since 2011, Catherine has worked as a Product Manager over various aquatics categories such as environments, décor, equipment, and filtration.

**EDWARD TAYLOR** started keeping tropical fish in 1965 and has maintained an active interest in the hobby and industry ever since. After receiving a BS in Chemistry from Duke University, he opened a cutting-edge store in southern New Jersey. A few years later, he moved back to Virginia Beach, Virginia, his home town, to enroll in Old Dominion University and receive his MS in biological sciences with a concentration in Ichthyology. While in graduate school, he was actively breeding fish for resale in Philadelphia and New York. By 1980, he became assistant editor of Tropical Fish Hobbyist Magazine. After that, he moved to Florida where he worked at two of the larger fish farms in the Tampa Bay Area. By 1990, he moved to Orlando and worked with SeaLife Aquarium - a retailer and aquarium maintenance company with hundreds of accounts. Finally, heading home in 1996, he has been the aquatics columnist for Pet Business Magazine for over 25 years. He has spoken extensively at aquarium events throughout the U.S. and Canada.