

The Federation Report

January/February 2005



**The Official Publication of the
Federation of American Aquarium Societies**



The Federation Report
11308 Donneymoor Drive
Riverview, FL 33569

**January 31, 2005 - Publication Awards &
Nominations Postmark Deadline**

**March 1, 2005 - FAAS Website Awards
Postmark Deadline**

**March 15, 2005 - Aquatic Photography Award
Postmark Deadline**

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Vacant

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In This Issue

President's Message	2
Delegates' Council Report	3
Treasurer's Report	5
On The Web	6
Legislation – USA	9
Enter Your Society In The FAAS Website Awards	10
2004 Publication Awards	12
Expired Or Expiring Memberships	13
Calendar Of Events	14
Committee Update	14
Membership Committee	15
Committees	16

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Deadlines:	Must be received by:	Deadlines:	Must be received by:
January Issue	December 10th	July Issue	June 10th
March Issue	February 10th	Sept. Issue	August 10th
May Issue	April 10th	Nov. Issue	October 10th

Items submitted for **Calendar of Events** must be submitted by the deadline of the previous issue.

President's Message



Jerry Montgomery
President

It is hard to believe that another year has already passed, but, by the time you read this it will be 2005. I hope you all had a good Holiday and that things go well in the new year.

FAAS would like to see more interaction between the clubs, their delegates to FAAS and the different Committees and the Board of Directors. What can we do to gain better participation and interaction between your club and the FAAS? I would be interested in any thought or suggestions any of you have toward that goal. As always your ideas and suggestions are important and those of us on the Board of Directors would like to hear from you at any time.

Be sure to check the deadlines for participation for the Publication Awards, BAP, HAP, APA etc. so that your members can be recognized for the efforts during this past year. Information can be obtained from the Committee Chairman listed in the Federation Report or from the website.

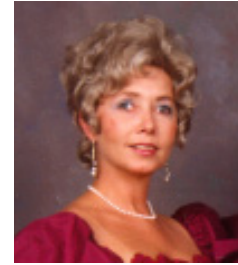
There is now an award program for club websites, so, if your group has one, please try to get it in the running for recognition. I believe that this is going to be an important venue for clubs to promote the hobby and hope that more will develop sites in the future. Information about this competition can be acquired from the FAAS Webmaster listed under the committees in the Federation Report or from the website.

I would also like to see more participation in the Delegates Council discussion group. This is the best opportunity for member clubs to have a voice in the activities of FAAS and the best way to stay in touch with the most current activities as well. Try to get a member of your group to join the Delegates Council if you have not already done so. It is easy to do, just send an email message to the Chair and ask for your group to be added to future discussion. I would like to see this get to 100% participation so all clubs have the opportunity to be heard and represented.

We have had some new clubs join FAAS and some former members

con't on page 5

Membership Committee



Judi J. Peterson
Chairman

We are always pleased to have new members join our organization. This time we are lucky enough to have two new members. Please make them welcome.

Southern Colorado Aquarium Society

David Ball
4218 B Forest Hill Road
Colorado Springs, CO, 80907
719-272-4025
dasball@pcisys.net

Grand Valley Aquarium Society

Jeff Vanderberg
140 Covell N.W
Grand Rapids, MI 49504
616-453-1921
jbvanderberg@earthlink.net

If you have not already joined the Delegates' Council, please do so. Your input is important in helping guide the direction of FAAS. Also, let me know of any upcoming events so that they can be published in the newsletter and remember to get your club members involved in the various award programs. Again, welcome.

FAAS



Calendar Of Events

March 2005

March 12, 2005 - Saturday
Delaware Countu Aquarium Society
Annual Fish and Equipment Auction

Doors open at 9:00 AM, Springfield Township Building, Springfield, PA 19064. For more information check WWW.dcas.us or contact Joe at Joejls@msn.com.



Committee Update

Advertising

nothing to report this month

Aquatic Photography Awards

nothing to report this month

Awards

no response received

Breeder's Award Program

no response received

Computer/Website

see article

Delegates

see article

Elections

no response received

Federation Liaison

no response received

Horticulture Awards Program

no response received

Legislation - Canada

nothing to report this month



Legislation - USA

see article

Membership

see article

Nominations

no response received

Programs

We urgently need help and new materials for new programs - please contact Jerry Montgomery and volunterr.

Publication Awards Program

see article

Publishing

nothing to report this month

Sales

no response received

Show Sanctioning

no response received

Delegates' Council Report



Al Priest
Chair, FAAS Delegates' Council

In my last report I indicated that Rick Borstein (the FAAS webmaster) sent the proposal for website awards to the Board for consideration. In an e-mail to the Delegates Council, Rick indicated that those awards have been approved, and all you need to do is to submit your society's website to be considered. This was suggested about a year ago by one of our delegates, and the fact that we now have this program, in place, shows that the Delegates Council is an excellent means to consider issues raised by member societies and, after discussion and forming an action plan, to make presentations to the FAAS Board that, much more often than not, are accepted. Thanks again to Rick for his invaluable help and expertise in this project.

In the last report, I also suggested the possibility of giving awards for society slide show (or PowerPoint) presentations. While there seemed to be some initial interest, no one has commented on this since the last report, so I'm going to set this aside until I see more interest.

My society is starting a program called "C.A.R.E.S." which stands for "Conservation, Awareness & Recognition Endangered Species" C.A.R.E.S. has four major objectives: 1) To bring AWARENESS to the critical situation of our fish in nature. 2) To RECOGNIZE hobbyists who maintain endangered species. 3) To SHARE data and experiences through notes and graphing so that others may learn to maintain those same, and similar, species. 4) To PRESERVE endangered species for future generations. It is NOT a species maintenance program, as such. During the initial phase of the program, we are focusing on the Awareness of conservation and on Recognizing our members who are, and who wish to be involved by caring for any of the fish on our C.A.R.E.S list of endangered fish (which initially is slightly over 150 species, consisting only of freshwater species, since our society is primarily a freshwater group). If any other society is interested in what we are doing to recognize and encourage our members who keep endangered fish, send me an e-mail and I'll send you more information.

con't on page 4

**Delegate's Council
con't from page 3**

Also, if any society is doing something similar, I'd really like to hear about it.

I'd also like to hear any ideas of how we can get more of the FAAS member societies involved with the Delegates Council, and some more ideas for our future discussions. Remember, it was YOUR suggestions that made the new website awards a reality. What else can FAAS do to help your society? Don't forget that your society's entries for the 2004 Publication Awards must be postmarked by January 31. The promise of being eligible to win those awards can be just the "push" some members need to write an article (as an Editor myself, I know I dangle that prospect in front of our members every so often).

Having nothing else to report at this time, I wish all of you health and happiness in the new year.

SENT TO:

Asociacion de Acuaristas de Aguadilla Carmelo Matos carmelo.matos@hp.com
Champaign Area Fish Exchange Carie Nixon cnixon@uiuc.edu
Cleveland Aquarium Society Alan Robbins alanr@brightdsl.net
C.O.A.S.T. Brian Downing monicabrian@email.msn.com
Colorado Aquarium Society Jane Scott-Kukel jsk01@canada.com
Greater Cincinnati Aquarium Society Jerry Riegel jriegel@cinergy.com
Greater Chicago Cichlid Association Rick Borstein (*also FAAS Webmaster)
borstein@yahoo.com
Greater City Aquarium Society Alexander Priest GreaterCity@compuserve.com
Houston Aquarium Society Hal Collins halcollins29@juno.com
Medina County Aquarium Society Mary J. Fox mjfox@zoominternet.net
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Pacific Coast Cichlid Association Pam Chin Pam@cichlidae.com
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Expired Or Expiring Memberships

Robert Rofen 3/05

Allegheny River Valley Aquarium Society 1/05
Aquarium Club of Lancaster County 11/04
Asoci. de Acuaristas de Aquadilla 1/05
Calgary Aquarium Society 11/04
Central New York Aquarium Society 3/05
Cleveland Aquarium Society 1/05
Diamond State Aquarium Society 1/05
Eastern Iowa Aquarium Association 1/05
Greater Chicago Aquarium Society 3/05
Greater Orlando Aquarium Society 3/05
Greater Pittsburgh Aquarium Society, Inc. 12/04
Heart Of America Aquarium Society 2/05
International Betta Congress 10/04
Ohio Cichlid Association 10/04
Pacific Coast Cichlid Association 1/05
Sacramento Aquarium Society 3/05
South Jersey Tropical Fish Association 1/05
Stark /county Aqua Life Enthusiasts 4/05
Tampa Bay Aquarium Society 10/04
Youngstown Area Tropical Fish Society 3/05

**PLEASE REMEMBER, IF YOUR MEMBERSHIP
IS NOT CURRENT, YOU CAN NOT PARTICIPATE
IN ANY OF OUR AWARD PROGRAMS.**



Enter Your Society
con't from page 11

Who will be Judging?

I am in the process of recruiting judges. Society Webmasters and their families are not eligible to judge. I will be acting as administrator of the judging process, but will not score any sites personally.

I have more questions...

Email Rick Borstein, FAAS Webmaster, at rick@borstein.com or call me at 847 478 81



2004 Publication Awards



John E. Peterson, Ph.D.
Publication Award Chairman

Well, it is that time again! It is truly gratifying to already be receiving submissions from various of clubs and to be receiving many e-mail from others with questions regarding the submission form and how to make submissions. Unfortunately, the form

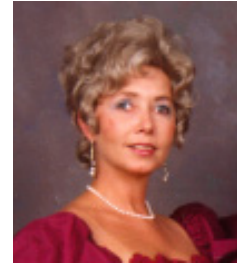
that was placed on the website was in error and caused some confusion (it has since been replaced by the correct one), Please use the form that I sent out with the Publication Awards letter.. FAAS would like to apologize for any inconvenience this may have caused your club.

Please remember **IF YOUR FAAS MEMBERSHIP IS NOT CURRENT, YOU CAN NOT PARTICIPATE IN ANY OF THE AWARD PROGRAMS.**

I am looking forward to receiving the rest of your submissions. Each year it gets harder to judge with all of the participating entries getting better and better. But, again, please remember, we do not want to disqualify your entries because your societies membership is not current. So, please check the next page and make sure your membership is current.



Treasurer's Report



Respectfully submitted:
Judi J. Peterson
Treasurer

The following is the Financial Report from the period that I received the funds from the previous Treasurer on August 27, 2004 through December 31, 2004.

Funds Received from previous Treasurer	4,028.26
INCOME:	
Dues	<u>706.00</u>
TOTAL INCOME	<u>706.00</u>
EXPENSES:	
Bank (checks & endorsement stamp)	27.00
Newsletter Printing	62.06
Newsletter Postage	21.27
Postage (membership renewal letters)	2.59
Postage (mailing medallions)	16.77
Postage (Publication Award letters)	<u>18.59</u>
TOTAL EXPENSES	<u>148.28</u>
CASH IN BANK	<u>4,585.98</u>



President's Message con't from page 2

come back into the fold again. I would like to welcome them all and hope they get involved to help make FAAS a better organization in 2005.



On The Web



Rick Borstein
FAAS Web Master

In the last *On the Web*, I discussed listserve software which enables you to market to hundreds of potential members and attendees of your society functions.

Now that you have a listserve in place, how can you drive folks to your website so you can collect their email addresses?

Site Visitors are Your Customers

People who visit your society's website are your customers. Most will not be members of your current society, but can contribute to your club nonetheless.

Customers are valuable to your society! They attend society functions such as auctions, shows and swap meets. They buy fish, plants and equipment at these functions which fund your society's bigger member initiatives.

Perhaps even more importantly, your customers talk to other potential customers. They can help spread word of your club by word of mouth.

Outreach

How many times has a new member said to you that they had no idea there was a club in your area?

Yes, your society is on the web, but many aquarium newbies don't think to go to Google and search on "aquarium+society+Chicago". Even if they did, your site may not come up at the top of the list.

Thus, it's important for you to reach out in other ways to potential customers.

Below are a few ways you can spread the word.

Use your URL Everywhere

Make sure your website address is prominently included on all printed material your society creates.

Your newsletter, auction announcements, reports, and flyers all should have your society name included.

con't on page 7

Enter Your Society con't from page 10

- Best Overall Society Website
- Most Informative Society Website
- Most Innovative or Unique Website
- Best Website as a Resource for the Aquarium Hobby

How do I enter my society for consideration?

Email the following information to rick@borstein.com or fax it 847 478 8119:

- a. Name of Society webmaster
- b. Email address of Society webmaster
- c. Phone number of Society webmaster
- d. Name of the Society submitting the nomination (NO abbreviations)
- e. Complete URL (web site address) for the Society's web page

For Example:

- Webmaster: Bob Jones
- Email: bobjones@yahoo.com
- Phone: 815-555-5555
- Society Name: Western Illinois Anabantid Club
- `<http://www.westernanabantids.com>`

What is the Deadline for Entering?

The deadline for entering is Midnight, March 1, 2005.

What do the Winning Societies Receive?

Winning societies will receive recognition in the *Federation Report*.

How will Judging work?

Each category will be based on a point-based system. See the September 2004 issue of the *Federation Report* for details.

con't on page 12

conducting activities in coastal waters adjacent to or on coral reefs to assess activity impacts on coral reproduction and life cycles. It further called for development of additional forecasts of coral spawning events to help avoid impacts on coral reproduction.

The second resolution called for the establishment of interagency working groups — federal, state and territories — to develop and “implement a more effective and efficient mitigation process for coral reef ecosystems.”

In addition to the resolutions, a major outcome of the meeting was the full-scale launch of “Three-Year Local Action Strategies” in each of seven Task Force jurisdictions. Each jurisdiction has spent the past year developing these local strategies to translate national priorities into measurable local projects. “Better coordination of environmental efforts is always worthwhile,” said Marshall Jones, deputy director of the U.S. Fish and Wildlife Service. “The Task Force is adopting a policy we know will lead to concrete improvements in how we protect our reefs.”

Well, over all it looks like there is some interest out there in protecting the coral Reef at least around the U.S.



Enter Your Society In The FAAS Website Awards



Rick Borstein
FAAS Web Master

The FAAS Board of Directors has approved the FAAS Website Award proposal! Now is your chance to submit your club for consideration!

What are the Awards?

Awards will be offered in the following categories:

con't on page 11

Consider creating a special logo or catchphrase for your website and using it consistently. For example:

Catch Seattle Guppies on the Web!
www.seattleguppies.com

Tell potential customers why they'd want to visit your website. For example:

62 Detailed Cichlid Profiles
FREE Cichlid Classifieds
www.gcca.net
Greater Chicago Cichlid Association

Get Your Message to the People

You need to get your society's message in front of people who are interested in the hobby, but may not know anything about your club. Where can you find these folks?

At the Library

Lots of beginners go to their local library to research fish. You will find aquarium-related books in both the adult and kids sections. Your society can donate aquarium books to the library and include a sticker in the front of the book about your donation. Include your website, of course.

The Greater Chicago Cichlid Association prints inexpensive bookmarks with information about the club. Club members take these to their local library and insert them in aquarium books on the shelves.

Your Local Pet Shop

It can be a challenge to work with some

Learn more about the
CICHLID HOBBY



JOIN GCCA
Greater Chicago
Cichlid Association

If you like cichlids,
you'll love our club!

Monthly Meetings
Cichlid Auction
Expert Speakers
Bowl Show
Lending Library
Great Raffle Prizes
Cichlid Newsletter

COME TO A MEETING

When: Second Sunday of each
Month (3rd Sunday in May)
Time: 7PM
Where: Holiday Inn Hotel
Rolling Meadows, IL

FOR MORE INFO

Visit GCCA on the Web
<http://www.gcca.net/>

Email Us
membership@gcca.net

Write Us
GCCA Membership
9346 Washington Avenue
Brookfield, IL 60513

BRING THIS WITH YOU
TO ATTEND OUR
NEXT MEETING FREE!

con't on page 8

local pet shops. You will need to carefully position your clubs revenue-generating events (e.g. auctions) to local pet shops or they may consider your club to be competition. It can take a while to build trust.

Large, multi-location "superstores" offer a different type of challenge. You will need to find a sympathetic manager or fish section employee to help you.

Once you're "in", here are a few ideas you can use to promote your club:

- Put bookmarks into books in the book section.
- Create flyers for a notable upcoming speaker
- Create POP (point of purchase) material such as small sign with information about your club.
- Create a "Your First Tank" brochure that the pet shop can give out to first-time hobbyists.
- Offer the pet shop a link on your web site
- Create a special "Ask Us" page on your website specific to a pet store. This "landing page" is a place that pet store employees can send customers with aquarium-related questions. It may be a little bit of work to answer the question, but you'll get a dedicated customer and collect their email address as part of the deal!

I'm here to help...

If you would like some advice or a critique of your club's web site, email me at webmaster@gcca.net.



Legislation – USA



Roger Halleen
Chairman

I really don't have a lot this month but here are some notes of interest.

The Superintendent of the National Oceanic and Atmospheric Administration's Florida Keys National Marine Sanctuary, Billy Causey, was honored by The United States Coral Reef Task Force on December 2, 2004 as a "Coral Reef Champion" for his continuing efforts in promoting the protection of coral reefs. The Florida Keys National Marine Sanctuary protects 2,896 square nautical miles of critical marine habitat, including coral reef, hard bottom, seagrass meadows, mangrove communities and sand flats. During his 14 years as superintendent of the Florida Keys National Marine Sanctuary, Causey has established a network of marine zones that set the standard in the United States for marine stewardship. The sanctuary's largest zone, the 151 square-nautical-mile Tortugas Ecological Reserve, now serves as an international model for designing fully protected marine reserves.

The U.S. Coral Reef Task Force, through the coordinated efforts of its members, including representatives of 12 federal agencies, the governors of seven states and territories, and the leaders of the Freely Associated States has helped lead the nation's efforts to protect and manage valuable coral reef ecosystems in the U.S. and internationally.

NOAA's Ocean Service manages the National Marine Sanctuary Program, and is dedicated to exploring, understanding, conserving, and restoring the nation's coasts and oceans. NOAA Ocean Service balances environmental protection with economic prosperity in fulfilling its mission of promoting safe navigation, supporting coastal communities, sustaining coastal habitats and mitigating coastal hazards.

The U.S. Coral Reef Task Force, passed two resolutions during its 12th biannual meeting. The Task Force recognized that corals are the primary reef builders that create habitat for tens of thousands of species of plant and animal life, and that as such their spawning periods are vital to their continued survival and those of the plants and animals who use the reefs as habitat.

The first one; The Task Force called on all federal agencies