



Reflections

Balancing Nature with Science™

The Newsletter of Aquatic Habitat Management

Summer 2013



Hello from the Aquatics Team at United Phosphorus Inc.! We hope you'll enjoy our brand new eNewsletter, *Reflections*. Our aim is to keep

you informed on what's happening at UPI, to provide you with updates on industry news and events, and to offer you ideas you can use in your business.

At UPI, we are dedicated to the development of new techniques and products for our aquatics customers. Over the years, we have developed early season applications of Aquathol® for curlyleaf pondweed and water milfoil, large scale treatments for the control of several aquatic invasive weeds, including hydrilla--providing an important tool in managing aquatic plants for fish and wildlife habitats. We take pride in the solutions we offer our customers.

Now, in this inaugural issue of *Reflections*, we hope to offer our customers even more. Learn about our "Elite Awards" program for aquatic

applicators--and start earning your points. Read some information from Cody Gray on a relatively new aquatic nuisance plant: Crested floating heart (*Nymphoides cristata*).

More to come in future editions! In the meantime, we welcome your feedback. Please send your comments and suggestions for content to gerald.adrian@uniphos.com. As always, we would love to hear from you. Enjoy today's *Reflections*!

Sincerely,
Gerald Adrian, United Phosphorus, Inc. - USA

Building Your Elite Awards Points

At UPI, we offer the industry's premier aquatic applicator awards program, "Elite Awards." While there are many benefits of doing business with UPI, the "Elite Awards" program is one of the best ways for us to recognize our customers for the strong relationships we have built together.

The award points you receive are based on the volume of UPI products you purchase from our Aquatic Distributors. Points will be awarded according to our Point Award Matrix, based on purchases of Aquathol® K, Hydrothol® 191,

Aquathol® Super K, Hydrothol® Granular, Symmetry® NXG and Current® products.

In addition, you can earn "bonus" Elite Awards by growing your business with UPI and by taking advantage of special offers throughout the year.

Unlike other loyalty programs, the "Elite Awards" program accommodates both small and large applicators. Plus, with an incredible variety of merchandise, outstanding travel options to destinations of your choice, and exciting special items and events, the UPI "Elite Awards" program grants you a wide range of choices for

redeeming your points. So get with the program and start earning your way toward the rewards of your dreams!

Contact your UPI aquatic representative today for further details regarding program participation.



www.upiawards.com

Do You Know Crested Floating Heart? *Cody Gray, Field Development Representative*



Crested floating heart [*Nymphoides cristata* (Roxb.) O. Ktze.] is another species in a long line of aquatic plants

that have become problematic in U.S. water bodies. Crested floating heart is native to Asia, and was introduced to North America via the international aquarium industry escaping into native bodies of water. The plant is rooted in the hydrosol of the water body, producing long stems to which leaves are attached. It has heart-shaped, floating leaves that are red on the bottom of the leaf and along the margin of the leaf surface, with the center portion of the leaf being green in color. Crested floating heart is easily identified from other *Nymphoides* spp. by its unique flower shape. The flower has five petals that are white with a distinctive raised keel running along the middle of the entire petal, with the center portion of the flower being

yellow. Crested floating heart will form daughter plants that will detach from the parent plant and float away to infest new locations. The daughter plants can be observed as fleshy tuberous root structures with small leaves on the underside of the parent leaves prior to detaching. Daughter plants will eventually sink and produce new infestation.

Crested floating heart was first reported in 1996 in Collier County, Florida. It is now present in many Florida water bodies. Large infestations can also be found in Lake Marion, an 110,000 acre reservoir in South Carolina. In 2006, the population in Lake Marion was reported to be



approximately 20 acres, growing to over 6,000 acres as of October 2012.

There are five species of floating heart (*Nymphoides* spp.) in the United States. Two species are native, little floating heart (*N. cordata*) and banana lily or big floating heart (*N. aquatica*), and three exotic, non-native species, yellow floating heart (*N. peltata*), snowflake (*N. indica*) and crested floating heart (*N. cristata*).

LATEST VIDEO FROM BILL DANCE



www.youtube.com/user/upiaquatics

UPCOMING EVENTS

- APMS, July 13-17, San Antonio, TX
- TAPMS, July 13-17, San Antonio, TX (with APMS)
- SFAPMS, July 25, Coconut Creek, FL
- MSAPMS, September 16-18, Tunica, MS
- FAPMS, October 14-17, St Augustine, FL
- SCAPMS, October 23-25, Myrtle Beach, SC

We want to hear from you! Please send your feedback to us at gerald.adrian@uniphos.com.