



tideline newsletter tideline aquatics

Tideline Aquatics Store Hours

Monday – Friday 11am-7pm
Saturday 10am-6pm
Sunday 1pm-5pm

MY BEGINNINGS AT TIDELINE

AQUATICS – BY CHRIS DEER

From a young boy, I was always out collecting creatures from nearby creeks, ponds and rivers. I remember my mother asking me if it were safe for her to come into my bedroom as she never knew what she may find from day to day. The room was filled with aquariums I had collected from the roadside from aquarists that gave up and placed their equipment out to trash. My aquariums were filled with local species from the common minnow to giant crayfish I had caught using cut up hotdogs attached to a string. I'd spend hours after school everyday searching for that new "pet" I had yet to capture for my bedroom zoo. Anywhere there wasn't an aquarium; there was some sort of plant stuck in a pot. And with all the plants, I'd collect local Carolina anoles (a local lizard) and even insects that I'd release into my room. I remember my mother opening my dresser drawer one morning to find hundreds of baby praying mantis climbing all over my under shorts and socks that had hatched from a mantis egg sack I'd collected and stashed away not knowing what it even was. As you see, I was always an aquarium and plant geek (and I still am to this day).

As a young teenager, my first aquarium store job was in a store in Summerville called High Noon Pet owned by Betty Ryan. She was quite a particular woman that insisted that the store

always remained clean and the aquariums should never have dead fish floating about like so many other aquarium store typically ignore. This was a full-line store meaning it stocked everything for dogs, cats, small animals, reptiles and of course, tropical fish.

My mother eventually moved us to the small city of Hanahan and I had to leave my job at High Noon Pets. It was not long before I was looking for another pet store to employ me for after school work. I found another full-line pet store by the name of Aquarium & Pet Center in the Yeamans Hall Plaza shopping center. It was a tiny store about ¼ the size of the current Tideline Aquatics. For whatever reason, this store was in a constant struggle for survival until the owners eventually sold it to Dave Mehard and Chuck Meservey (formerly from the old Seven Seas aquarium store where the current Age of Aquariums is today). These guys kept me on as their sole employee. Dave and Chuck turned the store into a specialty aquarium-only store and named it Tideline Aquatics. I was the maintenance guy that cleaned the tanks, performed the water changes and mopped the floor each night before closing.

As time moved on and the store gained popularity, they hired more employees and made me the store manager. Tideline quickly outgrew the small location and they moved the store to its current location just down Yeamans Hall Road. Eventually, Chuck Merservey sold his half of Tideline Aquatics to Dave Mehard who became the sole owner. I worked at Tideline Aquatics for 17 years until I was offered to purchase the store from him which I was excited to take on. Dave

was a masterful businessman and I was determined to keep the store moving forward as he had during his ownership. Not long after purchasing the store, I decided to start the annual event we still celebrate today, Customer Appreciation Day! I know it sounds sappy but I do believe that I have experienced the so-called American Dream! As of October, I will have been with Tideline Aquatics for 25 years. I have continued Dave and Chuck's goal of offering a total aquatic store that specializes in customer service, healthy livestock, clean aquariums and a knowledgeable staff. And here we are today!!! I can only tell you good folks "Thank You" for your continued support and kind blessings.

With the state of the economy, I was not sure if we'd be able to pull off Customer Appreciation Day this year but thankfully, we just went for it. I do appreciate ALL the kind words of encouragement so many of you displayed for my staff, myself, my mother and stepfather, the caterers and all of the volunteers that sacrificed their day this past Saturday. I feel like it was the best Customer Appreciation Day yet!!! Thank you all!!!

CUSTOMER APPRECIATION DAY 2009 PHOTOS



FOLKS WERE LINED UP WHEN WE ARRIVED AT 6:30AM – KEVIN HAS MADE FIRST PLACE SEVERAL YEARS IN A ROW NOW! HE RECEIVED THE 8 GALLON BIOCUBE AQUARIUM FOR HIS EARLY ARRIVAL!

It amazes us every year how many of you come and line up to be the first folks to enter the store on Customer Appreciation Day. We arrive at the crack of dawn and you folks are already there with hours to wait before opening!



LONG TIME CUSTOMER AND FISH BREEDER – GARETH CASEY (SEATED)

While you good folks are patiently waiting out front, we are getting the last minute details put together both inside and behind the store. The Charleston Showa Koi Club puts together their display of incredible Japanese Koi and other pond related ensembles. The men from Southern Brothers BBQ bring in their equipment and have the food preparations started by 7:30am each year. Ralph and Ray from Aquarium Life Support along with Tony and Alex from CaribSea were getting their tables set up with great deals and give-aways by 8:30am. After 7 years, we seem to have it all pretty organized (well at least we think so, lol).



KOI EGGS LAID JUST 24 HOURS PRIOR TO C.A.D.

LET THE GAMES BEGIN!!



IVA & BERNICE COME EVERY YEAR AND SPEND THE ENTIRE DAY! ONE YEAR, THEY HAD TO HITCH-HIKE WHEN THEIR VEHICLE BROKE DOWN (NOT KIDDING)

One of my favorite parts about C.A.D. is that we have so many former Tideline Aquatics employees that come and help us wait on customers each and every year. Working with them again is always such a pleasure and it's wonderful spending time together at the store all day!! Even two of the local aquarium service companies volunteer their time to help out. Larry and Teresa (of Aquatics Pros) and Jason (of

Aquatic Creations) always come to lend a helping hand.



MOM AND STEPDAD ALWAYS SERVE UP THE FOOD!



The Tideline staff worked enthusiastically all week to ensure all of the aquariums were in pristine condition and that all of the livestock was quarantined properly to be ready to sell on Customer Appreciation Day. Above is our planted display aquarium maintained beautifully by our own Nina – master of the aquatic plants!



AND A VISIT FROM THE ORIGINAL OWNER OF TIDELINE AQUATICS DAVE AND HIS WIFE JENNY WAS JUST ICING ON THE CAKE!!



ALL PHOTOS PROVIDED TO US BY KAREN McCARTY AND DAN WALLEY – THANK YOU FOR SHARING THEM!!

THANK YOU TO EVERYONE THAT ATTENDED CUSTOMER APPRECIATION DAY 2009!!!

POND TOUR 2009 TICKETS ARE NOW AVAILABLE FOR PURCHASE AT TIDELINE AQUATICS!!



It is that time again everyone! The Charleston Show Pond Tour tickets are now available for purchase at Tideline Aquatics. This year's tour will be the best ever with over 30 ponds throughout the Charleston area open for your viewing pleasure. Tickets are just \$10.00 per person for this self-guided tour. Tickets sell out quickly each year so come and get yours now! Don't miss out on this wonderful annual event that never disappoints! Tickets are available at our front counter.

ATTENTION POND CUSTOMERS! IT'S NOW WARM ENOUGH TO ADD PLECOSTOMUS TO YOUR PONDS FOR EATING ALGAE!!



Don't forget to show your military ID at the check-out counter! Tideline Aquatics now offers a discount to both active and retired military persons with a military ID!!

Also, print off web coupons for even more savings when you shop with us!!

WHAT'S NEW AT [tideline aquatics](http://www.tidelineaquatics.com)?

ON THE MENU THIS WEEK:

Feeder Goldfish (YES), Feeder Ghost Shrimp (OUT), Feeder Rosy Redds (YES), Feeder Guppies (OUT), Feeder Crayfish (YES) and Feeder Fiddler Crabs (YES), Live Black Worms (YES).

FRESHWATER FISH:

Livebearers – New! Lemon Swordtails, Mickey Mouse Swordtails, Mickey Mouse Platies, Assorted Swordtails, Sunburst Platies, Redtail Dalmation Platies, Cobra Guppy Pairs, Bright Yellow Guppy Pairs, Sailfin Mollies, Assorted M/L Lyretail Mollies, Dalmation Mollies, Black Yucatan Mollies, Koi Swordtails.

Catfish/Loaches/Plecostomus – Farlowella Twig Catfish, Albino Gibbicep Plecostomus, L103 Clown Plecostomus, L007 Dracula Plecostomus, XXL Juruense Shovelnose Catfish, Synodontis Petricola Catfish, Synodontis

Brichardi Catfish, Spotted Shovelnose Catfish, Pimedello Ornatus Catfish, L018 Gold Nugget Plecostomus, L200 Green Phantom Plecostomus, Blue Dolphin Catfish, Glass Catfish, True Tigrinus Shovelnose Catfish, Corydoras Gold Green Catfish, Golden Dojo Loaches, Angelicus Botia Loaches (awesome), , Spotted Pictus Catfish, Adolphi Corydoras Catfish, Upside Down Catfish, Queen Botia Loaches, Victory Botia Loaches, Botia Striata Loaches, Chinese Algae Eaters, Scissortail Wood Catfish, Hypostomus Plecostomus, True Siamensis Flying Fox Algae Eaters, Common Plecostomus, Albino Corydoras Catfish, Clown Loaches.

Brackish – Red Ruby Scatophagus, Archerfish, Mono Sebaes, New Javanese Bumble Bee Gobies, Indian Dragon Gobies, Figure Eight Pufferfish

Tetras / Rasboras / Barbs / Danios – New Veiltail Cherry Barbs, Round Banded Barbs (finally), Scissortail Rasboras, Gold Barbs, New! Zebra Barbs, Redtail Loretto Tetras (very nice), Red Eye Tetras, Beautiful Espei Pencilfish, Lg Male Galaxy Rasboras (danios?), White Clouds, Glolite Tetras, Marble Hatchetfish, Harlequin Rasboras, Burjor's Brilliance Danios, Red Cherry Barbs, Clown Rasboras, Clown Barbs, Black Ruby Barbs, Bloodfin Tetras, True Red Pencilfish, Longfin Black Skirt Tetras, Red Serpae Tetras, Tiger Barbs, Pentazona Barbs, Male Longfin Rosey Barbs, Giant Danios, Whitefin Rosey Tetras, Assorted Glo-Fish.

Gouramis / Bettas – Platinum Gouramis, Pink Kissing Gouramis, Gold Gouramis, Blue Gouramis, Pearl Gouramis, Female Bettas, Super Color Fancy Dwarf Gouramis, Ass't Male Bettas, Opaline Gouramis, Ctenopoma ansorgii.

Cichlids (Dwarf, South American, African) – Premium Assorted Mbuna African Cichlids, Texas Cichlids, Medium Mixed Peacock Cichlids, German Gold Rams, German Blue Rams, Friedrichsthalli Cichlids, Green Severums, Geophagus Jurupari, Pink Convict Cichlids, Black Convict Cichlids, Jack Dempsey Cichlids, Paratilapia Polleni Cichlids, Geophagus Surinamensis, Geophagus "Red Head Tapajos", Firemouth Cichlids, Nicaraguense Cichlids, Festae (true red terror) Cichlids, Eretmodus "Blue Point" Goby Cichlids, Umbriferum Cichlids, Medium Green Terror Cichlids,

Altispinosa Rams, Large and Medium Gold Severums, Small & Medium Assorted Oscars, Socolofi Cichlids.

Angelfish / Discus – Medium Half Black Angelfish, Medium Zebra Lace Veil Angelfish, M/L Jet Black Angelfish (perfect), Stendker German Discus, Jet Black Veil Angelfish, Koi Angelfish, Zebra Veil Angelfish, Assorted Angelfish, Medium Assorted Angelfish, Wild Caught Large Altum Angelfish.

Other – M/L Clown Knives, Needlefish, XL Tank Raised Red & White Crystal Shrimp, Tank Bred Dolphin Moryrids, Saber Tusk Barracuda, Boesemani Rainbowfish, Goyder River Rainbowfish, Maccullochi Rainbowfish, Turquoise Rainbowfish, Praecox Rainbowfish, Medium Silver Arowanas, Dwarf African Frogs, Redtail Barracudas, Celebes Halfbeaks, Iridescent Sharks, Japonica Shrimp, Freshwater Flounders, Silver Dollars, Asian Needlefish, Polypterus palmus, Polypterus ornatipinnus, Ctenopoma ansorgii, Electric Blue Crayfish (LG), Roseline Denisonii Sharks (Tank Bred!), Bala Sharks, Redtail Black Sharks, Black Ghost Knives, Lungfish (huge), African Butterflyfish, Distichodus Sexfasciatus, Forest Halfbeaks.

Goldfish – Nice Red Fantails, Lg Blue Butterfly Telescope Goldfish, Lg Super Quality Chinese Orandas, Jumbo Orandas, S/M Assorted Oranda Goldfish.

Pond Fish: - 2"-3" Domestic Koi, 5"-6" Domestic Koi, 6"-8" Red Pond Comets, 6"-8" Red and White Pond Comets, 6"-8" Shubunkins, 6"-8" A-Grade Premium Select Koi, 10"-12" Premium Select A-Grade Koi, 3"-4" Butterfly Koi, 6"-8" Butterfly Koi.

THE BEST SELECTION IN TOWN OF HEALTHY LIVE AQUARIUM PLANTS AND WATER GARDEN PLANTS! LOTUS AND NIGHT-BLOOMING LILIES ARE NOW IN STOCK!!

SALTWATER FISH:

Angels / Butterflyfish – Flagfin Angelfish, Flame Angelfish, XL Flame Angelfish, Swallowtail Angelfish, Lemon Peel Angelfish, Lamark Angelfish, Melas Keyhole Angelfish, Half Black Angelfish, Midnight Nox Angelfish, Coral Beauty Angelfish, Eiblii Angelfish, Koran

Angelfish, XL Majestic Angelfish, Juvenile Annularis Angelfish, Adult Annularis Angelfish, Kleini Butterflyfish, Raccoon Butterflyfish, Black & White Heniochus Butterflyfish, Yellow Longnose Butterflyfish

Clownfish – Ocellaris Clownfish, Black Australian Ocellaris Clownfish, Sebae Clownfish, Clarkii Clownfish, True Percula Clownfish, Black Onyx Percula Clownfish, True Black Ocellaris Clownfish, Tomato Clownfish, Gold Bar Maroon Clownfish, Common Maroon Clownfish, Melanopus Clownfish, Pink Skunk Clownfish.

Gobies / Blennies / Jawfish – Orange Spotted Blennies, Spotted Mandarins, Green Banded Gobies, Assorted Nano Gobies, Purple Firefish Gobies, Dragon Sifter Gobies, Yellow Watchman Gobies, Yellow Clown Gobies, Yashia Haze Gobies, Blue Spotted Jawfish, Pearly Jawfish, Helfrichi Firefish Gobies, Common Firefish Gobies, Rainfordi (court jester) Gobies, Blue Spotted Watchman Gobies, Orange Spot Guttata Gobies, Randalli Gobies, Black Sailfin Blennies, Candy Cane Gobies, Greissengeri Goby (IF WE CAN FIND IT LOL), Blue Neon Gobies, Pink Barred Gobies, Grammistes Blenny, Diamond Sifter Gobies, Algae Blennies, Bicolor Blennies, Bullethead Reef Blennies, Red Striper Trimma Gobies, Blue Torpedo Gobies.

Wrasses / Hogfish – Large Australian Scott's Fairy Wrasses, Yellow Coris Wrasses, Green Bird Wrasses, Lunare Wrasses, Candy Hogfish, Harlequin Tuskfish, Brown Bird Wrasses, Sixline Wrasses.

Tangs / Rabbitfish – Blonde Naso Tangs, Sohal Tangs, Blue Unicorn Tangs, Tominiensis Orange Fin Tangs, Fowleri Tang, Powder Brown Tangs, Yellow Eye Kole Tangs, Baby Naso Tangs, Sailfin Tangs, Blue Regal Tangs, Foxface Rabbitfish, Powder Blue Tangs, Yellow Tangs.

Triggerfish / Eels / Puffers – NEW Leopard Sharpnose Pufferfish, Blue Spotted Pufferfish, Sufflamen Triggerfish, White Tail Triggerfish, Rectangulus Triggerfish, Humu Triggerfish, Brown Bar Moray Eel, Lg Clown Triggerfish, Niger Triggerfish, Snowflake Moray Eels, Dogface Pufferfish, Valentini Pufferfish.

Lionfish/Scorpionfish – Small and Medium Black Volitan Lionfish, Lg Black Volitan Lionfish, Fuzzy Dwarf Lionfish.

Other – Royal Grammas, Yellow Goatfish, Bicolor Goatfish, Shark Eggs, Bangaii Kauderni Cardinalfish, Tassled Filefish, Pink Squareback Anthias, RARE Borbonius Anthias, Royal Grammas, Blue Damselfish, Yellowtail Damselfish, Neon Velvet Damselfish, Clown Grouper, Falco Hawkfish, Longnose Hawkfish, Bicolor Basslets, Green Wolf Eel Blennies, Mandarin Dragonettes, Tank Raised Seahorses, Panther Groupers, Fridmani Orchid Dottybacks, Pajama Cardinalfish.

INVERTEBRATES:

Snails / Cucumbers / Starfish / Urchins – Zebra Turbo Snails, Mexican Turbo Snails, Nerite Snails, Black Nassarius Snails, Cerith Snails, Green Brittle Starfish, Chocolate Chip Starfish, Astrea Reef Snails, Pink Cucumbers, Brown Serpent Starfish.

Crustaceans – Evil Peacock Mantis Shrimp, Green Emerald Crabs, Sally Lite Foot Crabs, Coral Banded Shrimp, Candy Cane Pistol Shrimp, Tiger Pistol Shrimp, Pom Pom Crabs, Sexy Shrimp, Bumble Bee Shrimp, Scarlet Reef Hermits, Blue Spiny Lobsters, Purple Reef Lobsters, Anemone Crabs, Blueleg Reef Hermits, Red Tip Reef Hermits, Fire Shrimp, Common Hermit Crabs (not for reefs), Skunk Cleaner Shrimp.

Corals / Polyps / Mushrooms – Green Bubble Corals, Orange Brick Zoanthids, Rings of Flame Zoanthids, Orange Palythoas, White Bubble Corals, Green Trachyphyllia Corals, Australian Green Monastrea Corals, Super Green Wall Hammers, Pink & Green Wall Hammer, Green Torch Coral, Pink Birdnest Corals, Fox Corals, Indo Elegance Corals, Blasstomussa Coral, Gold Rasta Spaghetti Leather Corals, Green Toadstool Leather Corals, Yellow Toadstool Leather Corals, Green Finger Rabbit Leather Corals, Yellow Polyps, Branching Hammer Corals, Metallic Orange Zoanthid Rocks, TRUE DAYGLOW BLUE ZOANTHID ROCK(XL AND RARE), Rings o Fire Zoanthid Rocks, Assorted Indonesian Zoanthid Rocks, Green Star Polyp Rocks, Blue Mushroom Rocks, Red Mushroom Rocks, Green Mushroom Rocks,

Elephant Ear Mushroom Rocks, Tree Leather Corals, Assorted Cultured SPS Corals (Acroporas, Montiporas, Pocilliporas), Super Red Mushroom Rocks, Red Chili Coral, Duncan's Whisker Corals, Candy Caulestrea Corals, Branching Frogspawn Corals, Orange Echinophylia Corals, Assorted Favia Brain Corals, Cultured Acropora Solitariensis, Australian Scolymia Corals, Australian AWESOME Acanthastrea Corals, Orange Eye Echnophylia Corals, Cauliflower Leather Corals, Indonesian Mushroom Rocks, Xenia Rocks.

Other – Chaetomorpha Algae for Refugiums, Colorful M/L & Large Bubble Anemones, Long Tentacle Anemones, 8" Purple Crocea Clams, Yellow Cucumbers, Pink Rose Bubble Anemones (large), Atlantic Feather Dusters, Sea Apple, Hawaiian Feather Dusters, Spotted Seahares.

This list is based on our most recent shipments of saltwater livestock. There are many other species available in the store not included in this list.