

tideline newsletter tideline aquatics

Tideline Aquatics Store Hours

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

GO CAPTIVE BRED / GROWN AQUARIUM ANIMALS!



FLORIDA BRED LARGE CARDINAL TETRAS

In years past nearly all of our aquarium animals and invertebrates were wild collected. Many wild collected specimens were handled poorly by collectors and heavy losses were often the norm but in the present many of these species are captive bred.

The obvious reason for buying captive bred is a better feeling inside knowing the fish were not removed from their native habitat. Though this is a good reason for buying captive bred species there are other equally important reasons. Take the popular freshwater fish, the Cardinal Tetra. Where these fish were originally collected, the

pH of the water was anywhere from 4.5-5.0! This fish is already delicate to keep but combine that with having to acclimate it to more suitable aquarium conditions, changes in diet from live to dry foods – no wonder this fish was such a pain to maintain. But captive bred cardinal tetras are already acclimated to aquarium life. They are maintained in soft water with a more neutral pH. These fish actively accept dry prepared fish foods and arrive fat and relatively healthy after shipping compared with hollow bellied stress wild collected specimens that were shipped in crowded conditions all the way from South America.



CAPTIVE BRED OCELLARIS CLOWNFISH

Captive bred freshwater and saltwater fish are much easier to maintain in aquariums than wild caught species. These fish are more disease resistant, they already accept prepared foods, they handle the stresses of shipping better and they are lived their entire lives in captivity already. With so many wild aquarium fish

species in trouble in their native environment from over-collecting, pollution and human encroachment, buy captive grown whenever you can.



KAUDERNI CARDINALS ARE QUICKLY VANISHING FROM THE WILD DUE TO OVER-COLLECTING – BUY TANK BRED!!

In the past, Tideline Aquatics has often carried both wild-collected and tank-bred species but we are ending that practice as of NOW.... Tideline Aquatics will now only carry captive bred species where available. As the consumer, you don't see what dealers have to experience with certain species from the wild. A good example is the common "Nemo" clownfish the ocellaris clownfish. When we order 25 tank bred ocellaris clownfish we may have 1 or 2 arrive DOA (dead on arrival). But when we order 25 wild collected ocellaris clownfish (even from the most respected wholesalers) nearly half often arrive either DOA or in such poor condition we cannot even save them. Here is a list of the marine fish we will only carry as tank bred species:

Neon Gobies (*Elacatinus* species), Ocellaris Clownfish (*A. ocellaris*), True Black Ocellaris Clownfish, Neon Dottybacks (*Pseudochromis aldabraensis*), Fridmani Pseudochromis, Springer Pseudochromis, Kauderni Bangaii Cardinalfish (*Pterapogon kauderni*), Green Banded Goby, Seahorses. As more and more tank bred marine fish become available and affordable, we will replace them with wild collected specimens. Most common freshwater fish are now captive bred. All mollies, platies, swordtails, many tetras and even black ghost knives are now all bred in captivity. We are ending our practice of stocking

wild caught cardinal tetras, wild caught neon tetras and other species, especially threatened species like the wonderful Roseline Denisonii Shark. We can all feel better about our hobby by buying tank bred fish over wild collected fish where available.



AQUA-CULTURE LIVE ROCK IS NOW ALL WE STOCK AT TIDELINE AQUATICS!

But it does not stop with just the fish. Many corals and even live rock are now available in captive grown conditions. Green star polyps, yellow polyps, acroporas, montiporas, seriatoporas, tridacna clams and more are now regularly stocked by our main supplier Quality Marine. We also get many of these same species from folks like yourselves that "frag" the corals from your main colonies and selling/trading them to us. So we will also now sell many of these species only as captive grown. Soon you will see a notation on our labels when a livestock item is captive grown or captive bred. We have even ended the selling of wild collected live rock at our store instead choosing to sell aqua-cultured live rock from our Caribbean supplier.

So remember, captive grown and captive bred means stronger and healthier livestock for your aquarium. Start looking for the notations on our fish labels if you prefer to stock your aquarium with sustainable captive grown/bred species!!

TICKETS FOR THE 2010 CHARLESTON SHOWA KOI CLUB'S POND TOUR NOW AVAILABLE AT TIDELINE



Nearly every year since its conception this Pond Tour has sold out of tickets before the tour date! This fantastic yearly event offered by the Charleston Showa Koi Club gets more and more popular. You purchase the tickets, then on Saturday, June 12th you use your guide book to explore the fabulous garden ponds and koi ponds located all over the Charleston area. This self guided tour allows you and your ticket holding friends to travel all over the area looking at ponds of all sizes, shapes and designs. Most are surrounded by lush landscapes of beauty giving you the opportunity to get ideas for your own pond and landscape plan. You will also have the peace of mind knowing that ticket money is donated to the Charleston Animal Society – a caring group of folks dedicated to the well being of animals in need. Get your tickets now for this once a year Charleston event! More details can be found at: www.charlestonshowakoiclub.org



AND THE BAD NEWS: HELP WANTED – FULL TIME POSITION – APPLICATIONS BEING TAKEN NOW.....

Sadly we must report that we are now looking for a full time employee to fill the position of our own little Nina. Nina has stayed with us several years now but due to issues with her back, she will have to find a job with less demands on her body. The concrete floors, carrying of buckets of water and bags of fish continue to cause her major discomforts every day and she has requested that we find a replacement for her (and we are going to miss her dearly) by the end of May. We love Nina but her health is more important than her love of our hobby and her love of Tideline Aquatics. So that said, if you know of someone or are someone that has aquarium knowledge, retail sales, a friendly disposition and works well with others, please come in and fill out an application now. We will be reviewing applications in the coming 2 weeks and giving interviews in hopes of finding another special Tideline Aquatics employee. You will have BIG shoes to fill from our little Nina that we will miss so very much. But I am certain she will pay us regular visits with her sweet smile!!

KOI, GOLDFISH & PLANTS ARE HERE!!!



NOTE: If you plan on adding new fish to your pond and you have not tested the pond water, PLEASE bring in a water sample!! We will test your pond water for free (with a \$5 purchase) to ensure the water parameters are safe for adding new fish. Remember that just because your fish are acting normally does not mean the water is safe for new fish. Established fish can adapt to

poor water quality as it degrades over a long period. New fish cannot make that acclimation to adverse conditions so quickly and could be killed. All you need to bring is about a half cup of pond water.... Don't forget your water sample!

DON'T HAVE TIME OR PAPER TO PRINT YOUR TIDELINE COUPONS?? HERE IS A NEW ALTERNATIVE....

When technology moves forward, so does Tideline Aquatics. If you simply do not have a printer, did not remember your coupons or whatever the reason... now you can use your phone!! Just go to the Tideline Aquatics website using your phone (www.tidelineaquatics.net) when you get to the register and show the cashier the coupon pictured on your phone. This will now be an acceptable "coupon" for being able to get the specials without having to print them off! Now there is simply no excuse for not saving money with us when shopping at the store.

SIGN UP!!

Go to www.twitter.com and create your own personal account. It's FREE!!!! Then find us by searching for: TidelineAquatic (notice there is no "s" on the end of aquatic. Sign up to "follow" us and even add the option to receive tweets via text messages to your cell phone. With your twitter account you will receive notifications of livestock shipments, product specials and best of all "twitter only" super specials sent out randomly to our twitter followers.

"THANK YOU" TO ALL OF YOU THAT ATTENDED OUT 2010 CUSTOMER APPRECIATION DAY SUPER SALE!! WE HAD A WONDERFUL TIME VISITING WITH YOU ALL AND WE HOPE YOU PICKED UP SOME NEW GOODIES FOR YOUR AQUARIUM WHILE THEY WERE HALF PRICE. WE WILL BE POSTING PICTURES IN NEXT WEEKS NEWSLETTER OF OUR 2010 APPRECIATION DAY EVENT!!

Also, use coupons from our website for even more savings when you shop with us!!

these are large florida bred tetras never before offered on our coupons!
LARGE CARDINAL TETRAS
\$2.99 each OR
10 FOR \$25.00
MUST PRESENT COUPON FOR DISCOUNT - EXPIRES 05.01.2010

this is our final shipment of wild-collected specimens - future shipments will all be tank bred!
KAUDERNI CARDINALFISH
\$16.99 each OR
2 FOR \$30.00
MUST PRESENT COUPON FOR DISCOUNT - EXPIRES 05.01.2010

we bring in ONLY aqua-cultured live rock this is fully cured & loaded with life!!
GARIBBEAN AQUA-CULTURED
FULLY CURED LIVE ROCK
ONLY \$7.00 PER POUND
MUST PRESENT COUPON FOR DISCOUNT - EXPIRES 05.01.2010

this quality marineland power filter comes complete with mechanical, biological & chemical filtration
EMPEROR 280 BIOWHEEL
POWER FILTER
\$39.99 each
MUST PRESENT COUPON FOR DISCOUNT - EXPIRES 05.01.2010

Just a few examples of the specials available on our website coupons this week!!

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!!