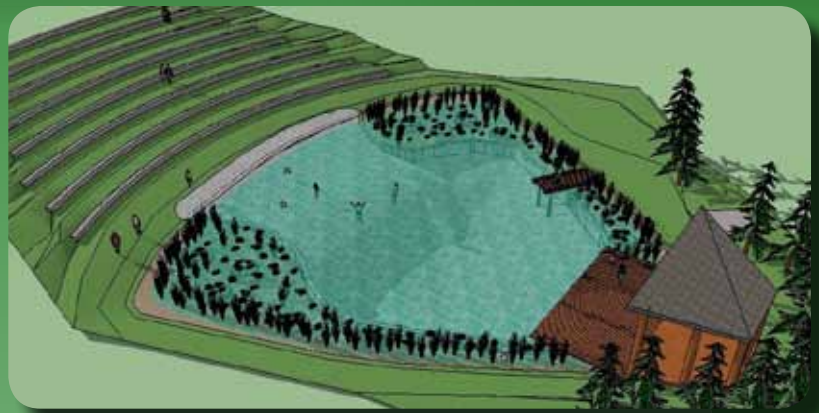


### *Hello, Springtime!*

As warmer weather sets in, we've got three projects in the works across the country. Jesse Dutra Landscape, Inc. is working on a private NSP in Nantucket (see Dealer Partner Spotlight on pg. 3) and Land Design in Texas is working on their own showcase NSP. Meanwhile, a rather handy church community in Pennsylvania has begun construction on a large natural swimming pool on their property.



▲ a rendering of the community NSP plan in PA

### *Recent Seminars*

We've held a number of seminars over the past few months, the first of which was at the Nashville Lawn and Garden Show. In addition to the BioNova presentations on natural swimming pools, special guest speaker Anthony Archer-Wills, a renowned pond designer who has now allied with BioNova as a consultant, addressed a large assembly of interested people. Anthony will become a part of our education and training program. As such, he was also present for a natural swimming pools lecture at the Berkshire Botanical Gardens in Stockbridge, MA. After the talk, interested attendees went to visit a nearby pond that Archer-Wills is currently constructing.

In early April, BioNova gave a presentation at the ASLA Pennsylvania/Delaware annual meeting. In addition to the BioNova presentation, some of the research regarding natural pools of Penn State PhD candidate Margaret Crowley Hoffman was presented. The 90 minute session was packed with a standing-room-only crowd of interested landscape architects.

▶ standing room only at the ASLA PA/DE chapter BioNova session



▲ Anthony Archer-Wills and James Robyn visit a pond under construction



# Newsletter

May 2011

## ***Semi-Annual BioNova Partners Meeting in Kassel, Germany***

Our major upcoming event is the BioNova Partner trip to Kassel, Germany from July 6th-8th. This Annual mid-summer event will focus on practical NSP knowledge such as water plants, products for care of swimming pools and robotic pond cleaners. Attendees will get to visit many local natural pools and meet fellow BioNova partners from many other countries. The work of NSP Master Artist Niklas Sobotta, the BioNova Partner in Kassel will be featured. Please contact us immediately if you're interested in attending!

## ***Publications and Projects***

A number of articles about BioNova Natural Pools have recently been published in various magazines including Chicago Home Improvement, Luxury Pools and Greenbuilder. This latter article has resulted in a contract to design and build an 80 foot long indoor NSP in New York.

We've also been part of a team awarded a contract with the city of Minneapolis to begin design and planning on a public pool renovation/conversion in Webber Park. This is another exciting development in making inroads into the Public Pool market – as our public pool infrastructure ages, public facilities will turn more to the chemical-free, environmentally responsible, sustainable and healthy Natural Swimming Pool.



## ***BioNova Awarded Green Business Seal of Approval***

BioNova was recently vetted by the Green Business Network. Products, policies and procedures were analyzed by the GBN and we are now allowed to display the Green Business Seal of Approval.

With many companies today trying to jump on the "Green" bandwagon, the Green Business Network is separating the truly Green businesses from the imposters. We're pleased to be approved and proud that our chemical-free, environmentally responsible, sustainable and healthy swimming pools are getting so much attention!



▲ *Greenbuilder Magazine features a BioNova article about "pools without chlorine" in March*

## *BioNova Partner Spotlight*

### **Jesse Dutra Landscape, Inc.**

For our first BioNova Partner Spotlight feature, we introduce to you Jesse Dutra of Jesse Dutra Landscape, Inc. The company, which has been in operation since 1998, is a design/build landscaping contractor based out of Nantucket, Massachusetts that is headed by Jesse and his sister, Emily Dutra. Their work together is synergistic and results in a landscape company with an extraordinary portfolio of hardscapes and softscapes including highlights such as organic lawns and gardens, container plantings and beautiful stonework. In 2005, they formed 'Waterscapes by Jesse Dutra' and began building traditional swimming pools and ponds, which have become a fairly sizable portion of their work.

As a member of the Northeast Organic Farmers Association with strong interests in organic landscaping and environmental sustainability, Dutra felt a slight tinge of guilt when installing chemical pools. Being a visionary in his industry, Jesse looked to find a chemical-free alternative and he sought to find a company with whom he could partner to design and build extraordinary natural swimming pools. So when they joined up with BioNova in 2009, becoming one of the first North American Dealer Partners, he was very excited to be able to put together his passions regarding waterscapes, horticulture and sustainability. Having attended the first official English Language Training session in Munich, Germany in 2010 and 2011, Dutra is now working on an NSP in Nantucket that is currently under construction.

The pool will be the first of its kind in the states, as a 1,400 sq. ft. FLL Type IV NSP, with some of the regeneration zone in the swimming area for aesthetic reasons. It will be a two-level pool (upper part for swimming, lower part for regeneration) constructed of shotcrete, and planted with typical water/wet-soil plants such as lilies, rushes, sedges, cattails, picture plants, lotuses, paper reeds and cypruses. It will also feature large native boulders and a bridge, under which appears to be a small brook feeding into the pool.

Though Dutra loves to design hardscapes, he really enjoys being able to "go back to his roots" in terms of working with plants. With natural pools, he is able to combine hardscapes, waterscapes and plants in an organic, sustainable way, which he says has, "in a nutshell, completed the circle of his career." Dutra's BioNova "territory" will include all of Nantucket, Martha's Vineyard, Cape Cod and Southeast Massachusetts, and he is excited to start taking on new natural swimming pool projects throughout the region.



▲ Jesse Dutra

▼ Emily Dutra receives a certificate from Rainer Grafinger upon completion of the BioNova Training Program in Munich, February 2011

