2010 Annual Report
Mission Statement

The mission of Koi Organisation International is to promote and improve the International enjoyment of the Koi hobby by providing hobbyists with education and mentoring regarding good Koi husbandry, the recognition and management of Koi and pond systems problems and the management of improvement options.

I got in it for the fish, but I stay in it for the people!
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Director’s Introduction

It’s such a pleasure to be introducing our first Annual Report for Koi Organisation International! (K.O.I. ™). K.O.I. started as a group of hobbyists with primary interests in Koi health, who formed a non-political and FUN organization to dispel the myths and advance the science of the Koi hobby. K.O.I. provides current, accurate and useful information about Koi, and our goal is to offer a full spectrum of information on Koi husbandry to the Koi community and to be recognized as a premier source for such information.

The founding group of about 25 Koi hobbyists started in 2009, and spent a year putting together the plan for the new organization. There were members from many countries, including South Africa and England, and consultants from Japan. Due to the international perspective of the group, the name Koi Organisation International was selected, and we choose to spell Organisation with an ‘s’ rather than a ‘z’, to reflect the international flavor. We were incorporated in the state of Florida in August 2009, and received our 501c3 status from the IRS a year later. Donations to our group are now tax deductible, and our non-profit status is exemplified by all Board members and workers being unpaid volunteers who believe that each of us CAN be a better Koi keeper, with the information provided by K.O.I. We do have a few instructors that are partially compensated for their time spent teaching, but it is more of a token payment to defray costs rather than a reflection of what their services are worth.

K.O.I.’s web site opened to the public in May, 2010, and stays updated with the latest breaking news in the Koi hobby, as well as articles of interest to all Koi keepers. After 5 months in business, K.O.I. had 42 paid members and 276 registered users, at the end of September. Our flagship product, K.O.I. 101, is a short course that includes virtually everything required to keep Koi alive and well. K.O.I. 101 supports the mission to educate the Koi novice. While it was written for the new Koi keeper, it has current information on filtration, nutrition and all aspects of Koi health. K.O.I. 101 is free to all registered users, and as such, helps K.O.I. to achieve its primary purpose of education. K.O.I. 101 is available in formats for reading on-line, reading on a book reader, listening to on a MP3 player and watching as a self-paced presentation. A 101 test and cross-word puzzle are provided so that readers can test their knowledge, and certificates of completion are available for those that pass the test.

K.O.I. has a curriculum of courses that cover all levels of expertise from survey classes through detailed, advanced topics on specific aspects of Koi keeping. K.O.I. offers students
the choice of taking courses for their own edification or becoming certified and continuing their education along with giving back to the public. Students that pass a group of eight intermediate courses are eligible to become certified as a Certified Koi Keeper\textsuperscript{SM}, which requires Continuing Education, or they may earn a certificate as a K.O.I. Keeper\textsuperscript{SM}, which does not require Continuing Education. Students that pass a group of nine advanced courses are eligible to become certified as a Master Koi Keeper\textsuperscript{SM} which requires Continuing Education, or may earn a certificate as a K.O.I. Master Keeper\textsuperscript{SM}, which does not require Continuing Education. There are also many courses, available and planned, that are of general interest to all Koi keepers.

K.O.I. also achieves its educational goals by providing a library of ebooks on Koi keeping. Ebooks range in price from free to several dollars, and are well-written, illustrated papers that provide proven information on a variety of subjects that are useful to all. The K.O.I. web site has articles and news about the hobby, rounding out K.O.I.’s commitment to learning.

K.O.I. is funded from the registration in courses, dues of members, donations from those who believe in our goals, and through store sales of K.O.I. related merchandise. We’d like to thank all those on the Steering Committee who helped to get this organization started, and also those that have accepted working positions in the corporation to keep it growing and improving. Extra thanks go to those who donated seed money to fund the start-up costs, and to the many others who gave so many hours writing and editing courses, articles and ebooks.

Special thanks to all our donors and members, who believe that this hobby needs both current, accurate and useful information as well as a network of non-political people who share their goals and ideals, expertise and failures, and all the fun associated with this challenging hobby. Members receive discounts on courses and ebooks, and a laminated card with pond formulae. Members also are granted access to special member group buys, a recommended reading list, tips and tricks, and receive a return address label template. We hope everyone reading this Annual Report will become a member!

![A delightful bowl of Doitsu Showa. Koi are 'bowled' so that we may compare them and check their health.](image)
COME JOIN US FOR...

Education – K.O.I. provides courses on many aspects of the hobby for all levels of interest. Students work with instructors and mentors to improve their understanding of Koi keeping.

Consulting - K.O.I. can provide one-on-one consultations with Certified members through e-mails and on-site visits if needed.

Products - K.O.I. sells products of interest to Koi keepers through our on-line store available on our web site.

EDUCATIONAL OPPORTUNITIES

Koi Organisation International will provide education for all levels of Koi keepers from beginner to advanced. Initially, three levels of achievement and/or certification will be offered:

1st Level – Basic Koi Keeper™
2nd Level – Certified Koi Keeper™
3rd Level – Master Koi Keeper™

In addition, courses in specialized areas (some toward becoming certified in those specialized in those areas) and other fun and interesting aspects of the Koi hobby are planned.

You CAN be a better Koi keeper!

FEATURES

The K.O.I. program does not require students who are seeking certification to be affiliated with any club or organization.

The K.O.I. program is international, (thus the spelling of “Organisation” to reflect the world scope) drawing students and instructors from countries around the world.

The courses are open enrollment and may be purchased by anyone that has an interest, virtually whenever they wish, without committing to any further training.

BENEFITS

Current, accurate and useful information.

Access to knowledge and expertise of many highly recognized experts from around the world.

Easily accessible to anyone with a computer.

K.O.I. has received nonprofit status and donations are tax deductible.

Membership is open to all in this international organization of Koi keepers and we all share the common goal of successful Koi keeping.

VISIT OUR WEBSITE AT

KoiOrganisationInternational.org

OUR MISSION

The mission of Koi Organisation International™ (K.O.I.) is to promote and improve the world wide enjoyment of the Koi hobby by providing hobbyists with opportunities for education, scientific study and mentoring, the recognition and management of Koi and pond systems problems, and the management of improvement options.
LEVEL 1 – K.O.I. 101
BASIC KOI KEEPING

The goal of K.O.I. 101 is to provide basic, general recommendations and guidelines to help keep Koi alive and healthy.

K.O.I. 101 includes information on:
- Questions to answer before building a pond
- Pond construction pitfalls
- Pond retrofits
- Pond safety
- Pond stocking densities
- Filtration & water quality
- Koi buying & feeding
- Diagnosis & treatments of Koi health problems
- Koi stress & handling
- Emergency responses

K.O.I. 101 is free to anyone that registers at the K.O.I. web site.

This web-based course is available in multiple formats:
- Web pages of text and pictures
- A series of self-paced, narrated PowerPoint presentations
- Audio for download to MP3 players

Charts and Checklists will be available from the store on the K.O.I. web site.

FUN activities will allow Koi keepers to test their knowledge on each section of K.O.I. 101.

Koi keepers who pass the course may print a certificate acknowledging course completion.

LEVEL 2 –
CERTIFIED KOI KEEPER

The goal of the Certified Koi Keeper courses is to provide a solid understanding of the primary Koi health and husbandry issues in the hobby and to make such information available to as many Koi keepers as practical. Ideally, all Koi keepers would wish to achieve this basic level of knowledge.

The Certified Koi Keeper curriculum will consist of nine modules that will include:
- Water quality
- Pond construction
- Filtration
- Anatomy
- Physiology
- Diagnosis and treatment
- Nutrition
- Biosecurity, quarantine & record keeping
- On-Line Lab

The Certified Koi Keeper on-line lab will be conducted as a Webinar and will not require travelling.

LEVEL 3 –
MASTER KOI KEEPER

The curriculum will expand on the basic knowledge gained in the Certified Koi Keeper course by offering 14 advanced modules that explore various topics in greater depth.

KOI SPECIALIST

Courses are planned to be offered in specialized areas that will allow students to achieve certification in several specialties.

The specialties currently planned include:
- Show water quality
- Diagnosis and Treatment
- Physiology
- Water Flow Dynamics
- Pond Building
- DIY

KOI STUDENTS

All 2nd and 3rd level students will have the benefit of mentors available to help them. Students generally have two years to complete all modules for any level of certification.

JUST FOR FUN!

K.O.I. is not just about certifications. We believe that learning should be interesting and can be FUN! Just for fun courses and seminars will be offered on a variety of topics, including Koi Photography.

All courses offered will seek to be interesting and help Koi keepers maintain their delight in our fascinating avocation. And because all training is done on-line, it can fit into even YOUR busy schedule.

VISIT OUR WEBSITE AT

KoiOrganisationInternational.org

How can you pick just one?
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<th>Number</th>
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<td>Mr. Kodama</td>
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K.O.I. Registered Users and Members

K.O.I. Paid Members by Month 2010

K.O.I. Registered Users by Month 2010
2010 K.O.I. Store Activity
By Category

Total Sales
Koi Organisation International, Inc.
Statement of Fund Balances

As of September 30, 2010

Assets
Short Term Assets (unrestricted):
  Cash on hand   $3,183
  Accounts receivable net       -0-
  Inventories (Note 1)    1,317

Total Assets  $4,500

Liabilities
Short Term Liabilities:
  Accounts Payable (Note 2) $  647
  Contributions/ gifts payable -0-
  Reserve for Refunds       250
  CCK Pins        400

Total Liabilities $  985

Fund Balances or Net Assets
Total Fund Balances: $4,500
Total Liabilities $  985
And Fund Balances or Net Assets: $3,515

Notes to Financial Statement:

Note 1: Inventories
  K.O.I. Organization pins at cost  425
  Books (Griffiths) at cost      712
  K.O.I. Patches at cost       180

  Total $1,317

Note 2: Accounts Payable
  Brochure printing       156
  Tool and Die CCK pins    335

  Total $  647

Koi Organisation International, Inc.
Statement of Income and Expenses

For the Year Ended September 30, 2010

Income:
  Donations          $  2,979
  Membership Dues     920
  Cross Certification Fees 390
  Online Store Sales  2,331

  Total $6,619

Expenses:
  Filing Fees          $    449
  Inventory            2,034
  Office supplies/postage  33
  Software             371
  Instructors          200

  Total $3,087

Net of Income/Expenses $  3,532

Unaudited Results of first year Operations. Note that the organisation began accepting donations in August 2009 and the website and online store was not operational until May 2010.
Testimonials

I just finished taking KOI 101. What a wonderful way to learn the basics. Thanks to all who put it together. I will be recommending this course to my Koi keeping friends. Well done! John in Virginia

I am so grateful to have received help with my fish from one of your Certified Koi Keepers. Please accept my donation in appreciation and keep up the good work. Dr. S. Scantling, Connecticut.

Greatly appreciate all the free eBooks. I’m learning a lot during my drive time to work. Mike Teller, Canada

Thanks for the new educational opportunities. I’m currently taking Duncan’s Advanced Disease and Diagnosis Course. What a pleasure to have such personal one on one interaction with a great teacher. Lois Salaun, Florida

It is so wonderful to find a Koi educational group that focuses on teaching up to date and current information without the politics. I am looking forward to taking advanced classes with some of the most experienced Koi people in the world!

Cindy Badder, Kentucky
The K.O.I. Organisation

[Organizational chart]

- Advisory Council
  - Advisory Council Member: Example: Vet Advisor
  - Advisory Council Member: Example: Chemistry Advisor
  - Advisory Council Member: Example: Biology Advisor
  - Advisory Council Member: Example: Marketing Advisor
  - Advisory Council Member: Example: Koi Breeding Advisor

- Committees
  - Ethics Committee
  - Curriculum Review & Standards Committee

- The Board of Directors
  - Director
  - Director
  - Director
  - Director
  - Director
  - Head of Advisory Council
  - Program Director

- Department Liaisons
  - Admissions & Records Department Liaison
  - Faculty Department Liaison
  - Accounting & Finance Department Liaison
  - Sales, Marketing & New Business Department Liaison
  - Information Technology Department Liaison
Our Future Direction

The current goals of K.O.I. are to offer a full spectrum of information on Koi husbandry to the community and to be recognized as a premier source for such information. While pursuing those goals, we will be ever mindful of the real goal for virtually every hobby, i.e., having FUN!

With these principles to guide us, we will seek to:

- Increase awareness of K.O.I. and the products and services it offers
- Make additional courses available
- Update and improve existing courses
- Enlist additional students for new and existing courses
- Certify new CKKs via the current curriculum
- Cross certify more KHAAs as CKKs
- Register additional new users on the site
- Add additional paid members
- Enlist additional authors for our educational activities
- Maintain revenue sufficient to sustain the organization

And while we are a relatively young organization, our core group is focused on and remains dedicated to having FUN in the hobby while helping others to do the same.

Koi pond – the place you just want to be. Can’t wait to feed the fish!
The magic of a Koi pond at night!

Thanks!

…to ALL our members, students and staff for making this wonderful organisation possible!