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!” Chris Bushman
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Greetings from the Chairman

Greetings,

I am happy to report that a lot has happened in Koi Organisation International (K.O.I.) in the year 2012. Our main goals for 2012 were to become the best source for Koi health and husbandry on the Internet and keep the “fun” perspective in all our work/offerings.

As advertised on our websites we have the 9 course curriculum for becoming a Certified Koi Keeper (CKK). The goal of the Certified Koi Keeper curriculum is to provide a solid understanding of the primary Koi health and husbandry issues. Koi Organisation International, Inc. supports all Certified Koi Keepers as persons very qualified to diagnose and treat many common Koi pond and fish problem. I am proud to announce that Shirley Triest-Robinson completed the CKK course curriculum in 2012 and is now a Certified Koi Keeper.

Our trained K.O.I. members and CKKs are giving back to their community by speaking at Koi club meetings, answering calls from local Koi keepers, and providing on-site help in Koi emergencies. In addition to our brochures and handouts we will soon be offering K.O.I. members a field reference guide that is loaded with information. The waterproof pages make it the ideal tool to take out to the pond, rain or shine.

There is more planned for next year such as a course on “Koi Show Water Quality and Koi Safety” that will include an apprenticeship at a Koi show with a K.O.I. mentor.

K.O.I. members are invited to participate, or just listen in, to all Board of Directors meetings. B.O.D. meetings occur once a quarter, January, April, July and October at Noon EST on the Wednesday following the 10th of the month, and are conducted as a group conference call using Skype.

Cheers,

Ken Austin
Chairman of the Board
Koi Organisation International
2012 Operations Review

This is the 3rd Annual Report for K.O.I. and our 4th year as a group. The first year was spent in planning, putting together a steering committee of 25 experts from around the world, and in writing procedures. In the 2nd year, we opened our web site, became incorporated and achieved our 501c3 tax status. In the 3rd year, we finished development of our On-Line Koi Lab and completed the final course in the Certified Koi Keeper curriculum. This past year, we focused on improving the web site to handle more traffic and students, and graduated our first Certified Koi Keeper. More information on the history of K.O.I. can be found on pages 6 and 7.

In the past year, our Web Site has had over 1500 visitors from 75 countries. There have been over 14,700 page views, with an average of 4 pages per visit. About 60% of our web site traffic is returning customers, and all web site viewers average nearly 5 minutes on the site per visit. The stability of all of the web metrics over time reflects the educational focus of our material, and the kind of users that our organisation appeals to. K.O.I. has been increasing successful in selling courses to train Koi enthusiasts on all aspects of Koi and pond health.

In 2012, K.O.I. switched from standard yearly membership dues to a new, pro-rated system that reduces the cost to new members based on the number of months left in their membership.

K.O.I. leads the Koi world in Koi education by allowing students to take a lab on-line, without requiring travel to a distant location. The scene to the right is from the interactive Lab DVD, which is part of the on-line Lab curriculum.

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 have given 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. We hope everyone reading this Annual Report will become a member!

Karen Patti
The History of 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 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. 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 nine 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 they 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 sale of courses, dues of members, donations from those who believe in our goals, and through store sales of K.O.I. related merchandise. 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.
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 worldwide 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
- Diagnostics & 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
YOU CAN BE A BETTER
KOI KEEPER AT YOUR LEISURE

Koi Organisation International provides:

Current  Accurate   Useful Info

ONLINE CLASSES INCLUDE:

FREE Level 1 – K.O.I. 101
K.O.I. 101 will provide basic, general recommendations and guidelines to help keep Koi alive and healthy. K.O.I. 101 is FREE to anyone that registers at the K.O.I. website.

K.O.I. 101 includes information on:
- Pond Construction/Paths
- Pond Safety
- Filtration & Water Quality
- Fish Buying & Feeding
- Questions to Answer Before Building a Pond
- Diagnosis & Treatments of Koi Health Problems
- Koi Stress & Handling

Level 2 – Certified Koi Keeper
The goals of the Certified Koi Keeper courses are to provide a solid understanding of the primary Koi health and husbandry issues and to make such information available to as many Koi keepers as possible.

The Certified Koi Keeper curriculum will include:
- Water Quality
- Filtration
- Physiology
- Nutrition
- Biosecurity, Quarantine & Record Keeping

Level 3 – Master Koi Keeper
The curriculum will expand on the basic knowledge gained in the Certified Koi Keeper courses by offering 14 advanced modules that explore various topics in greater depth.

Koi Specialist
The specialties currently planned include:
- Show Water Quality
- Physiology

K.O.I.
Koi Organisation International

Please come visit us and judge for yourself at www.KoiOrganisationInternational.org
Learning is fun again!

Koi Organisation International (K.O.I.) is now offering a brand-new online Lab course. We have used current video and computer technology to produce an innovative way to cover subjects that are usually best taught in-person. This very interesting course includes a DVD of hands-on demonstrations and includes supplemental written information. Plus, course instructors are available to answer your questions and respond to your comments.

Features

Part 1
- Online course, self-paced
- Lab Kit (cool goodies)
- DVD - topics covered:
  - Fish handling, anesthetics, examination and treatment;
  - Microscope work including sample prep and evaluation;
  - Water quality - stock solution prep & testing your test kits

Part 2
- Live online course
- Learn proven methodology to evaluate and solve Koi and pond problems

Benefits

Part 1
- Learn from home
- May be completed at your convenience

Part 2
- Interact in real-time with instructors and other students

Advantages

- Save time - learn from home largely at your convenience
- Save money - no expensive travel required
- Revisit/review material - the DVD, Lab Kit and the supplemental info are yours to keep

Info at: www.KoiOrganisationInternational.org
Can you say...

Awesome?

Coming soon… ready to help you with all those little things you can’t quite remember or maybe didn’t even know. Nearly 30 pages of information, places to add your own info plus useful forms and supplements planned for the future...

K.O.I. Guide


Anticipated ship date: November 1st

Waterproof!

Table below is a summary taken from Koi Health and Disease book by L. A. Kellner and A. Haslam

<table>
<thead>
<tr>
<th>Trade Name</th>
<th>Amikacin$^1$</th>
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<tbody>
<tr>
<td>Generic name</td>
<td>Strength</td>
</tr>
<tr>
<td>6&quot;</td>
<td>8&quot;</td>
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<td>*</td>
<td>*</td>
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Statement of Fund Balances

As of September 30, 2012

Koi Organisation International, Inc.

Short Term Assets (unrestricted):
- Cash on hand $4,538
- Accounts receivable net -0-
- Inventories (Note 1) 1,967

Total Assets $6,505

Liabilities

Short Term Liabilities:
- Accounts Payable $-0-
- Reserved for Refunds (Note 2) 200
- Reserve for Projects (Note 2) 1,500

Total Liabilities $1,700

Fund Balances or Net Assets

Total Fund Balances: $6,505

Total Liabilities

And Fund Balances or Net Assets: $4,805

Notes to Financial Statement:

Note 1: Inventories
- K.O.I. Organization pins at cost 367
- Books (Griffiths) at cost 1,430
- K.O.I. Patches at cost 170

Total $1,967

Note 2: Reserves
- Refunds for courses 200
- K.O.I. Reference Guide 1,500

Total $1,700

Statement of Income and Expenses

For the Year Ended September 30, 2012

Koi Organisation International, Inc.

Income:
- Donations $75
- Membership Dues 966
- Online Store Courses 3,330
- Online Store Items 496
- Online Store EBooks 81

Total $4,948

Expenses:
- Brochures $167
- Filing Fees 61
- Instructors 1,730
- Office supplies/postage 10
- Store Cost of Goods 1,103
- Website Development/fees 520
- Refund 20

Total $3,611

Net of Income/Expenses $1,337*

*Unaudited Results of Operations.
The K.O.I. customer base continues to expand in 2012, offering more services to more Koi keepers. K.O.I. offers a wide variety of material to students at all levels of experience, from complete beginners to serious Koi enthusiasts. K.O.I. courses appeal to those that tend to be more experienced hobbyists that are learning more about caring for the Koi in their own ponds as well as showing an interest in helping out with community projects and helping others learn about Koi keeping. The K.O.I. EBooks encompass many specific topics that help ponders with a specific problem, such as understanding water changes or detailed information on how Koi should be transported. Many of the K.O.I. EBooks are free, and aid beginners in the basic concepts of Koi keeping. K.O.I.’s free flagship product, called K.O.I. 101, has been downloaded from the web site over 1000 times, and continues to provide a sound foundation of knowledge to all those who are interested in Koi and ponds.
K.O.I. sold a total of 76 courses in 2012, serving more than 20 students, with 6 students enrolling in the CKK Certification program. One of the premier advantages of the K.O.I. system of learning, is that any hobbyist may purchase any course and take it at any time without committing to taking any further courses. Courses are taught by some of the most outstanding experts in Koi throughout the world, and include premier educators in South Africa and England, as well as those in America and Japan. The proof is in the number of students that return to K.O.I. to take further courses, based on how much they enjoyed their first experience. 90% of K.O.I. students take more than one course!
K.O.I. Web Site Statistics 2012

Koi Organisation International Web Site
Inner Ring Pages/Visit (Avg=4),
Outer Ring Time on Site (Avg=5min)

Oct 1, 2011 to Sept 30, 2012

Top 10 Countries Using the K.O.I. Website

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<thead>
<tr>
<th></th>
<th>Country</th>
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<tbody>
<tr>
<td>1</td>
<td>United States</td>
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<td>2</td>
<td>United Kingdom</td>
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<td>3</td>
<td>Canada</td>
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<td>4</td>
<td>South Africa</td>
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<td>Brasil</td>
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<td>India</td>
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<td>9</td>
<td>Phillippines</td>
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<tr>
<td>10</td>
<td>Germany</td>
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**K.O.I. Supports the Koi Hobby**

The Instructors and Certified Koi Keepers (CKKs) from K.O.I. support the Koi hobby in many ways. They conduct Question & Answer sessions at their local Koi Club meetings, answering phone calls from frazzled hobbyists and even provide on-site emergency services to help educate Koi owners about the many facets of Koi keeping. The presentations listed below are just a brief sampling of the many lectures given during the past year by K.O.I. CKKs.

<table>
<thead>
<tr>
<th>Date</th>
<th>Presentation</th>
<th>Group</th>
</tr>
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<tbody>
<tr>
<td>February, 2012</td>
<td>Backyard Ponds</td>
<td>The Maritime Institute, CT</td>
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<tr>
<td>March, 2012</td>
<td>Koi Care and Feeding</td>
<td>New England Aquatic Convention, CT</td>
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<tr>
<td>April, 2012</td>
<td>Pond Filtration Upgrades</td>
<td>Southwest Koi and Pond Association, TX</td>
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<tr>
<td>May, 2012</td>
<td>Methods to Improve Your Pond</td>
<td>Southwest Koi and Pond Association, TX</td>
</tr>
<tr>
<td>June, 2012</td>
<td>Common Problems in Ponds</td>
<td>Danbury Aquarium Society, CT</td>
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<tr>
<td>July, 2012</td>
<td>Koi History and Terminology</td>
<td>Pioneer Valley Water Garden &amp; Koi Club, MA</td>
</tr>
<tr>
<td>August, 2012</td>
<td>2 Day Mini Seminar</td>
<td>Southwest Koi and Pond Association, TX</td>
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<tr>
<td></td>
<td>• Koi Health &amp; Handling</td>
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<td></td>
<td>• Using Behavior to Identify Disease</td>
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<tr>
<td>September, 2012</td>
<td>Quarantine Systems</td>
<td>Inland Koi Society, CA</td>
</tr>
<tr>
<td></td>
<td>Types of Ponds</td>
<td>Southwest Koi and Pond Association, TX</td>
</tr>
</tbody>
</table>
A few of the many ponds that have been improved by K.O.I. Certified Koi Keepers in the USA
Testimonials

I have always enjoyed working with koi hobbyists, but the K.O.I. students I taught this spring (K.O.I. 313 Common Bacterial Diseases of Koi, K.O.I. 520 How & Why for Koi Nutrition, K.O.I. 521 Water Quality & Koi Physiology) were a particular delight. They were very interested in getting as much from the courses as possible and asked me for additional resources which I was happy to post on the web for them. There was a wide range of both interests and geographical distribution in the group and as a consequence, I may have learned the most of any...I enjoyed the opportunity!

Professor Richard Strange, U of TN

I have taken Physiology of Water Quality and Common Bacterial Diseases of Koi from Dr. Strange. Both courses were excellent in content and quality. I learned a lot and now have excellent references. I cannot say enough about Dr. Strange and his gift of presenting online courses. I use what I have learned on a daily basis as I care for my Koi.

Dr. T. Logan, Kentucky
A Koi Rescue by a K.O.I. CKK

Yesterday, I got a call from a friend's husband. He is on a city waste water storm drain vacuuming crew. They shut down their pump because they saw a fish getting sucked up. I got the drain box dimensions (five foot manhole settlement catchbasin), the guesstimated size of fish (9 - 12 inches?), then grabbed a net and a cooler of water, and took off.

When the crew unlocked and opened the box, it smelled like an unfiltered tank. My net still reeks! The 18 inch koi was jaundiced and a bit skinny, but in good shape otherwise. It is still a total mystery how it got there. She(?) was so happy to see us, she swam into the net. On closer exam, she is missing some scales and has a pea sized red mark, but is otherwise a clean, healthy-looking Koi. Considering she went part way up the hose and down again, she is one lucky Koi. As we have had no significant rain in about 60 days, she could have been in there with the debris for a long time. The water level was too low to swim to or from another drain box.

Now in my quarantine tank, the Koi would rather be petted than hand fed. She eats everything in sight, except the goldfish who are her companions.
Our Future Direction

The current goals of K.O.I. are to offer a full spectrum of information on Koi health and 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
- Enlist additional students for new and existing courses
- Certify new CKKs via the current curriculum
- Retain a paid membership substantially equivalent to last year’s level
- Offer new perks to our 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.
Thanks!

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