

book; Pablo had to reach out to all of his customers, contacts, and suppliers from around the world. Sometimes, extraordinary prices were paid to obtain a few rare, juvenile fish that would first have to be raised to excellent breeding specimens before they could be used for an illustration in the new book.

This fact brings me back to my first question when I first met Pablo Tepoot at the FTFFA Professional Fish Show: what was a producer of African cichlids doing with such an excellent camera as a Hasselblad? Only after knowing Pablo Tepoot for some time, and having had numerous conversations with him about our joint interests in aquarium photography and his book ideas, did I finally figure it out. Pablo is one of those people who envisions excellence and does not compromise. He sets his goals and gets to work. A Hasselblad is his concept of excellence in photographic equipment; there is no compromise to be made. Regarding his use of that equipment, there is always a better photograph to be taken and a new level to achieve. Above all, he approaches his business with honesty and integrity.

I have visited New Life Exotic Fish, Inc. on several occasions and walked around numerous ponds containing thousands of beautiful African cichlids. In the Florida sun, the yellow species shimmer like gold waiting to be netted and sent to market -- to the wholesalers who supply your local pet shop. However, there is no metal that shimmers and sparkles like the metallic blues of peacocks, haplochromines, and some species of mbunas when the sun is high in the sky. These are more than gold, they represent why we, as tropical fish enthusiasts, become devoted to maintaining beautiful fish in our homes.

For Pablo Tepoot, tropical fish have become a career in the exercise of his talent as a breeder and aquaculturist, a businessman, and a publisher. The ripples that occur when his fish break the water surface at feeding time are now beginning to spread around the world through New Life Publications' multilingual books. Books published by New Life Publications, Inc., include the first two volumes of *Cichlids: The Pictorial Guide*, *Marine Aquarium Companion-Southeast Asia*, and *Aquarium Plants: the Practical Guide*. The first three books are co-authored by Pablo and Ian Tepoot, while the third book is authored by Pablo.

