

Tech Publisher MacGizmoGuy Retires and Launches WaterlilyBear.com for Container Water Gardening Tips and Expertise

After 18 years as MacGizmoGuy, Russell T. Baer reinvents his post-retirement identity as The Waterlily Bear, launching WaterlilyBear.com to share his expertise in water lilies, aquatic plants, and container water gardening.



Palm Springs, California Jun 9, 2026 ([IssueWire.com](https://www.IssueWire.com)) - The independent web publisher known for more than 18 years as MacGizmoGuy — has announced a major transition in his digital publishing career. After nearly two decades recommending Mac accessories and Apple-related technology, Baer is retiring his tech persona and shifting his creative focus toward a lifelong horticultural passion: container water gardening. His new platform, [WaterlilyBear.com](https://www.WaterlilyBear.com), is dedicated to water lilies, lotus, aquatic plants, and small-space mini-pond gardening for home gardeners across North America.

"MacGizmoGuy was launched at the dawn of social media," said Baer. "That identity carried me through the entire arc of the modern web — from dial-up modems and early USB peripherals to the App Store era. But the lifelong gardener in me has been waiting patiently for the chance to share that horticultural

expertise. WaterlilyBear is the personification of my love for growing aquatic plants."

A Palm Springs-based publisher with decades of experience in internet culture and digital media, Baer began experimenting with aquatic plants in container and tub gardens many years ago — a hobby that gradually evolved into a full-time passion. His personal collection now includes dozens of hardy and tropical water lilies, lotus varieties, and a wide range of marginal and bog plants adapted to small-pond and patio-friendly water features.

Launched in early 2026, WaterlilyBear.com is a gardening site built around original editorial content, covering the full spectrum of container water gardening topics, including plant selection, seasonal care, species profiles, fertilizing techniques, overwintering strategies, and the unique challenges of growing aquatic plants in small spaces. The site is designed for water gardening enthusiasts across North America — especially those in climates or living situations where traditional in-ground ponds are not practical.

"Most water gardening content assumes you have some sort of large in-ground pond," Baer noted. "I grow mine in containers on my desert patio. That's the audience I'm writing for — people with a tub or half wine barrel, a sunny balcony, patio, or deck, and want to add a sparkling water feature to their outdoor living vibe."

The WaterlilyBear brand is also supported by an active short-form video presence across the Social Media landscape. His primary video platform is [Clapper Social App](#), where Baer has accumulated thousands of followers and published more than 200 videos on water gardening, aquatic plant care, and mini-pond setups. His content blends botanical accuracy with an approachable, personality-driven style that resonates with both experienced aquatic gardeners and curious beginners.

Baer's legacy tech site, MacGizmoGuy.com, will remain online with occasional updates on the Apple technology scene and as an archival resource. A page on MacGizmoGuy.com now directs longtime readers to his new horticultural home — "One last breadcrumb for anyone who wants to follow the story to its next chapter," Baer said.

About Russell T. Baer / WaterlilyBear Russell T. Baer is an independent web publisher based in Palm Springs, California. Active online since the earliest days of the public internet, he is the founder of [MacGizmoGuy.com](#) and [WaterlilyBear.com](#). As The Waterlily Bear, Baer publishes botanical content, plant-care guides, and short-form videos focused on container water gardening, aquatic plants, and small-space mini-pond gardening inspiration for home horticultural enthusiasts across North America.



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Source : MacGizmoGuy

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