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Designer: Sparta Spa, Tel Aviv, Israel

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Welcome to Genesis University®

We do three things better than anyone:
We EDUCATE, CERTIFY, and CONNECT watershape professionals. Genesis University® education establishes the highest standards for the industry and is accredited by the International Association for Continuing Education and Training (IACET). As a company of the Pool & Hot Tub Alliance, GENESIS® with Genesis University® complies with the ANSI/IACET Standard, which is recognized internationally as a standard of excellence in instructional practices. As a result of this accreditation, GENESIS® with Genesis University® is accredited to issue the IACET CEU.

Our certifications have been validating the achievements of students for more than 20 years. Our GENESIS® Family is growing and these connections extend to our sponsors, top-rated instructors, and affiliations with leading organizations including ACI, AIA, ASA, ASLA, APLD, and others. We welcome you to Genesis University® and our GENESIS® Family!

Website
Please visit www.genesisuniversity.org for the latest news, schedules, and current catalog in digital format.

GENESIS® Forum
Administered by Paolo Benedetti, SWD® Master, the GENESIS® Forum is the online network of watershapers discussing everything from design, engineering, and construction details to contracts, processes, and basic business practices. The world’s best designers and builders contribute frequently to the forum and the collective intellect is invaluable. Link to the forum through our www.genesisuniversity.org website today and work directly with the experts.

Ask the Masters Facebook Group
Administered by SWD® Masters, Paolo Benedetti, David Penton, Grant Smith and Rick Chafey, this Social Media network enables technical exchange among its fast-growing membership of industry professionals. Ask the Masters is the social media network of watershapers discussing an extensive variety of topics.

Facebook: www.facebook.com/Genesis3Inc.
Twitter: @Genesis3Inc.
Instagram: Genesis3inc.
YouTube: Genesis 3 Inc.
Website: www.watershapesociety.org

PHTA® Website
www.phta.org

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Quick Stats - June 2019 to June 2020
Programs Available: 197
Programs Scheduled: 50
Venues Attending: 15

Alaska Fishing Trip
Chicago Sketch Tour
Major Renovations School with Paramount
2019 Master Pools Guild Fall Conference
2019 World Aquatic Health Conference
2019 International Pool | Spa | Patio Expo
ASLA Annual Convention
2020 Mid-America Pool, Spa and Outdoor Living Show
2020 Southwest Pool & Spa Show
2020 The Pool & Spa Show
2020 Southeast Pool & Spa Show
2020 Everything Under the Sun Expo
2020 Bel-Aqua Dealer Day
2020 Carecraft Annual Meeting Conference
2020 Master Pools Guild Spring Conference

Faculty: 46
SWD Masters: 17
SWD Registered: 49
GENESIS® Associates: 114
Welcome to Genesis University®

At GENESIS, we “EDUCATE. CERTIFY. CONNECT.” watershape professionals – and we’ve been doing it better than anyone else for more than 20 years.

Our mission starts with education. GENESIS provides the most comprehensive technical education in the industry by focusing on best practices and code compliance, and offering courses taught by the industry’s leading instructors. That’s why our training establishes the highest standards for the industry and we are accredited in compliance with the ANSI/IACET Standard, which is recognized internationally as a pinnacle of excellence in instructional practices.

Our educational structure supports certification in the form of membership in the Watershape Society as either a Registered or Master member. The Society is the most prestigious and accomplished group of watershape builders and designers anywhere in the world. The path to Society certification and membership includes instruction in all disciplines pertinent to our profession: construction, hydraulics, soils analysis, structural design, materials science, concrete applications, color theory, architectural design and much more.

Finally, we are also based on a culture of connection, forging professional and personal alliances with organizations and professionals throughout the U.S. and abroad. Through classwork and social events, our students network with the very best organizations and people industry wide – subject matter experts, fellow builders and designers, key suppliers and distributors and buying groups, among many others. And, our certified members are promoted to the “professional community” (architects, designers and engineers) and, ultimately, homeowners.

GENESIS design professionals and contractors have made a conscious decision to improve their professional, and personal, lives through education and a commitment to higher standards in the watershaping industry. Each year, thousands of professionals attend GENESIS courses, trusting that our faculty and certified family members will share their expertise to help each student elevate their business and themselves. We have long been reaching second-generation pool builders; and, now in our 21st year, we are training second-generation GENESIS students, always with an eye toward the future.

Today, Genesis University includes more than 200 accredited educational programs instructed by over 46 faculty and staff grouped into five categories: design, engineering, construction, service and business. The Program Descriptions that follow include brief narratives and specific Learning Objectives. If you need more information, please contact GENESIS and we will be happy to provide more detail.
Genesis University raises the professionalism of the industry through world-class education leading to certifications and personal growth.

**EDUCATE**
GENESIS provides the most comprehensive technical education in the industry by focusing on best practices and code compliance. We offer business courses to ensure customer satisfaction and provide a path for long-term relationships and referrals. Finally, our mentoring program establishes rapport, continued guidance, and ongoing success for the student, the mentor, and the organization.

New this year:
- Rebuilt CONSTRUCTION 401: Advanced Watershape Construction manual and presentations.
- 8-hour School on Cost Estimating.
- 16-hour Business School.
- 8-hour School on Landscape Construction and Development.
- Various short courses.

**CERTIFY**
The path to SWD certification includes instruction in all disciplines that matter to our profession: Construction practices, hydraulics, soils analysis, structural design, materials science, concrete applications, color theory, architectural design and much more.

New this year:
- Renewed our IACET-providership, ensuring accredited education through 2023.
- Implemented a brand strategy for the Watershape Society and new protocol for qualifying candidates for Society Registered and Master status.
- Credentialed 10 new SWD Registered, who completed 150 hours of coursework and were vetted by their peers.
- Welcomed 8 new GENESIS Associates who started their journey with us by taking CONSTRUCTION 201: Basic Pool Construction and ENGINEERING 211: Basic Fluid Engineering, and now have officially joined the GENESIS family.

**CONNECT**
Through classwork and social events, students network with the very best organizations and people industry wide – subject matter experts, fellow builders, key suppliers & distributors, buying groups. Our certified members are promoted to the “professional community” (architects, designers and engineers) and, ultimately, homeowners.

New this year:
- Launched “Ask the Masters” Facebook group and podcasts as a new way to establish the Masters as industry influencers, eager to share technical knowledge with a growing group of professionals.
- Revamped website to better position Society Masters as premier design and construction resources.
- Fine-tuned our Education Partners Program with two of our Platinum Sponsors.
- Broadened support among trade media and association partners.
- Advertised in Luxury Pools and social media outlets featuring Society Masters and Sponsors.
2019 International Pool | Spa | Patio Expo

Nov. 2 - 7, 2019
Ernest N. Morial Convention Center
900 Convention Center Blvd.
New Orleans, LA
poolsapatio.com

C201: Basic Pool Construction
Sat Nov 2 - Mon Nov 4
8:00 am - 5:00 pm
24.00 hours
2.4 IACET CEUs
Paolo Benedetti, Rick Chafey, Bill Drakeley and Randy Dukes

E311: Advanced Fluid Engineering
Sat Nov 2 - Sun Nov 3
8:00 am - 5:00 pm
16.00 hours
1.6 IACET CEUs
David Peterson

D101: Introduction to Perspective Drawing
Sat Nov 2
8:00 am - 5:00 pm
8.00 hours
0.8 IACET CEUs
Michael Nantz

D231: Color Theory & Its Application
Sun Nov 3 - Mon Nov 4
8:00 am - 5:00 pm
16.00 hours
1.6 IACET CEUs
Feras Irikat

D211: Elements of Design
Sun Nov 3 - Mon Nov 4
8:00 am - 5:00 pm
16.00 hours
1.6 IACET CEUs
Jason Brownlee

B432: Cost Estimating
Mon Nov 4
8:00 am - 5:00 pm
8.00 hours
0.8 IACET CEUs
David Peterson

D361: Waterfall Design & Construction
Tue Nov 5
7:30 am - 8:45 am
1.25 hours
0.1 IACET CEUs
David Duensing

Tue Nov 5
7:30 am - 10:00 am
2.5 hours
0.3 IACET CEUs
Bill Drakeley

B243: Designing or Building a Backyard Oasis
Tue Nov 5
9:00 am - 10:00 am
1.0 hours
0.1 IACET CEUs
Brian Van Bower

D114: The Art of Innovation
Tue Nov 5
11:30 am - 1:00 pm
1.5 hours
0.2 IACET CEUs
Feras Irikat

D404: Create Digital Engagement With Your Presentation
Tue Nov 5
1:30 pm - 2:30 pm
1.0 hours
0.1 IACET CEUs
Jason Brownlee

B111: GENESIS Lifestyle Program
Tue Nov 5
3:00 pm - 4:30 pm
No Credit
Brian Van Bower and Rombauer Vineyards

D112: Small Space Design & Outdoor Living
Wed Nov 6
7:30 am - 9:00 am
1.5 hours
0.2 IACET CEUs
David Peterson

B241: Establishing Internal Controls: Checks & Balances That Help to Avoid Fraud
Wed Nov 6
7:30 am - 9:00 am
1.5 hours
0.2 IACET CEUs
Paul Oman

D412: Designing and Building the Landscape Master Plan
Wed Nov 6
9:15 am - 10:30 am
1.25 hours
0.1 IACET CEUs
Benjamin Lasseter

C301: Advanced Site Work & Forming
Wed Nov 6
9:15 am - 10:30 am
1.25 hours
0.1 IACET CEUs
Ryan Oakes

C308: The Beauty of the Edge – The Definitive, Internationally Acclaimed Vanishing Edge & Water-in-Transit Design
Wed Nov 6
11:00 am - 12:30 pm
1.5 hours
0.2 IACET CEUs
Skip Phillips and Grant Smith

Ask the Masters (Lifestyle Booth: 2339)

- Damp Proofing
- Alternative Sanitation Systems
- Construction at Difficult Sites

D132: The Value of Good Design
Thur Nov 7
7:30 am - 9:00 am
1.5 hours
0.2 IACET CEUs
Michael Nantz

C308: The Beauty of the Edge – The Definitive, Internationally Acclaimed Vanishing Edge & Water-in-Transit Design
Thur Nov 7
7:30 am - 9:00 am
1.5 hours
0.2 IACET CEUs
Skip Phillips and Grant Smith

Ask the Masters (Lifestyle Booth: 2339)

- Forensics / Pool Defects
- Automatic Control Systems
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<th>Date</th>
<th>Location/Detail</th>
<th>Additional Information</th>
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<td><strong>Chicago Walking Sketch Tour and Museums</strong></td>
<td>Sept 20 - 22, 2019</td>
<td>Palmer House 17 E. Monroe St. Chicago, IL 60603</td>
<td>genesisuniversity.org</td>
</tr>
<tr>
<td>D252: Chicago Walking Sketch Tour and Museums</td>
<td>Fri Sept 20 - Sun Sept 22</td>
<td>6:00 hrs 0.6 IACET CEUs</td>
<td>Mike Nantz</td>
</tr>
<tr>
<td><strong>2019 Major Renovations School</strong></td>
<td>Sept 30 - Oct 1, 2019</td>
<td>Sheraton Grand at Wild Horse Pass 5594 W. Wild Horse Pass Phoenix, AZ</td>
<td>genesisuniversity.org</td>
</tr>
<tr>
<td>C281: Major Renovations</td>
<td>Mon Sept 30 - Tue Oct 1</td>
<td>16:00 hrs 1.6 IACET CEUs DBPR/CILB-FL #0612749</td>
<td>Rick Chafey and Bill Drakeley</td>
</tr>
<tr>
<td><strong>2019 Master Pools Guild</strong></td>
<td>Oct 21 - 22, 2019</td>
<td>Omni King Edward Hotel 37 King Street East Toronto, ON, CANADA</td>
<td>mpgmeeting.weebly.com</td>
</tr>
<tr>
<td>E211: Basic Fluid Engineering</td>
<td>Mon Oct 21 - Tue Oct 22</td>
<td>16:00 hrs 1.6 IACET CEUs DBPR/CILB-FL #0612788</td>
<td>David Peterson</td>
</tr>
<tr>
<td>D202: SketchUp</td>
<td>Mon Oct 21 - Tue Oct 22</td>
<td>16:00 hrs 1.6 IACET CEUs</td>
<td>Michael Nantz</td>
</tr>
<tr>
<td><strong>2020 Mid-America Pool, Spa and Outdoor Living Show</strong></td>
<td>Jan 13 - 16, 2020</td>
<td>Lucas Oil Stadium 500 S Capitol Ave Indianapolis, IN</td>
<td>midampool.com</td>
</tr>
<tr>
<td>E211: Basic Fluid Engineering</td>
<td>Mon Jan 13 - Tue Jan 14</td>
<td>16:00 hrs 1.6 IACET CEUs DBPR/CILB-FL #0612788</td>
<td>David Peterson</td>
</tr>
<tr>
<td><strong>2020 Southwest Pool &amp; Spa Show</strong></td>
<td>Jan 22 - 25, 2020</td>
<td>George R. Brown Convention Center 1001 Avenida De Las Americas Houston, TX</td>
<td>swpsshow.com</td>
</tr>
<tr>
<td>D102: Sketching and Freehand Communication</td>
<td>Wed Jan 22</td>
<td>8:00 hrs 0.8 IACET CEUs</td>
<td>Michael Nantz</td>
</tr>
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<td>C242: Landscape Construction and Development</td>
<td>Thur Jan 23</td>
<td>8:00 hrs 0.8 IACET CEUs</td>
<td>Jason Brownlee and Grant Smith</td>
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<tr>
<td>D271: 20th Century Architectural Styles</td>
<td>Wed Jan 22 - Thur Jan 23</td>
<td>16:00 hrs 1.6 IACET CEUs</td>
<td>Don Gatzke</td>
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<td>Conference Sessions and Exhibits: January 24 - 25</td>
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<tr>
<td>Event</td>
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<td>Location</td>
<td>Speaker(s)</td>
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<td>Jan 27 - 30, 2020</td>
<td>Atlantic City Convention Center</td>
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<td>B432: Cost Estimating</td>
<td>Mon Jan 27</td>
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<td><strong>2020 Southeast Pool &amp; Spa Show</strong></td>
<td>Feb 3 - 5, 2020</td>
<td>Music City Center 201 5th Ave S</td>
<td>Jason Brownlee</td>
</tr>
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<td>D211: Elements of Design</td>
<td>Mon Feb 3 - Tue Feb 4</td>
<td>8:30 am - 5:30 pm</td>
<td></td>
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<td><strong>2020 Everything Under the Sun Expo™</strong></td>
<td>Feb 12 - 15, 2020</td>
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<td>Wed Feb 12 - Thur Feb 13</td>
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<td>Birmingham, AL</td>
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<td>Sun Mar 15 - Tue Mar 17</td>
<td>8:30 am - 5:30 pm</td>
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<tr>
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<td>Mon Mar 16 - Tue Mar 17</td>
<td>8:30 am - 5:30 pm</td>
<td>Jason Brownlee</td>
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<td><strong>Color Theory and Its Application</strong></td>
<td>Mar 18 - 19, 2020</td>
<td>Pentair Innovation Center Apex, NC</td>
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<tr>
<td>D231: Color Theory and Its Application</td>
<td>Wed Mar 18 - Thur Mar 19</td>
<td>8:30 am - 5:30 pm</td>
<td>Feras Irikat</td>
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APSP & NSPF are now PHTA

PHTA brings together two legacy organizations: The Association of Pool & Spa Professionals (APSP) and the National Swimming Pool Foundation (NSPF). Our mission is to promote and protect the aquatics lifestyle with a unifying voice that serves and engages our diverse stakeholders.

With an emphasis to CELEBRATE THE WATER, PHTA facilitates the expansion of swimming, water safety, water-related education and research, and outreach activities aimed at bringing more people to water, safely.

The unification creates a powerful influence with a single voice for the aquatics industry.

Learn more about our vision and how you can benefit, visit phta.org/learn.
A special thanks to our faithful sponsors, who help us meet the evolving educational needs of the builder/designer segment of our industry. Genesis University has tripled the number of students taking its schools since 2016. Attendance at our schools and courses number nearly 2,000 per year; and, our contact database contains 6,000 individuals seeking to be better builders, designers and business people. Join the GENESIS family of Sponsors today to put your brand front and center with our growing student body! For more information on sponsorship details, contact Lisa Ryckeley at 615-907-1274 or lisa@genesis3.com.
AQUA Magazine
Scott Webb 800.722.8764
Executive Editor
22 E. Mifflin St., Suite 910, Madison, WI 53703
scottw@aquamagazine.com
www.aquamagazine.com

Online and in print, AQUA unites the spa & pool industry to connect you to the latest trends and newest product innovations that help propel you forward. With more than 15,000 industry professionals who receive AQUA monthly, to the 30,000+ monthly visitors to aquamagazine.com, we are your trusted industry connection.

Sign up for a FREE print or digital subscription at aquamagazine.com.
AquaCal AutoPilot, Inc. is part of the Team Horner™ family, a leader in the swimming pool business since 1969. CEO, Bill Kent, Ph.D., has built the global Team to cover all facets of the swimming pool industry from manufacturing equipment and specialty chemicals to global wholesale distribution. His goal has always been to keep Team Horner™ “Green and Growing” and to offer state-of-the-art equipment to the pool trade. We offer a wide breadth of product line in both the heat pump and salt chlorine generator categories.

Other brand names we offer include Lion Pool Products® (telescopic poles), AquaClean Robotic Cleaners, J.B. Fittings, StoneHardscapes Natural Stone Pavers and Veneer, and Lo-Chlor® Specialty Chemicals.

AquaCal® heat pump brands:
• HeatWave SuperQuiet®
• TropiCal®
• TropiCool® - Chillers

AutoPilot® salt chlorine generator brands:
• Pool Pilot® Digital
• Pool Pilot® Digital Nano
• Pool Pilot® Eco Nano
• Pool Pilot® Professional
• Pool Pilot® Total Control

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Cut heating costs up to 40% more than a single speed heat pump

Unit will automatically adjust its BTU output to maintain the set point temperature in the pool

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Tim Wills
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twills@aquavations.com
www.aquavations.com

Aquavations is a worldwide leader in advanced, pre-blended exposed aggregate coating systems for the modern swimming pool. Our mission is to develop dependable, pre-blended pool plaster systems using basic and advanced technology from years of experience and hands-on applications.

As the industry’s original polished finish, Hydrazzo takes color beyond the realm of excellence by combining functionality, beauty and radiance with a unique blend of 15 original colors.

Our continued commitment to leading the industry as well as adjusting to consumer demand inspires us to continue to be the industry’s most creative producer of high performing polished marble pool finishes. Use the contact info above to request samples or more information.
AquaStar Pool Products
Olaf Mjelde
2340 Palma Dr. #104, Ventura, CA 93003
info@aquastarpoolproducts.com
www.aquastarpoolproducts.com

AquaStar Pool Products is a global leader in safety, compliance, dependability, and innovation in pool technology.

AquaStar was founded in October 2003, on the belief that better equipment leads to better, safer, more enjoyable pool and spa experiences. AquaStar is dedicated to providing their customers with dependable and long-lasting products. To achieve this, products are designed, manufactured and assembled in the USA, ensuring that only the highest quality merchandise reaches the consumer.

AquaStar does not leave safety or quality to chance. That is why we built our own state-of-the-art product testing facility, to ensure every product performs at its best. You can trust AquaStar for a complete selection of quality pool products, including a wide variety of returns, chlorinators, skimmers, spa jets, VGB compliant drains, and pool cleaners. For products with the very best look, feel, and performance choose AquaStar Pool Products.
Basecrete Waterproofing Products
Vito Mariano
6148 Clark Center Ave., Sarasota, FL 34238
info@basecreteusa.com
www.basecreteusa.com

Basecrete is a proprietary all-in-one cementitious waterproofing and bondcoat that reduces efflorescence, delamination, and waterproofs positive and negative. Basecrete also levels and repairs. It offers exceptional adhesion, resists most chemicals and corrosive agents.

Basecrete waterproofs, protects, repairs and restores all water containment vessels and concrete structures or surfaces from deterioration due to water infiltration. Basecrete controls the drying and hydration of pool plaster, and completely resistant to all chemicals in pool maintenance.

Basecrete has an easy 2-step application of one vertical and one horizontal application stroke with easy on-site mixing. Basecrete goes on like butter, adheres to anything, provides exceptional impermeability, and flexibility. A 10-year limited warranty with technical and on-site training is available.
Since 1982, Bradford Products has been the premier manufacturer of the world’s finest stainless steel pools, spas, water features, and specialty aquatic vessels. Bradford’s expansive and unique portfolio includes:

- Fully welded elevated pools and spas for multi-family living, private residences and hospitality.
- Custom and standard residential pools and spas.
- Modular stainless steel sport and competition pools.
- Commercial hydrotherapy and plunge pools.
- Stainless steel SwimSpas®.
- Clear acrylic panel pools and spas.
- Stainless steel water and fire features.
- Modular stainless steel lazy rivers and lagoon pools.
- Heated ceramic tile loungers.

Bradford’s precision creations are found in the finest hotels, residences, resorts, and aquatic facilities around the world and are backed by an unmatched 25-year warranty. As the indisputable authority in stainless steel aquatics, Bradford has the expertise and capabilities to bring virtually any vision to life.
The International Pool | Spa | Patio Expo (PSP Expo) is the only event held in the United States serving all segments of the international pool, spa and outdoor living industries.

MORE Engagement
Attendees have the unique opportunity to connect outside their region with other residential and commercial pool and spa professionals from across the globe who share the same mission. This marketplace cultivates a unique exchange of product knowledge, processes, and best practices. Above all, the PSP Expo is where the industry collaborates and establishes impactful relationships fostered by events like the Welcome Party, GENESIS® Family Reunion Dinner, and the PHTA WAVE Reception.

MORE Education
From pool and spa construction and maintenance to leadership and profitability, the PSP Expo core educational program offers something for everyone. The PSP Expo is also where the following organizations hold their own widely recognized and respected certification programs:

- GENESIS®
- Pool and Hot Tub Alliance (PHTA) (formerly APSP/NSPF)
- National Plasterers Council (NPC)
- American Shotcrete Association (ASA)

MORE Exhibits
The 2019 event is expected to draw more than 10,000 buyers from all regions of the United States and from around the world, including residential and commercial builders, installers, service professionals, spa dealers, outdoor living retailers, buying agents and other industry professionals.

More than 450 manufacturers will be displaying their latest designs and product innovations including:

- Pools and spas (above and in-ground)
- Covers and other pool and spa accessories
- Pumps and heaters
- Chemicals and chemical alternatives
- Construction materials and equipment
- Tile, fabric and textiles
- Pergolas and outdoor structures
- Water and fire features
- Casual furniture
- Barbeques/grills
- Hearth and outdoor fire features
- Outdoor lighting and décor
- Decking and fencing
- Recreation and game room products
- Technology solutions
- Business service
The Master Pools Guild is a network of over 100 elite, custom residential and commercial pool builders from the United States, Canada, Guatemala, England, Spain, Australia, Costa Rica, Dominican Republic, India, United Arab Emirates, South Africa, and Mexico. The Master Pools Guild is the only group of its kind in the swimming pool and spa industry; membership is extended by invitation-only, thereby bringing together the industry's brightest talent.

For over 50 years, the Master Pools Guild has harnessed the combined talents of its hand-selected members—all of whom have been chosen based on the merits of their innovative design style; high level of professionalism; ability to deliver superior-quality construction; scrupulous attention to detail; and appreciation for the importance of fostering strong working relationships with their customers, contractors and vendors.

In an effort to always keep abreast of the latest design trends and pool and spa technologies, Master Pools Guild members are committed to pursuing educational opportunities and adhering to the industry's best practices. Additionally, one of the Guild's strengths is its willingness to share information. Every spring and fall, members assemble to exchange ideas in a kind of industry think tank, where great minds put forth smart solutions.
The World's Most Trusted Pool Finishes®

A reputation for excellence, integrity, and support. Since 1987, Pebble Technology International (PTI) has been a driving force in the transformation of the pool building and remodeling industry. PTI maintains its leading position with an unwavering reputation for high-quality products, outstanding customer support and dedicated sales and technical teams.

ADD AN ELEMENT OF LUXURY TO YOUR OUTDOOR LIVING

AN EXCLUSIVE LINE OF BOWLS, FIRE PITS & SCUPPERS THAT OFFER EXCELLENT DURABILITY AND ARE BACKED BY UNSURPASSED SUPPORT
Pentair is a leading pool and spa equipment manufacturer specializing in breakthrough products that minimize maintenance and energy consumption while maximizing comfort, convenience and aesthetic beauty.

Pentair has been recognized by the U.S. Environmental Protection Agency as an ENERGY STAR® Partner of the Year for six consecutive years and has received the Sustained Excellence Award for its continued leadership in energy efficiency in the pool industry.

Pentair touts recent achievements like IntelliCenter® Control System for Pool and Spa, which features a new color touchscreen interface for a clear and intuitive display and interfaces with smart home control products, like Amazon Echo® and Google Home™ smart speaker.

Other recent achievements from Pentair include the UltraTemp ETi® Hybrid Heater, the only heating technology in the market that combines the rapid temperature rise of gas heating with the energy efficient temperature maintenance of heat pump technology in one smart unit. Plus the MicroBrite® Color and White LED Lights, which are only 3.5 inches long, yet produce impressively bright underwater light.

Pentair provides pool professionals with the very best in digital education and training tools like Pentair University, TechSmart™ Troubleshooting App and the new Master Service Program, a program designed to recognize and reward you for completing desired training modules. Pentair also supports the industry with other business-building apps, like Pool IQ™ and Pool Pad Pro.

Disclaimer: Amazon Echo® is a registered trademark of Amazon Technologies, Inc. in the United States and/or other countries. Google Home™ is a trademark of Google, Inc. in the United States and/or other countries.
POOL AND SPA NEWS and AQUATICS INTERNATIONAL
6420 Wilshire Blvd., Suite 200, Los Angeles, CA 90048
www.poolspanews.com
www.aquaticsintl.com

POOL AND SPA NEWS and AQUATICS INTERNATIONAL are award-winning Hanley Wood brands that serve the residential and commercial segments of the pool and spa industry across multiple media platforms.

POOL AND SPA NEWS is the premier source of product news, retail and service information, insightful marketing and management tips, and innovative design ideas for the residential pool market.

AQUATICS INTERNATIONAL delivers in-depth content on commercial/recreational aquatic facility design, maintenance, marketing and management.
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At RMS Media Group, we’re reimagining luxury publishing. Our multichannel approach to luxury publishing — print, digital, social, and mobile — is revolutionizing how customers interact with brands.

RMS Media Group owns and represents a combination of online and offline publications, delivering powerful results through luxury publishing expertise. Our proprietary brands include leading lifestyle publications Luxury Pools + Outdoor Living and Ocean Home, as well as their digital counterparts, the Outdoor Living Showcase powered by GENESIS®, and a division of signature lifestyle events.
Zodiac Pool Systems LLC, a Fluidra company, is a global manufacturer of residential pool equipment and connected pool solutions. The company has a rich heritage of innovation excellence dating back more than 100 years and markets its product lines under the leading brand names of Zodiac®, Polaris®, Jandy®, Nature2™, Caretaker™, Grand Effects® and Cover-Pools®.

**Jandy®**

Jandy manufactures an integrated system of pool and spa equipment and enjoys an unparalleled reputation for producing innovative, energy efficient, professional grade products. Designed for durability and reliability, Jandy’s full line of pumps, filters, heaters, lights, valves and chlorinators, as well as its superior automation systems, provide the perfect pool experience so pool owners can spend time enjoying their pool and spa, rather than maintaining it.

**Polaris®. Your Pool. Our Reputation.®**

For more than 40 years, Polaris has been known worldwide for its quality and best-in-class cleaning power. This visionary class of robotic and pressure-side pool cleaners has become the benchmark against which all others are measured, setting the standard for performance, quality, and serviceability.

**Zodiac®.**

Zodiac is renowned for delivering innovative automatic pool cleaning products that provide powerful cleaning performance. Known for its smart, simple line of mechanical and disc suction pool cleaners, Zodiac distinguished itself from its competition with enhanced features, such as the scrubbing brushed on the MX8™ Elite and MX6™ Elite cleaners.
**American Shotcrete Association (ASA)**

Alice McComas  
38800 Country Club Drive, Farmington Hills, MI 48331  
info@shotcrete.org  
www.shotcrete.org

The American Shotcrete Association (ASA) is a non-profit organization of contractors, suppliers, manufacturers, designers, engineers, owners, and others with a common interest in advancing the use of shotcrete. Formed in 1998, ASA provides knowledge resources, qualification, certification, education, and leadership to increase the acceptance, quality, and safe practices of the shotcrete process. ASA also promotes excellence in shotcrete projects through our Annual Outstanding Shotcrete Projects Awards program, challenging the industry to excel and then celebrating and promoting our winners!
Aquromatic manufactures automatic swimming pool and energy saving cover systems. Utilizing all-fluid drive hydraulics, these systems are simple yet very robust.

The Hydramatic exceeds ASTM F1346-91 standards for safety and closure. The HydraLux is an automatic energy saving pool cover that utilizes extruded slats which can be cut to any converging shape. This cover is the most adaptable to virtually any pool design, and is ideal for zero edge applications.

Both covers achieve significant ROI (return on investment), by reducing consumption of electricity, water and chemical usage. Visit our website to see why designers and builders, when specifying and automatic pool cover, choose Aquromatic. Leading the industry since 1980.

The Aquatics Division of AQURON® Corporation was formed to address problematic conditions (including efflorescence and water migration), encountered by Pool Contractors in using pneumatically applied ready mix Shotcrete, dry mix Gunite, poured concrete, or natural stone surfaces.

The "Aquron® Efflorescence system", CPSP™ and MGS™, work together to virtually prevent all efflorescence, including the underlying damage to the embedded steel. The four flagship aquatics products effectively prevent water migration issues and more for the long-term purpose of maintaining both the structural integrity and beauty of waterscapes and pools. A small investment in the inclusion of Aquron® Aquatics products in the construction phase can prevent large losses in money, time and reputations. Call us to purchase products and to tap into our vast knowledge about technical issues.

**AQURON® Aquatics Products**

- **CPSP™ Concrete Pool Shell Protector**
  - Significantly reduces efflorescence
  - Strengthens the shell

- **I — SHIELD™ Stone and Concrete Sealer**
  - Waterproofs surface
  - Chemical resistant

- **I — DECK™ Elastomeric Coating**
  - Waterproofs surface
  - Expands/Contracts

- **MGS™ Mortar & Grout Solution**
  - Decreases cementitious material waste
  - Decreases efflorescence deposits from mortar and grout
ClearWater Tech Ozone Water Treatment Systems
Cameron Tapp
850 Capitolio Way, San Luis Obispo, CA 93401
sales@cwtozone.com
www.cwtozone.com

ClearWater Tech is a leading designer and manufacturer of ozone water treatment systems for commercial and residential swimming pools, spas, and water features with emphasis on innovation, performance, reliability, and energy efficiency.

Delivering a complete line of highly efficient and reliable air-cooled turnkey corona discharge ozone generators, ClearWater Tech’s ozone systems offer the highest energy efficiency (lowest watts used per gram of ozone produced) and deliver the highest concentration of dissolved ozone generating 0.1 mg. to 170 grams per hour.

Place your pool on the list of prestigious hotels and resorts, universities, Olympic venues, and Hollywood celebrities, and share the secret to the most natural oxidizer on the planet.

Coverttech LLC
Torsten Heincke
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www.poolcoverttech.com

Covertech – Grando pool cover was founded in 2000 and through its outstanding work Covertech – Grando spread from the East Coast of New York through the United States all the way to California. Covertech – Grando has won over 80 Awards in the category of “Residential Pool with Automatic Pool Covers” since then.

Grando rigid-slat pool covers are the only slated pool cover which can be cut to exact rounding and are manufactured sealed in 4 stages within the slat chambers itself. Grando is the inventor of the rigid slated pool cover and has manufactured their pool cover since 1963 worldwide.
Current Systems, Inc.
Peter Davidson
1645 Donlon Street, Ste 104, Ventura, CA 93003
866.372.8886 | 805.339.9292

Phillip de Tournillon
2385 NW Executive Center Dr. Ste 100, Boca Raton, FL 33431
888.443.4113 | 954.889.0311
sales@current-systems.com

In the hands of skilled GENESIS® watershapers, powerful Riverflow® current enhances swimming pools, lazy rivers, water features and more around the world. As a GENESIS® sponsor, we have benefited from a range of associations with designers, builders and engineers who insist on excellence.

Our Riverflow® propeller pumps carry NSF 50 certification and our suction sumps and grates are VGB compliant. Our system features infinite variable speed, wireless remote control, and a variety of return configurations. Current Systems welcomes collaboration with pool professionals to achieve their watershaping goals. From project design review to identifying efficient system placement, Current Systems looks forward to working with you on your design and current needs.

Residential Lazy River
Residential Swim-in-Place
Commercial Lazy River

CMP
Allen Kalkomey
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www.c-m-p.com

800.733.9060

CMP is the premier pool and spa product manufacturer. Our focus is supporting industry professionals like you, through new products, innovative systems and award-winning customer support. Swimming in water brings people comfort and joy, and owning a swimming pool is a dream come true for many.

CMP brands include: Bobé Water & Fire Features, Natural Wonders®, Brilliant Wonders®, Smart Sync®, DEL®, Powerclean®, Pool Defender®, Hydroseal™ and Flowskim™.

As a leading industry supplier, CMP product offerings include sanitizer systems, water and fire features, LED lighting and controls, white goods, and replacement parts. CMP is committed to providing quality innovative solutions to industry professionals.

CMP was founded with the premise, “Take care of our customers and they will take care of us.” The pool and spa industry is great because of the hard work, effort and determination of industry professionals like you. You are the reason CMP has the privilege to continue designing and manufacturing new products year after year.

We are dedicated to bringing products to market that transform the industry and bring us all closer to joy. Top builders like you choose CMP products for many reasons including reliability, ease of installation and maintenance, premier customer support and more. With every product, program and system from CMP, our goal is to set you up for success by paying attention to the small things. That’s what makes the difference. And when the difference is in the details, everything matters®.
Diamond Spas
Shannon Knaub / Charlie Snider
800.951.7727
4409 Coriolis Way, Frederick, CO 80504
sknaub@diamondspas.com / csnider@diamondspas.com
www.diamondspas.com

Diamond Spas specializes in the fabrication of custom stainless steel and copper spas, swimming pools, glass / acrylic walled pools and spas, swim spas, cold therapy pools, energy efficient portable spas, and water features. Diamond Spas has one of the best engineering teams in the industry. The options are endless when working with Diamond Spas. Stainless steel and copper are incredibly durable and sanitary. Both metals are an ideal choice for roof top pool and spa applications as metal weighs considerably less than traditional pool and spa materials. Diamond Spas has been manufacturing aquatic products for residential, commercial, hospitality and educational institutions worldwide since 1996. Diamond Spas looks forward to the opportunity to work with GENESIS® members to further the progression of the aquatic industry.

Endless Pools
Michael Sparacio
888.992.7946
1601 Dutton Mill Rd, Aston, PA 19014
michael.sparacio@endlesspools.com
www.endlesspools.com

The Endless Pools Fastlane® delivers the industry’s #1 adjustable swim current to any new or existing pool. The Fastlane lets you capture some of the rapidly growing aquatic fitness market with a high profit-per-hour offering.

Since 1988, tens of thousands of Endless Pools swimming machines have been installed in 100+ countries. Endless Pools is a division of MASCO, a Fortune 500 company whose portfolio includes Hot Spring® hot tubs, Caldera® spas, and other trusted brands.

Families, triathletes, and workout enthusiasts love the smooth Fastlane current. They use it for swim training, added resistance during fitness and therapy exercises, and a relaxing ‘lazy river’ effect.

Dealers, installers, and CPOs, call Michael Sparacio at 888-992-7946 today to discover how you can grow your business and boost profits with the value-added Fastlane.
FlexCrete – Valcon Industries, Inc.
Peter Chin
866.311.9737
6321 Porter Rd, Suite 11, Sarasota, FL 34240
peter@valcon-industries.com
www.valcon-industries.com

“Waterproofing, The Cornerstone of Longevity and Permanence” is what Valcon Industries, LLC integrated product line is all about. Miami-Dade County product control approved - NOA Number 17-1206.1, issued by Miami-Dade County, FL, Expires 05/17/23. Valcon products and systems can waterproof virtually any type of substrate under virtually any type of condition. FlexCrete’s superior polymers are the state of the art of the industry allowing FlexCrete to bond to almost any surface such as concrete, plaster, Sty-rofoam, fiberglass, glazed tile, wood and EPDM materials. This is verified by our recent ASTM Certified Independent Testing of which reveals FlexCrete’s superior performance under all types of conditions.

For suspended pools, negative edge pools, raised pools and spas, water walls, fountains, Koi ponds, and rock features etc., Valcon Industries, LLC has a bullet proof system for them all. Our products have thousands of applications rendering longevity and permanence to every project. Simplicity is the key and single source material supply is the answer to all your waterproofing needs. Site specific protocols and personal service to all our customers is our stock in trade.

When you want to stop unsightly efflorescence either before or after, Valcon Industries is here to help assure that those problems are a thing of the past. We have millions of square feet applied across the globe! Contact us to show you how together we can build projects that have the longevity and permanence you are looking for.

Hayward® Pool Products
Kevin Bulling
908.351.5400
620 Division Street, Elizabeth, NJ 07201
kbulling@hayward.com
www.hayward.com

At Hayward®, we’re more than just equipment. Our objective is to make you and your customer’s pool experience worry and hassle-free—both during installation and enjoyment. That’s why our equipment is engineered to last, and work smart at keeping pools sparkling clean and trouble free.

For over 80-years, we’ve been helping pool owners enjoy the pleasures of pool ownership by manufacturing cutting edge, technologically advanced pool equipment worldwide. We strive to ensure that all our products operate at maximum efficiency all season long. Whether you are trying to create the perfect backyard environment, or reduce operating and maintenance costs through the ease of wireless controls, Hayward is your single source solution.

Our products include a complete line of technologically advanced pumps, filters, heaters, heat pumps, automatic pool cleaners, lighting, controls and salt chlorine generators—high-quality components engineered to work together to keep pools at their best year after year.
Lunada Bay Tile
1661 240th St., Harbor City, CA 90710 310.257.1300
www.lunadabaytile.com

Lunada Bay Tile creates a broad selection of hand-crafted glass, mounted paper-faced and designed for pool applications.

Inspired by the lifestyle and light of the Southern California coast, Lunada Bay Tile reflects a distinct approach to tile design, based on a philosophy that blends traditional craftsmanship with modern influences. Our artisans use specialized techniques that create effects unlike any other source in the industry to develop products that resonate with, and inspire, the way people want to live. The outcome is an attitude for living well, a regard for quiet elegance, and a fascination toward the nature of objects that capture our attention. To learn more about Lunada Bay Tile, visit lunadabaytile.com.
Miracote® products, by Crossfield Products Corp., provide Scientifically Superior™ technologies for plywood and concrete protection and restoration offering a complete line of protective coatings, waterproofing membranes and repair materials.

Miracote applications restore concrete to “like new” appearance and provide enhanced visual interest through a wide range of available colors, textures and patterns. These environmentally friendly products are water-based, solvent-free and user friendly. The Miracote product line was created to meet the growing demand for materials designed to restore, protect and beautify concrete surfaces.

Most of the materials in the Miracote product line are water-based, making them safe, easy to use and environmentally friendly. Typical Miracote applications include: concrete balconies, pool decks, parking decks, sidewalks, patios, driveways, atriums, lobbies, stucco and parapet walls.

PAL Lighting USA
Raymond Thibault
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ray@pallightingusa.com
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AT PLEATCO, IT’S ALL ABOUT CONSTANT IMPROVEMENT

Good, successful companies stick with what they do best — and seek opportunities in the future. We’re not afraid to change... it’s what good companies do. You can’t fake this commitment to constant improvement and customer care. It’s not just a mantra either; it’s in our DNA. You can’t distill it all down to one idea or philosophy; it’s about quality, integrity, and doing what’s right across the board.

- QUALITY
- SERVICE
- INNOVATION
- PEOPLE
Pool Chasers
Greg Villafana and Tyler Rasmussen
7900 E Greenway Rd, #103, Scottsdale, AZ 85260
poolchasers.info@gmail.com
www.poolchasers.com

Pool Chasers is an industry specific podcast. It came about because we saw a need for more support options to be available for pool and spa professionals. We figured, as professionals in the pool industry with an opinion on the matter, we should try and share any knowledge we have absorbed over the years. We interview business owners, pool service & repair companies, builders, manufacturers, marketing and social media experts, as well as many others that can help educate, inspire and entertain us all. Our goal is to teach through stories and experiences. It is a simple idea that can create a movement of people ready to look at an amazing industry from a different perspective. Join us in doing something different, something simple yet complex, something as obvious as sharing knowledge.

The podcast is a great way for you to work on your business while you are working in it. It is also a great alternative to music for those long commutes, drive time between stops, and while working in those backyards. You can subscribe to the podcast through mobile apps such as Apple Podcast, Google Podcast, Spotify, Stitcher, and all other major podcast platforms. It is also available on our website at poolchasers.com

Pure Stainless Pools
Gene Brown and Chris Neal
1661 Cary Rd, Kelowna, BC V1X 2C1 Canada
swim@purestainlesspools.com
www.purestainlesspools.com

Pure Stainless is Canada’s leading stainless steel pool and spa manufacturer. Purity – in the form of clean designs and quality products – is our staple. We specialize in luxurious, custom residential and commercial projects that offer clients unmatched beauty, durability and sustainability.
The Outdoor Plus
Bob Williams
235 E. Main St., Ontario, CA 91761
sales@theoutdoorplus.com
www.theoutdoorplus.com

The Outdoor Plus / TOP Fires is an American company building 100% of our products in Ontario, California. TOP has a complete and extensive catalog of products including GFRC Concrete bowls and fire tables, Stainless Steel, Corten and Powder Coated bowls, tables and firepits. Additionally, there is a complete selection pans, stainless steel burners and TOP’s patented high efficiency Bullet Burners. Because TOP is a complete manufacturer, we can build almost any custom design a customer can ask us to build. The Outdoor Plus has a complete line of 12v Electronic Ignition Systems that easily work with any pool or backyard controller.

See either one of our catalogs online, TOP Fires for finished goods and The Outdoor Plus for any and all components.

Instagram: @theoutdoorplus
Facebook: https://www.facebook.com/theoutdoorplus/
Website: https://www.theoutdoorplus.com

WaterShapes
Jim McCloskey
6119 Lockhurst Drive, Woodland Hills, CA 91367
jim@watershapes.com
www.watershapes.com

WaterShapes.com is a web portal that centralizes, organizes and democratizes information having to do with the processes by which water-containing vessels and their surroundings are designed, engineered and constructed. It serves all visitors as a forum for communication about how these environments and their amenities can be assembled practically, properly and profitably.

WaterShapes.com is a constantly growing, constantly evolving resource offering access to practical information – a forum that leads professionals to the state of the art and the materials, tools and methods used to achieve ambitious results. Open to consumers, it also equips homeowners and property managers with information they need to ask the right questions as they aspire to own or improve their watershapes and aquatic environments.

WaterShapes.com is also host to the WaterShapes Professional Network, a web service designed as a bridge between consumers who want access to information about watershapers and professionals who design and build with water as their chosen medium. To draw those users, WPN has done the work involved in producing high-level search results – something the network can do collectively much more efficiently than any individual site could hope to do.
Wet Edge Technologies
Lora Sharp 877.984.4687
4322 South 80th Street, Mesa, AZ 85212
lora@wet-edge.com
www.wet-edge.com

The Next Generation of Pool Finishes®
Wet Edge Technologies® manufactures an extensive line of pool finishes ranging from fortified plaster to luxuriously polished pebble. Our company has continued to grow through constant innovation in manufacturing, material sourcing and the certified application of our products. We realize that our success in the marketplace over the last twelve years has been through partnering with like-minded pool dealers whose sales efforts are focused on offering a better value and extended pool life to the consumer.

We go to great lengths and capital investment in infrastructure to discover, recover and bring to market the smoothest stones from all over the globe. We own and control the sourcing, sizing and bagging of our pebbles to ensure the consistency and quality of our products. We place a great deal of emphasis on providing outstanding customer support, marketing materials and product education to our Wet Edge dealers across the country.

The passion and innovative spirit that sparked the Wet Edge Technologies® brand back in 2005 remains a driving force today, and is evident in its growing product line and solid reputation. Our goal is to continue improving upon our product lines and delivering first-rate products that our dealers can offer with confidence.

AquaticFloors - Custom Pool Systems
Cesar A. Cortes II 844.282.4277 | 305.333.6565
12595 SW 137th Ave, Ste 105, Miami, FL 33186
cesar@custompoolsystems.com
www.aquaticfloors.com

AquaticFloors is a high performance hydraulic pool floor system that utilizes cutting edge technology. We deliver the absolute best in movable pool floors, transforming your pool into an additional floor space in just minutes.

We are proud to be a U.S. based company that offers unparalleled customized service to our clients. We oversee each project from beginning through finishing point. Our experienced team can design, specify and install your motorized pool floor while working together with your architect and pool construction company. If you are looking to add sophistication, increase safety and maximize space to your new outdoor or indoor area – AquaticFloors by Custom Pool Systems is the product for you.
S.R.Smith, LLC
Dan Jorgensen  800.824.4387
1017 SW Berg Parkway, PO Box 400, Canby, OR 97013
sales@srsmith.com
www.srsmith.com

S.R.Smith is a leading manufacturer of swimming pool deck equipment for residential and commercial pools. Whether creating a backyard waterpark, a relaxing oasis or night time ambiance, S.R.Smith residential product portfolio of stylish rails, modern diving boards, slides, games, in-pool furniture and lighting solutions enables pool owners to customize their pool experience. The extensive line of commercial products, including rail goods, starting platforms and ADA compliant pool lifts, offer solutions for a wide range of aquatic facilities. Trusted by pool professionals since 1932, S.R.Smith has earned a reputation for quality and innovation in the pool industry.

Commercial Energy Specialists
Alvaro G. Mendoza  800.940.1557
952 Jupiter Park Lane, Suite 1, Jupiter, FL 33458-8958
amendoza@ceswaterquality.com
www.CESWaterQuality.com

Since 1983, CES has provided “supply and support” water treatment programs for thousands of institutional and commercial swimming pools, spas, water parks, and water features throughout the state of Florida and the Caribbean. Programs are custom-tailored to each site and water treatment application. The programs consist of a combination of chemical treatment and filtration hardware, software, training, service, supplies, and on-going support.

CES is the Florida/Caribbean Master Distributor and Factory Service Center for the leading industrial-grade mechanical equipment in the aquatic industry, and verifiable Chlorine-Free pools. Many Genesis-designed pools are larger and more complex and owners can be demanding, so builders have found that using more industrial-grade solutions for Saline, UV, Ozone, Controls, Pumping, Treatment and Remote Monitoring have provided better water quality, functionality, and reliability than residential-grade equipment. CES provides guaranteed results with local service, across the USA.

Murrine Mosaics
1661 240th St, Harbor City, CA 90710  424.316.2525
info@murrinemosaics.com
www.murrinemosaics.com

Glass tile can bring a space to life, and Murrine Mosaics curates design palettes to reflect your personal style in radiant colors and luminous finishes. We bring dreamy design aspirations down to earth through thoughtful products and approachable solutions.

Translate your vision into reality.
Movable Pool Floors!
Shifting the established paradigms of space & structure – we are the premier designer and manufacturer of bespoke movable systems for swimming pools & spas. From our flagship-brand Hydrofloors® movable pool & spa floors, to disappearing decks, and submersible walls that can divide your pool, we combine aesthetics and engineering to deliver dynamic aquatic systems that complement your vision and provide unfathomed space & versatility to your project.

Global recognition with a North American LLC! Learn how our decade of experience can transform your next pool/spa project into an incomparably safe and flexible environment – indoor or outdoor.
**20-Years of History**

Prior to 1998, the pool and spa industry offered little training and no comprehensive education system. That year Skip Phillips, David Tisherman, and Brian Van Bower created GENESIS (then known as Genesis 3) to begin solving that problem.

It started with a simple plan to offer a single multi-day program in beautiful Morro Bay, California, for anyone interested in learning how to design and build better pools and spas. The remarkable success of that first program resulted in many students asking for more classes and, of course, many wanting to repeat the visit to California’s Central Coast for intense training, new “lifestyle” experiences including quality dinners with wine pairing, and the socializing that quickly began building the GENESIS family.

Design schools were offered at Morro Bay for many years and the success of the programs grabbed the attention of other leaders in the industry: sponsors offered their support, GENESIS was invited to instruct programs at tradeshows, and thousands of students continued to better themselves through continuing education, in the U.S. and abroad.

Since those heady early days, our educational programs have been in demand far and wide by those that recognize the quest for excellence and passion of the GENESIS leaders, faculty, students and sponsors. Programs have been presented in Australia, Bali, Canada, France, Germany, Italy, Mexico, and, of course, throughout the U.S. This furthers our mission to create a global sharing of industry knowledge.

In 2016, GENESIS was acquired by the National Swimming Pool Foundation, (now part of the Pool and Hot Tub Alliance.) The foundation’s leadership in the commercial sector, combined with our dominance in the residential space, make this admired team formidable and growing in multiple directions.

**Program Overview**

**Design Programs**
Over 45 programs, ranging from basic drawing and computer modeling to advanced topics such as feng shui, naturalistic streams and ponds, fountains and waterfeatures are included in GENESIS education. Of course, no design curriculum would be complete without architectural fundamentals such as elements of design, color theory, 20th century architectural styles and influential architects such as Frank Lloyd Wright and many others.

**Engineering Programs**
Over 30 programs covering key topics such as hydraulics, soils, structural, foundations, electrical, controls and mechanical design make up this critical track of courses. Certainly GENESIS cannot turn anyone into an engineer, but understanding the important considerations and language of engineers fosters better communication with engineers as well as your ability to share engineering concepts with clients and other project team members.

**Construction Programs**
Over 40 programs including our three-day Basic Construction School, newly rebuilt, that walks through all phases of basic pool construction from layout, forming, and excavation to the startup, punchlists and project closeout. These classes cover some of the basic engineering modules as well as shotcrete, waterproofing, tile and plaster finishes. Other programs include our Advanced Watershape Construction class, also rebuilt, and short programs on everything from indoor pools and acrylic windows to best practices for shotcrete or cast-in-place concrete.

**Business Programs**
Over 25 programs including operating plans and procedures, marketing, sales, project management, litigation, company valuation and self-improvement presentations make this valuable set of courses. Also included are our series of lifestyle programs designed to promote and celebrate “the good life” through non-classroom experiences, travel and entertainment, all while enjoying wonderful food, wine and great company.

**Program Matrix**
Our programs are organized into five matrices that help define a progression from introductory to advanced subjects as well as prerequisites. The matrices are categorized in design, engineering, construction, service, and business sections. The Program Numbers, Titles, Instructors, and Durations are listed along with a Key that provides quick reference information about certification requirements and a simple highlight to show if the course will be offered this season. Program Descriptions and Learning Objectives are defined and listed by Program Number following the matrices.

**Substitutions**
Genesis University is also flexible. Credit for classes passed at an accredited junior college, four-year university, or other IACET accredited providers may be recognized for the purposes of certification if the program is substantially similar in terms of content and duration. GENESIS cannot accept credit for classes provided by self-accredited educational programs. It is strongly recommended that pre-approval is obtained in writing prior to taking a program outside of PHTA or Genesis University, to be sure that it meets the validity criteria.

A substitution cannot provide credit for more hours than is achieved by taking the equivalent Genesis University program (for example, a semester of hydraulics study does not count as more than 16 hours towards the required ENGINEERING 211: Basic Fluid Engineering program). Excess hours will not apply towards elective or continuing education requirements. A passing score is 70% or better and approval will only be granted by the Genesis Education Board after review of the student’s official transcripts. Substitutions will not apply to continuing education requirements, unless the class was taken during the reporting period.

**Challenges**
We allow certain programs to be challenged, which results in credit for the class using the same criteria as a substitution (see above) except that no previous accredited class is required. This may be approved for certain things such as our drawing classes where a student’s previous extensive experience and portfolio may be used as a substitute for taking the class.
To challenge a program, it may be necessary to complete the project and/or exam (if available), or submit work product that exceeds what would have been done in the class as a project (for example, a portfolio of SketchUp projects may be submitted as a challenge to completing DESIGN 202: SketchUp).

Projects and Exams
 Programs of eight hours or more typically include a class project, exam, or both. The purpose of assessment is to measure student learning, reinforce what is valued (e.g., safety issues), emphasize the importance of key learning objectives, and ultimately to improve our programs via self-evaluation based on the results of the students’ exams. Our accreditation requires that learning objectives are “measurable” so we are using the projects and exams to validate those metrics. Projects may be individual or group work to design and/or present material relative to the program.

All exams are administered online. Students are encouraged to use materials provided in the class or referenced as part of the classroom presentation. Students are discouraged from using materials not referenced in the class since that information may contradict our teachings, which could result in exam failure. The primary reason for handling the exams online is that it allows for more time in the classroom with the instructor and subject matter. The other benefits include instantaneous scoring and explanation of the missed answers, plus the ability for the student to work at their own pace in the comfort of their home or office surroundings.

SWD Certification
 Certification and membership in the Watershapes Society requires the completion of seven core Genesis University courses, plus 38 hours of electives. *Courses required for GENESIS Associate.

**CONSTRUCTION 201: Basic Pool Construction**
**DESIGN 101: Introduction to Perspective Drawing**
**ENGINEERING 211: Basic Fluid Engineering**
**DESIGN 271: 20th Century Architectural Styles**
**DESIGN 211: Elements of Design**
**DESIGN 231: Color Theory & Its Application**
**DESIGN 201: Measured Perspective or DESIGN 202: SketchUp or DESIGN 203: AutoCAD or DESIGN 204: Pool Studio**

Suggested Tracks
 Below are suggested tracks depending on the student’s primary occupation. These are not requirements just suggested options:

**Designer/Sales**
 If you design or present designs in a sales capacity, this elective curriculum is built for you. Design is a science where natural laws, including audio and visual response, mathematical ratios and color theory conspire to make a project succeed or, in the case of poor design, fail. We strongly recommend completing the core GENESIS programs plus these electives:

- D102: Sketching and Freehand Communication
- D216: Creating a Cohesive Design Concept: Materials, Details, Color, and Style
- D301: Marker Rendering

**Waterfeature Designer**
 Water features differ from pools and spas in many ways and are often used in unsecured locations requiring certain safety considerations. The core GENESIS® programs will provide a thorough set of tools to handle almost any water feature but if you design water features, consider adding these tools to your bag:

- D261: Natural Streams & Ponds
- D351: Dry-Deck Fountain Safety

**Construction Foreman**
 Construction foremen are critical to the success of any project and need to understand the technology of construction materials and methods and deliver them in a fast but organized sequence of choreographed steps. If you are a construction foreman or if you manage foremen, consider this curriculum in addition to the core GENESIS programs:

- C401: Advanced Watershape Construction
- C402: Best Practices for Cast-In-Place Concrete Construction as Designated by the ACI
- C403: Best Practices for Shotcrete Construction as Designated by the ASA and ACI
- B163: Construction Superintendents – Finding, Training, and Performing at a High Level

**Business Owner**
 Business owners have a unique set of challenges they face every day. From operations and liability to cash flow and profitability, the owner is more likely to focus on the business than the details of design, engineering, construction or service. We encourage watershape business owners to learn from our experienced faculty, which brings decades of applied knowledge to the classroom. We recommend these additional electives:

- B106: Design and Construction Agreements
- B204: You Can Be Better
- B331: Job Costing for Profit Versus Existence
- B306: Elements of Litigation
- B308: Attracting and Working with High-End Clients

**Pool Operations**
 Visit www.phta.org for more information.
GENESIS Education Board (EB)

The Education Board of Genesis University® works to ensure that the needs of the builder / designer are identified, understood and met through GENESIS educational products and programs. The EB consists of members having different backgrounds and expertise to provide diversity and balance. Members represent design (architecture and landscape architecture), engineering, construction, service, and business sectors. Some EB members are changed on an annual basis. All Members are encouraged to present new ideas and assist with the roles and goals below.

**EB Roles**
- Seek the needs and wants of the students
- Conceive new, innovative, and relevant programs for the students
- Identify new and evaluate existing instructors
- Guide and/or review the development of the programs and schedules
- Direct the strategies and programs of the Genesis University system
- Maintain IACET and other accreditations
- Support the Advisory Board (AB) in defining certification requirements
- Develop and refine the catalog and website to better aid students in envisioning their education "path"

**EB Goals for the 2019-2020 Season**
- Expand the Education Partners Program
- Attract new students
- Offer all programs required for SWD® certification at least once
- Implement a new integrated Learning Management System

**GENESIS Education Board Members**
The EB for the 2019-2020 season includes the following members and the trade they represent:
- David Peterson, P.E., SWD Master | GENESIS® Director of Education | Engineering
- William Drakeley, ACI, SWD Master | GENESIS® Deputy Director of Education | Construction
- Kate Wiseman, MLA | Landscape Architecture
- Skip Phillips, SWD Master | GENESIS® Ambassador | Business
- Lauren Stack | GENESIS® Managing Director | Strategy

Serving on the Education Board is a privilege extended to those SWD Masters, SWD Registered, and Genesis University® faculty, who express an interest in furthering the Mission of GENESIS®. Please contact Lauren Stack (lstack@phta.org) for more information on how to get involved.

**Certifications**
Genesis University® credit hours satisfy the educational requirements required for certifications and membership in the Society of Watershape Designers® “Society.”

**GENESIS Associate**
- Student who has taken and successfully completed both C201: Basic Pool Construction and E211: Basic Fluid Engineering
- Pays $500 Annual Fee
- Accepts GENESIS and Society Terms and Conditions
- Maintains 12 CEUs per year
- Uses the appropriate logo, according to Logo Terms of Use
- Is eligible to receive 5% discount on all 8+ hour schools (International Pool | Spa | Patio Expo excluded)
- Is included in genesisuniversity.org web search
- Receives an annual transcript of GENESIS courses taken
SWD® Eligible
- Student who has completed the 150 hours required for Society of Watershape Designer (SWD) Certification, which include D101, D201/2/3/4, D211, D231, D271 along with C201 and E211 and some elective credits
- Accepts GENESIS and Society Terms and Conditions
- Maintains 12 CEUs per year of GENESIS education, or other third-party accredited training for which prior approval must be sought
- Uses the appropriate logo, according to Logo Terms of Use
- Is included in genesisuniversity.org web search
- Receives an annual transcript of GENESIS courses taken
* This is not a true designation or brand; it’s merely indicative that the GENESIS Associate is academically qualified and welcome to apply for Society of Watershape Designers SWD Registered Certification status.

SWD Registered:
- Complies with the SWD Registered application process and whose completed application has been vetted by the Society
- Accepts and abides by Society Terms and Condition
- Pays annual dues of $750
- Maintains 12 CEUs per year of GENESIS education, or other third-party accredited training for which prior approval must be sought
- Uses the appropriate logo, according to Logo Terms of Use
- Is included in genesisuniversity.org web search
- Receives an annual transcript of GENESIS courses taken
- Is eligible to receive 10% discount on all 8+ hour schools (International Pool | Spa | Patio Expo excluded)

SWD Master
- SWD Registered member in good standing
- Complies with the SWD Master application process and whose completed application is endorsed by a unanimous vote of the AB
- Accepts GENESIS and Society Terms and Conditions
- Pays annual dues of $1,500
- Maintains 12 CEUs per year of GENESIS education, or other third-party accredited training for which prior approval must be sought
- Eligible to receive 20% discount on all 8+ hour schools (International Pool | Spa | Patio Expo excluded)
- Annually gives back to the Society, or to the industry, in a variety of ways

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>SWD® Master</th>
<th>SWD® Registered</th>
<th>GENESIS® Associate</th>
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</thead>
<tbody>
<tr>
<td>Authorized Logos and Digital Seals</td>
<td>Master logo</td>
<td>Registered logo</td>
<td>Associate logo</td>
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<tr>
<td>% Discount on Genesis University® education</td>
<td>20%</td>
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<tr>
<td>Acknowledged as an member on GENESIS® website</td>
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<td>Eligible to serve as Technical Assistants during GENESIS® schools</td>
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<td>Invited to Annual Stakeholders meeting at International Pool</td>
<td>Spa</td>
<td>Patio Expo</td>
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<tr>
<td>Invited to Annual SWD Masters meeting at International Pool</td>
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<td>Patio Expo</td>
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<td>Receive special callouts in print advertising and social media</td>
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<tr>
<td>Eligible for discounted media rates and digital opportunities for SWD Masters</td>
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<td>Acknowledged as an member on Society websites</td>
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<td>Have dedicated page on Society websites</td>
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<tr>
<td>Projects featured in GENESIS® advertising and GENESIS® educational programs</td>
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<td>Receive media inquiries for information and interviews</td>
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<tr>
<td>Eligible to be elected to Advisory Board or selected for Education Board</td>
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SWD Advisory Board

The Society of Watershape Designers® (SWD®), or “Society,” is governed by the SWD Advisory Board (“AB”). The AB represents Society members and leads the efforts to promote the SWD brand to the professional community (architects, designers and engineers) and homeowners. The AB is comprised of three SWD Masters who have agreed to donate time and meaningful assistance to uphold the principles of the Society. Each member serves a three-year term on the AB; one year each as Incoming Chair, Chair and Past Chair.

SWD AB Roles

• Working with Staff, provide guidance on Society promotion funded by annual dues of its members
• Establish procedures regarding Society membership – admittance as well as expulsion. Reviews and approves applications and researches / handles complaints to ensure Society members represent the very best in person and product to fulfill water’s potential to the benefit of their clients and greater mankind
• Acknowledge and enforce the fact that Society membership is a privilege, not a right. This privilege may be suspended or revoked at any time by an affirmative vote of 2/3 of the AB for improper conduct or actions considered contrary to the best interests of the Society

SWD AB Members

Current Members through 2019 International Pool | Spa | Patio Expo:

• David Penton, SWD Master | Chair
• Rick Chafey, SWD Master | Past Chair
• Paolo Benedetti, SWD Master | Incoming Chair
• Lauren Stack | GENESIS Managing Director

Grant Smith, SWD Master, is 2020 AB member-in-waiting. Any Master interested in joining the SWD AB should contact a current member.

---

CMP IS BRINGING YOU CLEANER, CLEARER, SAFER WATER

CMP now offers advanced DEL™ sanitizer systems and enhanced Powerclean™ chlorine systems. The Complete Modern Pool™ pairs an effective residual with an advanced sanitizer system. Working together, this complete system sanitizes, clarifies and oxidizes. Step into the future of clean, clear and safe pools.

GET THE WHOLE STORY AT C-M-P.COM/MODERNPOOL
<table>
<thead>
<tr>
<th>Program Number: Program Title</th>
<th>Instructor(s) - Certification Requirement(s)</th>
<th>Hrs</th>
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<tbody>
<tr>
<td>B101: Operating Philosophies, Plans, and Procedures</td>
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<td>B102: Marketing and Lead Cultivation</td>
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<td>B103: How to Advance and Succeed as a Certified Member of the Society of Watershape Designers</td>
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<tr>
<td>B104: Ki is Key - Developing and Maintaining a Positive Powerful Presence</td>
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<td>B105: Project Profiles - Collaborating With a Pedigreed Consultant</td>
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<td>B106: Design &amp; Construction Agreements</td>
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<tr>
<td>B107: Design Fees - Billing for Professional Services</td>
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<tr>
<td>B108: How to Find and Work with a Landscape Designer or a Good Pool Contractor; SWD Masters</td>
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<td>B111: GENESIS® Lifestyle Programs; Non-Accredited</td>
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<tr>
<td>B121: Book Signing; Non-Accredited</td>
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<td>B161: Customer Service the Nordstrom Way</td>
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<td>B162: Building a High Performance Team from Scratch</td>
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<td>B163: Construction Superintendents - Finding, Training, and Performing at a High Level</td>
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<td>B171: My Service Truck: Is It Safe?</td>
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<tr>
<td>B181: How to Advance and Succeed in Pool Renovation and Basic Construction</td>
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<td>B202: Benchmarking and The Game of Work</td>
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<td>B204: You Can Be Better</td>
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<td>B208: 10-Ways to Crush the Competition</td>
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<td>B211: GENESIS® Lifestyle Program; Non-Accredited</td>
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<td>B221: Accounting</td>
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<td>B232: Introduction to Cost Estimating</td>
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<td>B232W: Introduction to Cost Estimating (Webinar)</td>
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<td>B241: Establishing Internal Controls: Checks &amp; Balances That Help to Avoid Fraud</td>
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<td>B243: Designing or Building a Backyard Oasis</td>
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<td>B251: Teaching Employees to Think Like Owners</td>
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<td>B261: Coaching to Win; Bill Kent</td>
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<td>B262: Strong Company Culture Reaps Strong Profits</td>
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<td>B265: Coaching Strategies to Improve Profitability</td>
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<td>B270: Be a Coach, Not a Boss</td>
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<td>B271: Project Management</td>
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<td>B281: Water and Wellness</td>
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<td>B302: Pool Project Sales &amp; Design, The Interview</td>
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<td>B304: Rich or Poor, It's Good to Have Money</td>
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<td>B306: Elements of Litigation</td>
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<td>B308: Attracting and Working with High-End Clients</td>
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<td>B321: Company Valuation and Exit Strategy</td>
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<td>B331: Job Costing for Profit Versus Existence</td>
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<td>B341: Fostering Growth and Preventing Contraction</td>
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<td>B371: Construction Management</td>
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<td>B402: The Art in Closing More Deals - Rethinking the Sales Process</td>
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<td>B403: Retail - 3 P’s of Retailing to Increase PROFIT!</td>
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<td>B431: Mark-up and Profit</td>
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<td>B432: Cost Estimating</td>
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<tr>
<td>B471: Best Business Practices for Builders / Designers</td>
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<th>Program Number: Program Title</th>
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<tr>
<td>S161: Transitioning from Service to Construction</td>
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<tr>
<td>S321: Introduction to Advanced Pool Filtration</td>
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<tr>
<td>S355: Indoor Air Quality: It Takes a Village</td>
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<td>S407: Preventing Chlorine and Acid Mixing at the Pool: Unintended Releases of Chlorine Gas at Aquatic Facilities</td>
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<td>PS901: Installation of Equipment Software - Pentair</td>
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<td>Program Number: Program Title</td>
<td>Instructor(s) - Certification Requirement(s)</td>
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<tr>
<td>D101: Introduction to Perspective Drawing</td>
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<td>D102: Sketching and Freehand Communication</td>
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<td>D104: Construction Document Requirements</td>
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<td>D108: Plans, Useful Data and Attributes; a Builder’s Standpoint and Obligation</td>
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<td>D111: Small Space Design &amp; Construction</td>
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<td>D112: Design Inspiration - Small Space Design and Social Pools</td>
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<td>D121A: Contemporary Organic Architecture</td>
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<td>D123: Trends in Outdoor Design</td>
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<td>D123A: Set Your Yard on Fire - Designing with Candles, Fireplaces, Bowls, and Pits</td>
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<td>D126: An Approach to Landscape Design - Three Fundamentals</td>
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<tr>
<td>D131: Identifying New Business &amp; Design Trends</td>
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<td>D132: The Value of Good Design</td>
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<td>D135: Creating the Ultimate Customer Experience with Virtual Reality</td>
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<td>D141: Better Landscape &amp; Watershape Lighting</td>
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<td>D141A: Landscape Lighting Design</td>
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<tr>
<td>D161: Innovative Natural Watershape Design</td>
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<tr>
<td>D162: Designing Water Features from Whimsical to Wild</td>
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<tr>
<td>D165: From the Beginning with “The Master” AAW</td>
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<tr>
<td>D173: Architectural Style Series: European</td>
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<tr>
<td>D175: Frank Lloyd Wright – American Architect: 1867 - 1959</td>
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<td>D176: Tour of Frank Lloyd Wright’s Home and Studio plus the Robie House</td>
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<tr>
<td>D179: Working with Architects</td>
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<tr>
<td>D181: Major Renovation of Pools - Design and Construction Considerations</td>
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<tr>
<th>Program Matrix</th>
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<tr>
<td>Program Number: Program Title</td>
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<tr>
<td>D200A: Level I Design</td>
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<tr>
<td>D200B: Level II Design School</td>
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<tr>
<td>D201: Measured Perspective Drawing - Registered option 1 of 4</td>
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<tr>
<td>D201A: Professional Drawing School</td>
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<tr>
<td>D202: SketchUp - Registered option 2 of 4</td>
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<td>D203: AutoCAD - Registered option 3 of 4</td>
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<td>D204: Pool Studio; Registered option 4 of 4</td>
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<td>D211: Elements of Design - Registered</td>
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<td>D211A: Drawing for the Professional</td>
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<tr>
<td>D216: Creating a Cohesive Design Concept: Materials, Details, and Style</td>
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<td>D221: Water in Architecture</td>
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<td>D221A: How to Build More Natural Water Features</td>
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<td>D222: We Define Landscape Design Around Water Features</td>
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<td>D223: We Define Landscape Design Around Your Patio</td>
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<td>D231A: Basic Color Theory</td>
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<td>D235: The Impact of Color on Your Brand</td>
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<td>D236: Concept Plan Development – Ideation, Thinking with a Pencil</td>
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<td>D241: Landscape and Watershape Lighting</td>
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<td>D251: Fountains &amp; Water Features</td>
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<tr>
<td>D251A: Understanding and Designing Fountains and Waterfeatures</td>
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<tr>
<td>D261: Natural Streams &amp; Ponds</td>
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<td>D261B: Designing and Creating Natural Looking Ponds and Water Features</td>
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<tr>
<td>D262: Water Features: A Custom Builder’s Tips and Tricks</td>
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<td>D271: 20th Century Architectural Styles - Registered</td>
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<td>D271A: Art History - Architectural Recognition</td>
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<td>D271B: Organic Architecture</td>
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<tr>
<td>D271C: The History of Water in Architecture</td>
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<tr>
<td>D271D: The Vocabulary of Style - A History of Architecture, Art, and Water Program</td>
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<tr>
<td>D271E: An Introduction to Architectural Drawings and Site Analysis</td>
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<tr>
<td>D272: Architectural Style Series: Modernism &amp; Mies van der Rohe</td>
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<tr>
<td>D273: Mies van der Rohe and IIT: An Architectural Tour</td>
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<td>D275: Architectural Style Series: American Arts and Crafts, Architects Greene and Greene</td>
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<td>D292: Retailing at the Highest Level</td>
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<tr>
<td>D301: Marker Rendering</td>
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<tr>
<td>D301A: Marker Drawings for Client Presentations</td>
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<tr>
<td>D301B: 3-Dimensional Computer Drawing - Part I</td>
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<tr>
<td>D301C: 3-Dimensional Computer Drawing - Part II; A study in Color, Light, and Layout with Markers</td>
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<td>D302: Digital Rendering with SketchUp</td>
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<td>D311: Applied Materials and Finish Details</td>
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<td>D311A: Creating a Cohesive Design Concept - Materials, Details, Color and Style</td>
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<td>D312: Suitability of Submerged Materials</td>
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<td>D321: Feng Shui</td>
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<td>D322: Audible and Visual Considerations of Water Feature Design</td>
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<td>D323: Outdoor Kitchen Design &amp; Construction</td>
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<td>D341: Submerged Lighting</td>
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<td>D345: The Art of Landscape / Architectural Lighting and How to Paint A Lighting Portrait</td>
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<td>D351: Dry-Deck Fountain Safety</td>
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<td>D361: Waterfall Design &amp; Construction</td>
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<td>D363: Design Considerations for Commercial Water Features</td>
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<td>D371: Remodel Candidate - Opening The Door To Possibilities</td>
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<tr>
<th>Program Number: Program Title</th>
<th>Instructor(s) - Certification Requirement(s)</th>
<th>Hrs</th>
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<tr>
<td>D401: Presentation Workshop</td>
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<tr>
<td>D402: Adobe Illustrator</td>
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<tr>
<td>D403: 3ds Max; Richard Kremer</td>
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<tr>
<td>D404: Digital Presentations</td>
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<tr>
<td>D411: Integrating Manufactured Pools Into a Master Plan</td>
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<td>D412: Designing and Building the Landscape Master Plan</td>
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<tr>
<td>D412A: Advanced Design Skills</td>
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<td>D413: Designing and Building the Landscape Master Plan</td>
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<tr>
<td>D422: The Wonders of Water</td>
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<tr>
<td>D423: Outdoor Living – How to Create Beautiful and Comfortable Outdoor Rooms</td>
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<td>D423A: Outdoor Rooms</td>
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<tr>
<td>D431: Advanced Color Theory</td>
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<tr>
<td>D441: Landscape &amp; Watershape Lighting</td>
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<tr>
<td>D461: Waterfalls for Swimming Pools &amp; Landscapes</td>
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Program Matrix

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<thead>
<tr>
<th>Program Number: Program Title</th>
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<tbody>
<tr>
<td>E101: Basic Pool Plumbing</td>
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<tr>
<td>E102: Geotechnical</td>
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<tr>
<td>E103: Structural</td>
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<tr>
<td>E104: Electrical</td>
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<tr>
<td>E105: Best Practices for Soil Design and Engineering</td>
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<tr>
<td>E111: Introduction to Pool Hydraulics and Plumbing</td>
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<tr>
<td>E121: Natural Swimming Pools – The Pool Reinvented – Plants Instead of Chemicals</td>
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<tr>
<td>E171: Basic Pool Chemistry and Stain Control</td>
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<tr>
<td>E181: Major Renovation of Pools - Structural and Hydraulic Considerations</td>
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<tr>
<td>E181B: Renovation and Remodeling of Existing Pools and Spas - Part A - Options and Design</td>
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<td>3:00</td>
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<td>E181C: Renovation and Remodeling of Existing Pools and Spas - Part B - Engineering and Construction</td>
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<tr>
<td>E182: Mechanical System Design – Component Compatibility</td>
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<tr>
<td>E183: Hydraulic Component Compatibility</td>
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<tr>
<td>E191: Designing Efficient Equipment Pads</td>
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<td>E192: Show Your Customer Why They Need to Upgrade Their Equipment</td>
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<td>E201: State-of-the-Art Spa Details</td>
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<td>E203: Structural Repairs of Existing Pools</td>
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<tr>
<td>E211: Basic Fluid Engineering - Registered GENESIS Associate</td>
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<tr>
<td>E221: Advanced Water Purification Technologies</td>
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<tr>
<td>E251: Model Aquatic Health Code – Design &amp; Construction Section</td>
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<tr>
<td>E255: Zodiac Factory Technical School - Pump / Heater Installation, Troubleshooting, Automation, and Controls</td>
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<td>E281: Renovation of Waterfeatures – Hydraulic Considerations</td>
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<tr>
<td>E291: Green Pool Design &amp; Construction</td>
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<td>E292: Energy Audits for Equipment Replacement</td>
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<td>E301: Basic Gravity Plumbing</td>
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<td>E302: Soil Stabilization</td>
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<tr>
<td>E303: Pier &amp; Beam Foundations</td>
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<tr>
<td>E304: Control &amp; Automation Systems</td>
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<tr>
<td>E305: Mechanical, Venting &amp; Exhaust Systems</td>
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<tr>
<td>E306: Introduction to Indoor Pool Installations</td>
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<tr>
<td>E311: Advanced Fluid Engineering</td>
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<td>16:00</td>
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<tr>
<td>E312: Understanding Water Current</td>
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<tr>
<td>E321: Natural Swimming Pools</td>
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<td>E341A: Best Natural Swimming Pools</td>
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<td>E341: Submerged Lighting</td>
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<td>E381: Renovation of the Equipment Pad</td>
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E391: Passive Solar Systems for Pools 1:75
E401: Slot-Edge Pool Hydraulics 1:50
E402: Difficult Sites - Technically Demanding Projects and Cast-in-Place Concrete 1:50
E402A: Design and Construction Agreements 1:50
E403: Edgeneering – Vanishing and Slot-Edge Structural and Mechanical Design 8:00
E406: The Technical Aspects of Shotcrete 1:50
E411: AutoCAD MEP 16:00
E471: Advanced Oxidation Processes (AOPs), Ozone, and U.V. Systems 3:00
E491: Photovoltaic Solar Systems 1:75

Project by Rick Chafey, SWD Master; Red Rock Pools & Spas
Photo by Michael Woodall
<table>
<thead>
<tr>
<th>Program Number: Program Title</th>
<th>Hrs</th>
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<tbody>
<tr>
<td>C101: Layout, Forming &amp; Excavation</td>
<td>2:00</td>
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<tr>
<td>C102: Infrastructure Coordination</td>
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<tr>
<td>C103: Shotcrete</td>
<td>2:00</td>
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<tr>
<td>C104: Waterproofing</td>
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<tr>
<td>C105: Basic Tile &amp; Coping</td>
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<tr>
<td>C106: Concrete Decking</td>
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<tr>
<td>C107: Pre-Plaster Preparation</td>
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<tr>
<td>C108: Cementitious Pool Finishes</td>
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<tr>
<td>C109: Startup, Punch List &amp; Project Closeout</td>
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<tr>
<td>C111: GENESIS® Position Statements - An Interactive Discussion</td>
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<tr>
<td>C135: Pool Construction Site Safety</td>
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<td>C151: Proper Installation with a Comprehensive Plan (DID) Design, Install, and Documentation</td>
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<td>C171: Project Profiles - An Interactive Discussion on Design and Construction</td>
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<tr>
<td>C172: Commercial Project Profiles - An Interactive Discussion on Design and Construction</td>
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<td>C200: Construction Superintendent Course</td>
<td>4:00</td>
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<tr>
<td>C201: Basic Pool Construction; Includes E101 - 104, C101 - 109, and C171 - registered GENESIS Associate</td>
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<tr>
<td>C201A: Level I Design School</td>
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<tr>
<td>C201B: Elements of Construction</td>
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<td>C201C: Pool and Watershape Construction School</td>
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<td>C202: Reinforced Concrete Pools</td>
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<td>C203: Pigment Technology</td>
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<td>C204: The Science of Long-Lasting Aggregate Finishes</td>
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<tr>
<td>C205: Pool Tile -- The Good, the Bad, and the Ugly</td>
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<tr>
<td>C207: A Plaster Crew's Guide to Shotcrete/Gunite Issues</td>
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<tr>
<td>C208: Startups - The $64,000 Answer</td>
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<tr>
<td>C212: Pool Surfaces -- Problem &amp; Solutions</td>
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<tr>
<td>C221: Site Evaluations &amp; Field Instruments</td>
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<tr>
<td>C222: Site Evaluations, Instrumentation, and Equipment</td>
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<td>C231: Efficient Installations: Equipment, Controls &amp; Underwater Speakers</td>
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<td>C232: Designing and Installing Underwater Windows</td>
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<td>C233: ACI-certified Shotcrete Nozzleman</td>
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<tr>
<td>C236: Technical Considerations and Benefits of Movable Pool &amp; Spa Floors</td>
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<tr>
<td>C241: Advanced Construction - Structures and Massive Watershapes</td>
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<td>C242: Landscape Construction and Development</td>
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<td>C251: Commercial Pools &amp; Waterparks</td>
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<td>C261: Vinyl Pools - The Perfect Fit</td>
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<td>C271: Collaborative Project Profiles</td>
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<td>C281: Major Renovations</td>
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<td>C301: Advanced Site Work &amp; Forming</td>
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<td>C302: Architecturally Integrated Watershapes</td>
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<td>C303: Concrete Science</td>
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<td>C304: Fire Elements</td>
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<td>C305: Glass Tile Installation</td>
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<td>C306: Details - Innovative Aesthetic &amp; Technical Solutions</td>
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<td>C307: Construction at Difficult Sites</td>
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<tr>
<td>C308: The Beauty of the Edge - The Definitive, Internationally Acclaimed Vanishing Edge &amp; Water-in-Transit Design</td>
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<td>C323: Outdoor Kitchen Construction</td>
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<td>C331: Finishing Classes - Plastering Into the 21st Century; Concrete Troubleshooting; Natural Stone Fabrication; Selecting Proper Aggregates; Stone Care</td>
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<td>C341: Advanced Construction - Architecturally Integrated Structures and Elevated Watershapes</td>
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<td>C323: Outdoor Kitchen Construction</td>
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<tr>
<td>C401: Advanced Watershape Construction Includes E301 - 306 and C301 – 307</td>
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<tr>
<td>C402: Best Practices for Cast-in-Place Concrete Construction as Designated by the ACI</td>
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<tr>
<td>C403: Best Practices for Shotcrete Construction as Designated by the ASA and ACI</td>
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<tr>
<td>C404: Waterproofing Panel</td>
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<tr>
<td>C404A: Waterproofing &amp; Finishes Panel Discussion Update</td>
<td>3:00</td>
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<tr>
<td>C404B: Shotcrete Standards and Codes</td>
<td>4:00</td>
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<tr>
<td>C405: Clear Glass Tile Installation</td>
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<tr>
<td>C406: Pool Shell Cracking in Shotcrete/Gunite Construction</td>
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<td>C407: Pool Structural Disasters; The What and the Whys</td>
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<td>C408: Construction Techniques for a Vanishing Edge Pool</td>
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<td>C433: Advanced Shotcrete Technologies</td>
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GENESIS Educational Programs
Learning objectives and brief narratives highlight the key elements of our programs but if you need more specific information, please contact us and we will be happy to help provide more detail.

D101: Introduction to Perspective Drawing
8:00 hrs | 0.8 IACET CEUs
Prerequisite for D201, D202, D203, D204, D211, D301, D401
Recommended prior to D102
Required for SVWD
Learning Objectives:
• Identify the basics of drawings, skills, details and presentations.
• Discuss plan attributes: plan view, elevations, sections, details and lettering.
• Explain linear perspective: one and two-point, creating the illusion of depth.

This one-day class introduces basic technical drawing skills for anyone pursuing a career in the construction industry. These techniques will give students the ability to draw three-dimensional objects on a two-dimensional plane, creating the illusion of depth.

D102: Sketching and Freehand Communication
8:00 hrs | 0.8 IACET CEUs
Learning Objectives:
• Enhance graphic vocabulary to convey ideas and concepts from imagination and inspiration
• Build confidence with hand drawn illustration techniques
• Explore media, line, composition
• Explain and practice depiction of common work elements and entourage: Landscape, Stones, Materials, Pools, People

The ability to visually communicate ideas on the spot in meetings with the clients, designers, architects and contractors is a valuable skill. This class breaks down inhibitions to draw in front of others and improves communication skills via loose freehand techniques, using only basic tools: pencils, pens, markers and paper.

D107: A Taste of GENESIS/GENESIS Prep
2.00 hrs | 0.2 IACET CEUs
Learning Objectives:
• Describe Genesis University design track.
• Identify the importance of architectural and landscape styles.
• Recognize value in the proper use of color and design principals.
• Discuss new construction and remodel swimming pool styles.
• Demonstrate the important skill of hand-drawn communication.

This program offers a peek inside GENESIS’ design-based programs, structure and the steps required to reach Watershape Society Certification.

D112: Contemporary Organic Architecture
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Illustrate design flow, view, and boundary mapping and how to use it when beginning a small space design.
• Describe how to connect indoor and outdoor spaces.
• Identify key elements of a successful small yard design for big outdoor living and entertaining.
• List more than 100 details to consider when designing the ultimate small space outdoor living project.

Outdoor living may seem difficult in a small space, but this program will showcase the details of a successful project. Starting the process with a look at the limitations of the project, students will learn the first steps to establishing the goals and rough concept.

D114: The Art of Innovation
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Identify the importance of embracing and nurturing the culture of innovation
• Discuss Innovation vs. Invention - You can’t invent every day, but you can innovate every day
• Discuss the 5-step process of information and trend signs in the mindset of a Trendmaster
• Identify the ever-changing consumer and how design influences their thought process and lifestyle.

Embrace a culture of innovation in business and everyday life. In this presentation, Feras Irikat, director of design and marketing for Lunada Bay Tile, will teach participants how to implement the culture of innovation in everyday life and business practice.

D123: Trends in Outdoor Design
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Discuss trends in outdoor design and how these trends come about.
• Analyze how design trends can give us a tool for better understanding the wants and needs of our customers.
• Review emerging styles and what you need to know to apply them.
• Interpret why a solid understanding of trends is necessary for achieving excellence in our profession.

This class discuss the types of improvements that homeowners are willing to invest more in, where the details matter and the budgets are larger.

D126: An Approach to Landscape Design - Three Fundamentals
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Discuss working with a Landscape Architect
• Define garden design basics
• Discuss contemporary landscapes and rewilding

This seminar focuses on three important issues for the landscape that surrounds a pool and water feature and will assist you in understanding the landscape designer and its benefits to improve working relationships.
D132: The Value of Good Design
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Identify design disciplines we encounter in our industry.
• Analyze relevant design instruction for your specific needs.
• Discuss the impact design has and the need for design innovation in our lives.

This course describes and refines the meaning of design and the human response to it, while exploring the various elements involved to create good/bad design.

D135: Creating the Ultimate Customer Experience with Virtual Reality
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Discuss software needed to create a virtual reality presentation
• Distinguish your design from your competitors
• Identify the needs, wants and changes with your customers
• Elevate the customer’s ability to understand what is being presented

This class will provide you the tools and details needed to create a VR presentation and elevate customer experience and understanding.

D179: Working with Architects
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Discuss how people become architects: schooling, licenses, continuing education, etc.
• Discuss Who’s the Boss: employed by the architect vs. employed by the owner.
• Explore design that includes the entire space.

This seminar will provide insight into working with an architect and how to foster effective collaboration.

D202: SketchUp
16:00 hrs | 1.6 IACET CEUs
SWU Registered Option
Learning Objectives:
• Explain three-dimensional modeling with Google SketchUp, SketchUp Pro and LayOut.
• Define axis, drawing tools, solids, extrusions, layers, styles, painting, 3D Warehouse and other tools.
• Recognize plan views, elevations, sections, details and two and three-point perspective views.
• Model watershapes and other elements for presentation with rendering options.

Using SketchUp on their own laptop computers, students work through instructional exercises and the development of a pool project.

D211: Elements of Design
16:00 hrs | 1.6 IACET CEUs
Required for SWU
Learning Objectives:
• Discuss fundamental elements, e.g., line, color and form and principles (e.g., unity, balance and scale).
• Use these concepts to design beautiful spaces that connect with the surrounding environment.
• Use your communication skills to accurately portray your design intent to the client.

This course introduces the fundamentals of good design. The program starts with short practice exercises and builds up to a final project: creating a master plan that includes a pool and spa.

D211: Elements of Design
16:00 hrs | 1.6 IACET CEUs
Required for SWU
Learning Objectives:
• Discuss fundamental elements, e.g., line, color and form and principles (e.g., unity, balance and scale).
• Use these concepts to design beautiful spaces that connect with the surrounding environment.
• Use your communication skills to accurately portray your design intent to the client.

This course introduces and explores the basic dynamics of color, its principles, fundamentals, psychology, and how to elevate and enliven design using color theory.

D231: Color Theory & Its Application
16:00 hrs | 1.6 IACET CEUs
Required for SWU
Learning Objectives:
• Define light, vision, color theory and physics, primary colors, color DNA, blends/mixing, and color wheels.
• Introduce color psychology, how color can influence purchasing decisions.
• Examine how color will make or break the design concept.

This program introduces and explores the basic dynamics of color, its principles, fundamentals, psychology, and how to elevate and enliven design using color theory.

D235: The Impact of Color on Your Brand
1:00 hrs | 0.1 IACET CEUs
Learning Objectives
• Review color research, surveys and reports
• Identify color personalities
• Discuss what color personality fits your brand

This course explores a variety of research, surveys and reports to provide you the details on how to effectively “color” your brand.

D236: Concept Plan Development - Ideation, Thinking with a Pencil
16:00 hrs | 1.6 IACET CEUs
Learning Objectives:
• Define and implement proficiency of idea sketching and its many iterations.
• Analyze the creative process of concept plan development.
• Develop and broaden abilities to express your design style.
• Execute instances of how the creative design process works through real-world examples.

This course explores relationships between design and physics, where the student learns to flesh out ideas with a simple sketch following rules of composition, elements, and principals of design, all while being encouraged to move beyond typical constraints of construction.
D252: Chicago Walking Sketch Tour and Museums
6:00 hrs | 0.6 IACET CEUs
Learning Objectives:
• List field drawing techniques.
• Develop ones drawing skills.
• Define techniques to capture shape, form, light, shade, and values.
• Identify and discuss the sculpted forms encountered during the course.

This drawing program is designed to study in detail, through a variety of drawing techniques, the rich environment of Chicago’s architecture and its water features.

D271: 20th Century Architectural Styles
16:00 hrs | 1.6 IACET CEUs
Learning Objectives:
• Review design styles through the 20th Century. Includes Arts and Crafts, Prairie Style, California Bungalow, Bauhaus, Art Deco, Zig-Zag modernism, New England salt boxes, Ranch style, Mid-Century Modern, Brutalism, Post-Modernism, and others in the US and overseas.
• Describe the key principles of various styles and how to coordinate watershape design with architecture.

This course explores architecture of both built structures and the surrounding landscape.

D361: Waterfall Design & Construction
1:75 hrs | 0.2 IACET CEUs
Learning Objectives:
• Discuss sizing and placement of waterfalls within a defined space.
• Describe designing and construction of the waterfalls and grottos.
• List stone selection, organization, and installation techniques.
• Review detailing the waterfall for acoustics as well as day and nighttime visual effects.

This course describes the process of designing and constructing natural stone waterfalls in the landscape or alongside swimming pools.

D404: Creating Digital Presentations
16:00 hrs | 1.6 IACET CEUs
Learning Objectives:
• Discuss digital photography, conversion of film to digital format and file formats.
• Examine photo editing considerations, brightness, contrast, color and composition.
• Discuss photo stitching, slide show assembly, image transitions, text, audio, timing and delays.
• Explain distribution options and file-size considerations.

This hands-on program will show you how to create a modern presentation of your work in a movie format. (Intermediate to advanced computer knowledge is required.)

D412: Designing and Building the Landscape Master Plan
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Identify project goals with owners and architects.
• Discuss construction challenges with landscape structures.
• Explain the importance of site drainage and irrigation.
• Examine interactions between the living landscape, the hardscape, and the aquatic environment.

The course details a case study in designing and building a cohesive master plan that includes landscapes, hardscapes and aquatics.

D431: Advanced Color Theory
16:00 hrs | 1.6 IACET CEUs
Learning Objectives:
• Execute advanced painting exercises.
• Interpret visual perception and color psychology.
• Define color meaning and identify cultural references.
• Apply real-life application of color theory.
• Discuss the impact of color on marketing and branding.

Take the next step in working within the world of color with an exploration of the world of visual perception and how color affects our thoughts and our culture.

E102: Best Practices for Soil Design and Engineering
1:75 hrs | 0.2 IACET CEUs
Learning Objectives:
• Discuss soil mechanics, bearing capacity, lateral pressures, compaction, settlement and differential settlement.
• Explain soils report requirements and interpretation.
• Examine code requirements and best practices for soil design and engineering.
• Compare excavation, trenching, shoring, and other construction considerations.

Explore the role of geotechnical science and the implications of ignoring issues such as settlement, differential settlement, expansive soils, corrosive soils, liquefaction, slip-planes, seismology and other problems.

E182: Mechanical System Design – Component Compatibility
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Designing safe hydraulic systems.
• Discuss how to “reverse engineer” a hydraulic system.
• Calculate line velocities.
• Identify components for maximum bather safety.
• Review code compliance and relevant standards.

This class will explore simple methods and mathematic calculations, utilizing pump curves and flow-rate charts to determine line velocities and total dynamic head (TDH) and create safe, efficient and code-compliant systems.
E192: Show Your Customer Why They Need to Upgrade Their Equipment
1:75 hrs | 0.2 IACET CEUs
Learning Objectives:
• Compare equipment energy savings to identify the most advantageous solution.
• List the items to look for in a field visit.
• List the questions to ask in a retail setting

This course explains how to use basic graphic and mathematical comparisons to focus clients on saving money by choosing equipment based on efficiency.

E201: State-of-the-Art Spa Details
3:25 hrs | 0.3 IACET CEUs
Learning Objectives:
• Identify state-of-the-art details for fittings, light fixtures, safety, and comfort for in-ground concrete spas.
• Discuss advanced details for coping, tile, spillways, edges, gutters, and perimeter overflows.
• Analyze detailed calculations for filtration and jet system total dynamic head (TDH).
• Identify structural considerations for rebar placement and spacing that allows for large diameter plumbing.

Explore the potential of hot water design with a close examination of several custom spa-design and construction details.

E211: Basic Fluid Engineering
16:00 hrs | 1.6 IACET CEUs
Required for SWD, GENESIS Associate
Learning Objectives:
• Identify physics of water: area, depth, volume, mass, pressure, velocity, flow rate, energy, and others.
• Discuss and apply the basic principles, code limitations, and guidelines to hydraulic design.
• Calculate WatershapeAdvisor series of software worksheets, including QuickSizer for rapid pipe size selection.
• Calculate Total Dynamic Head (TDH) and electrical, and gas heating operating costs.
• Perform the complete analysis of a basic pool/spa combination with a waterfeature.

Develop a basic understanding of the hydraulic principles in order to design more efficient and serviceable hydraulic systems. This program is required for the SWD certification and it is a prerequisite for ENGINEERING 311: Advanced Fluid Engineering.

E341: Submerged Lighting
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Explain luminous intensity, color temperature, lens angles and other physical parameters of submerged lighting.
• Review usage of watts, lumens, Lux, candelas, foot-candles, and other metrics to size and quantify the number of lights.
• Review codes for both illumination and electrical safety.
• Illustrate practical examples for submerged lighting design.

Lighting has changed dramatically in the last few years with increasing dominance of LED technology. Design and fixture selection require different sizing metrics while opening up a spectrum of aesthetic possibilities. This provides the tools to design today’s improved submerged lighting systems.

E402: Difficult Sites - Technically Demanding Projects and Cast-in-Place Concrete
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• List advantages and disadvantages of using cast-in-place concrete for demanding watershapes.
• Understand how the sequence of construction relates to the design and engineering details for things such as reinforcing, forming, cold joints, waterstops, and appurtenances.
• Review difficult projects including cantilevers, suspended pools, post-tension systems, acrylic windows, and movable floors.
• Discuss concrete mix design specific to cast-in-place watershapes.

This program defines when cast-in-place is appropriate and the importance of the engineer’s role in these often challenging projects.

E403: Edgeneering – Vanishing and Slot-Edge Structural and Mechanical Design
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Identify appropriate design details for water-in-transit pools, spas, and water features.
• Develop a library of SketchUp details to complete watershape construction details.
• Apply new worksheets for the mechanical design of vanishing and slot-edge systems.
• Discuss methods to quickly design and engineer water-in-transit pools, spas, and water features for bidding purposes.

Vanishing edge and slot-edge watershapes continue to grow in popularity and complexity. With an increase in demand comes the desire for builders to rapidly design the structural and mechanical systems for cost estimating and construction purposes. This 8-hour program, divided into two modules, requires students to use their laptop to access worksheets provided on a flash drive.
E471: Advanced Oxidation Processes (AOPs), Ozone, and U.V. Systems
3:00 hrs | 0.3 IACET CEUs
Learning Objectives:
- Explain ozone, U.V. sterilization, and Advanced Oxidation Processes (AOPs).
- List code and regulatory agency considerations.
- Calculate the appropriate size for ozone generators and the associated equipment such as pumps, injectors, contact tanks, and other items.
- Calculate the appropriate size for U.V. sterilizers.

This program approaches Advanced Oxidation Processes (AOPs) from the perspective of an environmental engineer in the water purification industry.

C105: Basic Tile & Coping
1:00 hrs | 0.1 IACET CEUs
Learning Objectives:
- Define preparation for tile, float and tools including water levels, lasers, notch trowels, etc.
- Identify materials, including porcelain and ceramic tile, mesh-mount tile, face-mounted tile, mortars, thinsets, grouts and sealers.
- Explain installation methods and standards.
- Describe coping details and installation, expansion joints and installation sequence.

This course examines the best practices for basic tile and coping installation following the guidelines of the Tile Council of North America.

C171: Project Profiles – An Interactive Discussion on Design and Construction
1:25 hrs | 0.1 IACET CEUs
Learning Objectives:
- Discuss case studies in high-end residential projects.
- Examine the collaborative design/build process.
- Identify design changes, engineering considerations, project limitations, design and detail execution.
- Examine completed project and lessons learned.

The Project Profile series is presented by various Platinum members, walking students through specific projects from start to finish.

C201: Basic Pool Construction
24:00 hrs | 2.4 IACET CEUs
Required for SWD, GENESIS ASSOCIATE
Learning Objectives:
- Discuss pool plumbing, geotechnical, structural and electrical engineering.
- Examine layout, excavation, forming, shotcrete and waterproofing.
- List basic tile and coping, concrete decking, plaster preparation, cementitious finishes.
- Discuss startup, punch lists and project close out.

This three-day program is designed to move each student through all key phases of pool construction. Day one defines basic engineering: hydraulic, geotechnical, structural, and electrical. Day two examines construction phases including layout, forming, utilities, safety barriers, shotcrete, waterproofing, tile, and coping. The final day covers concrete decking, plaster and startups. The program is summarized with an interactive, start-to-finish walkthrough of an example project.

C202: Reinforced Concrete Pools
8:00 hrs | 0.8 IACET CEUs
Learning Objectives:
- Define compression, tension, shear forces, bending moments, live and dead loads.
- Describe reinforcing steel design, details, and installation.
- Examine code requirements.
- List shotcrete terminology and identify best practices for shotcrete preparation, equipment setup, and placement.

This class combines two modules designed to improve reinforced concrete structures. Starting with ENGINEERING 103: Structural Engineering, defines the basics of loads, forces, and stresses and how to resist them with reinforced concrete. Then CONSTRUCTION 233: ACI-Certified Shotcrete Nozzleman (Wet and/or Dry Process) Classroom Training explains shotcrete basics and prepares students for potential the ACI-certified Nozzleman examination.

C212: Pool Surfaces – Problem & Solutions
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
- Identify the importance of understanding the properties of common pool chemicals.
- Discuss basic start-up and maintenance practices that help preserve the pool surface.
- Review the importance of the Langelier Saturation Index.

This course provides a review of surface preparations for both new construction and remodeling with a discussion covering how to prevent bond failures. Additional topics include surface application procedures, specific water balance targets and maintenance procedures.
C221: Site Evaluations & Field Instruments
8:00 hrs | 0.8 IACET CEUs
Learning Objectives:
• Identify lasers, site levels, transits, tapes and satellite imagery.
• Distinguish dimensions, elevations, slopes, angles and line-of-sight issues.
• Define basic drawing and site evaluation and measurement documentation.
• Examine where and how to use online data such as Google Earth, county records and aerial photos.

This entry-level hands-on class examines how to collect accurate and appropriate information from the field prior to starting the design process.

C236: Technical Considerations and Benefits of Movable Pool & Spa Floors
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Differentiate characteristics of movable pool/spa floors versus simple covers.
• Identify the unique features and benefits of movable pool/spa floors.
• List the requisite aesthetic/technical considerations of incorporating a movable pool/spa floors.

This program defines technical considerations necessary to incorporate movable floor technology from client consult, concept/design, planning/logistics, and construction to installation, service and maintenance.

C242: Landscape Construction and Development
8:00 hrs | 0.8 IACET CEUs
Learning Objectives:
• Define the fundamental needs of a landscaped environment.
• Discuss elements, details, plants and backyard esthetics.
• Identify project stages and the construction requirements of each stage.

This program reviews both successful and unsuccessful phases a project. Broken down into multiple phases, students identify areas of each project and define how to effectively develop a successful completion of the backyard environment.

C251: Commercial Pools & Waterparks
8:00 hrs | 0.8 IACET CEUs
Learning Objectives:
• Identify design options, engineering challenges, construction issues, and how to assemble a team to succeed in the upsized world of commercial pools and waterparks.
• List code considerations, permit processing, and differences between residential projects and commercial pools and waterparks.
• Discuss working with municipalities, architects, engineers, and general contractors, expectations of project management, document control, longer schedules, cash flow, bonds, insurance, etc.
• Identify operational requirements and seasonal changes from lifeguards to maintenance.

This program establishes expectations from planning to operations and guides watershapers toward successful transitions into large projects.

C281: Major Renovations
16:00 hrs | 1.6 IACET CEUs
Learning Objectives:
• Develop a complete renovation project from site reconnaissance to troubleshooting failures and creating a first-draft design.
• Establish the work scope including design, material selection, structural engineering, mechanical systems and construction considerations.
• Understand the nuances of proper renovation work and examine images that will inspire, illustrate and explain key topics.

This two-day major-renovation design course presents a series of short, targeted lectures linked together by an interactive renovation design project.

C301: Advanced Site Work & Forming
2:00 hrs | 0.2 IACET CEUs
Learning Objectives:
• Discuss pre-loading soil for compaction, over-excavation, backfill, soil density testing, and stabilization.
• Examine full-height forms, one-sided shotcrete forms, two-sided cast-in-place forms and ties.
• Identify cold joints, waterstops, layout for sequential reinforced concrete construction.
• Use details, calculations, pre-concrete preparation, form removal and reuse.

This program details how full-height forms are constructed to withstand the vibration of shotcrete and the pressure of cast-in-place concrete.

C308: The Beauty of the Edge – The Definitive, Internationally Acclaimed Vanishing Edge & Water-in-Transit Design
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Identify vanishing edges, slot-edges, gutters, deck-level pools and raised perimeter-overflow pools.
• Examine attached surge basins, detached surge basins, basin volume sizing rules-of-thumb and gravity lines.
• Review line-of-sight considerations, edge details, flow rates, and tolerances.
• Discuss aesthetics and function.

This acclaimed course presents methods for creating the water-in-transit systems including as vanishing edges, deck-level slot overflows, and elevated perimeter overflows. Key topics include understanding flow rates and different edge details for creating various effects, and their relationship to edge tolerances, line-of-sight goals and project objectives.
C309: The Beauty of the Edge – Vanishing Edge, Grass Edge, and Perimeter Overflow Pools Part 2 – with Project Specific Examples
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Examine new edge details that solve unique architectural challenges.
• Profile recent edge projects and lessons learned.
• Discuss aesthetic and functional considerations.
• Review construction methods and sequence.

GENESIS established Part 2 of this renowned course to inspire with beautiful imagery and inform with applied calculations taken from real world examples, and to provide insight into how some of these challenging projects are constructed.

C323: Outdoor Kitchen Construction
1:00 hrs | 0.1 IACET CEUs
Learning Objectives:
• Examine construction details and sequence.
• Discuss concrete, steel, masonry and forming details.
• List code considerations including structural, electrical and plumbing issues.
• Identify preferred dimensions and discuss how to address height issues with quick mockups.

This program focuses on the sequence and details of construction for outdoor kitchens, including the reinforced concrete footing, masonry walls, and forming details. Pizza ovens, BBQs, stainless components, sinks, ice buckets and other details are discussed.

C341: Advanced Construction – Architecturally Integrated Structures and Elevated Watershapes
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Discuss watershapes that incorporate structures, bridges, decks, vaults, slides and more.
• Analyze advanced-engineered concrete and steel structures.
• Evaluate including architectural elements into projects.
• Identify what is in the plan set (details, cross sections, false work, engineering, etc.).

Explore residential and commercial projects integrated with other structures or projects that utilize advanced construction techniques and engineering to create unique watershape vessels.

C401: Advanced Watershape Construction
24:00 hrs | 2.4 IACET CEUs
Learning Objectives:
• Examine basic gravity plumbing, soil stabilization, pier and beam foundations and control and automation systems.
• Identify mechanical, venting and exhaust systems, advanced site work and forming.
• Review architecturally integrated watershapes, concrete science, fire elements and glass-tile installation.
• Discuss details, innovative aesthetic and technical solutions, and construction at difficult sites.

This three-day program is divided into several modules presented by experts in each trade.

C404: Waterproofing & Finishes Panel Discussion
3:00 hrs | 0.3 IACET CEUs
Learning Objectives:
• List the applicable codes, standards, guidelines, and best practices for the waterproofing and finishes industry.
• Identify specific items that are guaranteed to create failures.
• Define liabilities, warranties, risk, and what can be expected regarding support for various installation types.
• List specific items that could be researched and developed by industry stakeholders to advance the industry and reduce liability for builders.

In this panel discussion, experts representing various trades within the waterproofing and finishes industries share their challenges, concerns and solutions.

C406: Pool Shell Cracking in Shotcrete/Gunite Construction
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
• Identify type of cracking within the pool structure (plastic shrinkage, thermal and autogenous).
• Examine pool shell cracking causes.
• Discuss solutions for pool shell cracking.

This course will examine in detail the severity of pool shell cracking and strategies for remediation, including information on how it cracks, why it cracks and how cracking is driven by mix design and placement procedures.

C407: Pool Structural Disasters; The What and the Whys
3:00 hrs | 0.3 IACET CEUs
Learning Objectives:
• Review basic concrete science and cracking identification
• Identify product defects within pool structure tear-outs
• Discuss the reasons for structural failure

This course will begin with an introductory overview of basic concrete science and cracking identification. Beginning with the end product and working backward, students will see the progression of the failure and identify the steps in the process to detect where the disaster began.
C408: Construction Techniques for a Vanishing Edge Pool
1:50 hrs | 0.2 IACET CEUs

Learning Objectives:
- Review excavation and drainage underneath common wall(s).
- Identify proper forming and load resistance.
- Review proper and improper plumbing installations.
- Identify shotcrete applications do’s and don’ts.

Using real case studies of what does and doesn’t work, this course describes the steps necessary to successfully construct a vanishing edge swimming pool.

S161: Transitioning from Service to Construction
1:50 hrs | 0.2 IACET CEUs

Learning Objectives:
- Review legal requirements of construction – licensing and insurances.
- Discuss transitioning into construction and finding subcontractors.
- Analyze remodeling and minor modifications.
- Discuss new pool construction.
- Identify educational opportunities.

This course is designed to equip service technicians who are ready to take their company to the next level and experience the financial rewards of remodeling and construction.

S355: Indoor Air Quality
1:50 hrs | 0.2 IACET CEUs

Learning Objectives:
- Define the term “indoor air quality” and recognize the consequences of indoor air contamination.
- Recognize the causes and sources of the major indoor air contaminants.
- Identify the health effects and major risks.
- Identify controls to help maintain good indoor air quality.
- List ASHRAE standards for indoor air quality for indoor swimming pools.

This online course provides awareness training to help aquatic professionals recognize the occupational hazards and health effects of indoor air contaminants and how to control indoor air quality. Successful completion of this 45-minute online course earns a Record of Completion. (IACET CEUs are available.)

S407: Preventing Chlorine and Acid Mixing at the Pool - Unintended Releases of Chlorine Gas at Aquatic Facilities
1:50 hrs | 0.2 IACET CEUs

Learning Objectives:
- Identify the mechanical and human factors leading to an unintended chlorine gas release
- Discuss the MAHC-specified electrical interlock/safety switch systems that can prevent chlorine releases
- Define routine test procedures for the chemical feeder interlock/safety switch systems

Each year instances of chlorine and acid mixed in the pump room or circulation pumps shut off allows uncontrolled mixing of these chemicals in recirculation systems results in chlorine gas release. These circumstances regularly send staff and patrons to emergency departments. During this presentation, we will discuss how the Model Aquatic Health Code (MAHC) may prevent these incidents through design, operational, and policy changes.

PS901: Installation of Equipment Software
2:00 hrs | 0.2 IACET CEUs

Learning Objectives:
- Implement software installation
- Identify software updates
- Operate software to ensure code compliance and safety measures
- Execute software to properly maintain water chemistry, variable pumps, high-efficiency heaters

This course teaches Pentair users how to properly install and program their ScreenLogic Interface software.

B105: Project Profiles - Collaborating With a Pedigreed Consultant
1:50 hrs | 0.2 IACET CEUs

Learning Objectives:
- Exploring and expanding opportunities by retaining a consultant.
- Discuss case studies in high-end residential design and construction.
- Examine the collaborative design/build process in the real world.
- Examine completed project, lessons learned.

Join SWD Masters and Registerd as they profile collaborative projects and discuss how working collaboratively can have a positive impact on the project, client and designer/builder alike.

B111: GENESIS® Lifestyle Programs

Learning Objectives:
- Great food and wine.
- Interact with the GENESIS® family.
- Learn by sharing ideas in a relaxed environment.

All work and no play makes for a dull day. This is not an accredited program and the hours do not satisfy an elective or continuing education requirements. Topics include travel, winetasting, book signings, tours, and other social functions.
B204: You Can Be Better
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
- Examine human nature, interpersonal relationships, and customer satisfaction.
- Discuss how to improve sales techniques and client interaction.
- Define how to set business and personal goals to prioritize efficiency and improvement.
- Discuss how to eliminate the negativity and foster a positive mental outlook.

This course examines how understanding human nature will improve communication, productivity, and customer satisfaction. Learn how the negative influences in your life and work impact your mental outlook and performance – then, learn how to eliminate those influences by developing abundant enthusiasm for what you do.

B232: Introduction to Cost Estimating
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
- Discuss overhead, profit, breakeven, markup, gross margins, profit and loss statements, and why contractors fail financially.
- Discuss payment schedule, cash flow, expense management, and the legal, financial, and ethics benefits of directly linking income to project progress.
- Examine several cost estimating tools from pre-printed forms and Excel worksheets to estimating software and estimating services.

This program touches on the basics of cost estimating and guides students toward improvements they should make to ensure their long-term financial success.

B241: Establishing Internal Controls: Checks & Balances That Help to Avoid Fraud
3:00 hrs | 0.3 IACET CEUs
Learning Objectives:
- Define fraud
- Identify areas of potential fraud
- Discuss keys to fraud prevention

This class will help identify and understand good internal control procedures which can be implemented to assist business owners in monitoring the use of funds, preventing fraud, avoiding misappropriation of assets (theft).

B243: Designing or Building a Backyard Oasis
3:00 hrs | 0.3 IACET CEUs
Learning Objectives:
- Identify clientele’s needs with creating a backyard oasis
- Discuss lighting, fire features, and shading features
- Describe creative cooking and beverage environments within the backyard
- Analyze selling the backyard lifestyle

This seminar, will take you beyond the vessel and provide details to help guide your client in creating their backyard oasis.

B281: Water and Wellness
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
- Explain the history, present state and future projections of new pool construction.
- Demonstrate why creating swimmers is vital.
- Discuss our industry’s true competition for consumers’ discretionary dollars.
- List steps that each company can make to positively impact profitability, the industry and society as a whole.

This course shows why and how our industry can embrace the power of water and wellness for gains in both the near term and distant future.

B306: Elements of Litigation
1:50 hrs | 0.2 IACET CEUs
Learning Objectives:
- List potential liabilities, limitations of liability and ways to avoid liability.
- List documents that are important in the defense of liability including agreements, soils reports, drawings, specifications, change orders, etc.
- Describe how to handle potential litigation and what to do if you have a construction defect, warranty claim, or breach of contract issue.

Learn how to protect yourself and your company from costly litigation with contractual considerations and real world experience.

14:00 hrs | 1.4 IACET CEUs
Learning Objectives:
- Define Management vs. Leadership – Pros, cons and where they overlap
- Discuss common communication mistakes and communicating with different generations
- Discuss employee engagement statistics and why engagement is important to your business

Learn the differences between being a Manager and a Leader and how each role has its own unique purpose and associated strategies.

B376: Best Practices for Developing Talent
14:00 hrs | 1.4 IACET CEUs
Learning Objectives:
- Discuss the hiring against a benchmark and use the Talent Skills Matrix to create a benchmark for various job roles in your organization.
- Discuss and use behavioral interviewing techniques to determine if a candidate possesses the strengths the job requires and shares the values of your organization.
- Identify how to sell your company’s total value to employees; not just focusing on wages.

This course examines how to effectively source and hire talent, increase retention rates, set performance expectations for employees, and effectively lead your sales team to communicate your company’s value.
B432: Cost Estimating
8:00 hrs | 0.8 IACET CEUs
Learning Objectives:
• Determine the correct markup and gross margin for your business using actual profit and loss financial data.
• Discuss payment schedule, cash flow, and construction contracts. Identify key factors to maintain a consistent payment schedule for project fees.
• List methods for developing more accurate construction cost estimates and calculations for items such as weight of reinforcing steel, volume of excavation, trenching, concrete, and other details.

This program challenges students to compute markup based on their own financials. Students will utilize the Watershape Advisor® Estimator software for the watershaping industry, to elevate their cost analysis and client presentation while reducing exposure to certain liabilities.

B471: Best Business Practices for Builders / Designers
16:00 hrs | 1.6 IACET CEUs
Learning Objectives:
• Define key concepts involved with cost estimating and contract creation.
• Interpret financial statements and identify ways to improve Return on Investment calculations into the procurement and management of jobs / projects.
• Define sound corporate structures that lead to strong communication, high productivity, increased employee satisfaction and improved retention rates.
• Identify potential problems related to code compliance and workplace environments that can potentially lead to legal and financial concerns.

This course is specially designed for the pool and spa business owner and financial support staff. The curriculum is broad-based, touching upon key concepts that help companies effectively manage their day-to-day business and protect its future.

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Accreditation

Genesis University® strongly believes that third-party accreditation is paramount to the quality and validity of any educational system. With that in mind, we actively maintain accreditations through multiple authorities but primarily through IACET as described below.

Accreditation is serious business and difficult to attain. The ANSI/IACET 1-2018 Standard for Continuing Education and Training provides a framework that drives the quality of our programs from responsibilities, controls, and program development to program execution, assessment, and continuous improvement. IACET’s rules also define minimum requirements for attendance duration versus Continuing Education Units (CEUs) earned.

For these reasons (and basic respect for other students), we require on-time attendance, professional conduct, and other rules to be followed. Because we cannot control or monitor this at non-third-party accredited programs, we cannot provide credit for their education. Obviously, we cannot accept credit for classes provided by “self-accredited” educational programs.

**International Association of Continuing Education and Training (IACET)**

Genesis University®, a company of the Pool and Hot Tub Alliance, is an Accredited Provider of IACET. We comply with the ANSI/IACET 1-2018 Standard for Continuing Education and Training, which is recognized internationally as a standard of excellence in instructional practices. As a result of this accreditation we are authorized to issue the IACET CEU.

**American Institute of Architects (AIA)**

We do not have specific AIA accreditation of our programs. However, the AIA does accept applicable IACET CEUs and students are encouraged to confirm the eligibility of specific programs prior to signing up if the units will be used to maintain licensure or other AIA certifications. For more information, please visit the AIA online.

**Florida Construction Industry Licensing Board (CILB)**

Several of our programs are approved by the CILB for meeting their continuing education requirements. The CILB requires 14 hours of continuing education every 2 years. For more information, please visit the CILB online.
Affiliations
GENESIS® in its drive to raise standards and improve the watershaping industry, is a proud member of the following organizations:

**AIA**
AIA advocates for the value of architecture and giving architects the resources needed to do their best work. We are members of AIA and support and promote their standards and guidelines.

**ACI**
ACI uses multiple committees to develop standards and building codes relevant to the watershaping industry. Committee 318 is responsible for the Building Code Requirements for Structural Concrete which includes both cast-in-place and shotcrete placement methods. We are members of ACI and we support and promote their codes.

**ASA**
ASA participates in the ACI committees and produces their own Position Statements regarding best practices for shotcrete operations. We are members of ASA and we support and promote their standards and guidelines.

**APLD**
APLD has participated in teaching programs through Genesis University® and they accept our programs for their members' continuing education requirements.

**BSW**
BSW translates to the Federal Association for Swimming Pools & Wellness in Germany. Primarily focused on the residential market, they educate and connect builders, owners, architects, and other professionals similar to the way GENESIS® connects its members. They also host a bi-annual tradeshow: Aquanale which had approximately 26,600 visitors from 117 countries in 2017! We support our international connections through this prestigious organization.

**Carecraft**
Carecraft is a group of independent pool professionals who have joined together for the purpose of promoting the highest standards of continuing education, providing exceptional Member service, and using their collective buying power to secure the best available pricing on pool, spa, and backyard components. They were the first group to identify Genesis University® as their primary educational partner and we continue to teach classes at their annual meeting.

**FSPA**
The Florida Swimming Pool Association has utilized Genesis University® education for their annual Everything Under the Sun Expo in Orlando, Florida.

**MPG**
MPG is a global network of elite custom pool builders operating with a strong commitment to high quality, customer service, and good business ethics. They have teamed with Genesis University® as their primary educational partner committing to a long-term strategy of training for all of their members.

**NPC**
NPC has included Genesis University® education in their annual conference for several years.

**NESPA**
NESPA supports their members with education, training, legislation, technical, code, and other assistance. Genesis University® has supported these efforts through programs at The Pool and Spa Show hosted annually in Atlantic City, NJ as well as NESPA's headquarters. We continue to build that relationship.

**PHTCC**
PHTCC is a national association of companies, organizations, and individuals involved in the aquatic leisure industry of Canada. They also host the Annual Canadian Pool & Spa Conference & Expo where Genesis University® has provided education and training.
Education Partners

The industry and our students have requested extended education and specific training for topics including product installation and setup, maintenance and repairs, troubleshooting, and other topics that have been, historically, outside the focus of Genesis University®. As GENESIS® has advanced the state-of-the-art in design, higher minimum standards for geotechnical, structural, mechanical, and electrical engineering, and best-practices for constructing watershapes, the industry has advanced with new products and technologies to support the maturing industry. It should not be a surprise that these new technologies require advanced training for everything from installation to troubleshooting.

Just compare the engine of a 1970’s vehicle to the complicated digitally controlled version of the same engine in 2018 and you will recognize that pool industry technology is advancing in similar ways. In order to complete construction of watershapes per our high standards it is absolutely necessary to teach the inner workings of products such as variable flow pumps, high-efficiency heaters, or digital wireless control systems, just to name a few.

Genesis University® works closely with certain Education Partners to extend education beyond our core programs. Our team, working directly with the Education Partners, develops programs that satisfy our mission statement, overarching structure to EDUCATE, CERTIFY, and CONNECT our students, and maintain high standards of excellence as promulgated by the ANSI/IACET 1-2018 Standard. Our Education Partners may offer their own non-GENESIS® programs that are not accredited; however, specific GENESIS® Education Partner programs listed herein or on our website are official Genesis University® programs that may fulfill elective units towards certification or continuing education requirements.

We are proud to partner with the following organizations:

Pentair Aquatic Systems
Sue Robach
National Training Manager
1620 Hawkins Ave, Sanford, CA 96003
sue.robach@pentair.com
www.pentair.com

Zodiac Pool Systems LLC
Ruben Galvan
Vice President Training & Organizational Development
2620 Commerce Way, Vista, CA 92081
ruben.galvan@zodiac.com
www.zodiac.com
Benjamin Lasseter, SWD Registered
President of Operations at Design Ecology in Austin, TX
512.326.2193
info@designecologyaustin.com
www.designecologyaustin.com

Benjamin Lasseter is president of operations at Design Ecology, a landscape architecture firm specializing in luxury residential master plan design & construction, centered around swimming pools and other aquatic features. He co-founded the firm in 2011 to create cohesive spaces that harmoniously blend nature and water.

Bill Kent, Ph.D.
CEO of Team Horner in Fort Lauderdale, FL
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www.teamhorner.com

Dr. Bill Kent is the entrepreneurial CEO of the Team Horner Group of companies, an integrated manufacturer, wholesale distributor, and global exporter of swimming pool products. He has served in several nonprofit organizations, including his tenure as president of the U.S. swimming pool industry’s national trade association in 1996. Bill is currently serving as Chairman of the Board of the International Swimming Hall of Fame.

In 2015, Kent’s company received national recognition from the American Psychological Association for having a psychologically healthy workplace. That same year, he earned his doctorate in business administration from Xavier University. He currently serves on the Board of Trustees of Keiser University, a Florida-based University with over 20,000 students on 16 campuses.

David B. Duensing, GENESIS Associate
President of David B. Duensing & Associates, Inc. in Ponte Vedra Beach, FL
Owner of Aquatic Construction Services, LLC
904.380.6843
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Since 1989, David B. Duensing & Associates, Inc. has been one of the most active, experienced and respected design and consulting firms in the water garden and waterfeature industry. Duensing’s other company, Aquatic Construction Services, LLC, founded in 2006, focuses on the construction of highly detailed and, at times, extreme waterfeatures. He is past president of the National Association of Pond Professionals (NAPP), and writes and speaks for industry publications and associations. His construction and logistical efforts were featured alongside Anthony Archer-Wills on Animal Planet’s 2014 series The Pool Master.

David Penton, SWD Master
Principal at Fluid Dynamics Pool and Spa Inc. in Fullerton, CA
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David Penton is known for his attention to detail, honesty and innovation with mechanical systems. He is constantly pushing the envelope to maximize energy efficiency and find innovative equipment and plumbing solutions. His company, Fluid Dynamics is involved in some of the highest profile pool construction projects within the Los Angeles area.

David J. Peterson, P.E., SWD Master
President/CEO of Watershape Consulting, Inc. in Solana Beach, CA
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David Peterson is president/CEO of Watershape Consulting, Inc., a design, and engineering firm serving an international clientele. He earned his B.S. in civil engineering at Cal Poly, San Luis Obispo and is a licensed engineer in several states. Peterson has been in the watershaping industry since 1994, beginning his career designing life support systems for large aquariums and marine mammal exhibits. He is a prolific writer and teacher, and is actively involved with trade organizations and code development.

Don Gatzke, FAIA
Professor at University of Texas Arlington; Arlington, TX
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Donald Gatzke is an architect and educator with more than 35 years experience practicing in several states. He has been a member of the architecture faculty at Tuskegee University, Tulane University and the University of Texas at Arlington. He served as dean of the Tulane School of Architecture from 1997-2004 and the School of Architecture at UT Arlington from 2004-2014 and now continues to teach and practice architecture. In 2014, Gatzke was honored by the Texas Society of Architects for “extraordinary contributions to the profession through the visionary leadership of architectural education.” In 2018, he was elevated to the College of Fellows of the American Institute of Architects.
Feras Irikat
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Feras Irikat is the director of design and marketing for Lunada Bay Tile, a leader in the design and production of handcrafted glass, stone, metal, wood and ceramic tiles. An expert tile designer across all mediums, Irikat holds a bachelor’s degree in interior design and a master’s degree in family and consumer sciences from San Francisco State University where he also did advanced graduate work and research in color theory and color psychology. He has taught color theory, applications and psychology at SFSU, UC Santa Cruz extension, West Valley College, and at design seminars around the world.

Grant Smith, SWD Master
Owner of Aqua-Link Pools and Spas in Carlsbad, CA
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aqualinkpoolsandspas.com

Grant Smith is a 22-year veteran of the industry with an obsession of needing everything to turn out perfect and has a motto of “perfect practice makes perfect”. He is constantly finding new ways of perfecting details that do not interrupt the flow of a pool and landscape design and has a well-deserved reputation on higher end pool and landscape projects scattered along the Southern California’s coast for providing sound building practices and excellent customer service.

Helena Arahuete, NCARB
Principal of Lautner Associates Helena Arahuete
Architect in Playa Del Rey, CA
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www.lautnerassociates.com

Helena Arahuete began working with world-renowned architect John Lautner in 1971. She served as project architect on numerous Lautner projects, becoming the chief architect in Lautner’s firm until his passing in 1994. She continues to develop state-of-the-art contemporary organic projects in the U.S. and abroad. Arahuete has been published extensively throughout the world and continues to lecture at a variety of institutions.

Jason Brownlee, SWD Registered
Owner of J. Brownlee Designs in Franklin, TN
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Jason Brownlee is owner and principle designer of J. Brownlee Design, a firm specializing in custom and creative outdoor living projects for residential and resort environments. His passion for design and collaboration is evident in the diversity, scale and style of his projects. Brownlee focuses on both aesthetics as well as technical considerations including hydraulic, and construction design details. He holds a bachelor’s degree in landscape architecture from Mississippi State University and is a registered landscape architect. His projects have won numerous national design awards and have been featured on HGTV and in other print and video media.

Kate Wiseman, MLA
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Kate Wiseman is the principal landscape designer at Sage Outdoor Designs, a firm specializing in beautiful residential landscapes in Southern California. Her designs have been widely published both locally and nationally and she has been recognized in San Diego Home and Garden Lifestyles “Gardens of the Year” contest four times, including the grand-prize winning design in 2007.

Kevin and Diane Sloan
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Kevin Sloan, ASLA, RLA is a landscape architect, writer and professor. The work of his professional practice, Kevin Sloan Studio in Dallas, Texas, has been nationally and internationally recognized. Kevin holds a Bachelor of Landscape Architecture from Kansas State University, a Master of Architecture degree from Syracuse University, and has taught architecture at the Syracuse University School of Architecture in Florence.

Diane Sloan is CEO of Kevin Sloan Studio. A member of the Native Prairie Association of Texas and the Native Plant Society of Texas, she is a residential garden designer, certified native plant specialist, and a Dallas County Master Gardener.

Laura Castanza
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Laura Castanza is the director of education with Team Horner Group. Her life as a water enthusiast spans nearly five decades, and is supported by a 25-year career in the pool/spa industry working in equipment sales, service, repair, renovation, construction, distribution and retail. Castanza’s career path has also included teaching at the Art Institute of Ft. Lauderdale, co-creating and publishing works for www.AquarianAgeAwareness.com, and sharing higher consciousness and sustainability through teaching, writing and self-actualization.

Lauren Stack
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Lauren Stack joined the Pool & Hot Tub Alliance leadership team in 2015 and has managed the GENESIS business line since its merger with the foundation in January, 2016. Her experience in the swimming pool and hot tub industry extends over 25 years. She began with Aristech Acrylics, a sheet supplier to the hot tub industry and later worked for the Association of Pool & Spa Professionals in a variety of capacities.
Michael Nantz, SWD Master
President of Elite Concepts, Inc. in Lewisville, TX.
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Michael Nantz is president of Elite Concepts, Inc., an international, progressive design firm in the Dallas area since 1991. He has worked throughout the U.S., Caribbean, Costa Rica, and Mexico designing beautiful pools and outdoor spaces. Considered one of the industry’s most creative designers, Nantz is frequently retained by architects, pool builders, other industry professionals and high-end clients for design and construction services.

Paolo Benedetti, SWD Master
Principal / Designer for Aquatic Technology Pool & Spa in Morgan Hill, CA
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Paolo Benedetti is the founder of Aquatic Technology Pool & Spa, an international consulting and design firm specializing in high-end residential and commercial projects. He is an accomplished watershape designer, contractor, expert witness and consultant to owners, architects, landscape architects, and builders throughout the world. Benedetti is a prolific writer, authoring hundreds of articles and administering and commenting in multiple online forums with his acute attention to detail and robust construction experience.

Paul Oman, GENESIS Associate
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Paul Oman purchased Texas Pools, Inc., in 2016 where he serves as president and CEO. Prior he owned a consulting and CPA firm focusing on mergers and acquisitions, and tax services. He has also worked for both Ernst & Young and FTI Consulting and has advised on more than 100 different transactions of various sizes in the U.S. Mexico, Canada and Europe. Oman is an adjunct professor at Our Lady Of the Lake University, teaching accounting, entrepreneurship, financial reporting and other business subjects.

Randy Dukes
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Randy Dukes is one of the foremost authorities in the field of pool-plaster deterioration, discoloration, and staining, among other key technical topics for cementitious surfaces. He has served as a moderator and keynote speaker for many of the National Plasterers Council conferences, starting in 1992, and has instructed courses on “The Science of Cementitious Pool Finishes, Startups, and Maintenance.” He has traveled extensively researching and identifying pool surface problems and their relationship to application, water chemistry, and chemical abuse.

Rick Chafey, SWD Master
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Rick Chafey is co-owner of Red Rock Contractors, Red Rock Pools and Spas, and Red Rock Design, all founded in 1998. He received his Bachelors of Science in construction engineering and management from Arizona State University in 1995. Upon graduation, he was hired as director of construction for a local manufacturing company, completing multiple projects in the southwest ranging from 150,000 sf. manufacturing plants to retail centers, residential subdivision developments, commercial remodels and tenant improvements. He is a Master Member of the Watershape Society and also serves on the GENESIS advisory board. His companies have had multiple projects profiled on HGTV, Discovery Channel and Fox News, among other media outlets.

Ryan Oakes, SWD Master
Managing Partner of Clearwater Construction Group and Revolution Gunite in Burlington, NC
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Ryan Oakes is a Managing Partner in Clearwater Construction Group and Revolution Gunite. Ryan is a licensed pool contractor in North Carolina and Virginia and has been designing and building watershapes in the United States and abroad, from swimming pools to art pieces and even aquaculture systems, for the past 20 years. In 2017, Ryan was appointed by the ACI Technical Activities Committee as a Voting member of the ACI 506-H Shotcrete for Pools Sub-Committee and an Associate member of the ACI 506 Shotcrete Committee.

Scott Hester, P.E.
President of Counsilman • Hunsaker in St. Louis, MO
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Scott Hester serves as the President and a Principal-In-Charge for Counsilman-Hunsaker. In this role Scott is responsible for managing the daily operations, while providing comprehensive industry experience in all aspects of Counsilman-Hunsaker, including business development, design and engineering, quality control, and facility operations. Scott has a reputation as a high-integrity, energetic leader having a diverse portfolio of experience in aquatic facilities spanning multiple market sectors. Scott is a recognized leader in the aquatic industry and has shared his knowledge by providing educational-based presentations throughout the country.
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Scot Hunsaker is a recognized authority in the aquatic industry and business world at large. The former owner of Counsilman-Hunsaker, he led the company to become arguably the world’s leading design and engineering firm for aquatic facilities, including Olympic venues. During his tenure as CEO and owner, he grew the company’s revenue by a factor of ten, quadrupled the number of employees, opened four new offices in the U.S. and went from being licensed to operate in 10 states to operating in all 50 plus three Canadian provinces. In 2012, he sold Counsilman-Hunsaker to its employees. He has spoken extensively about “ownership thinking” across the U.S. and abroad, and has authored the book “Heroic Ownership”.

Skip Phillips, SWD Master  
Designer of Questar Pools and Spas, Inc.  
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Skip Phillips, former owner of Questar Pools’ and the firm’s current principal designer, is one of the world’s most renowned designers and builders of custom swimming pools, spas and other forms of aquatic architecture. In 1993, the Robb Report declared Phillips “the world’s most influential swimming pool designer” and since then he has received extensive coverage in trade magazines and on TV, including multiple HGTV appearances, newspapers and prestigious national publications including Better Homes & Gardens, New York Times and Wall Street Journal. He is co-founder of GENESIS and is a charter member of the Society of Watershape Designers. He is widely credited for transforming and uplifting the pool and spa industry. Phillips’ body of work includes some of the most beautiful and technically advanced watershapes of the modern era.

Steve Kenny, SWD Registered  
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Kenny is the President of SRK Modern Pool Solutions, a pool and spa company focused on healthy water experiences, water quality management technology, and the evolution of water quality professionals globally, to give clients the best pool imaginable. Kenny specializes in designing, building, and maintaining commercial and residential pools and spas that feature the highest possible water quality. Based in Long Island, New York, Steve has more than 25 years of experience and is the creator of the HydroZone 3™ system.

William T. Drakeley, Jr., ACI, SWD Master  
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William Drakeley is principal and founder of Drakeley Pool Company, a luxury design and build firm based in New England, and Drakeley Industries, an international consulting firm focusing on shotcrete applications and techniques. He is the first and only pool builder to sit as a voting member of the American Concrete Institute’s (ACI) Committee 506 – Shotcrete, and he serves as Secretary of ACI C660 Nozzlemaster Certification Task Group. He is also an ACI shotcrete examiner and chairman of the ACI Pool Shotcrete Subcommittee. An educator and advocate for high industry standards, Drakeley has conducted numerous seminars for the GENESIS construction schools, the Colorado School of Mines, the American Society of Landscape Architects, Conn. chapter, World of Concrete, and the AQUA Show, among others. His technical writings have been widely published in trade magazines.
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