

# GENESIS

(ASA Corporate Member)

**W**ater is the essential element of a great backyard. Whether a homeowner chooses a swimming pool for family fun and fitness, a spa for relaxation, or simply wants to bring exceptional beauty to outdoor space, water is a medium of endless potential.

With so many options available, homeowners need true professionals to create backyard environments that will provide years of carefree recreation and pleasure. Fortunately, GENESIS®, the leading educator in the field of residential watershapes, brings expertise to its growing network of students including builders, contractors, and landscape architects on whom homeowners can depend for quality construction and design.

## HISTORY

GENESIS was established in 1998 and joined by leaders looking to lift our industry’s ability to design, engineer,

construct, and service watershapes that resonate with people’s minds and spirits. Since its humble, yet passionate beginnings, thousands of professionals have trusted GENESIS faculty and courses. GENESIS has long been reaching second-generation pool builders; and, now in its 20th year, the educator is training second-generation GENESIS students. Since the 2016 merger with the National Swimming Pool Foundation® (NSPF), also an International Association for Continuing Education and Training (IACET)-approved provider, GENESIS is even better prepared “to help people live healthier lives through aquatics” by carrying out its goals to educate, certify, and connect the very best companies and individuals in the pool and spa industry.

## GENESIS UNIVERSITY

Genesis University® educates, certifies, and connects watershape professionals through coursework, projects,

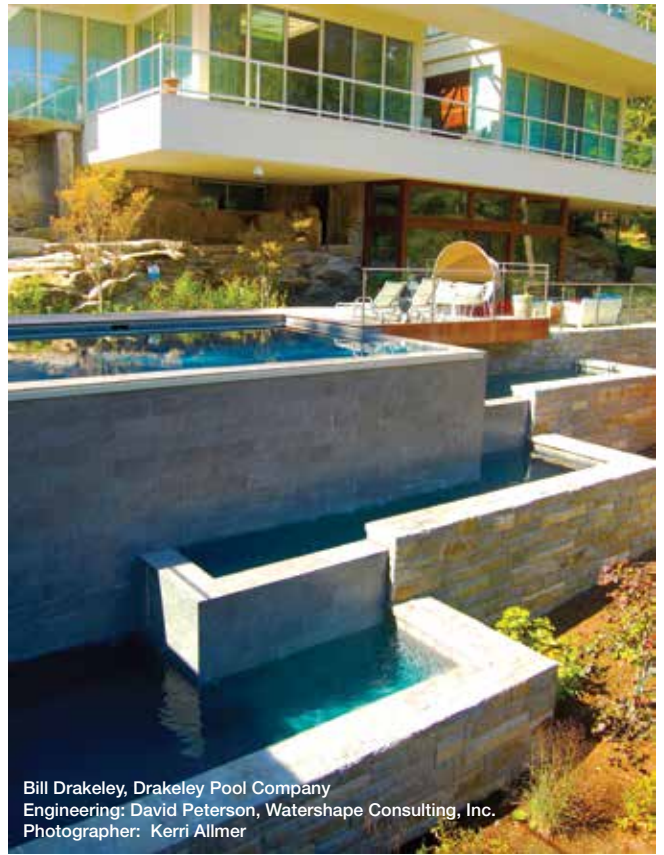


examination, and continuing education. GENESIS' expansive curriculum is developed using strict guidelines maintained by IACET. NSPF trains 35,000 individuals annually both nationally and internationally through its Certified Pool Operator® (CPO) certification. A CPO Certification provides individuals with the basic knowledge, techniques, and skills of pool and spa operations. The combined organization is at the forefront of the industry as the leading educator in both public pools and residential construction.

## SOCIETY OF WATERSHAPE DESIGNERS

The Society of Watershape Designers certification is the only accredited educational program specifically developed for those individuals in the swimming pool, watershapes, or water architectural fields seeking excellence. Society of Watershape Designers throughout the world are credited with the design and construction of the most conceptually creative, technically advanced, and structurally sound watershape structures in existence. These impressive structures collectively push the boundaries of creative expression using water as their media.

Those who achieve Society of Watershape Designers Registered and Master certified status have completed at least 150 hours of GENESIS education; see p. 37. The curriculum leads to skills and knowledge encompassing color theory, the principles of design, multi-dimensional visual communication, the vocabulary of architectural design and



Bill Drakeley, Drakeley Pool Company  
Engineering: David Peterson, Watershape Consulting, Inc.  
Photographer: Kerri Allmer



David Peterson, Watershape Consulting  
Design: Skip Phillips, Questar Pools  
Photographer: Allen Carrasco, Carrasco Creative Media



Kevin Ruddy, Omega Pool Structures  
Design: Brian Van Bower, Aquatic Consultants Inc.  
Photographer: The Studio



Grant Smith, Aqua-Link Pools & Spas  
Engineering: David Peterson, Watershape Consulting, Inc.  
Mechanics: David Penton, Fluid Dynamics Pool and Spa



Ryan Oakes, Clearwater Construction Group  
Photographer: Exum Photograph



Andy Kaner, Aquatic Consultants, Inc.

history, and the principles of proper pool and watershape construction.

Within the Society of Watershape Designers is an elite group of 17 individuals who have achieved GENESIS' highest level of professionalism, SWD Master status. For the full list of its Masters, visit [www.genesis3.com/swd-master-pool-designers.html](http://www.genesis3.com/swd-master-pool-designers.html).

## NEXT 20 YEARS AND BEYOND

GENESIS has been providing the pool, spa, and watershaping industry an unparalleled level of education for the past 20 years. As our industry continues to evolve and change, GENESIS will continue to be at the educational forefront providing the time-honored education students require.

## SOME OF GENESIS' KEY ACHIEVEMENTS IN THE LAST YEAR:

### CERTIFY

- Separated the Genesis University brand from the Society of Watershape Designers (Society);
- Credentialed nine new SWD Registered—those having completed 150 hours of coursework; and
- Launched NSPF's Advanced Service Technician™ Training Courses, leading to AST<sup>CM</sup> Certification.

### EDUCATE

- Celebrated another year, offering 100+ course hours at the International Pool | Spa | Patio Expo;
- Reached over 1500 students, who entrusted GENESIS with their training;
- Launched CONSTRUCTION 281: Major Renovations, to address the renovation segment;
- Expanded its curriculum to include a "Service" track to make employee training more effective; and
- Expanded reach to the Northeast Spa & Pool Association, World Aquatic Health Conference, Western Pool & Spa Show, and Canadian Pool & Spa Show Conference & Expo.

### CONNECT

- Connected with architects (at AIA & ASLA) to position SWD Masters as premier design and construction resources;
- Expanded social events within all schools to strengthen the GENESIS family;
- Expanded exposure of SWD members to affluent consumers by launching the "Outdoor Living Showcase" in partnership with RMS Media Group;
- Advertised in Luxury Pools, Ocean Homes, and social media outlets featuring SWD Masters and Sponsors;
- Reveled together at the Annual Winemaker Dinner at the International Pool | Spa | Patio Expo; and
- Partnered with ASA to educate pool builders/watershape designers on the proper and beneficial placement of shotcrete in pool design.



**How can I become a member of the Society of Watershape Designers®?** Upon completing the seven core classes and accruing 150 hours of total GENESIS® education, an individual may apply for SWD® Registered status.

**Where do I start?** We suggest starting with CONSTRUCTION 201: Basic Pool Construction and DESIGN 101: Introduction to Perspective Drawing, the latter of which is a prerequisite for DESIGN 211. Otherwise, students can choose the core course order depending on timing and preference. Contact Lisa Ryckley, Director of Operations (lisa@genesis3.com or 615-907-1274) for help on your GENESIS journey!



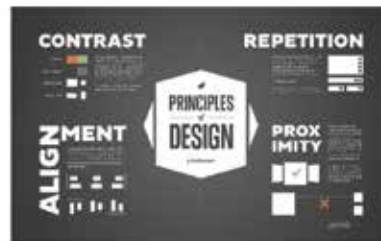
**CONSTRUCTION 201: BASIC POOL CONSTRUCTION**  
See and understand the complete construction of basic pools through a 3-day building journey from layout to chemical balancing. This is the pool industry's flagship construction program.  
**24.0 hours**



**DESIGN 101: INTRODUCTION TO PERSPECTIVE DRAWING**  
Communication is vital to the success of any professional, and basic drawing skills are one of the most important tools for design-professionals to master. This 8-hour program explains how simple perspective drawings can communicate complex design and construction details.  
**8.0 hours**



**ENGINEERING 211: BASIC FLUID ENGINEERING**  
A beautiful and structurally sound watershape is still a failure if the mechanical systems are not designed and built properly. Incorrect equipment and plumbing sizes are dangerous, inefficient, and may result in non-functional systems.  
**16.0 hours**



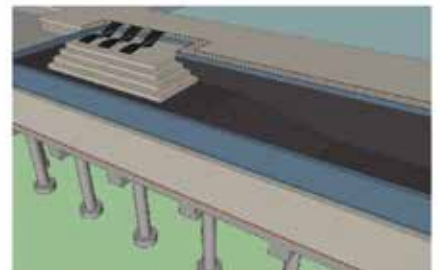
**DESIGN 211: ELEMENTS OF DESIGN**  
There is a science to good design including both elements (line, shape, space, size, texture, hue, value) and principles of design (balance, movement, repetition, contrast, variety, emphasis, unity).  
*(D101 is a Pre-Requisite)* **16.0 hours**



**DESIGN 231: COLOR THEORY AND ITS APPLICATION**  
Color principles influence our emotions, so material selections could be the difference between project success and failure. See how landscape designers use this science to create beautiful projects.  
**16.0 hours**



**DESIGN 271: 20TH CENTURY ARCHITECTURAL STYLES**  
The pool design should complement the architecture and landscape architecture of its environment. To do this successfully, the designer should comprehend the style and context of the project.  
**16.0 hours**



**DESIGN 202: SKETCHUP**  
**DESIGN 203: AutoCAD**  
**DESIGN 204: POOL STUDIO**  
Computer modeling is the preferred tool for creating and sharing construction documents with other team members. Students choose 1 of 3 course options.  
**16.0 hours**

The SWD® Core Courses comprise 112 of the 150 credit hours required to be eligible for SWD® Registered status. The remaining 38 credit hours are electives and can usually be obtained free of charge by attending the International Pool | Spa | Patio Expo and other trade events where Genesis University® courses are offered.