INT’L POOL | SPA | PATIO EXPO 2016
WHERE IT ALL COMES TOGETHER

REGISTER TODAY
CONFERENCE: OCTOBER 30 - NOVEMBER 4, 2016
EXPO: NOVEMBER 2 - 4, 2016
ERNEST N. MORIAL CONVENTION CENTER
NEW ORLEANS, LA

poolspapatio.com
Toll-free: 888.869.8522 | Outside USA: 972.536.6350
Attendees of the 2016 International Pool I Spa I Patio Expo will enhance their experience at the show with a lineup of events organized by one of the world’s most respected group of experts in watershape design, Genesis.

Before you hit the product-packed show floor, take your education to the next level through the extensive amount of Genesis classes. Presented by Genesis and the National Swimming Pool Foundation, these courses are presented by the industry’s most-respected experts in watershape design and construction.

Developed to guide you through levels of excellence, Genesis programs are categorized into four groups: Design, Engineering, Construction and Business, with a matrix that defines a progression from introductory to advanced subjects, as well as prerequisites.

Genesis offers a variety of certifications and continuing education options. Please refer to the [Genesis University Catalog](#) for additional information.

As an IACET Accredited Provider, most of the Genesis classes are eligible for IACET Continuing Education Units (CEUs). IACET CEUs are accepted by a number of organizations and can be used for recertfications.

When it comes to discovering the products and powerful connections you need to sustain and grow your business, and learn from industry leaders, no other industry event compares.
**DESIGN 101: Introduction to Perspective Drawing**  
Sunday, October 30 | 8:00 am - 5:00 pm | 8:00 hrs / 0.8 IACET CEUs  
Instructor: Michael Nantz, SWD Master

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 3 dimensional objects on a 2 dimensional plane, creating the illusion of depth. Good visual communication can make the difference between success and failure and the ability to captivate a client. With great illustrations, you will drive the value of the project and be able to demand higher fees.

**CONSTRUCTION 201: Basic Pool Construction**  
Sunday, Monday, Tuesday, October 30 – November 1 | 8:00 am - 5:00 pm | 24:00 hrs / 2.4 IACET CEUs  

This 3-day program is divided into several modules (see ENGINEERING 101 – 104, CONSTRUCTION 101 – 109, and CONSTRUCTION 171 for specific details) presented by experts in each trade. The program begins with engineering topics such as basic plumbing, geotechnical, structural, and electrical design. With a basic understanding of the engineering, Day 2 begins with layout, forming, and coordination of utilities, safety barriers, and other related infrastructure. Shotcrete, waterproofing, tile, and coping trades are also addressed. The final day includes concrete decking, plaster, startup details, and an interactive walkthrough of a sample project from beginning to end. This program is designed to move each student through all the phases of basic pool construction in great detail unlike anything else offered in the industry – it will make every builder better and it is a requirement for all SWD certifications.

**DESIGN 231: Color Theory & Its Application**  
Monday, Tuesday, October 31 - November 1 | 8:00 am - 5:00 pm | 16:00 hrs / 1.6 IACET CEUs  
Instructor: Feras Irikat

Looking through a magazine of pools, it is easy to find well conceived plans that failed to unify the design with proper material and color selections. Color is one of our basic means of communication and influences our emotions, therefore it must be understood and controlled. This program introduces the basic dynamics of color, its principles, fundamentals, its psychology, and how to apply the science to project design.

**ENGINEERING 211: Basic Fluid Engineering**  
Monday, Tuesday, October 31 - November 1 | 8:00 am - 5:00 pm | 16:00 hrs / 1.6 IACET CEUs  
Instructor: David Peterson, P.E., SWD Master

Every watershape requires at least a basic understanding of the hydraulic principles that make it work. This program provides a detailed foundation of understanding that enables the students to design better hydraulic systems. The software worksheets alone are invaluable. There is a detailed project worth 50% plus an online exam worth 50% of the passing score. This program is required for the SWD certification and it is a prerequisite for ENGINEERING 311: Advanced Fluid Engineering.

**DESIGN 211: Elements of Design**  
Monday, Tuesday, October 31 - November 1 | 8:00 am - 5:00 pm | 16:00 hrs / 1.6 IACET CEUs  
Instructor: Kate Wiseman, MLA

This course is an introduction to the fundamentals of good design and will teach you how to lay out the different improvements in your projects (e.g. pool, spa, patio, etc). We will break the fundamentals down into two categories: the Elements of Design and the Principles of Design. Once you have a good grasp of the fundamentals, you will learn how to apply them. We will start with short practice exercises and build up to a final project: creating a master plan that includes a pool and spa.

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**Healthy Pools. Healthy Bodies.**
## Wednesday, November 2

**WE01 CONSTRUCTION 231: Efficient Installations: Equipment, Controls & Underwater Speakers**  
1:45 hrs - 0.2 CEUs | Wednesday, November 2 | 8:00 am – 9:45 am  
Presenter: Paolo Benedetti, SWD Master

**WE02 BUSINESS 262: Strong Company Culture Reaps Strong Profits**  
1:45 hrs - 0.2 CEUs | Wednesday, November 2 | 8:00 am – 9:45 am  
Presenters: Bill Kent, Ph.D.

**WE03 DESIGN 371: Remodel Candidate – Opening the Door to Possibilities**  
1:45 hrs - 0.2 CEUs | Wednesday, November 2 | 8:00 am – 9:45 am  
Presenter: Michael Nantz, SWD Master

## Thursday, November 3

**TH01 ENGINEERING 406: The Technical Aspects of Shotcrete**  
1:30 hrs - 0.2 CEUs | Thursday, November 3 | 8:00 am – 9:30 am  
Presenter: Bill Drakeley, SWD Master

**TH02 BUSINESS 251: Teaching Employees to Think Like Owners**  
1:30 hrs - 0.2 CEUs | Thursday, November 3 | 8:00 am – 9:30 am  
Presenter: Scot Hunsaker

**TH03 CONSTRUCTION 171: Project Profiles – Grass Edge Overflow, Clear Underwater Panels and More**  
1:30 hrs - 0.2 CEUs | Thursday, November 3 | 8:00 am – 9:30 am  
Presenter: Brian Van Bower, SWD Master

**TH11 CONSTRUCTION 171: Project Profiles – An Interactive Discussion on Design and Construction (Translation to Spanish)**  
1:30 hrs - 0.2 CEUs | Thursday, November 3 | 9:45 am – 11:15 am  
Presenter: Joan Roca, SWD Master

**TH12 DESIGN 363: Design Considerations for Commercial Water Features**  
1:30 hrs - 0.2 CEUs | Thursday, November 3 | 9:45 am – 11:15 am  
Presenter: John Foster

## Friday, November 4

**FR01 CONSTRUCTION 151: Proper Installation With a Comprehensive Plan (DID) Design, Install and Documentation**  
1:45 hrs - 0.2 CEUs | Friday, November 4 | 8:00 am – 9:45 am  
Presenter: Nate Mullen

**FR02 CONSTRUCTION 308: The Beauty of the Edge – The Definitive, Internationally Acclaimed Vanishing Edge & Water-in-Transit Design**  
1:45 hrs - 0.2 CEUs | Friday, November 4 | 8:00 am – 9:45 am  
Presenter: Skip Phillips, SWD Master
GENESIS LIFESTYLE BOOTH #657

Wednesday, November 2

CONSTRUCTION 232: Designing and Installing Underwater Windows
1:00 hrs - 0.1 CEUs | Wednesday, November 2 | 10:30 am – 11:30 am
Presenters: Jason Jovaag and Chris Trevathan

DESIGN 131: Identifying New Business & Design Trends
1:30 hrs - 0.2 CEUs | Wednesday, November 2 | 12:00 pm – 1:30 pm
Presenter: Feras Irikat

BUSINESS 111: Genesis Lifestyle Program
1:30 hrs | Wednesday, November 2 | 2:30 pm – 4:00 pm
Presenters: Brian Van Bower, SWD Master and Steve Griessal, Betz Family Winery

Thursday, November 3

ENGINEERING 402: Difficult Sites - Technically Demanding Projects and Cast-in-Place Concrete
1:30 hrs - 0.2 CEUs | Thursday, November 3 | 11:30 am – 1:00 pm
Presenter: David Peterson, P.E., SWD Master

DESIGN 123: Trends in Outdoor Design
1:00 hrs - 0.1 CEUs | Thursday, November 3 | 1:30 pm – 2:30 pm
Presenter: Kate Wiseman, MLA

CONSTRUCTION 171: Project Profiles – An Interactive Discussion on Design and Construction
1:30 hrs - 0.2 CEUs | Thursday, November 3 | 3:00 pm – 4:30 pm
Presenter: David Penton, SWD Master and Skip Phillips, SWD Master

Friday, November 4

DESIGN 345: The Art of Landscape / Architectural Lighting and How to Paint a Lighting Portrait
1:30 hrs - 0.2 CEUs | Friday, November 4 | 10:30 am – 12:00 pm
Presenter: Nate Mullen

Genesis Design - Build - Landscape Pavilion

Stop by the Genesis pavilion to see products and services from Genesis’ sponsors and supporters. Take your time and meet Genesis Ambassadors Brian Van Bower and Skip Phillips or chat with a number of SWD Masters and SWD Registered attendees. Learn more about Genesis education and network with some of the top creative designers and builders in the watershape industry while enjoying a sample of wine and cheese. Free of charge and open daily throughout the Expo, the pavilion is located on the show floor.

Genesis Lifestyle Programs
Stop-in and listen to the Genesis Lifestyle booth #657 sessions. Expand your knowledge and learn more from Genesis faculty and SWD Masters. All Lifestyle Booth Events Free to All Attendees. No preregistration needed. First come, first served.

Click here to view a list of participating exhibitors in this pavilion.
VISIT THESE GENESIS SPONSORS!

SPONSORS

Genesis would like to thank the following sponsors and PSP Expo exhibitors for their support and generosity. We appreciate it and all that you do for the rest of our Genesis family. It is truly wonderful to work with a team of like-minded companies that put high standards of quality and ethics at the forefront of their business.

GENESIS FAMILY REUNION & WINEMAKER DINNER
Thursday, November 3 | 7:00 pm - 10:00 pm
Timberlane Country Club
One Timberlane Drive, Gretna, LA 70056

Sponsored By: Luxury Pools and Betz Family Winery

Join fellow Genesis members, sponsors, faculty and industry personnel at Timberlane Country Club for an evening of incredible vino selected by Steve Griessel from Betz Family Winery of Redmond, Washington, and an extraordinary dinner prepared by Chef Chad Radecker. Away from the hustle and bustle of Bourbon Street, come gather together for an evening you will not forget.

Transportation is NOT included. The dress code is business or dressy casual. The cost is $175 and seating is limited. Advance registration is required.

Genesis 3, Inc. is accredited by the International Association for Continuing Education and Training (IACET). Genesis 3, Inc. 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 3, Inc. is authorized to issue the IACET CEU.