Are you looking to increase your profits? Want to elevate your design skills? Are you handling more renovation projects? GENESIS® delivers an educational experience for the pool and hot tub professional who aspires to be nothing less than the best. Take your business to levels beyond your wildest dreams and register now for a GENESIS school.

2020 Southeast Pool & Spa Show
February 3 - 5
Music City Center in Nashville, Tennessee
www.southeastshow.com

DESIGN 211: Elements of Design join Genesis University® Instructor, Jason Brownlee, SWD Registered, ASLA, as he introduces you to the fundamentals of good design. Brownlee breaks down the course into two categories: the Elements of Design and the Principles of Design, providing students the opportunity to grasp the essential elements. The Society of Watershape Designers core course culminates with a final project and peer review.

"The design process is very important to me. I believe this class was the most valuable of all the GENESIS courses I have taken. Jason is a quality designer with a great personality, which is easily conveyed in his teaching." Jason Dedels, Gib-San Pools of Toronto, Ontario, Canada.

Click Here to Register for the Southeast Pool & Spa Show

2020 Everything Under the Sun Expo™
February 12 - 15
Orange County Convention Center in Orlando, Florida
www.underthesunexpo.com
"I was absolutely blown away by the level of expertise, knowledge, and experience of the instructors in Major Renovations. I'm convinced to attend another GENESIS class." Jack Wright of Anasazi Pools and Spas Inc. in Phoenix, Arizona. "I had researched industry education and spoke with other builders; they all pointed me to GENESIS."

**CONSTRUCTION 281: Major Renovations**, approved for DPBR-CILB FL credit is taught by Genesis University Instructors Bill Drakeley, ACI, and Paolo Benedetti, provide students how-to lists and details on everything from material considerations to liability concerns to completing an interactive renovation project with an instructor and peer review.

GENESIS will also provide these short programs during the conference:

- **SERVICE 161: Transitioning from Service to Construction** with Paolo Benedetti
- **CONSTRUCTION 171: Commercial Project Profiles - An Interactive Discussion on Design and Construction** with Bill Drakeley, ACI
- **BUSINESS 208: 10 Ways to Crush the Competition** with Brian Van Bower, SWD Master
- **ENGINEERING 182: Mechanical System Design - Component Compatibility** with Paolo Benedetti

**Click Here to Register for the Everything Under the Sun Expo**

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**GENESIS Announces Faculty Additions**

GENESIS is pleased to announce faculty members joining the educational calendar this Fall: Greg Andrews; Terry Brannon, P.E., GENESIS Construction and Engineering Faculty Chair; Larry Drasin; Michael Given, SWD Registered; and Kate Wiseman, MLA, GENESIS Design Faculty Chair.

"When Brian and I began this program more than 20 years ago, we built GENESIS on the ideals of providing quality education to the industry, and those ideals have not changed. Upon my return to GENESIS, my primary focus has been to find quality instructors for our students," stated Skip Phillips, SWD Masters and GENESIS Ambassador.

These instructors and faculty chairs join our extended team of devoted faculty focused on providing quality education for our GENESIS students: Feras Irikat; Jason Brownlee, ASLA, SWD Registered; Don Gatzke, FAIA; Scott Hester, P.E.

Read the complete release with more about our updated faculty and their qualifications [here](#).

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**GENESIS Accreditation**

**CONSTRUCTION 281: Major Renovations**, course number 0612749, is
approved for 16 hours of DBPR CILB FL credits.

GENESIS is accredited by the International Association for Continuing Education and Training (IACET). GENESIS 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 is accredited to issue the IACET CEU.

For additional information, including a full list of our Winter/Spring educational events, visit our website at www.genesisuniversity.org.

See you soon,
Brian, Skip, Sabeena, Lisa, Katie, Jerimiah, and Kennedy

GENESIS®, A company of the Pool & Hot Tub Alliance