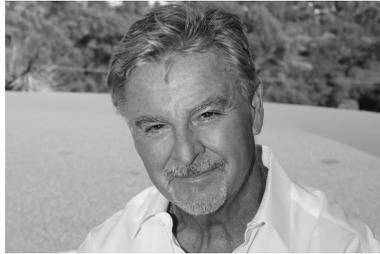


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PHILLIPS AND VAN BOWER EXTEND GENESIS CONTRACTS FOR CONTINUED GROWTH



(Alexandria, Va.) The Pool & Hot Tub Alliance (PHTA) announces the long-term retention of GENESIS Ambassadors Brian Van Bower and Skip Phillips.

“To say that we are pleased with the long-term commitment of GENESIS Ambassadors and SWD Masters Brian Van Bower and Skip Phillips is an understatement,” Sabeena Hickman, PHTA President and CEO stated. “Skip and Brian’s passion, knowledge, experience and personalities are what made their vision of GENESIS into a reality more than 20 years ago. To have the opportunity to build upon that vision with their continued guidance and active involvement is exactly what our industry needs.”

Phillips agrees, “My focus has always been on the continuing development of our educational programs, and for the GENESIS structure to be the principled leaders of our industry. Sabeena and the team at PHTA understand that need and are working with us to ensure we are here for the duration.”

“GENESIS is a family that Skip and I created,” Van Bower said. “My commitment to our sponsors, our students, and the GENESIS lifestyle is part of me. To have PHTA support my efforts in ensuring our success is imperative to our continued growth.”

“We are at the cusp of incredible new educational opportunities for our students. GENESIS faculty advisors Terry Brannon and Kate Wiseman will work to ensure the GENESIS curriculum continues to evolve to meet the needs of our changing industry and Brian and I look forward to supporting that effort with PHTA for years to come,” Phillips said.

For more information on GENESIS, please contact the office at 615-907-1274 or katie@genesis3.com or lisa@genesis3.com.

ABOUT PHTA

The Pool & Hot Tub Alliance (PHTA) was established in 2019 through the unification of the Association of Pool & Spa Professionals (APSP) and the National Swimming Pool Foundation (NSPF). PHTA supports the pool and hot tub industry’s commitment to create access to pools, water safety and swim lessons that produce happy, competent swimmers which is reflected through its continuing education of pool and hot tube professionals, dissemination of research, creation of standards, and advocacy for the industry to businesses, regulators, legislators and consumers. For more information, visit PHTA.org.

ABOUT GENESIS[®]

GENESIS[®] educates, certifies and connects watershape professionals throughout the world. Since 1998, GENESIS has educated thousands of students in best practices governing watershape design, engineering, and construction. The vast GENESIS curriculum, coupled with adherence to standards, leads to certification within the Society of Watershape Designers[®]. GENESIS is a company of the Pool & Hot Tub Alliance. For more information visit www.genesisuniversity.org.

As an IACET Accredited Provider, PHTA/GENESIS offers CEUs for its programs that qualify under the ANSI/IACET Standard.