



# GENESIS®



GENESIS® A company of the Pool & Hot Tub Alliance

**The most comprehensive  
and powerful curriculum  
for pool building  
professionals**

[www.genesis3.com/elevate](http://www.genesis3.com/elevate)

**Business | Construction | Design | Engineering | Service**



# EDUCATE. CERTIFY. CONNECT.



GENESIS® technical education is the most comprehensive and complete curriculum and establishes the highest standards in the pool and spa industry.

Since 1998, GENESIS® has taught thousands of students in best practices governing proper water vessel design, engineering, and construction. The vast curriculum, and adherence to standards, leads to excellence in education. GENESIS® is a company of the Pool & Hot Tub Alliance.

## Powered by Purpose

Physics, facts, and codes—we use these key principles to allow pool builders to deliver strong, quality vessels to their clients. The focus of the curriculum, which is approved and validated through IACET\*, is based on business, construction, design, engineering, and service. With over 100 courses and dedicated pathways based on your job functions, GENESIS® ensures that you are developing your skills and knowledge as a professional.



## Powered by Professors

GENESIS® brings together the best and the brightest dedicated faculty. Our professors work as a team to advance the industry and support the learning outcomes for each of our students. As a member of the faculty, each professor commits to not only their teaching obligations, but the development and evolution of their programs. Our class sizes are designed to allow for hands-on and one-on-one time with the instructor to ensure each student has a rich learning experience. Our faculty members are committed to the success of every student, in and out of the classroom.



# Elevate your career to the next level.

*The Pool Construction*

Course **literally changed my construction business.** I will now continue taking other classes. This class helped me master what I thought I knew but didn't. This class is amazing.

— Todd Guidry, GW Oliver Construction

Build world-class pools with the highest level of education and the support of the GENESIS® faculty and family.

Visit our website at [www.genesis3.com](http://www.genesis3.com) for an updated schedule of events.

## Powered by Peers

Based on a culture of connection, thousands of pool and spa professionals have transformed their business, expanded their knowledge, and forged strong peer connections throughout the U.S. and abroad through the GENESIS® program. Through classwork and social events, we offer a platform for students to network with the very best organizations and people in the industry, expand their peer group, and share information on sound business practices.



DESIGN

COLOR

ENGINEERING

CONSTRUCTION

ARCHITECTURE

WATERPROOFING

OUTDOOR  
LIVING

TILE



# THANK YOU, SPONSORS

GENESIS® would like to express sincere gratitude for the support of its sponsors. Their leadership and involvement has helped us create better pool builders and to reach our mutual goal, to further the success of this flourishing industry.

## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors



**Build world-class pools**  
with the highest level of education  
and the support of the GENESIS®  
faculty and family.

Visit our website at [www.genesis3.com](http://www.genesis3.com)  
for an updated schedule of events.



\* GENESIS®/PHTA is accredited by the International Association for Continuing Education and Training (IACET). GENESIS®/PHTA 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®/PHTA is accredited to issue the IACET CEU.

“I was **absolutely blown away** by the level of expertise, knowledge, and experience of the GENESIS® instructors. That convinced me to attend another course or two.”  
— Jack Wright, Anasazi Pools and Spas Inc.