

## Member Designations

Our members qualify for progressive member status designations as they complete required coursework. Genesis SWD and Platinum members have completed the required 150 hours of education, while the Gold members continue their Genesis education.



**\* Gold Member:** The Gold Member certification requires 16 hours of classroom work plus a passing score on the classroom project(s) and any required online exams. Continuing Education requirements are 16 hours every two years.



**\* Society of Watershape Designers (SWD):** The Society of Watershape Designers (SWD) certification requires 150 hours of classroom work plus a passing score on the classroom project(s) and any online exams required for the classes. Certain core classes are required totaling 124 hours. The remaining 26 hours are comprised of elective studies. Continuing Education requirements are 24 hours every two years.

*Review a member's completed courses and certifications achieved at [www.genesis3.com](http://www.genesis3.com).*

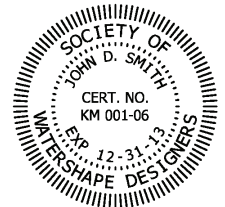


# Choose Certified Pool Professionals



**\* The Genesis Platinum Member:** Platinum certification is reserved for the upper echelon of SWD members. These elite professionals have demonstrated their quality, professionalism, ethics, business prowess, submitted project plans for peer review, client references and basic company financials for validation by the Genesis Advisory Board. All Genesis Platinum members have completed the SWD program of 150 hours of education with no exemptions. Continuing Education requirements are 24 hours every 2 years.

Genesis 3, Inc. has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). Be sure to look for builders carrying the "stamp" designating the Society of Watershape Designers.



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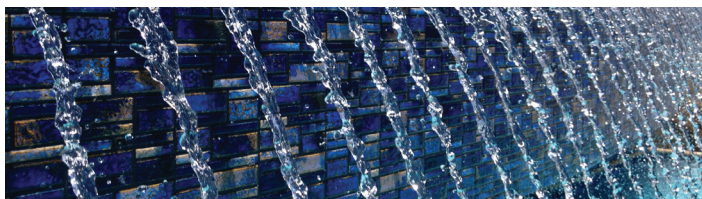


## Statement of Qualification

Choosing a qualified pool and spa professional to handle the design and installation of your aquatic environment is of prime importance, regardless of the size and complexity of your project. A properly designed and installed swimming pool and/or spa can provide your family with years of enjoyment, healthful exercise and togetherness. When the work doesn't rise to a quality standard, however, a variety of potential problems are likely to follow.

The reason selecting a qualified professional is so important stems from the fact that the design and construction of pools and spas encompasses a variety of specific skillsets and areas of expertise. True professional designers and builders are

well-versed in hydraulics, electricity, geology, structural engineering, water chemistry, masonry and materials science, as well as purely aesthetic concerns including elements of architectural style, color theory, materials selections and visual presentation among others.



## Breaking the Mold

Unfortunately, the pool and spa industry has earned a questionable reputation for poor quality and shoddy workmanship, due in large measure to a widespread lack of formal education amongst its members. This leaves homeowners in a difficult position as they seek qualified professionals.

Since 1998, Genesis has sought to address that shortfall and elevate the status quo by offering a comprehensive set of educational programs tailored to the specific needs of the pool and spa professional. Our goal is to nurture a class of designers and builders that are trained in the multiple technical and creative disciplines required to create top-shelf installations that not only look fantastic but also function efficiently, reliably and safely.

## Dedication to Knowledge

Genesis SWD and Platinum members have completed the required hours of education, while Gold members continue their study in the science of hydraulics, the nuances of soil conditions and structural engineering, electrical theory and installation, the arts and crafts of masonry, waterproofing, forming and excavation, interior pool finishes, equipment selection, pool and spa start ups, control technology, the history of art and architecture, free-hand sketching and computer renderings, color theory, site analysis, project management, customer service and relations and sound contracting practices, among many others. We also provide education for a variety of specialties including landscape lighting, pond and stream construction, fire features, interactive waterfeatures and landscape design.

The result is a program that is far and away the most comprehensive and detailed available anywhere in the industry. That's why when seeking a truly qualified professional for your project, be sure to turn to those who are part of the Genesis family of pool and spa professionals.

