



## Register Now for Color Theory and Its Application Hosted by GENESIS Platinum Sponsor, Pentair

There's still time to make your plans to join the dynamic Feras Irikat for [DESIGN 231: Color Theory and Its Application](#), March 18 - 19, hosted by GENESIS Platinum Sponsor, [Pentair](#) at their Apex Innovation Center in Apex, North Carolina.

Students will have the opportunity to tour Pentair's new state-of-the-art innovation center.

The innovation center serves as the technology center of expertise for Pentair's business. The 50,000 square-foot facility includes an advanced electronics and IoT lab as well as extensive environmental and physical testing capabilities.

In addition, the center includes both in-ground and above-ground swimming pools that bring complete product testing and integrated pool systems testing capabilities under one roof.

*"This was an excellent class. I'm able to see the colors differently, feel the color emotions, understand why others see color differently. This class provided me more opportunities to interact and tell a story using color to my clients, and I know it will help me with future client meetings." Cathy Kniffin, Specialized Pools, Brick, New Jersey.*

Register for this incredible course before it sells out.



[Register for D231: Color Theory and Its Application Here](#)

## Join us for DESIGN 204: Pool Studio and CONSTRUCTION 201: Basic Pool Construction with the Master Pools Guild in Birmingham

GENESIS will be providing its flagship and core course for GENESIS Associate and SWD Registered, [CONSTRUCTION 201: Basic Pool Construction](#) at the upcoming Master Pools Guild Spring Meeting in Birmingham, Alabama. This 3-day, 24-hour course details the multiple levels of construction education needed for in-the-field knowledge. From shotcrete, forms, aggregates to identifying grading, slopes, cut, and fill to



the necessary introduction to hydraulics. Students walk away with the basic knowledge of appropriate pool construction.

*“CONSTRUCTION 201: Basic Pool Construction was a great learning experience for me; it is packed with detail. This educational program is essential to set your company above and apart from other builders.”*  
Steven Van Wickle, Paradise Pools and Gardens in Santa Cruz, Calif.

Have you already taken C201? Then join Jason Brownlee, SWD Registered for our updated [DESIGN 204: Pool Studio](#). Revising the class on the request of students, Brownlee will be focusing the course on students' projects.

*“We’re not going to just focus on how to use Pool Studio. This course will be much more about how to take Pool Studio, the presentations you make, to a different level. I’ll show you how to differentiate yourself from everyone else. We’re also going to work on creating a design video of your model that you can use on social media and promote yourself. We’ll incorporate video, pictures, music and your company branding. Students will develop a piece not just to give the client, but something that also promotes their company’s brand.”* Jason explained.

**Only a few spots remain for each class, register today!**

**[CONSTRUCTION 201: Basic Pool Construction](#)**

March 15 - 17, 2020

**[DESIGN 204: Pool Studio](#)**

March 16 - 17, 2020

[Click here to Register!](#)

## Why IACET Certification is Important



IACET provides accreditation for entities offering adult continuing education and training (CE/T). That its professional education or training courses offered to adults who are typically past their formative years of education.

Adult learners comprise a unique demographic that have special needs when it comes to the instructional design and delivery of quality CE/T.

To be granted IACET Accredited Provider Membership, organizations submit an application demonstrating they are compliant with the [ANSI/IACET 2018-1 Standard for Continuing Education and Training](#). The IACET Accredited Provider application and review is a rigorous process that involves extensive hands-on evaluation by the IACET Commission. Its thorough nature ensures that AP status is valued in the marketplace and that organizations that have been approved as an [IACET Accredited Provider are the best of the best](#).

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.