

Short 1½, 2 or 3 Hour Courses – General Track

Technical Applications of Water in Transit

Brian Van Bower, SWD / Genesis 3 Design Group

Skip Phillips, SWD / Genesis 3 Design Group

Learn the correct methods for creating the tremendous visual and functional applications of water in transit such as vanishing edges, deck level slot overflows and elevated perimeter overflows. Understand flow rate requirements and different edge details for creating various effects, and their relationship to edge tolerances and special conditions, establishing line of site goals and project objectives. Presentation will also cover hydraulic system design criteria, proper sloping and air introduction of gravity flow systems to create efficient flow rates while minimizing noise and catch basin sizing and surge tank sizing.

Project Profiles: Execution of Technically Advanced Watershapes

Brian Van Bower, SWD / Genesis 3 Design Group

Skip Phillips, SWD / Genesis 3 Design Group

(This can be a one or two hour program depending on whether one or both instructors present)

How good do you really want to be? This is working life construction dealing with difficult site conditions, adverse soil conditions and design solutions of high end pools. Students will learn how to build and design water-in-transit pools on difficult sites utilizing proper building techniques and will learn to recognize adverse soil conditions, understand and recognize proper placement of steel to create proper aquatic structures, will see proper forming standards used to support steel and concrete placement, will understand design and color palette systems used in custom designed water environments/art pieces and learn to understand design criterion for modular deck material placement, as well as construction techniques to create these environments.

Attracting and Working with High-End Clients

Brian Van Bower, SWD / Genesis 3 Design Group

Skip Phillips, SWD / Genesis 3 Design Group

Understanding and appreciating the lifestyles of the clients at the upper end of the spectrum will enable you to better serve them. Learn how to compete at the highest level and exceed already high expectations. Elevate your own lifestyle to narrow the gap. Become accustomed to dealing with much larger dollar amounts. These two co-founders of Genesis 3 will share their operating techniques and secrets to success.

You Can Be Better

Brian Van Bower, SWD / Genesis 3 Design Group

To help all of those who must deal with people in the course of their jobs, develop a better understanding of human nature and put it to use in improving your productivity and customer satisfaction. Understand sales techniques and improve in client interaction ~ paramount to doing business in today's world. Learn how to set business and personal goals and to prioritize your goals for efficiency and measure improvement. Develop effective inter-personal relationships. Learn how to determine what your clients actually want and then provide it and network by possessing abundant enthusiasm for what you do. Put positive mental outlook to work for you and understand human needs and their importance in business.

Ki is Key, Developing and Maintaining a Positive Powerful Presence

Brian Van Bower, SWD / Genesis 3 Design Group

Self-development can lead to a happier, more productive life. This program will help you to develop the art of blending your mind, heart and spirit into an omni powerful being able to achieve more in business and in life. It will show you how to become a true *Samurai*; which means "one who serves." Be the soldier trained not merely for war, but for a lifetime of skilled service to his client lord, his family, friends, and the community at large. Learn the value of that talent in your day-to-day life. See how this ability to serve can make you indispensable and bring you respect, honor, power, wealth and happiness. Samurai believed there was a power that flowed through the universe and that they could tap into this power by being in harmony with it. So can you! Learn to achieve this harmony by training your body and mind to focus only on what is truly important at any particular moment. When body, heart, and spirit are in harmony, others will sense this quiet confidence as a presence, as a power, and will retreat before it in awe. Master this powerful ability

Job Costing for Profit Versus Existence

Brian Van Bower, SWD / Genesis 3 Design Group

How to decide how much your product is worth based on your costs, overhead and after calculating what you think is a fair return or profit. Whether you are a small service company, retail store or a large pool builder, the formulas are similar for each one. Everyone in business should constantly review his or her costs and profitability in our constantly changing industry.

Renovation and Remodeling of Existing Pools and Spas

Part A: Options and Design

David Tisherman, SWD / Genesis 3 Design Group

This is the first and newest in a series of classes directed to the service industry. Internationally known designer, David Tisherman will bring his design and construction techniques and award winning projects, to those interested in renovation. It's not about replacing tile, re-plastering a swimming pool or upgrading and replacing a pump. It's about the possibilities of creating a piece of art and satisfying the needs and requests of the client.

The service industry professional, whether contractor, service professional, student or architect, once exposed to the world of proper client presentation, understanding of materials, use of color and hydraulics can and will create a relationship to benefit both client and professional. You must be exposed and understand design techniques before rewards can be created reaped. This class can and will expose the pool professional, no matter what level he or she is working at, to the highest of standards in renovation design building. Both construction techniques and design principles will be discussed and a number of construction “renovation” projects will be viewed and discussed.

Renovation and Remodeling of Existing Pools and Spas

Part B: Engineering and Construction

David Peterson, P.E., SWD, Watershape Consulting, Inc.

This is the second in a series of classes directed to the service industry. Engineering expert, David Peterson, will present problems, considerations and solutions to the technical side of pool and spa renovation and remodeling. This course is not about refurbishing or repairing pool equipment - It's about how to assess the existing structural and mechanical systems, compare them to the new requirements for the major remodel, and then how to implement those changes. From a structural standpoint, we will discuss details to consider when evaluating existing shells, then look at how to add spas, slot edges, vanishing edges, steps, benches, sun shelves and other details. We will discuss proper ways to abandon certain parts of a pool shell and how to handle waterproofing, reinforcing, forming, cold joints and where cast-in-place might be better than shotcrete.

Pool Project Sales and Design, The Interview

Brian Van Bower, SWD / Genesis 3 Design Group

Learn to get to know your clients to best meet their needs and present your product in its best light. The key is to show our products in the best possible way. Learn how to begin thinking differently in approaching design and sales and learn the value of being unique both in your designs and in your level of performance. This presentation will give you the tools to evaluate your company's position in the overall scheme of things and allow you to create waterscapes – pools as art. Exceed expectations and building standards, not just meet them. Understand the “interview” sales approach to discovering what your clients truly want and how to give it to them. Presentation will also cover how to use value based selling techniques and you will discover who people buy from.

Design and Construction of Pools, Spas and Water Effects on Difficult Sites

David Tisherman, SWD / Genesis 3 Design Group

How good do you really want to be? This is working life construction dealing with difficult site conditions, adverse soil conditions and design solutions of high end pools. Student will learn how to build and design negative edge pools on level lots utilizing proper building techniques and will learn and visually recognize adverse soil conditions, will understand and recognize proper placement of steel to create proper aquatic structures, will see proper forming standards used to support steel and concrete placement, will understand design and color palette systems used in custom designed water environments/art pieces and learn to understand design criterion for modular deck material placement, as well as construction techniques to create these environments.

Hydraulic Applications for Swimming Pools and Spas

David Peterson, P.E., SWD, Watershape Consulting, Inc.

This course identifies fundamental considerations in the design of swimming pool and spa circulation systems such as line velocities, head loss, and pump selection. Safety and energy concerns are discussed with key anti-entrapment solutions identified. Special focus on return inlet manifolds, spa jet loops, and floor-return distribution systems will enable rapid design of efficient systems. A basic introduction to surge basin sizing using "rules of thumb" and required vanishing edge flow rates. We will address how these systems should be plumbed for safety, efficiency and to mitigate catastrophic failure.

Myths & Facts – Cementitious Pool Surfaces

Randy Dukes, National Plasters Council

Find out the idiosyncrasies of curing cementitious surfaces, the importance of a thorough shell preparation, sound technical practices for a hand troweled cementitious surfaces and procedures for extended surface life. Learn the approved start-up procedure as specified by the National Plasters' Council and the importance of frequent, consistent and accurate water testing with commonly used sanitizers.

Include Landscape Lighting in Your Water Environment Projects

Janet Lennox Moyer, Jan Moyer Design, LLC

Find out how to visually connect your water environment to the homeowner's interior space and landscape spaces change from one view, viewing location or perspective to another. Learn how lighting needs to respond to varying needs from one area to another within a site and how the lighted appearance of exterior environments changes from day to night, from one season to another and over the years as landscapes mature. Learn how "visual composition" will vary from one designer's eye to another.

Water in Architecture

Helena Arahuete, Lautner Associates-Helena Arahuete Architect

Find out how to create a successful collaboration between water designer and architect and how to generate creativity with sample designs. Learn construction and technical details with example images and how to meet mutual expectations with successful teamwork. Discover what the water feature consultant's required expertise should entail and how to build a design team and a construction team

8-Hour Workshops

An Introduction to Basic Perspective Drawing

David Tisherman, SWD / Genesis 3 Design Group

Understand the power of visual communication, with an entry level course in "Basic Perspective Drawing." The class will focus on the essentials of 1 & 2 point perspective drawing, vanishing points, horizon lines and the circle of distortion. You'll learn to visually

communicate with clients, architects and other builders, visually explain and understand building sections and improve your presentation skills.

3-Day Class

Elements of Construction

In parallel with education in the visual arts and in keeping with the general mission of advancing education on a global level, we now offer the new Elements of Construction. The program is designed to bring participants up to speed with the latest principles in plan review, excavation, layout, soil and drainage, steel placement, plumbing, utilities, gunite, tile and coping, decks and drainage, remote controls, automation, plaster and start-ups. Instructors include recognized designers, engineers and builders.

5-Day Workshops

Professional Client Presentation Workshop

David Tisherman, SWD / Genesis 3 Design Group

Landscape Lighting

Janet Lennox Moyer / Jan Moyer Designs

This course, open to Genesis 3 associates & students, landscape architects, landscape designers and all practicing professionals, includes: lectures on design and technical information specific to landscape light; afternoon design workshop sessions, and five nights of hands-on mockups. Learn the essentials of bringing your projects to life with well designed landscape lighting for maximum beauty and enjoyment. Expand your knowledge and income by adding this important field to your scope of work. The emphasis of the course is a hand's-on experience to familiarize attendees with the equipment available on the market and the light source palette available to create lighting effects on a range of plant material and building surfaces. Because landscape lighting differs dramatically from other areas of lighting design, the opportunity to work with lighting fixtures from all the major manufacturers will accelerate the attendees knowledge of lighting techniques.

20-Hour Design Schools

Elements of Design

Kevin Fleming, SWD / Liquid Design

Design is a specific educational discipline that is taught and learned - contrary to opinions forwarded by those who call themselves designers without the credentials to back it up. This course introduces participants to the basic "Elements of Design" (line, texture, shape, color & space) & "Principles of Design" (balance, rhythm, contrast, emphasis, unity, movement & pattern). It will also develop perceptual skills with "Spatial Organization & "Spatial Relationships". This will provide a foundation for participants' creative awareness that will ultimately result in shaping a true designer.

Design Communication - Measured Perspective

Larry Drasin / Drasin Design

The path to success in watershape design has to do with creating visual representations that let clients see and fully understand the potential harbored in their projects. This advanced course in perspective drawing and rendered elevations cultivates those specific communications skills, developing participants' competency with two-point perspective while focusing on scale, proportion, structured layouts, grid systems, tone, shadow and more.

Color Theory and Design Application

Judith Corona / Art Adventures International

What happens visually when a green grass runs up against a border of red brick as opposed to one of gray gravel? What surrounding colors make a watershape recede or take center stage? This course offers a detailed exploration of color perception that starts with the color wheel and carries through to individual experimentation and practical applications related to art, architecture and the dynamics of colors found around water.

The History of Water in Architecture

Mark Holden / Holdenwater

When you speak with prospective clients, does your level of knowledge of architectural and art history allow you to meet expectations when selling yourself and designing watershapes? Can you make your watershapes harmonize with styles found in their homes and the artworks they love? To stimulate that conversational and practical ability, this course surveys architectural history, ancient to modern, with a particular focus on water in built environments.

Understanding and Designing Fountains and Waterfeatures

Paul L'Heureux, David L'Heureux, Dan Netz / Crystal Fountains

Fountain design has long stood at the leading edge of the watershaping arts. Success involves an understanding of hydraulics, sound; lighting and control systems that take common head pressure and turn it into something magical. This program offers an intensive examination of the principles and technologies involved in making water flow in precisely controlled patterns to achieve defined and spectacularly illuminated visual effects.

Designing and Creating Natural Looking Ponds and Water Features

David Duensing / David B. Duensing & Associates, Inc
Anthony Archer-Wills

The most in depth and practical course of "Living" water feature design and construction ever offered to professionals anywhere. Learn to evaluate sites, maximize natural and planned elements and properly incorporate water features into a setting. "Living" water features defined; their ecology, how to establish and manage the water clarity, quality and aquatic life. Review the various construction materials and methods available, and the subsequent decision process to select the most appropriate. Determine appropriate

mechanical, biological, bio-mechanical filtration, sterilization and circulation methods and equipment choices. Study the art and physics of rock selection, acquisition and their authentic placement within a landscape or water feature.

Creating Digital Presentations

Eric Gerds

In this day and age it's not enough to just to have photo album of your work. You need to "WOW" your potential customers. This class will teach how to take your digital photographs of your projects and go beyond photo album or slide show. This is a hand's on course to show you how to create a modern presentation of your work in a movie format. Intermediate to advanced computer knowledge is required for this class.

Marker Drawings for Client Presentations

Don Gerds / DAG Design

An entry level class in the use of markers, prisma color pencils and assorted tools and media used for professional client presentations. The class introduces the rendering of water, reflections, plants, rocks and other materials found in both perspective and plan view drawings.

An Introduction to Architectural Drawing and Site Analysis

Kathy Marosz / Vision Design & Watershapes, Inc.

An entry level hands-on workshop specifically formatted for the pool & landscape industries. The goal of class is to introduce non-designers to the basic techniques of drawing scaled plans and to develop an understanding of topography and the mechanics and importance of section drawings for non-designers and landscape and pool designers. Topics covered include basic drafting tools and techniques, field measurement tools and techniques including site evaluations.

3-Dimensional Computer Drawing – Part I

Richard Lee / Lee and Associates

The initial class is all about drawing with a computer. Richard Lee, a well respected Landscape Architect will bring his vast knowledge to the table with Google Sketch-up. Each student will produce site specific CAD drawings, featuring: line, weight, texture, shadows, materials with multiple views, but without the "cartoon" flatness generated by other "CAD POOL PROGRAMS". The 1st 20 hours are dedicated to flat plans as well as 3-D perspective drawings without color, to prepare the student for advanced presentations. Student must bring a lap top computer. Specific downloads required (no cost to the student).

3-Dimensional Computer Drawing – Part II

David Tisherman, SWD / Genesis 3 Design Group

Milt Dorsey

Emphasis on understanding light to create 3-dimensional images is tantamount to understanding visual depth---the basis of proper visual presentations. The student will then be introduced to the tools of the trade: Design Markers, which will be used to

create depth on 3 dimensional drawings created and formulated in Part I. Unlike most CAD pool drawing programs, which almost always exhibit a flatness, lacking depth, and somewhat of a cartoon effect, the marker technique (prisma-color, chalk, etc.), which then can be added to the 3-D CAD drawings, create a hand drawn effect----a much more professional and artistic approach to client presentations.

3-Dimensional Computer Drawing – Part III

David Tisherman, SWD / Genesis 3 Design Group

This class will introduce the student to professional client presentation techniques incorporating both CAD and hand drawn site plan presentations. Emphasis will be placed on material presentations in 2-dimensional drawings; stone, pavers, water, brick and supporting plant material will be illustrated. Proper scale, line weight and proportion will be discussed and demonstrated. All materials will be supplied.

*Note: Consent of instructor is required if Part II has not been completed.

2-Day Course

Certified Pool-Spa Operator® Basic Course (CPO®)

Paolo Benedetti, SWD / Aquatic Technology, Inc.

The Certified Pool-Spa Operator® (CPO®) program is the leading education and certification program for pool and spa operators, engineers, service company professionals, health officials, retailers, property owners, or any other professional who helps protect aquatic venues. This is a basic licensure-level program which satisfies the educational requirement for commercial pool and spa operators in many jurisdictions and follows industry best practices. Successful completion of this program will result in the student achieving the designation of Certified Pool-Spa Operator® (CPO®) and will enable the student to appropriately and safely operate a commercial pool and/or spa. Included is a best-practice, state-of-the-art handbook.