



Membership and Certification / Recertification

Background:

Historically, Genesis3, Inc. had several classifications of membership for individuals:

- Gold member: Required 16 hours of classroom work, plus passing scores on projects and exams. Sixteen hours of Continuing Education Units (CEUs) every two years.
- "SWD:" Required 150 hours of classroom work, plus passing scores on projects and exams. Core Classes of 124 hours / 26 electives. Twenty-four hours of CEUs every two years.
- Platinum member: Same educational requirement as "SWD," but having proven their quality, professionals, ethics and business prowess as vetted by peers and third party analysis.

In 2012, the Genesis3 University, now Genesis University™, hereinafter referred to as "Genesis," was established to educate, certify and connect watershape professionals through coursework, projects, examination and continuing education. Genesis is the creator and deliverer of the educational programs which lead to certifications within the Society of Watershape Designers™. Industry professionals who take Genesis courses are Genesis Students.

Moving forward, the goal is to encourage and motivate all Genesis Students to become certified members of the Society of Watershape Designers – progressing from the entry certification level of **SWD Associate** to **SWD Registered**, and ultimately to **SWD Masters** in the field of pool design and construction. The three certification levels within the Society of Watershape Designers are defined by specific criteria of professional attainment, personal achievement and member fee requirements.



Society of Watershape Designers™ Certification Levels and Requirements:

SWD Associate

To become an **SWD** Associate, a Genesis Student must successfully complete Genesis C201: Basic Pool Construction; pay the annual membership fee of \$500; accept the Code of Conduct (Separate) and attain 12 hours of CEUs every year.

SWD Registered

To become **SWD** Registered, a Genesis Student must accumulate 150 hours of classroom work (124 core, plus 26 electives as outlined in EXHIBIT A) plus a passing score on accompanying classroom project(s) and exams; pay the annual membership fee of \$750; accept the Code of Conduct (Separate) and attain 12 hours of CEUs every year.

SWD Master

SWD Masters meet **SWD** Registered requirements and have additionally proven their quality, professionalism and ethics via the submission of their work product, client references and credentials / CV for review and acceptance by the Advisory Board; pay the annual membership fee of \$1,500; accept the Code of Conduct (Separate) and attain 12 hours of CEUs every year.

Frequently Asked Questions:

Why become a member of the Society of Watershape Designers™?

SWD certifications are marketed to the public – meaning other trade professionals and homeowners. Fifty percent of all certified member fees are directed toward efforts to reach those end consumers. There are other benefits listed below; but, most importantly, **SWD members form a strong family creating the most beautiful watershapes in the world and assisting one another along the path to professional and personal excellence.**

In addition to networking and education, what benefits accrue to **SWD certification holders?**

The specific benefits for the **SWD** certification levels are outlined in EXHIBIT A. Generally speaking:

- **SWD** certification holders are eligible for discounts on Genesis education.
- **SWD** Associates are Genesis Students, having access to, and permission to use, the Genesis logo, with the Student byline according to the Logo Terms of Use (Separate)
- **SWD** Registered and **SWD** Masters have access to, and permission to use, the Genesis logo, the Society of Watershape Designers logo and raised Society of Watershape Designers seal according to the Logo Terms of Use (Separate)
- **SWD** certification holders receive exposure – via the web, social media, print advertisements, print editorials – when the Society of Watershape Designers and its certified members are promoted to other professionals and the buying public.



What are SWD certification member fees used for?

Half of all SWD certification fees are used to support the work of Genesis in creating and delivering educational content to raise the professionalism of the pool and spa industry. The other fifty percent of fees support the promotion of the Society of Watershape Designers certifications and holders.

What are the Continuing Education requirements for SWD certification?

To simplify things, all SWD certifications require 12 CEUs per year. Carryover credits are possible from one year to the next; meaning if a student has taken a sixteen-hour course, four credit hours can rollover to the following calendar year, leaving only 8 more hours to meet that year's requirements.

Where can I get my Genesis transcript?

Historically, Genesis has made a transcript available to all Genesis Students at the end of each calendar year. With NSPF as its partner, we are moving towards a system that enables Genesis Students to review their online. We expect this feature to be available soon.

Can non-Genesis courses apply towards re-certification CEU's?

For SWD Registered and SWD Master members, courses taken for personal and professional gain may be deemed acceptable as Continuing Education Credits. The Genesis Student should seek approval in advance of registering for any non-Genesis education to ensure the credits will apply (See Form EXHIBIT B). Genesis works hard to ensure its classroom instruction is cutting edge. SWD Registered and SWD Masters should review the Genesis Catalog and event schedule and sign up for new and improved courses – not only for personal advancement, but also to meet, encourage and mentor new Genesis Students, perpetuating the family network that makes Genesis so successful and unique.

Is online learning an option?

Yes! Through its merger with NSPF, also an IACET-approved content provider, Genesis Students are welcome to take any online courses that NSPF offers to satisfy CEU requirements. Such courses are NOT substitutionary with respect to achieving SWD Registered status – neither for required courses or options. However, such online courses may be used by SWD Registered and SWD Masters to fulfill their ongoing CEU certification requirements.



What are the Genesis Position Statements?

Genesis founders, faculty and SWD Masters have created “Position Statements” on a variety of topics important to industry professionals. These papers can be found at www.Genesis3.com under “Connect” off the Home page. All SWD Associate candidates must download the Position Statements, review them and acknowledge / read receipt as part of the application process for SWD Associate membership status.

What about the former biennial fee structure for former “SWD”?

If you are an SWD who paid the membership fee in 2016 with the expectation that 2017 is covered under the former biennial structure, Genesis will waive your membership fee for 2017. The annual fee requirement will begin with 2018 membership.

What happens to former Gold Members and Platinum Members?

Genesis has eliminated the “Gold Member” and “Platinum Member” names to avoid confusion with sponsor levels; and, to separate Genesis, an IACET-approved educational content provider, from its Society of Watershape Designers™ certification program. If you are a Gold Member who has taken, and successfully passed, the C201 Basic Construction Course, you are qualified to become an SWD Associate. If you have not yet taken C201, you are a Genesis Student, with the same annual fee (enrollment) of \$500. As a Genesis Student, half of your annual fee will support the work of Genesis and the remaining half (up to a maximum of \$500, or two years-worth) will be held for you as pre-payment towards your C201 class registration fee. This pre-payment credit must be used in the calendar year in which the accrued maximum of \$500 is reached, else the credit is forfeit.

Is there an ongoing CEU requirement for Genesis Students?

Yes. Genesis Students must pay a tuition fee, and attain 12 hours of CEUs every year.



EXHIBIT A: Certification Comparison



	SWD Master	SWD Registered D101, D201/2/3/4, D211, D231, D271, E211, C201	SWD Associate
Required programs	Same as SWD		C201
Core hours	Same as SWD	124	24
Elective hours	Same as SWD	26	0
Total hours	Same as SWD	150	24
Continuing Education hours	Same as SWD	12 hrs / 1 yr	12 hrs / 1 yr
Digital seal	Same as SWD	Yes	-
Renewal period	1 yr	1 yr	1 yr
% Discount on Genesis Education	20	10	5
Members linked on SWD page of website	Yes	Yes	-
Members linked on SWD Masters page of website	Yes	-	-
Members have dedicated page on website	Yes	-	-
Members listed in print advertising	Yes	-	-
Members listed in website map search of SWD members	Yes	Yes	-
Members listed in website map search of SWD Master	Yes	-	-
Letter of Recommendation from existing SWD Master required	Yes	-	-
Client referrals verified	Yes	-	-
Project quality verified	Yes	-	-
Financial strength reviewed by 3rd party	-	-	-
Signed Code of Conduct required	Yes	Yes	-
Projects featured in advertising and educational programs	Yes	-	-
Optional contributions to Social Media	Yes	Yes	-



EXHIBIT B: Substitution or Waiver of Program Classes

No. # _____

NAME _____ DATE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ ST _____ ZIP _____ COUNTRY _____

EMAIL _____

PHONE _____ FAX _____ CELL _____

CLASS WAIVER IS REQUESTED FOR: _____

REASON FOR WAIVER: _____

NAME OF INSTITUTION: _____

DESCRIPTION OF CLASS TAKEN: _____

COPY OF TRANSCRIPT ATTACHED YES _____ NO _____

APPROVED: _____ **DENIED:** _____

REASON FOR DENIAL: _____

AUTHORIZED SIGNATURE: _____ **DATE:** _____

Each substitution or wavier of class must be accompanied by a \$50 check for Internal Posting

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