

**FOR IMMEDIATE RELEASE**  
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## **Pool & Hot Tub Alliance to Offer New Educational Lineup at Equip Exposition**

**(Alexandria, Va.)** — The Pool & Hot Tub Alliance (PHTA) will be providing four sessions for the new Pool & Spa Education Track at the 2022 Equip Exposition, October 18–21 in Louisville, KY.

Equip Exposition, previously known as GIE+EXPO, is one of the largest trade shows for the landscaping industry. Attendees are able to test new products, discover the latest industry trends, and take education and certification courses across a wide range of topics.

New for 2022, the Pool & Spa Education Track will teach landscape professionals how they can expand their business and product offerings to include pool installation and design. The sessions will be taught by three GENESIS® instructors with decades of landscape architecture and pool building and design experience: Skip Phillips, Jason Brownlee, and Paul John Boulifard. The four Pool & Spa sessions are:

- Defining the Gray Area: Who Handles What Between a Designer and an Architect
- Pool Design Project Profile – An Interactive Discussion on Design and Construction of a Residential Vessel
- Panel Discussion: Incorporating Pool and Hardscape into Backyard Design
- Dip Your Toes into the World of Pool Design and Construction

“There has always been an overlap between the landscaping industry and the pool industry, but that overlap has really grown in the last two-and-a-half years as people focused on enhancing their yards and outdoor spaces during the pandemic,” says Sabeena Hickman, CAE, President and CEO of PHTA. “GENESIS® education offers the most comprehensive and complete curriculum in the pool industry. We are thrilled to be able to introduce a new audience to this amazing industry through this opportunity with Equip Exposition.”

To learn more about Equip Exposition and to register, visit [www.equipexposition.com](http://www.equipexposition.com).

For more information about PHTA and GENESIS®, please contact Amy Willer, PHTA Associate Director of Marketing & Communications, at [awiller@phta.org](mailto:awiller@phta.org) or 703-838-0083 ext. 121.

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### **About the Pool & Hot Tub Alliance**

The Pool & Hot Tub Alliance (PHTA), a non-profit organization with more than 3,600 members from around the world, was established in 1956 to support, promote, and protect the common interests of the \$36.5B pool, hot tub and spa industry. PHTA provides education, advocacy, standards development, research, and market growth to increase our members' professionalism, knowledge and profitability. Additionally, PHTA facilitates the expansion of swimming, water safety and related research and outreach activities aimed at introducing more people to swimming, making swimming environments safer and keeping pools open to serve communities. For more information, visit [www.phta.org](http://www.phta.org).