



GOLD RUSH

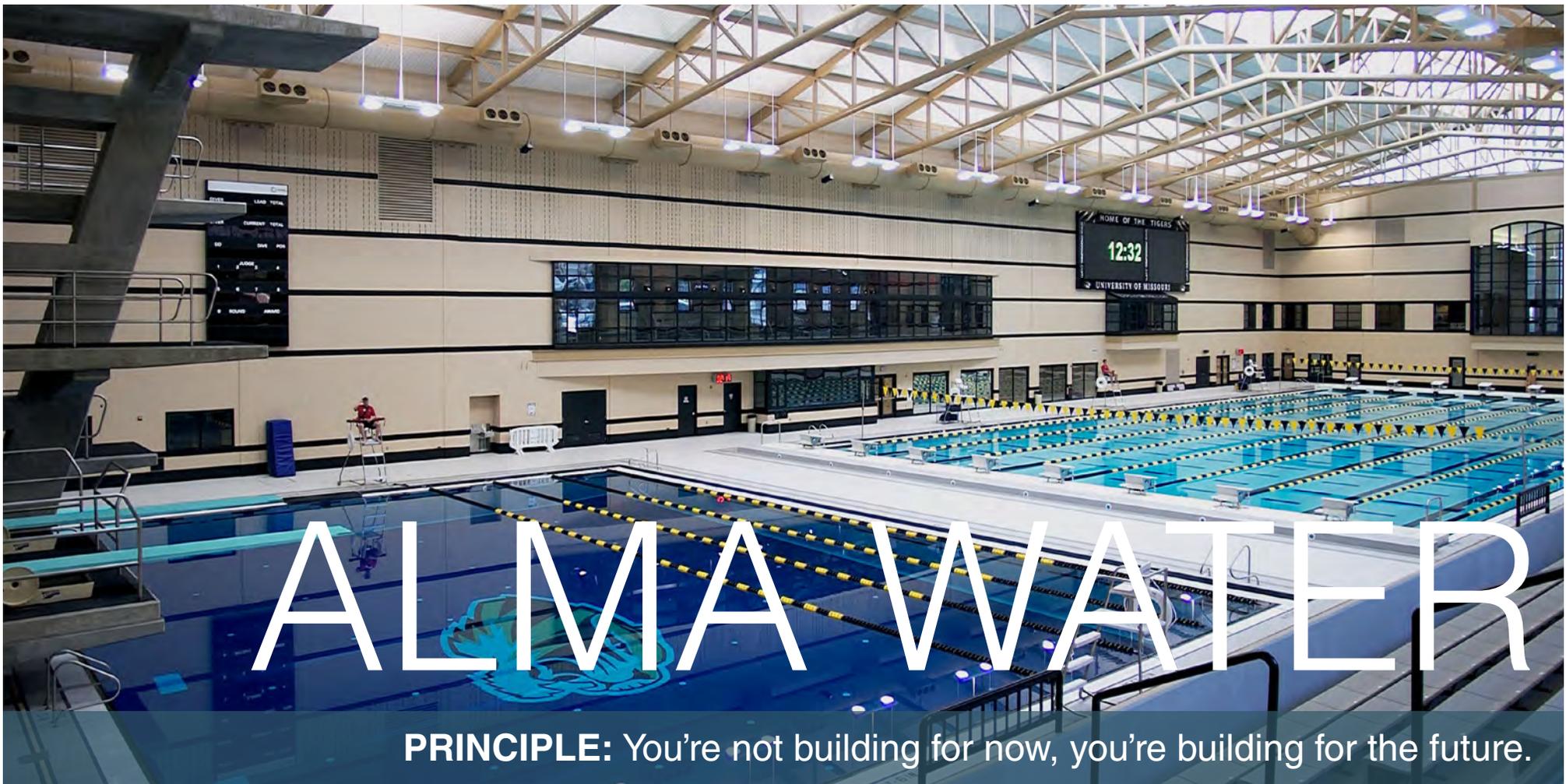
PRINCIPLE: Greatness lives in values, consistently applied.

“Drive, form, power ... this kid could be a contender,” the coach thought. Three of his former students were Olympic medalists. Was this kid number four? He felt the rush of possibility. “How was my time, Coach?” the young swimmer shouted. “Not bad,” he answered. “Can you beat it for a jellybean?”

Legendary swim coach, James ‘Doc’ Counsilman believed in the power of consistency and rewarded achievements with jellybeans. There are over 800 design decisions that can make a project great. Each decision is an exercise in good design values, consistently applied.

At **Counsilman • Hunsaker**, aquatic engineering lives by Doc Counsilman’s principles. We believe that world records aren’t only for the Olympics.





ALMA MATER

PRINCIPLE: You're not building for now, you're building for the future.

“This place has really changed since I was in college,” he said to the Dean. It wasn't the only thing that had grown up; he'd started as an idealistic kid, now his success was legendary. “Yes ... thanks to your generosity,” the Dean said gratefully. The man just smiled. It was the least he could do.

Defending your project is much easier when you've already got a proven winner. That's why your current project is really about building for the future. Because what you're building will last generations. The memories that will fund tomorrow are built now.

With **Councilman • Hunsaker**, you have your very own team of engineering futurists. We provide the fuel for a powerful defense of the future you're trying to build.





WATER GUIDE

PRINCIPLE: Let knowledge guide you confidently to the right decisions.

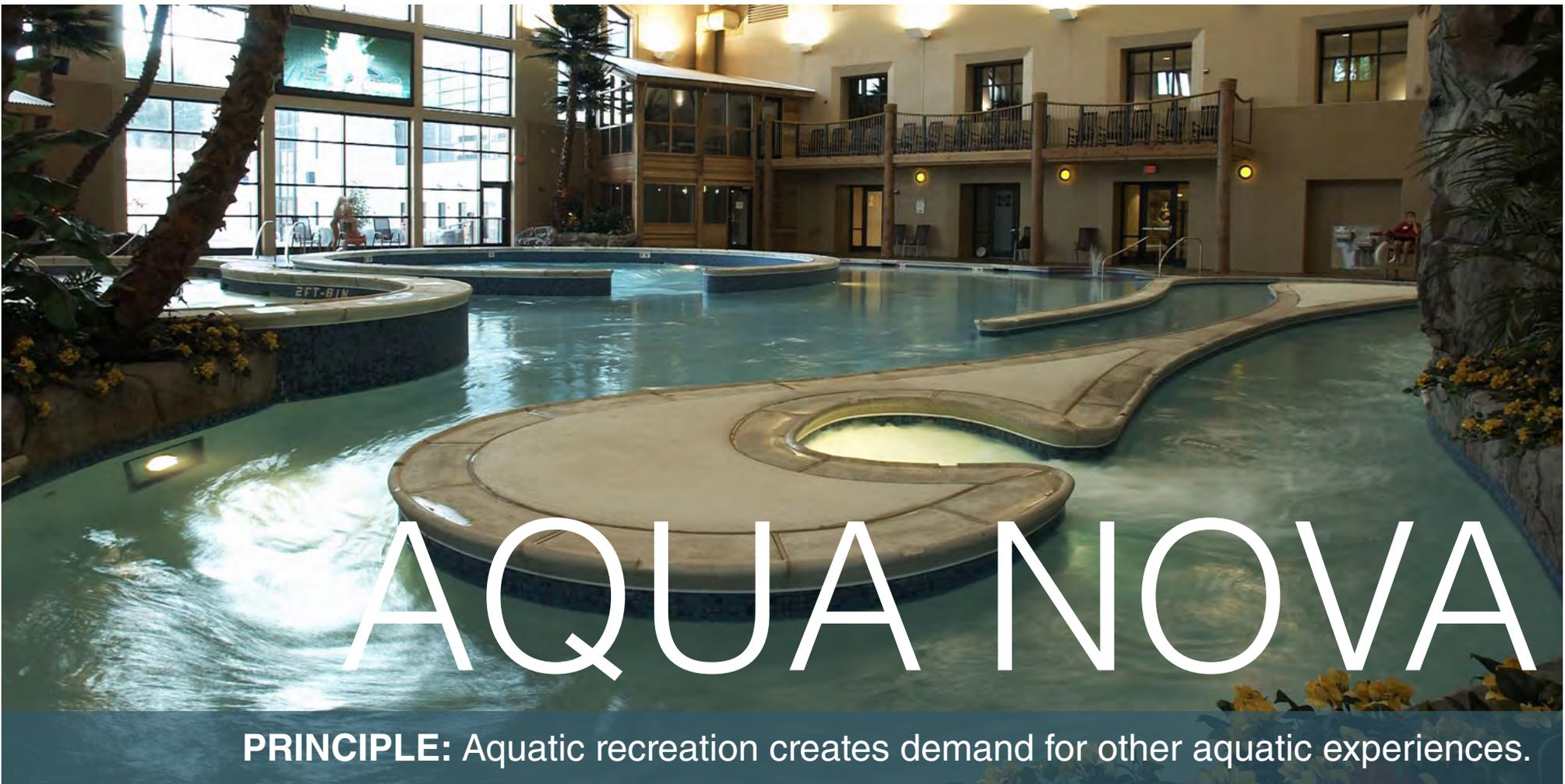
“But Mom, I can’t!”

The water was too deep. Too cold. But she really wanted to jump, too. Her eyes danced nervously around the image of the shimmering pool bottom. Finally, her vision lit on her mother standing calmly in the water, beckoning. She knew what to do.

There are hundreds of decisions to be made to realize your vision. Each decision can be researched, but that takes time. And some decisions are only visible if you know what you’re looking for.

Counselman • Hunsaker has been guiding the aquatic design industry for over 45 years. We give clients the wisdom and insight they need and, perhaps more important, the confidence to take action.





AQUANOVA

PRINCIPLE: Aquatic recreation creates demand for other aquatic experiences.

“I can’t believe I’m doing this,” thought the grad student. He was an engineering major, a math nerd, with neither time nor the inclination to go ‘hang out’ at a pool. But the student recreation center, and the geometry of its enormous lazy river, proved fascinating. This was an equation he hadn’t anticipated.

Just one experience in a well-designed aquatic center can create a thirst for more, even for those who never considered it.

Councilman • Hunsaker has been pioneering and growing the aquatic design industry for over 45 years. We’ll help you make the decisions that inspire countless people to reach for new experiences, and enjoy every moment when they get there.

