Bill Genes Bio

Bill started in the Plumbing and Heating Industry in 1987 with a short stint as a wholesale counter man down in Virginia. The natural progression was for him and his brother to start an independent Rep business in Western Pa, Emerald Sales & Associates. They focused on Hydronics and represented such lines as Taco, Buderus, Teledyne Laars, Watts Radiant, VRV Products, and Crown Boiler Co. After their merger with a leading Rep from New England, he had the opportunity to work directly for Crown Boiler. He has been with Crown for the past 18 years. He handles direct sales in 3 states, manages 2 rep Agency’s regionally, and handle most of his own training classes. When he is not in a boiler room or on the road, he volunteers as a Boy Scout leader where he actively camps as well as being a member of his Council’s training Committee. He is married for 26 years with 2 children.