

What is the Purpose of Education?

From a simplistic perspective, education is simply the passing on of facts about the current topic, providing the student with tools to eventually solve more complex problems in the area of study. But is that what education is really about? I don't think so!

The purpose of education is to guide students towards wisdom, not some pragmatic knowledge like building a bridge or keeping a customer happy. Knowledge refers to the information, facts and data acquired through study and experience. Wisdom is the ability to apply knowledge and experience to make sound decisions, using ones' understanding and judgement to navigate complex situations and dilemmas.

Wisdom is about knowing when and why to apply knowledge; wisdom goes beyond factual information, considering the broader strategic context, consequences, and ethical considerations of the situation.

Graduation from some academic program is about the formation of the student from a spiritual context, providing them the competency to holistically apply their body of knowledge with wisdom. Being a 'continuous learner' is the key attitude that creates wisdom.

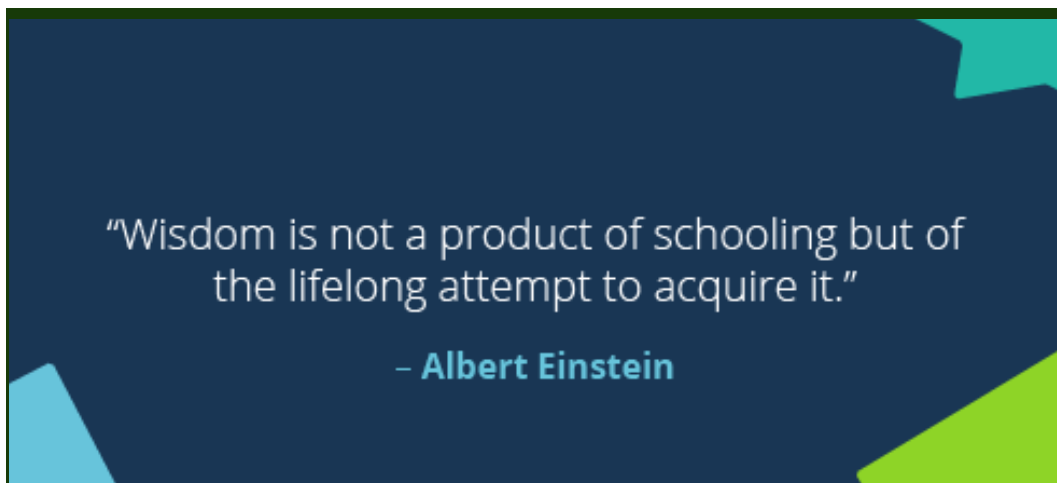
Our BEST is yet to come! 😊
DBK



Dr. Bill Kent
CEO, Team Horner

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From Our President...



Mike Dooley
President & COO,
Team Horner

International Swimming Hall of Fame's 58th Annual Induction Ceremony

Last weekend I had the pleasure to attend the International Swimming Hall of Fame's 58th Annual Honoree Induction Ceremony. The emcee was Dara Torres, who has won 12 Olympic medals; 4 Gold, 4 Silver, and 4 Bronze. She has competed in five different Olympics and has had the longest successful career of any Olympic swimmer. Beginning with her first Olympics at age 15 and ending with her last Olympic appearance at age 41, she amassed 26 years on the Olympic stage. To hear her story, and the story of so many other amazing athletes was truly amazing and inspirational. You could feel that you were surrounded by greatness!

This year's class was amazing with Michael Phelps, the most decorated Olympian of all time, his Coach Bob Bowman, Missy Franklin, and Cesar Cielo to name a few. If given the opportunity, the induction ceremony is truly a special event and one not to be missed!

So many times, when you hear of lofty goals that set the bar high, you tend to think that they are symbolic or just set for show. You see they are so lofty and seemingly out of reach that you may just discount them as unachievable. However, when you meet people who have achieved the remarkable, it somehow inspires you to look beyond your own limitations you set for yourself and sets you on the path to believing you can achieve the once seemingly unachievable.

When I was young, I always loved diving, but did not pursue it at a competitive level. At one of the ceremonies, I spoke to Greg Louganis and when asked what kept his drive going, he said "Mike, You Have to Believe in Yourself". I found that his message perfectly summed up what I saw that evening - people that believed in themselves and that the unachievable was possible.





2023 | UPCOMING EVENTS

EDUCATION

12 8 & 12 9	CPO • HX Ft. Lauderdale
12 2	SH DesignerTalk Webinar

TEAM EVENTS

11 3	HX Gainesville Grand Opening
11 6	HX 36 TH Annual Golf Classic • Ft. Lauderdale to Benefit Every Child A Swimmer
12 2	TH Holiday Party • Ft. Lauderdale
12 11 to 12 15	HX Customer Appreciation Days
12 16	TH Holiday Party • St. Pete

COLOR ME HEALTHY

Ft. Lauderdale	
11 8	Pie in the Face for Alzheimer's
11 16	Getting a Good Night's Sleep is NOT a Dream Seminar
11 18	Alzheimer's Walk
12 5	Holiday Decorating Contest
12 5	White Elephant
St. Pete	
11 2	Financial Coaching Seminar
12 6	Gardening with Laura – in the Debbi Tawney Park St. Pete
12 14	Massage Day
12 16	Communication Made Easy Seminar with Tracy Daniels
12 19	Financial Coaching Seminar



Newsletter submissions are due on the 15th of each month.

Due to time constraints and turnaround, late submissions will be marked for the following month's newsletter.



Send your submissions to: newsletter@teamhorner.com



TEAM HORNER
Employee Owned
Laura Castanza
Director of Education

Education and Training

RETURNING IN 2024



SEMINARS

Be on the lookout for upcoming trainings near you!

ARE YOU NEW TO THE POOL INDUSTRY?

Learn the “basics of the basics” and become an...



- Self-paced, Online Education
- Short, Interactive Modules
- Topics include Circulation, Filtration, Hydraulics, and more...

Use code **NOV23NL** to access the first 3 modules for **FREE**



For additional information, feedback, and requests, please contact:
Laura Castanza – Director of Education @ 954.529.0375
or LCastanza@teamhorner.com.

For our full list of classes, registrations, video tutorials, e-books, and educational events coming in 2023, scan QR code or [click here](#).





HORNER X PRESS
WORLDWIDE
Linda Carroll
Vice President
International Business

HornerXpress Worldwide



We were honored to have **Pramod Vijayakumar**, National Operations Manager for HornerXpress® India travel to the U.S. for the first time after joining our team in 2019. This was the first time visiting our corporate offices as well as the U.S., and we made sure to roll out the welcome carpet for him. During his two week visit, we arranged for him to ride along with some of our proprietary sales representatives in addition to sharing some of Florida's favorite sites together.



We kicked the fall season off

with an international themed potluck. This is always a great way to bring our team together, celebrate, and build memories with one another. Everyone contributed to the feast so we enjoyed delicious dishes from around the world with recipes reflecting global influences; from Africa, Latin America to Europe.



Congratulations to our HXW teammate **Rodrigo Fajardo**, who just received his U.S. Citizenship. We are so proud to celebrate this milestone achievement with him.





LO-CHLOR
Jim Prendergast
General Manager

Continued Growth with Enzymes

As a manufacturer, one thing that has remained consistent has been the top three categories for specialty pool chemical sales; phosphate removers, algaecides and clarifiers combined continue to account for 50% or more of specialty chemicals sold. In the U.S., this is true across manufacturers, regions and both retail and service segments. This is unlikely to change since these three categories are comprised of repeat-dose products (i.e. each is dosed into the same pool multiple times within one season) and because they directly, and effectively, address the two most visible water problems: algae and haziness.

The fastest-growing category, however, is enzyme products. These include “commercial” pool strength, “residential” pool strength and the combination products, like our Lo-Phos E+, that deliver both an enzyme and phosphate remover to the water.

Besides improved water clarity, enzymes provide even more valuable benefits. The reduction in organic debris in the water reduces chlorine demand, often by as much as 60%. This, in turn, typically reduces acid demand, too. As a result, it becomes easier to maintain water balance in these pools. With less organic debris for the filter to cope with, filter cycles (the periods of time between needed filter cleaning and/or backwashing) get significantly longer. Also, with less organic debris present, the production of foul-smelling chloramines is reduced.

For service pros, these benefits mean fewer pool problems, lower overall chemical usage and less maintenance time at each pool. The same benefits have great appeal to do-it-yourself residential pool owners, too. But educating consumers on this aspect of pool water chemistry is a challenge for retail stores who have the attention of their customers for only a short time every week or two. Still, we will continue to pursue the Retail segment for increased growth.

Ready to see for yourself? Lo-Chlor’s Ultra Zyme formula is as strong as the competitors’ commercial strength products. It tackles a wider range of organics in water (broad spectrum) and removes a higher volume of debris in busy larger pools than the competitors! Most pools will be impressed with the power of Ultra Zyme. That makes our heavier duty, maximum strength Ultra Zyme Pro the strongest pool enzyme product on the market today. We recommend this for the toughest pools, those that are frequently high-use and produce high bather load.





Louis Preziosi
Inventory Management
Director

Eye Safety

Every day your eyes are an important part of your life.

If at work or at home, you should always be careful when executing a task. If outside in glaring sun, you should wear sunglasses to protect your eyes from UV rays.

If working on a project, you should always wear safety glasses to protect your eyes in case of objects starting to splinter and fly around.

Always know the location of the emergency wash stations and how to use them. Protect your eyes and avoid the darkness.

 <p>Chemicals are safe for the eyes, said no one ever</p>	 <p>Accidents involving common household cleaning products cause 125,000 eye injuries each year</p>	 <p>Watch out! Lawn mowers can throw debris into the air</p>
 <p>Protect your eyes from flying nails and wood chips while using power tools</p>	 <p>For the love of bacon, protect your eyes from the grease!</p>	 <p>Your mom was right! Save their eyes, teach your kids not to run with sharp objects</p>



Rosa Cortes
Branch Manager
Miami

HornerXpress Miami



HornerXpress had the pleasure to attend the first Latin American Pool Show in Miami. Our team members Rosa Cortes, Miami Branch Manager; Armando Ojeda, Sales Associate Miami; Beatrice Borges, Lo-Chlor; Natiely Canedo, StoneHardscapes; and John Webbe, AquaCal AutoPilot. The Latin American Pool Show was a great event for the Latin pool dealers. We had the pleasure of meeting some great new pool dealers and others we currently service. Our presentation included our Lo-Chlor Specialty Chemicals, focusing on water chemistry and enzymes. The show opened up some new opportunities for Team Horner. We are looking forward to attending next year.



AquaCal
AUTOPILOT
 SALT CHLORINE GENERATORS
 Don Detwiler
 Vice President of Sales

Welcome to Fall!

Temperatures are finally starting to drop along the sunbelt and the fall heat pump season is kicking off. I am writing this the day before our National Sales Meeting is to start in St. Petersburg, FL. By this time, our sales team has been updated on all our products and programs. They will all have some exciting new products and programs to share with all of you as they make their fall customer visits.

As we move into the fall season, please don't hesitate to reach out to your local AquaCal AutoPilot Territory Manager to ask about our Co-op program. We are committed to putting together marketing programs that will help us grow together with our partners. This program is incredibly valuable in a time of uncertain demand like we are going through right now.

The AquaCal AutoPilot Co-op program is a portion of our marketing budget that we set aside to market our products through specific customers. Co-op funds are earned through all your AquaCal AutoPilot purchases. This is a great way for us to truly grow together!

I hope everyone is enjoying the cooler temperatures. Have a great fall season!

In October, AquaCal hosted the Annual Field Service meeting. The award winners are listed below.



Employee of the Year – Fabian Suarez
Honorable Mention:

- Nathan Rowell
- Saad Butt



Growth Winner – Juan Montoya
Honorable Mention:

- Joao Castro De Passos
- Andre Edmond
- Don Balson





Piscines Provence Polyester
 A TEAM HORNER™ EUROPE COMPANY

Jean Leonard
 Managing Director

Piscines Provence Polyester



From September 22 to October 2nd, we attended a 10 day fair in Marseille with the PPP team and 3 dealers in our booth. We secured 71 leads, 41 appointments and 10 sales with more to come!



OUTSIDE SALES POOL INSTALLERS SPOTLIGHTS

GERMANY, AUSTRIA, SWITZERLAND

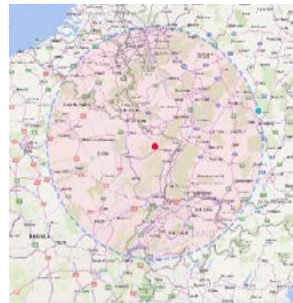
Christopher Plume

Lives in Leverkusen near Cologne

09/2021- Present • Sales Consultant

Witty GmbH, Field Service

Witty is specialized in swimming pool water chemistry in Germany, Austria & Switzerland!



SOUTH-WEST FRANCE – Loïc Dubucquoi

Lives near Toulouse

Competition Pool Product Manager -

Commercial Pool for Fluidra

01/2023 – Present

European Sales Director for S.R. Smith from

04/2019 – 01/2023



Kelly Kordon
Branch Manager

HornerXpress Sarasota

Words to Live By...

Often, I get lucky and read something that hits home to me. Normally, it is a positive or uplifting message which I think to myself, "Why haven't I ever thought about it that way?" I'd like to take this opportunity to share two of those stories with you.

Now, we've all heard of "triggers". Triggers are those things that occur and immediately bring feelings of anger or resentment, thus affecting one's outlook on the day. Well, I recently learned about a term called a "glimmer". A glimmer is the exact opposite of a trigger. Glimmers are those micro-moments in your day that make you feel joy, happiness, peace or gratitude. Once you train your brain to be on the lookout for glimmers, the more these tiny moments will begin to appear. Be on the lookout for glimmers!

This next one was extremely powerful to me:

An older man (OM) poses the following questions to a young man (YM):

OM: If I gave you one million dollars right now, would that make you happy?

YM: Of course. I would be extremely happy.

OM: So, nothing could impede your happiness if I gave you a million dollars?

YM: Nope. I would be happy for a long time.

OM: Forget one million, how about 10 million dollars?

Would that make you happy?

YM: Yes, even more elated than before.

OM: And nothing could make you unhappy?

YM: No sir. I would remain happy for the rest of my life with 10 million dollars.

OM: What if the 10 million dollars had a stipulation that you would never wake up again? Would you still take it?

YM: No way. I want to wake up.

OM: To clarify what you are telling me, waking up every morning is worth MORE than 10 million dollars?

YM: Yes sir.

OM: Then why don't you wake up happy and let nothing in your day change that?

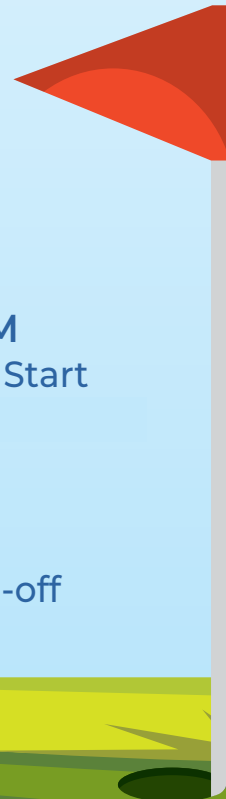
HORNERXPRESS 36th ANNUAL BENEFIT*

GOLF CLASSIC



Coral Ridge Country Club | 3801 Bayview Dr.
Fort Lauderdale, FL 33308

MONDAY
NOV 6



REGISTRATION 11:00 AM
12:15 PM Tee-off Shotgun Start
RSVP NOW!

\$195 / ENTRY FEE

Includes:

Boxed Lunch prior to Tee-off
Golf • Awards • Banquet

Join Us For:
Putting Contest,
Round Robin Raffle,
X-citing Hole-In-One Contest
and More!



TO REGISTER...



<https://events.teamhorner.com/23hngolf/>



Scan QR code here



Contact Team Horner Marketing at 954.940.7979



*Proceeds Benefit Every Child A Swimmer Program

SPOOKTACULAR SERVICE NIGHT



Thank you to everybody who came out on Tuesday, October 10th at HornerXpress Ft. Myers, and Tuesday, October 24th at HornerXpress Stuart for our SPOOKTACULAR Service Night events! They were a smashing success with fun costumes, delicious food and ice cream, and even PIE IN THE FACE fundraisers for Every Child a Swimmer.







COLOR ME HEALTHY
Kim Kent &
Diane McMillen



Color Me Healthy

The Color Me Healthy website is your one stop for ALL Color Me Healthy information, event dates & photos, coaching schedules and more!

Scan the QR code that lives on this page every month for new and exciting updates!



MEET

MARY TAMBORSKI

Mary is a licensed marriage and family therapist and a certified positive discipline parenting coach.



PARENT COACHING

A resource to help you juggle parenting, working, blended families and beyond!

Mom's ~ Dad's ~ Grandparents ~ Families

Contact Kim or Diane to learn how to get FREE, TOTALLY CONFIDENTIAL coaching sessions

One on One Coaching is available remotely to help you navigate stress, work-life balance, fitness, and nutrition and is available to ALL teammates. Coaches Andrea, Julia, Shannon and Tracy are available by phone and remotely.



Onsite coaching available in Ft. Lauderdale and St. Pete. Contact Kim or Diane to sign up.

HAPPENING EVENTS ST. PETE

IT'S ALL ABOUT YOU!



Introducing "Mini Personal Training Sessions" with Coach Tracy

Have questions about what could work for you in the Gym or need a Gym Orientation? Schedule a 15-30-minute time slot on a Tuesday.

TEXT 727-415-7688 TO SCHEDULE

"COMMUNICATION MADE EASY"

DO YOU KNOW YOUR COMMUNICATION STYLE?

NOVEMBER 16 FROM 11-NOON

Tracy Daniels, our behavioral expert, will facilitate. Sign up on Campus or email Diane at dmcmlen@teamhorner.com



NEW
GENTLE YOGA
with Sharon on alternating dates with Mindfulness Wednesdays
AquaCal Mindfulness & Yoga



Making Strides Breast Cancer Walk on October 14 was a success! Thanks to all that came out - our largest team to date!





FINANCIAL COACHING with Regina Novak

November 2 and December 19
on Campus & Remote

Schedule a FREE and confidential conversation.
Available any time to all teammates for your holiday planning questions.

**Text Regina directly with questions or
to schedule a time at 727-687-0629**

A "HAPPY HOLIDAYS" MESSAGE DAY



December 14
Sign Up details
coming soon for
15-minute chair
massages!

HAPPENING **EVENTS** FORT LAUDERDALE

YOU ROCK



2023 WELL-BEING CHALLENGE

Scan the QR code to read a
poem that wonderfully
captured the experience.

Written by: Taylor Ford,
Customer Service,
Longwood Branch.

CPR and AED Training



27 Ft. Lauderdale teammates are now certified in CPR and AED use.
Their names are posted next to the AEDs located:
• HXW break room • Outside the gym entrance
• In the driver's breakroom

Getting a Good Night's Sleep is NOT a Dream!

Nov. 16 @ 1 PM



Bettina Moench is back to talk with us about top tips
and essential oils for getting to sleep, staying asleep
and waking up ready to go!

Bring a wrapped gift that is
NOT new but rather is
something you want to
recycle or regift. Be ready
to laugh!
Tuesday, Dec. 5 @ 3 PM



Emily is in the gym every Wednesday at 1 for



MEDITATION

And every Friday at noon and 1:15 for yoga
You don't need to sign up, just show up.
Beginners welcome!

PIE IN THE FACE

Coming November 8 to raise
money & awareness for Alzheimer's.



Look for ballot boxes
throughout campus or
donate online through
the QR code

OUR VICTIMS...

- Mike Dooley
- Pamela Luciani
- Darren Goldstein
- Linda Carroll

- Chuck Schilling
- Liz Albano
- Gary Chisling
- Jim Prendergast
- Rick Myers
- Marc Sarno

- Louis Preziosi
- Kim Guerra
- Bill Kent
- Kim Kent
- Christina Valdez
- Nicole Shadakofsky

ALZHEIMER'S WALK IS SATURDAY, NOVEMBER 18

Be on the lookout for more information!

Chair – Bea Borges

Working Together...
Growing Together...
Winning Together



Employee Owned

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