

CELEBRATING *Mike Dooley*

Dear Teammates,

It's been ten years, April 15, 2015, since Mike Dooley became President and Chief Operating Officer for our cherished enterprise, Team Horner Group. Since no human organization can prosper without high quality leadership, now is the appropriate time to recognize Mike and his commitment to our mission, Working together, Growing together, Winning together. 😊

It's common for me to say that I'm the luckiest guy you ever met! Well, one of my luckiest days was back in 1979 when Mike walked through the door of our very tiny organization (way back then). Given that the road of life has many twists and turns, our life stories have many different chapters. The good news is that we are all still sharing our lives with Mike, and his beautiful wife Bonnie, in 2025. Yahoo!

Mike's strengths include his ability to focus on what matters most, to prioritize his productivity, and to stay healthy both psychologically and physically. Mike sent a video of his scaling of a climbing wall on our recent Royal Caribbean company cruise... he moved up the wall without hesitation to ring the bell at the top! Amazing!

Mike is a continuous learner, a great collaborator, and finally always accountable for his actions and the results of our teamwork.

Congratulations, Mike, on your **INSPIRATIONAL LEADERSHIP!**

Our BEST is yet to come 😊

DBK

"Become the kind of leader that people would follow voluntarily, even if you had no title or position."

—Brian Tracy



Dr. Bill Kent
CEO, Team Horner

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From Our President...



Mike Dooley
President & COO,
Team Horner



I recently had a conversation with a teammate regarding work-life balance and self-care. I want to share a truth that's easy to overlook in the pursuit of excellence: taking care of yourself is not a sign of weakness—it's a strategy for long-term success. I've seen firsthand how driven, committed individuals often push themselves to the brink, sacrificing their health, relationships, and peace of mind in the name of performance. But over time, that approach becomes counterproductive.

Work-life balance isn't about working less—it's about working smarter and living better. When you maintain balance between your professional and personal life, you're more focused, creative, and resilient. You make better decisions, build stronger relationships, and find more meaning in your work.

To help you prioritize your well-being, here are five self-care practices I strongly encourage:

1. **Set Clear Boundaries** – Define the start and end of your workday. Protect your time outside of work with the same commitment you bring to your tasks.
2. **Prioritize Rest** – Adequate sleep enhances memory, mood, and problem-solving.
3. **Move Your Body** – Even 20 minutes of walking or stretching can reset your energy and improve focus—exercise regularly!
4. **Unplug Regularly** – Step away from screens and take intentional breaks to clear your mind.
5. **Make The Time To Engage In What Brings You Joy** – Whether it's reading, gardening, family time, or travel—make space for the things that refuel you.

Remember, when you invest in your own well-being, you're not stepping away from your responsibilities—you're equipping yourself to meet them with greater strength. Let's continue to encourage a culture where work-life balance is not only respected but celebrated. Your health and happiness matter—to me, to your team, and to the future of this company.



2025 | UPCOMING EVENTS

EDUCATION

5 19	Toastmasters • HX Ft. Lauderdale
5 15	StoneHardscapes DesignerTalk
5 20	The AquaCal AutoPilot PoolSync Automation System Training • HX Palm Beach
5 21	CAP Water Safety • HX Ft. Lauderdale

TEAM EVENTS

5 9	HornerXpress Spring Service Day HX Miami
6 1	Team Horner 5/10 St. Pete
6 22	Team Horner 5/10 Ft. Lauderdale

COLOR ME HEALTHY

Ft. Lauderdale	
6 3	Annual Health Fair
St. Pete	
5 21	Annual Health Fair
6 12	Dr. Tracy Daniels • Strategic Boundaries That Enrich Productive Living

AROUND THE INDUSTRY

10 22-10 24	Intl. Pool & Spa Expo • Las Vegas, NV
12 3 & 12 4	Canadian Pool & Spa Expo Toronto, Canada



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



Casey McGovern
Every Child a Swimmer
Executive Director

Every Child A Swimmer

MAY IS **Water Safety** MONTH

Let's Make Waves Together!

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TEAM HORNER NEWSLETTER MAY 2025

Drowning remains the **#1 cause of death** for children ages 1–4, and the statistics won't change unless we all do our part.

At Every Child a Swimmer (ECAS), we believe it's going to take **all of us—to rewrite this story.**

That's why this May we're turning up the volume on water safety—and we want YOU with us.

Throughout May, ECAS is rolling out its new “Until Every Child Swims” T-shirt campaign—raising awareness and funding life-saving swim lessons for children across the country.

**Every \$25 provides one T-shirt =
One swim lesson for a child in need.**

**Be part of the movement. Follow, share,
and support us on social media:**

@EveryChildaSwimmer
#EveryChildaSwimmer
#UntilEveryChildSwims

Together, we can—and will—make a difference.

For more info, contact ECAS Executive Director: **Casey McGovern**

✉ Casey@everychildaswimmer.org | ☎ (954) 275-9035

Join Us May 24th – High Dive Exhibition at the International Hall of Fame Pool

Mark your calendars! We're hosting a **spectacular High Dive Exhibition** on **May 24th** at the **International Swimming Hall of Fame campus** in Fort Lauderdale. Bring your friends and family for an exciting afternoon of elite diving, community celebration, and shared commitment to preventing childhood drownings.

Let's shine a light on water safety like never before—and remind the world that **every child deserves the chance to learn to swim.**



Dive In for a Night of Purpose

Saturday, May 24, 2025 6-8 PM

International Swimming Hall of Fame

1 Hall of Fame Drive Fort Lauderdale, FL 33316

About the Event

Join us for an unforgettable evening celebrating our mission to provide swimming scholarships to children in need.

Take in breathtaking Intracoastal views while enjoying our spectacular High Divers show.

Evening Highlights Include:

Spectacular High Dive Performances

Win Big at Our Wine Pull Auction

Immerse Yourself with Intracoastal Views

Masterful Crafted Cocktails & Curated Beverages

Savor Gourmet Bites from Coconuts



Scan to Register

MAY IS Water Safety MONTH



HELP RAISE AWARENESS

and support the Every Child a Swimmer program with HornerXpress®.



T-Shirts
\$25 ea.



Trucker Hats
\$25 ea.



INTERNATIONAL
SWIMMING
HALL OF FAME
**EVERY CHILD
A SWIMMER**

All proceeds benefit the
Every Child a Swimmer program.

Learn more about
Every Child a Swimmer



Order In-store or Online While Supplies Last!



TEAM HORNER
Employee Owned
Laura Castanza
Director of Education

Education and Training



Team Horner Toastmasters Club Meetings:

Join us on the **FIRST WEDNESDAY** and the **THIRD MONDAY** of each month!

May 19, June 4, June 16

Email or Call Toastmaster VPE, Laura Castanza, for more information!

ATTN: DEALERS! Request a Private CPO Class for 10 or more at your facility or local conference space!

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 2025, scan QR code or [click here](#).



Career • Advancement • Program

CAREER ADVANCEMENT PROGRAM AT HORNERXPRESS® FORT LAUDERDALE, FL

MAY 21 – WATER SAFETY

JUNE 16 – BACKYARDXPO, LO-CHLOR, & STONEHARDSCAPES



StoneHardscapes DesignerTalk

**Thursday,
May 15, 2025**



Scan to register



HornerXpress® Ft. Lauderdale

**Friday, August 1, 2025
and
Saturday, August 2, 2025**



The AquaCal AutoPilot PoolSync Automation System Training–

**Tuesday, May 20, 2025
HornerXpress® Palm Beach**



Scan to register



E-learning Program has a new interface and will require those interested in enrolling to reach out to the Director of Education at LCastanza@teamhorner.com.





Team Horner Group Achieves IACET Accreditation

We are excited to announce that Team Horner Group is officially approved as an International Association for Continuing Education and Training (IACET) Accredited Provider. This prestigious accreditation reflects our commitment to excellence in continuing education and training.

IACET is the premier standards-setting organization for continuing education and training, advocating for the highest quality of program delivery. Becoming an IACET Accredited Provider places us among an elite group of educators dedicated to maintaining the highest standards of quality in our educational offerings.

The IACET Continuing Education Unit (CEU) signifies that Accredited Providers adhere to the ANSI/IACET Standard for Continuing Education and Training. The approval process involves a thorough assessment by an independent third party, ensuring that our processes meet these stringent standards.

Our accreditation affirms our dedication to delivering quality educational programs and training services primarily but not limited to the Swimming Pool & Spa Industry. We look forward to furthering our mission in "Working Together...Growing Together...Winning Together" through our outstanding educational programming that meets the rigorous IACET standards.



For more information, please contact Team Horner Group's Education Director, Laura Castanza, at 954.529.0375 or Lcastanza@teamhorner.com.



Louis Preziosi
Inventory Management
Director

Electrical Safety

Electricity is essential in our daily lives, but if handled carelessly, it can be an extremely dangerous health risk.

Here are a few important safety tips to keep in mind:

- Never overload sockets with too many extension cords or add-on multi-socket devices.
- Always inspect cords that may have missing insulation or that look frayed or brittle.
- When operating small appliances, tools, or plugging into wall sockets, listen for humming, pops, vibration, or smoke—these are concerning red flags.



Staying alert and cautious can prevent electrical accidents and help keep your environment safe.



Rookie of the Year

Congratulations on earning Toastmasters District 47 Rookie of the Year, Dori! Your dedication, growth, and fearless speaking have truly inspired us. We can't wait to see what you accomplish next!



Don Detwiler
Vice President of Sales

AquaCal AutoPilot

The evolution of pool equipment is shifting toward simplicity, efficiency, and smarter technology. That's why the HeatWave SuperQuiet® line now includes something powerful—the **PoolSync® WiFi Controller embedded directly into every unit.**

It's important to note: the HeatWave SuperQuiet® features a SMART display with an advanced microprocessor. This allows pool professionals to directly setup and control most variable speed pumps—no external automation system needed. That capability remains at the core of what makes this unit exceptional.

Now, with the PoolSync® WiFi Controller built in, the system gains instant remote connectivity and baseline automation. This gives your customers convenient app-based control of the AquaCal HeatWave SuperQuiet® heat pump, AutoPilot® ChlorSync® SCG systems and most common variable speed pumps.

And here's a new benefit that adds even more value:

When the homeowner connects their heat pump to the PoolSync® app, they automatically receive an additional year of parts and labor warranty—free of charge. That's 3 years total, just for connecting.

For pool pros offering premium service, this is a great selling point. It's effortless for the homeowner and shows your commitment to value and longevity.

If your customers are looking for full pool pad automation, adding the optional PoolSync® Relay Center (RLC0002) delivers complete control:

- Control of up to 6 relays for pool lights, pumps, and accessories
- Support for up to 4 valve actuators for spa features, waterfalls, or bubblers
- Remote management and scheduling via the PoolSync® app
- Reliable smart diagnostics and troubleshooting for pool professionals
- App-controlled scheduling and remote access—all at a fraction of the cost of traditional systems

This tiered approach—built-in intelligence, embedded WiFi, and an optional relay expansion—empowers pool professionals to offer customized, scalable solutions that work for every homeowner.



To learn more or start offering this solution,
contact your AquaCal representative
or visit www.aquacal.com/poolsync



LO-CHLOR
Jim Prendergast
General Manager

A Pool that Makes Maintenance a Pleasure

Maintaining a clean, algae-free swimming pool can sometimes feel like a never-ending chore. One often-overlooked key to easy maintenance? **Phosphate control**. Phosphates, while not directly harmful to swimmers, can become a feast for algae, encouraging growth that clouds water and creates slippery surfaces. This is where phosphate removers come in — a valuable tool in your pool care arsenal.

Phosphates are commonly introduced through leaves, fertilizers, and even swimmer waste. If you're in a leaf-heavy area or struggle with recurring algae blooms, it's time to pay attention to those phosphate levels.

If your pool is clear and properly balanced, you don't always need to use a phosphate remover. However, you should consider one if:

- You're dealing with recurring algae problems
- Phosphate levels test above 500 ppb (parts per billion)
- You want to reduce reliance on algaecides and high chlorine levels

(You can test levels with pool test strips or at your local pool store.)

The Power Combo: Enzymes + Phosphate Remover

While you get your phosphate levels in check, using an enzyme product will keep bather load (like body oils, lotions, and other gunk that builds up with every swim) at a minimum, allowing water to stay clear. The more swimmers, the more help you'll need. With the many factors contributing to organic debris and bather load, you'll need a chemical that's always working for you. Nothing that we've experienced can compare to a natural enzyme product!

Our favorite? **Lo-Phos® E+** — a powerful two-in-one solution combining **natural enzymes** and a **phosphate remover**. It's perfect for ongoing maintenance and effortless clarity. Add to that, a **Miraclear® Pool Clarifier Tab**, and your pool water will be extremely clear. Lo-Chlor offers these clarifier tabs to reduce maintenance time, as each one lasts for 30 days.

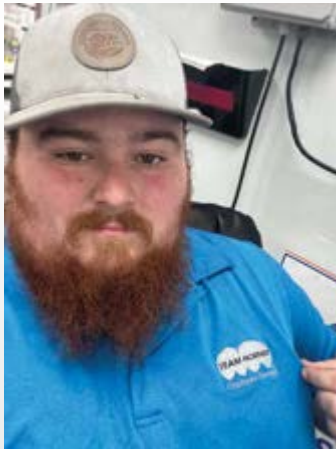
SPECIAL OFFER — Save 20%

Now through **May 31st**, get **20% OFF** when you buy both **Lo-Phos® E+** and **Miraclear® Clarifier Tabs** together. Let your pool work *for* you — and make maintenance a pleasure!





April 15, 2025
Celebrating 56 years
Working Together,
Growing Together,
Winning Together.
Here's to many more!







SERVICE Night

April 23, 2025

Thank you to our customers who joined us at the HornerXpress Cape Coral Service Night – a night of learning, networking, and fun! Thank you to our HX Cape Coral branch & sponsors for making this night possible.





THANK YOU TO OUR SPONSORS



SERVICE '25 Night

ALVA MANUFACTURING

AQUACAL AUTOPILOT

AQUASALT

BACKYARDXPO / TILEXPRESSIONS

CENTURY ELECTRIC MOTORS / REGAL REXNORD

DEVIN CAHN REP. GROUP

(CARDINAL SYSTEMS / ON TIME DISTRIBUTION - ONCORE FILTRATION)

FLUIDRA

(ZODIAC POOL SYSTEMS / JANDY / POLARIS / CMP /
TAYLOR TECHNOLOGIES / SR SMITH)

FSPA

HAVILAND POOL & SPA PRODUCTS / TROPICLEAR

HAYWARD POOL PRODUCTS

INTERMATIC

LO-CHLOR

ODYSSEY MANUFACTURING / SENTRY INDUSTRIES

PENTAIR POOL

PERFORMANCE LINK REP. GROUP

(ATLAS EPOXY BOND - ATLAS MINERALS & CHEMICALS /
BLUE SQUARE / SKIMLITE MANUFACTURING)

RAYPAK

STELLAR SALES ALLIANCE REP. GROUP

(H2FLOW / SPA ELECTRICS / STREAMLINE SUPPLY)

STONEHARDSCAPES

TEAM HORNER MARKETING / EDUCATION

UNICEL

WATERLINES REP. GROUP

(KING TECH / WATER TECH)

WATERWAY





Color Me Healthy

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



Health Fairs 2025 It's all about YOU!

Mark your Calendars for the CMH Signature Event - Our 12th Year!

Wednesday, May 21 – St. Pete • Tuesday, June 3 – Ft. Lauderdale

**A great way to get a mid-year health check • Learn your numbers instantly!
Cholesterol, blood sugar and blood pressure • No fasting required
Wonderful resources, FUN and AMAZING DOOR PRIZES!**

Look out for sign up information

One-to-One Coaching is all about YOU!



Our excellent coaches are trained to help you be your best self.

Navigate stress, mobility, work-life balance, sleep, nutrition and beyond. Start a confidential conversation to maximize your personal journey of well-being!

Available to ALL teammates remotely or in person at St. Pete and Ft. Lauderdale Campus.

Take advantage of our amazing coaches and request a conversation to get started!

Coaches Andrea, Julia, Shannon and Tracy are here to support you.

Contact Diane McMillen to learn more.

HAPPENING **EVENTS** FORT LAUDERDALE

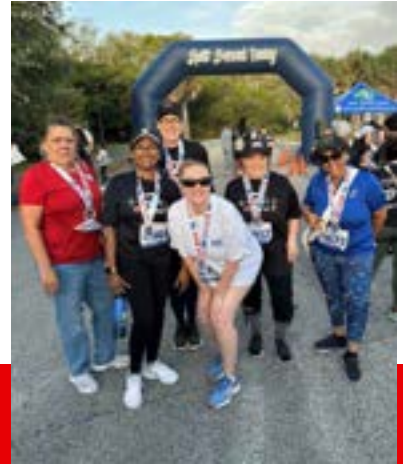


HEART2HEART
OUTREACH OF SOUTH FLORIDA



Color Me Healthy and Team Horner runners and walkers of all ages came together on March 29 for the Gran Run/Walk to support and empower seniors in our community who face isolation and loneliness.

Special Thank You to the Bill Kent Family Foundation and Every Child a Swimmer Program for supporting our community.



Our 4th Annual Horner X-games proved once again that laughter is the best medicine!

All enjoyed crazy fun and great prizes! Can anyone say FUN and De-Stressing?

Check out ALL the fabulous photos at the link below and enjoy!



“
**RESET,
REFOCUS,
RESTART.**
”

DID YOU KNOW?

- Research shows that yoga and meditation can improve reasoning, decision-making, memory, learning, and reaction time. We could all use a little of that!
- Yoga enhances cognitive function, leading to a sharper, calmer mind.

- Meditation every Wednesday at 1
- Stretching in Departments every Thursday – You make the schedule!
- Yoga Fridays at Noon



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



Employee Owned

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