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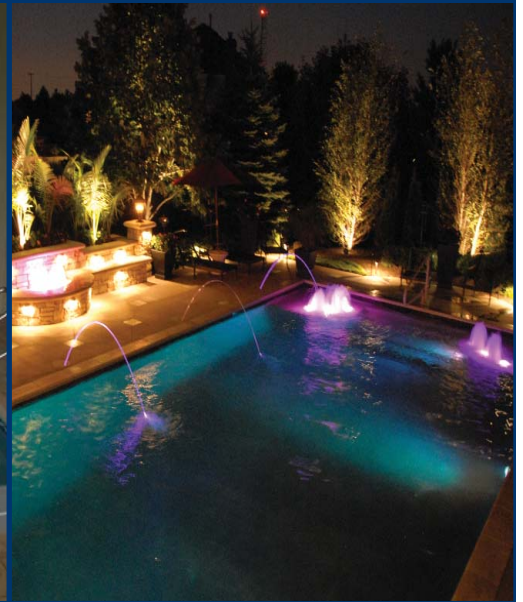
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BEST IN CLASS PROFILE

ALL SEASONS POOLS AND SPAS



Guy Larsen, Vice President of All Seasons Pools and Spas, describes their Best in Class practices used to provide exceptional services to their customers.

company facts

Founded: 1954

Location: Orland Park, IL

Business Scope: A family-owned pool company that specializes in sales and service of all swimming pool and spa needs.

Employees: 45

A Horton Group Client: Since 1990

“There is so much expertise at The Horton Group. We get the backing of a professional team that you do not find elsewhere, and we do not pay any more to place our insurance through them. Everyone we have dealt with during the past 15 years has been knowledgeable and responsive. I always know that my issues will be resolved quickly and accurately.”

– Guy Larsen
Vice President
All Seasons Pools and Spas



One of the many pools on display at All Seasons Pools and Spas.

Selling Good Clean Fun!

Imagine a luxurious waterfall flowing over rocks into an expansive pool. Spectacular lighting illuminates the water as smooth fountain streams jump from one side of the pool to the other. Although this might sound like a five-star hotel somewhere in the Caribbean, it is the kind of “at home resort” that All Seasons Pools and Spas creates for clients in the suburbs of Chicago on a regular basis.

In 1954, Gene Mayhall, a swimmer who wished to turn his talent into a profession, started All Seasons Pools and Spas out of his home with his wife, Claudia.

While the pool building business started out of Gene Mayhall’s home, it quickly evolved based on the needs of the growing pool-owner population. In addition to building the pools, Gene found that delivering supplies to his customers provided a significant source of additional revenue. In the mid-1960s, when All Seasons had grown too large for their home, the Mayhalls rented an empty gas station where they began retail operations, selling pool supplies and toys. Eventually, All Seasons Pools and Spas developed a pool-servicing division and opened retail locations in Matteson, IL and Glen Ellyn, IL. Gene and Claudia’s son, Doug Mayhall, began working for All Seasons in 1973. Guy Larsen married their daughter, Beverly, in 1974 and became a member of the All Seasons team 10 years later. Today, Doug is President and Guy serves as Vice President.

While the operations of All Seasons have expanded throughout the decades, so have the types of pools created by All Seasons; becoming much more intricate and interesting. The pool designs have moved from the rectangular, standard pools of the 1950s to uniquely shaped backyard pools of all sizes, including custom-designed lighting, waterfalls, automatic covers and pools that are half indoors and half outdoors. “Whatever our customers can dream, we can create. If they want us to dream it

for them, we can do that as well,” explained Guy. “In fact, in recent years, a handful of our customers have even asked us to remove their existing pools and rebuild more intricate designs to meet their desires.”

All Seasons Pools and Spa positions itself as a best quality provider in their industry. Doug, Guy and the All Seasons team are always searching for and creating new and innovative ideas for pools, such as fire pits, water features, lighting and fountains. “We do not have a goal of being the largest and fastest, however, we do want to provide the best service to compliment our high quality products,” emphasized Guy.

Industry Involvement

While All Seasons focuses on intricate pools, one of their most important goals is pool safety. It was during the 1960s when the Mayhalls originally joined the National Pool and Spa Institute (NPSI), an association for members of the pool and spa industry. Guy joined the Board of Directors in 1999, at a time when the pool and spa industry was facing heavy scrutiny for safety issues. Although others at All Seasons teased Guy about not becoming too involved with activities outside of work, he could not help himself when it came to the NPSI. He took on several roles on the Board of Directors, and eventually became



All Seasons’ showroom proudly displays many award-winning pool creations.

Chairman of the Board in 2005, at a pivotal point for the NSPI. That year, the NSPI became the Association of Pool and Spa Professionals, or the APSP. With the name change came several positive cultural shifts within the association.

Guy became Chairman of the Board at one of the busiest times in the history of the association. With the new APSP name came an entirely new set of goals and standards. While the organization had always provided information about safety, the new goals of the APSP were structured around proactively educating the general public about pool safety. In fact, the APSP worked with Congress to develop the Pool and Spa Safety Act that passed in 2007. This act increases the safety of swimming pools and spas by requiring the use of proper anti-entrapment drain covers and pool and spa drainage systems.

With the help of Guy and other members of the APSP, the four pillars of the association were formed: *education, promotion, advocacy/safety and research*. "I believe that the most important part is educating the public about safety," Guy said. "Very few deaths will occur in pools that are safe, especially when no alcohol is involved and children are properly watched. Our hope is that by teaching the general public about pool safety issues, we prevent tragic accidents."

In addition to safety issues, the APSP also searches for ways to help the environment. Currently, the APSP is helping to craft legislation for the pool and spa industry which will require installers to use more efficient motors.

Best in Class Service

Although All Seasons Pools and Spas has always strived to provide excellent customer service, in 2007, Guy and Doug decided that they wanted their company's reputation to be known for providing the best customer service in the Chicagoland area. "Good service is expected by customers. Our goal is to be exceptional. We want to "wow" everyone who comes in contact with anyone at All Seasons," Guy shared. In order to remain conscious of customer opinions, the All Seasons team collects client service questionnaires following every service call. The important message to customers on each questionnaire is "We care. We listen. We react." In addition, every employee at All Seasons attends seminars focused on best in class customer service standards. Both Doug and Guy agree that there has been a positive culture shift at All Seasons since the seminars began.

In addition to their best in class service, All Seasons provides a best in class product. They have earned several Gold, Silver and Bronze Design Awards from the APSP for in-ground pool and spa construction and renovation. All Seasons Pools and Spas was elected by industry peers into the prestigious "Aqua 100", which includes 100 national pool and spa builders chosen for the over-



Guy Larsen, Vice President (L) and Doug Mayhall, President.

"Good service is expected by customers. Our goal is to be exceptional. We want to "wow" everyone who comes in contact with anyone at All Seasons."

- Guy Larsen, Vice President

all professionalism displayed in the areas of customer service, store design, product knowledge, craftsmanship and advertising.

Insurance for All Seasons

Doug and Guy were introduced to The Horton Group in the early 1990s. "They asked us questions and educated us about specific risk management issues relative to the pool and spa industry. With Horton, there is never uncertainty that we are not properly covered or that there are issues with our policies. They show where we have proper coverage, and where exposures exist, and approach All Seasons' issues with professionalism and thoroughness. We have always been happy with our decision to have Horton as a business partner," said Guy.

While All Season's first introduction to The Horton Group was Chuck Naso, they have since worked with numerous individuals at Horton. "There is so much expertise at The Horton Group," Guy began. "We get the backing of a professional team that you do not find elsewhere, and we do not pay any more to place our insurance through them. Everyone we have dealt with during the past 15 years has been knowledgeable and responsive. I always know that my issues will be resolved quickly and accurately. Horton provides us with a wide range of expertise relative to proper coverage, record keeping, procedural issues and best business practices."

Throughout the years, All Seasons has worked with several divisions of Horton. Network Safety Consultants, a subsidiary of The Horton Group, provides important safety training for All Seasons. Guy said, "We have met so many people from Horton at this point that it feels like a family. More than 10 years ago, we decided to also move our health insurance coverage to Horton. The level of service received from Paul Shaheen and the Horton Benefits Solutions team is equally as impressive as the Horton Risk Management Services side. I am pleased to say that we are in the best possible place for our company. Each division of The Horton Group has exceeded our expectations."

In the future, Guy and Doug agree that All Seasons Pools and Spas will continue to be the source for high-end, high-quality pools. "We will be a recreation provider, selling only top quality and top service," said Guy. "That is what we have always been in the past, and moving forward we will continue to strive for this standard."