



The Saw Mill Clubs are premier health clubs and fitness gyms serving the New York areas of Westchester and Mt. Kisco. They offer swimming, tennis, pilates, yoga, spinning, personal training and more. Timothy dropped by to chat with Kevin about how his TMI system has been working for him.



Interview with GM Kevin Kane, Saw Mill Club Mt. Kisco

How did you first decide to switch to salt and work with TMI?

Well, I've been with Saw Mill for upwards of 18 years now, previous to that I had salt water pools in Tennessee at several locations that I managed at the time. So, I had some experience with the water quality, etc. When I took this position with Saw Mill we had an indoor pool that had been built on a preexisting tennis court. It was difficult to make that work as it hadn't been designed for a pool from scratch. Consequently, there was a pervasive chlorine smell in the building that we couldn't get rid of. I started looking around for alternatives to get rid of the smell and started a dialogue with you at IHRSA show back in 2008. Your equipment had already been installed on our Sportsplex facility with great results and we get along so well, I had confidence that you could help me solve this problem too. You've done all our pools ever since!



So what changes did you see once you switched to TMI?

The pool environment improved dramatically, the smell of chlorine was vastly reduced and air quality improved with no other changes. This was a very clear fix, we eliminated the chlorine smell.

From a marketing stand point, this was a good timing for us too as it was the first sustainable improvement that we made just as the market was becoming ecologically aware. We found the market responded favorable to the salt pool and found it more appealing. We received positive feedback almost immediately about how much better the water felt and parents saying they were so much happier with their kids swimming in the salt pool with less chemicals.

No doubt, we were ahead of the curve in West Chester County and it took almost a year to get approval but we certainly appreciated being the first on the block! ***The members were happy*** and we believe that green footprint to be important. **Our retention improved** too. In fact, this was an overall part of the retention plan. When you join the Saw Mill Community you get the highest level of quality and this change ***raised our aquatics to that high standard***. Most importantly, we felt our environment was now safe.



Why TMI?

I work with many vendor partners in this business. Our philosophy is that in order to have a good relationship with our vendors, a common goal must be shared and we have always been confident that this was the case with TMI. We believed that you could and would deliver what you promised and you have. We pride ourselves on our long term relationships with our partners. This contributes greatly to our success. TMI is not the usual pool company and we don't need to deal with local pool companies.

In our experience, TMI has a good, clear vision of what you offer; unlike most other pool companies who will sell whatever they think you want. The fact that you and your staff are passionate ambassadors is very clear and

this is where we need to be. You deliver the message that "we will get your pool from A to Z, whatever it takes, and you do!" The company isn't too big where a client has to deal with layers of people. TMI has that personal touch. The fact that you were in Washington seemed like it might be a detriment but you overcame that. **When you step above the commodity itself and examine the quality of commitment and support, that is indispensable and distance no longer matters.**



As the General Manager of a very successful high end club, what would you tell other GMs?

Well, I already tell them this, *"A pool is a descriptor of a high end club and we all know it comes down to dependability! You need a reliable partner who can ensure that you deliver what you intend - high quality! With TMI you get what you are told, you can contact TMI anytime for answers or assistance. Every project has issues, but it's how you respond to them during difficult times that defines the quality of the relationship. **It's all about good relationships!**"*

For more information on Saw Mill Club click [here](#).

For more information on TMI Sustainable Aquatics click [here](#). If you would like to contact us, email timothy@tmisaltpure.com.

*TMI Sustainable Aquatics
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