



## Carole and Marcus Weinstein JCC



JCC Weinstein has been in the Richmond Jewish Community since 1941 and in their current location since 1959. They have a long, proud history of diversity and outreach to their community and their doors are open to the entire community.

In the 60's, they built a 6 lane 25-yard lap pool and added their Rec pool in the early 2000's. We sat down with Myles Phelps, Director of Aquatics and Recreation to talk

about his experience at JCC Weinstein and about the **TMI equipment which was originally installed in 2014.**

Myles has been working at JCC Weinstein for over 12 years. Starting during his college years, he taught basketball, then swim lessons and was quickly absorbed into the JCC Community working in the aquatics department. Appointed Aquatics Director in 2018 prior to his current appointment, Myles's explained why aquatics is so special and important to the community and so personal to him, having experienced a traumatic, near-drowning experience as a child.



*"I was one of the lucky ones, but others are not always so lucky which is why swim lessons are so important. Within a few years I had become a strong swimmer and there are so many fun activities around water that I was able to enjoy as a child. People need to learn how to swim, it's a life skill. Our goal is to foster love and respect for water and to make our swim lessons fun to the extent that it encourages swimming while avoiding burnout from over focusing on competition swimming. It's important to me that we make our swim lessons fun and encourage young people to embrace and enjoy being in and around the water."*

***"What makes our JCC different from other facilities around us are our TMI Salt Pure® pools, it definitely sets us apart. I was working in the aquatics division prior to installing the TMI system and once installed, our member feedback confirmed the difference that it made to our member experience. Members reported that swimming in the salt water reduced allergic reactions and didn't dry out their skin or hair or damage their bathing suits. It provides a more natural feel when you go swimming, and a lot of our members join because we have our salt pools."***

***"We have one of the more established pools in Richmond, and as with any long-standing facility, it comes with its own unique set of challenges. I want to give a huge shout out to the TMI team, they are always willing to give me their time, even while boarding a plane. They have helped me troubleshoot after hours, early morning, weekends and evenings over the years and I have great communication with the entire TMI Team."***

***"The TMI System has been beneficial both to our community and budget. People enjoy swimming in it and some even join because of it. It has definitely helped us save money and attract new members. If any counterpart of mine called me from another facility, I would definitely send them to TMI because the excellent ongoing remote support!"***



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