

AN INTERVIEW WITH LLOYD GAINSBORO OF DEDHAM HEALTH & ATHLETIC COMPLEX

"It's all about the member experience." - Lloyd

Timothy and I recently sat down with Lloyd, Director of Business Development, at Dedham Health & Athletic Complex to chat about the decision Roberta and he made to work with TMI to upgrade water to **Salt Pure®** in 2007 and their indoor environment with TMI UV (**SaltSynergy®**) in 2011. This is what Lloyd had to say:

'It was a good decision. Our members love the feeling of the water and the smell in the pool and surrounding areas. It feels like you just took a shower every time you swim and our staff work in a safer, healthier environment.'

My advice, if you're going to buy, choose a vendor who is reliable and honest and knows their stuff. My choice was **TMI** and they **have always been there** for us.

Cost benefits? The few thousand dollars that I may or may not have saved installing this system are not relevant in the grand scheme of things. **It is all about providing the best member experience.**

Here are the Pros and Cons from my point of view:

Pros

- How it affects the members
 - no eye irritation, no post chlorine smell
- How it affects the ambiance
 - no chlorine smell in the pool and surrounding areas
- How it affects employee safety
 - provides a safer & healthier working environment

Cons

- Need to clean off your pool deck more frequently

More on the reverse side

Lloyd & Roberta Gainsboro



TMI Sustainable Aquatics
PO Box 433
Manchester, WA
P: 800-818-8266
F: 360-871-6871
E: info@tmisaltpure.com
W: www.tmiaquatics.com
SM: @tmiaquatics





MORE ABOUT DEDHAM HEALTH & Athletic Complex

An excerpt from Emily Tipping's article in *Recreation Management*.

"For more than 30 years, Lloyd and Roberta Gainsboro have been ahead of the curve - introducing innovations to the health club market long before they hit the mainstream. From their first self-serve tennis club, which opened in 1972, the Gainsboro have built up their business, and now own and operate Dedham Health and Athletic Complex, located on about eight acres in Dedham, Massachusetts."

Lloyd also pointed out that the salt pools should be used when marketing your club, since it elevates the members' experience. You can visit their website at www.dedhamhealth.com.

Thank you Lloyd, we appreciate your business and your fresh perspective.

Michele Petsch
Co-Founder, Financial Director

TMI is the only company in the nation to offer BRIDGING®. BRIDGING® focuses on incremental education for pool staff once contractors have left the site.

As an add-on service, BRIDGING® was designed to educate the operators on all aspects of day to day operation, making the transition between construction and start-up operation seamless. BRIDGING® offers operators both on-site and remote training over a period of time on how to operate and maintain TMI equipment, and all aspects of water chemistry and pool operations, using as few chemicals as possible. BRIDGING® is only available with a TMI controller and active Assurance Plan. Ask us about BRIDGING® today!



TMI Sustainable Aquatics
PO Box 433
Manchester, WA
P: 800-818-8266
F: 360-871-6871
E: info@tmisaltpure.com
W: www.tmiaquatics.com
SM: @tmiaquatics

BRIDGING®