



**A Little About Craig Niiler of Danforth Bay Camping & RV Resort, a part of Purity Spring Resort.**

Craig Niiler manages 5 pools and 66 WiFi access points for the Danforth Bay Camping and RV resort in Freedom, New Hampshire. CPO® since 2002. Formerly the Ski school director and guest service trainer for King Pine ski area at Purity Spring Resort. Currently spends winters as a full time alpine ski race coach for Gould Academy at Sunday River in Bethel Maine.



Purity Spring Resort celebrated its 100 year anniversary in 2011. Owned and operated by the Hoyt Family of East Madison since the late 1800's, original founder Edward E. Hoyt first operated The Hoyt Natural Spring Water Company, shipping bottled "Purity Spring Water" to Boston and New York City. A decade later, Hoyt had already begun to invite guests to his lakeside country inn before deciding in 1911 to devote more of his time to his lodging guests. Over the ensuing years, the family opened a Boys Camp, a Girls Camp, 2 Ski Resorts and then the two RV resorts in the early 2000's. Danforth Bay is 185 acres and 300+ sites, The Bluffs is 150 acres and 300+ sites, the two RV resorts could be better referred to as "glamping".

In 2001, the Hoyt family opened Danforth Bay Camping & RV Resort in nearby Freedom, NH. Danforth Bay offers 300 large camping and RV sites spread over 150 wooded acres; in 2006 The Bluffs RV Resort for adults was completed.



The Bluffs is a 150 acre expansion of Danforth Bay, and was designed specifically for active adults wishing to rent RV sites from April to November.

TMI started working with Craig Niller (Aquatics Facilities Manager and Tech Guru) at Danforth Bay in 2005 when they added 3 pools. Craig explained that their original 2 pools were built in 2000 during their initial renovation and this experience taught him exactly what not to do with his 3 new pools. The first two pools were built by a “backyard” pool builder and today they still take up 80% of the maintenance staffs’ daily work. “I was sold a bill of goods the first time around and after that I couldn’t believe anything anyone said.” He chose a good commercial builder the second time around and he still reaps the rewards of well designed pools and well appointed equipment as reflected in the maintenance required between the old and new pools.



“Since we made the change to salt in the early days and it was not common commercial technology back then, I had to do my own research. TMI was one of the very few players in the large scale generators at that time. My decision to go with salt and TMI, which was the only company to offer a real commercial chlorine generator, was an ‘outside the box’ decision but it was a good one! These commercial generators are ‘beasts’. Even when the bather load is really heavy, around 1,000 people in an 85,000 gallon pool, we have never had to add chlorine!

We chose salt not because it would pay for itself, we were hoping that the systems would be:

- *Revenue neutral (that is, not cost more than chlorine). As it turns out, it pays for itself over the long term but that is not the reason to choose it.*
- *More importantly, we were hoping to elevate the bather experience. The swimmers love the way it feels. I monitor the customer surveys and have been doing so for 13 years. The quality of the pools is really important to our guests and we consistently get really high marks from the pools. I get all the credit for how great the pools are but truthfully, that’s all because of TMI Support.*
- *The equipment is important of course. The TMI chlorine generators get the job done and our 3 salt pools require significantly less daily upkeep than our 2 chlorine pools. But equally as important is the Tech Support we get. TMI Customer Support is outstanding. I’ve learnt things from the TMI techs that helped me with all my pools, not just my salt pools! The installation was no more difficult than any other pump room equipment. But once again, it’s all about the TMI support.*

If I had a conversation with a counterpart in a similar facility I would say that you shouldn’t make the decision to switch in order to save money even though it does pay for itself in the long term. It’s hard to quantify the value of guest satisfaction and this is where you reap your rewards! However, you have to pay attention to your pools no matter what you are using to sanitize them!

***To sum it up, it’s all about guest satisfaction and the quality of the equipment is important. But almost secondary to that, I can’t stress how important and helpful the TMI Customer Support is!”***

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For more information on Danforth Bay Camping & RV Resort, a part of Purity Spring Resort click [here](#) .

For more information on TMI Sustainable Aquatics click [here](#).  
If you would like to contact TMI,  
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#### **A Note From Timothy and Michele Petsch of TMI Sustainable Aquatics**

Timothy and I decided that sending out a piece that concentrates on our clients success's about once a month, would be a wonderful way to say thank you, and for TMI to get the word out that there is no need to view Chlorine generators as a threat but to embrace them, as our Spotlight pieces have shown. Chlorine generators are a highly desired alternative to traditional chlorine. Today these systems are the most popular residential pool product in US history. We respect that our clients are leaders in their fields and hope that they, and the Spotlight pieces you receive, will inspire you to [contact Timothy](#) and discuss how he, and TMI can upgrade your water and air, and increase your revenue while reducing your chemical footprint and your maintenance. Thank you.

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### **Host a CPO® Course**

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### **Other TMI News**

- If you have a TMI RSC controller you can trial zLOG® for free for a limited time. For more information please attend our zLOG® webinar; held the last Thursday of each month 11 AM Pacific Time. To sign up for the demo, click [here](#).