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# DEPTHS of Experience

PHOTOGRAPH BY MARIA CORLEY



**While most people begin pursuing their career paths during the college years or beyond, the Ori siblings — Jason, Jona, Jamie, and Lynsey (not pictured)—were already following their professional calling as children.**

As third-generation owners and operators of Rosebrook Pools, located in Libertyville, the Ori siblings have spent their lives learning and perfecting their trade, preserving and enhancing the reputation of their company. Their efforts and expertise have even garnered national recognition, as Rosebrook Pools was recently named on the “Top 50 Builders List” by *Pool & Spa News*.

The multi-levels of supervision, attention to detail, quality control, intense training, and lifelong experience that characterize Rosebrook Pools give the company a depth that is unparalleled. These attributes, coupled with the Ori family’s professional versatility and desire to be persistently progressive in pool design and construction, have shaped a company that has proved invaluable to its clients.

Growing up in the family business, the Ori siblings established a strong knowledge of every aspect of the trade during childhood—an advantage which most professionals at similar companies cannot claim. From the time they were old enough to pour chlorine, the siblings accompanied their father on maintenance trips, and, by

their early teens, they assisted workers who were digging plumbing trenches or mixing cement for jobs. “At a very young age, we were exposed to all different facets of the business,” Jamie says. “We learned everything from the ground up, and it gave us a great foundation.”

Within the company, each sibling has found a fitting role in which to utilize their talents and skills. Jason specializes in design, sales, and heads the maintenance division; Jona supervises the day-to-day operations of the construction department; Jamie acts as the company’s principal and oversees the design team; and younger sister Lynsey serves as the operations manager. Out of a team of approximately 70 employees, about 15 are uncles, cousins, or other direct relations of the Ori siblings—a unique characteristic that adds to the company’s overall appeal. “These days, I think a family dynamic is almost lost with companies becoming corporate. Our customers like that dynamic because they’re able to get to the top with just one phone call,” Jamie says.

With innovative mind-sets, the Ori family and their employees are always willing to push the envelope when it comes to new projects. While

many pool builders often refuse to take on complex or inventive designs, the crew at Rosebrook is always eager to try something new. “It’s a huge benefit for us when a new customer comes in to talk about designs, and other companies have told that customer, ‘We can’t build that.’ Instead, we say, ‘Not only can we build that, but would you like to see 10 pool jobs we’ve already completed like that?’ So we’re constantly pushing the designs to the limit,” Jason says.

Despite nearly seven decades of business, the Rosebrook team has avoided becoming set in its ways and is very receptive to new ideas. “We’re like chameleons; we adapt to different tastes and architectural styles, which is a true benefit for our clients,” Jamie says. Aside from building pools and spas, Rosebrook workers have also completed decks, patios, waterfalls, outdoor kitchens, pool houses, and a variety of other water and hardscape services. Some of their most innovative projects have included a beach entry made with hand-cut mosaics, custom slides, a swim-up tiki hut bar, and an in-pool grotto with seating and fiber-optic stars on the ceiling. Rosebrook Pools also specializes in

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pool renovation; their improvements to existing pools include everything from aesthetics like new plaster and tile, to structural repairs and updated mechanicals that operate with today's standards of energy efficiency and offer ease of operation.

The company also places great emphasis on the training and education of their employees, who frequently attend workshops and classes to learn more about the ever-evolving nature of the business. All workers are also cross-trained to learn about every skill of the pool building process, which gives each one a well-rounded understanding of the trade. Even as owners, the Ori siblings are always involved in every step of the process. As the head of the construction department, for example, Jona can be seen on every job site, every day. During the course of a week, Jamie can go from supervising the front office to meeting with potential clients to helping pour concrete for a new pool.

As inhabitants of the towns they serve, the Ori siblings and their families are always tied to the local community, whether it be involvement in the chamber of commerce or contributions to charity work. As a result, they know many of their customers on both a professional and a personal level, which is an important aspect of the business ethic that has yielded three generations of clients. "We're not building a customer base; we're building continual relationships with all our clients," Jamie says.

*Rosebrook Pools* is located at 543 North Avenue in Libertyville. For more information, call 847-362-0400, or visit [rosebrookpools.com](http://rosebrookpools.com). — JENNA SCHUBERT □

## URBAN DINING IN THE SUBURBS



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loves seeing their glossy nails and smiling faces. "All women and young girls need to have beautiful nails," says Soo, and at Trés Bien, they will leave with beautiful manicures and pedicures that will last.

Trés Bien is among a select group of spas offering the brand new Axxium Gel Service System by OPI. With Axxium, you can use your manicured hands to type on a laptop, rummage through a purse, do the dishes, and garden without worrying about ruining your manicure! Axxium gels are virtually weightless and give your nails an incredible shine.

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*Trés Bien Nails* is located in Plaza del Lago; call 847-728-0635 for an appointment. — SUZANNE NOLAN □