



## about the company

Lutra Aquatics, LLC specializes in maximizing the financial performance of aquatics facilities. We assist our clients in the development, design, and operation of commercial aquatics facilities through consulting and professional management services.

Lutra's expertise is rooted in more than 30 years' collective experience operating self-supporting community aquatics facilities. Lutra's sister companies have operated aquatics facilities on behalf of municipal government and other organizations since 1991. Our partners have never borne unexpected costs related to the operation of their facilities.

## about the president

**David M. Rowland**, President of Lutra Aquatics LLC, has a life-long association with aquatics. He spent summers in his youth as a lifeguard and swimming instructor, swam competitively at both the high school and collegiate level, and remains an avid swimmer. Mr. Rowland is the founder and President of Lutra Aquatics LLC, President & CEO of Aquatics For Life, Inc., and President of Aquatics For Living LLC. As he manages operations at two large community aquatics facilities, Mr. Rowland's focus is on operational strategy and revenue production via enhanced customer service and innovative programming, and on cost-effective operations through systems improvement and technological innovations.

Mr. Rowland received his Masters in Business Administration degree with High Distinction from Harvard Business School, where he was named a George F. Baker Scholar, a distinction bestowed on the top 5 percent of the graduating class. Mr. Rowland also holds a Bachelor of Arts degree, *cum laude* and with Highest Honors in Economics, from Williams College.

Prior to dedicating himself to the operation of self-supporting aquatics facilities, Mr. Rowland was a Consultant with National Economic Research Associates, Inc., a worldwide economic consulting firm providing expert testimony and advice in regulatory and legal proceedings.

**[www.lutraaquatics.com](http://www.lutraaquatics.com)**