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## **Leadership**

Aquatic's executive team consists of the best talent in the bathing fixtures industry today. The company's senior managers have decades and decades of combined experience leading global corporations with large R&D, manufacturing, distribution and service operations, including the top firms in bathware and other major segments of the building market. These industry veterans are unrivalled in the breadth and depth of their expertise and recognized as innovators the field. Following are snapshots of selected executive team members.

### **Gary Anderson, President**

Throughout his 20-year career, Gary Anderson has helped major manufacturers in the building industry optimize operations, significantly grow market share and revenue, and strengthen their leadership position.

Before Aquatic, Anderson was president of Lasco where he significantly reduced cost while improving the company's market share, safety record, on-time delivery, and lead-time. Prior to Lasco, Anderson was Vice President and General Manager for Lennox Hearth Products, the leading manufacturer of indoor and outdoor fireplaces and a subsidiary of Lennox International Inc., a global leader in the heating, ventilation, air conditioning and refrigeration markets. At Lennox, Anderson increased EBIT percentage by 250 percent while improving quality from high ppm levels to nearly zero.

Earlier, Anderson was Director of Business Excellence at Heatcraft Worldwide Refrigeration, also a Lennox International subsidiary and provider of climate-control solutions for commercial and industrial applications in more than 70 countries. At Heatcraft, Anderson developed and deployed a lean manufacturing/Six Sigma program throughout Lennox International to achieve even greater efficiencies and product quality. In just seven months, he closed projects with net present values of \$1.5 million.

### **Martin Joines, Senior Vice President of Sales**

Martin Joines brings two decades-plus of experience in customer service, operations and sales in the bathware business to his role as head of sales for Aquatic. Prior to Aquatic, Joines spent more than a decade in executive sales roles at Lasco, driving significant company growth. Starting as National Sales Manager over the acrylic business, and later for retail, Joines then

served as Vice President of Sales before being named Senior Vice President of Sales. During this time, Joines forged a national strategic alliance with Home Depot that increased Lasco's sales by nearly 55 percent over a 36-month period. He also was responsible for a \$47 million private label agreement with Whirlpool's Cielo line of jetted and soaking bathtubs.

Before Lasco, Joines was General Manager over the southern U.S. region for Maax, a leading North American manufacturer of award-winning, residential bathroom products. Before Maax, Joines was with Swirl-way (subsequently acquired by Mansfield Plumbing), a jetted tub company where he ultimately served as Vice President of Operations and part of a management team that quadrupled sales in just seven years.

### **Dave McFarland, Director of Marketing**

With expertise in branding, channel development, strategic planning and new business, Dave McFarland has worked for some of the biggest names in Corporate America. Prior to the Lasco-Aquatic Whirlpools merger, McFarland was Lasco Bathware's Director of Marketing for five years during which he helped steer the company through a highly volatile market.

Earlier, McFarland spent eight years in a variety of pivotal marketing and sales roles at Mattel, the worldwide leader in the design, manufacture and marketing of toys and family products. As Mattel's Manager of Alternate Channels Sales and Marketing, McFarland created programs targeting non-traditional toy resellers, tripling sales from \$50 million to \$150 million for that market segment alone. After Mattel, McFarland was Senior Marketing Manager at Ingram Micro, the world's largest technology distributor and provider of sales, marketing and logistics services for the IT industry. At Ingram, McFarland launched a virtual marketplace of hosted software so customers would have easy and efficient access to mission-critical solutions for running their businesses.

### **Rick Reysen, Vice President of Operations**

Rick Reysen has more than 30 years of experience helping building industry leaders optimize the efficiency of their operations, set new standards for productivity, and better serve customers. Before Aquatic, Reysen was Vice President of Operations at Lasco where he implemented additional best practices and process control measures across all plants, achieving nearly \$3 million in operational savings and \$7 million of inventory reduction within a year.

Prior to Lasco, Reysen managed operations at Ingersoll Rand's Chino, California plant. While at Ingersoll Rand, a global provider of customized refrigeration products and services, Reysen developed a lean manufacturing culture and plan to double the size of the business within the first year. Previously, Reysen was Plant Manager of Lennox International's Lynwood, California facility, which produced fireplaces and accessories for Lennox Hearth Products. Reysen's achievements included a double-digit increase in productivity, significant reductions in inventory and overhead, and the introduction of 15 new models of fireplace products in just 18 months.