

A Moment of Inspiration

AquaViable Solutions Profile

He could feel his heartbeat in his ears as he ran. It was a beautiful day in Santa Barbara, California. A plethora of floral scents filled the air. Jasmine, orange blossoms, roses and more were in bloom along the sidewalks.

He was in the zone. Staring ahead he let the sounds of the cars whizzing past drown out into the background. That is what he loved about running. He could be in the midst of it all, but when running the only thing that mattered was putting one step in front of the next.

He was feeling the familiar rush that comes after sprinting when he decided to take a detour. Rather than run along the [streets/familiar route], he thought he should take a jog through Alice Keck Park, known for its duck pond. Soon he was up the steps and his feet were creating dust as they pounded on the dirt path. As he was enjoying the new surroundings, he had an epiphany.

His logo. He had it. He finally knew what it had to be.

Rodney Loehr, from a small town in Arizona, has a passion for water. He is a lucky one, having found his interest early in life. Coming from a state with very little water, Rodney speaks about the origin of his interest.

"We lived in a remote part of Arizona where there wasn't much water. My house is on a well, and I remember a time when we had no water. There was an issue with the well which took a few days to fix. But during those few days, I realized how much we take water for granted until it is gone. That is when my interest in water began."

After receiving an undergraduate degree in History, Rodney spent a few years working in state politics. While there, he worked in water and environmental policy. Soon he was working on a masters degree in a similar field. All along, he knew he would be doing something great. After working a few different jobs, he left the corporate world and embarked on the journey of starting his own company.

This company is Aquaviable.

Aquaviable is a company that developed a machine which collects drinking water from the air for residential and office use.

By collecting your drinking water from the air you can be confident that your water is toxin free. Aquaviable also reduces waste by giving consumers an alternative to bottled water. Essentially providing consumers with guilt free water.

His feet slowed down to a walk as he saw the ducks land on the pond with a splash. That was it. His logo would incorporate a duck and water to signify [collecting [the transition/relationship of?] water from the air.

He broke into a grin. He knew it would come to him eventually. Now that it had, he couldn't wait to get started.