

... To Be Continued... A Legacy... Our  
Formula For Success



Award-winning material.



Information we collected to apply for the Better Business Bureau Ethics Award to which we were anonymously nominated. I give Andrea Conti credit for arranging this information for the Better Business Bureau Ethics Award and for helping me arrange this book, which we consider an important part of our destiny.

# BBB Business Ethics Awards 2011 Award Entry Form

## Company Information

Name: Boyett Family Rayne Water Conditioning

Address: 38 East 5<sup>th</sup> Avenue

City: Mesa State: AZ ZIP Code: 85210

Main Phone: (480) 969-7251 Fax: (480) 464-1997 Website: www.azh2o.com

Owner/Manager/Principal/CEO: Brian Hayden Boyett/ Owner/ Manager

Business Start Date: 04/20/1964 Number of Employees (FT/PT): 9/2

Nature of Business: RENTING WATER SOFTENER AND REVERSE OSMOSIS SYSTEMS, SELLING THESE SYSTEMS AND PROVIDING SERVICE TO THIS EQUIPMENT.

## Contact Information

Contact Name: Brian Hayden Boyett

Title: General Manager

Phone Number: (480) 969-7251

E-Mail: hayden@azh2o.com

## Statement:

Has your company been involved in a lawsuit or government action in the past three years in which there was an allegation that your business, its principals or managers engaged in fraud, breach of fiduciary duty or were alleged to have caused punitive damages? **Yes / No** If yes, please provide a summary of the nature of the lawsuit/government action. Recent independent auditor reports may be submitted in place of a summary.

We understand that the judges may request a site visit and/or other additional information. By signing this application, we certify our compliance with federal, state and local laws and regulations governing our business or industry.

Furthermore, we agree that we will abide by BBB established guidelines for referencing the BBB Business Ethics Awards including advertising or public announcements, and that BBB has our permission to use submitted content for promotional purposes. We acknowledge that submitted entries become the property of BBB and cannot be returned.

## This application was completed by:

Signature: Brian Hayden Boyett

Date: 01/07/2010

Name: Brian Hayden Boyett Title: General Manager



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February 4, 2011

Better Business Bureau Foundation  
4428 North 12<sup>th</sup> Street  
Phoenix, Arizona 95014-4585

Thank you for this opportunity to enter the 2011 BBB Business Ethics Award. When we learned our company was anonymously nominated; we were empowered to share with you the ingredients of our passion to work ethically and demonstrate to this panel how our pursuit of ethics upholds the value of our company and accelerates all of our business and management practices.

Within this binder I hope to demonstrate to you how our policies/ procedures; systems and processes empower our managers and employees to make ethical decisions for our client's benefit. Our company structure empowers us to make ethical decisions, which benefit our community and our environment. I hope to demonstrate by making some difficult business decisions (accelerated by ethics); this has increased the level of satisfaction our client's experience from our products and services; and by applying ethics to the core of our business and management practices - our prices are less. I also hope to demonstrate because we have made difficult decisions; this has added higher value to our products and services; and has given us a competitive advantage in the market place.

The founders of Boyett Family Rayne Water Conditioning (Brian and Roberta Boyett circa December 1966) have taught us several principles that have accelerated our business and management practices towards ethical behavior. We call these principles success formulas. Several of these success formulas are:

- The importance and relevance of recycling
    - We recycle water treatment equipment to lower our prices and help the environment.
  - The importance of employee empowerment
- We save thousands of pounds of landfill waste yearly.

Our Mission is to be the best water treatment company in the United States by providing exceptional customer service and exceptional products and services that exceed our clients' expectations. It is our goal to provide a safe working environment with the best tools to facilitate our work. Our company is committed to following the Water Quality Association's code of ethics; working with our co-workers and clients honorably and with the highest degree of respect and integrity. We are proud that we work drug free.

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- No employees whom work at our firm have contracts; two employees have worked at Boyett Family Rayne Water Conditioning over 20 years (Troy Phillips, our service manager circa June 7, 1990; Thomas Sisson our most tenured technician circa February 5, 1987). We feel if we take good care of our employees; our employees will take good care of our client's needs.
- The importance of client empowerment
  - We have never required our clients to sign contracts with our company.
  - We feel because of this client empowerment (no obligated contractual relationship with Boyett Family Rayne Water Conditioning) this is the reason some of our clients have continue patronage with our company for over 40 years. An example of three generations of clients are the owners of Tree Land Nursery: The Waltemeyers. Address:  
2900 South Country Club Drive  
Mesa, AZ 85210-8306. Phone:(480) 497-2525.  
There are three generations of Waltemeyers who utilize our products and services
    - Generation #1 Mrs. Waltemeyer (account # 51243) 'her husband was a sales person for our firm (1969 to 1971)'
    - Generation #2 Larry Waltemeyer (account # 191924) 'who manages the family nursery business'
    - Generation #3 Keith Waltemeyer (account # 160853) 'who works at Tree Land Nursery'
  - We feel if we take good care of our client's needs 'contract free' they will continue to utilize our products and services each day; and they will tell their family and friends about our company. So far it is working: our company grew 12% in our rental water treatment business in 2010 (we now have 4040 rental clients; in addition we have 13,838 clients who own their water softeners and reverse osmosis units) (Service Sales Analysis). In January 2011 our company grew 1%. We feel we have developed a replica table business model to aggrandize the success of our firm by applying specific business and management practices; utilizing ethical behavior as our accelerator.

We are not aware of any water treatment company in the United States who is experiencing this level of growth and success. We attribute our success to the guiding

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success formulas taught to us by Brian and Roberta Boyett and our application of specific business and management principles accelerated by our ethical behavior.

We feel that our desire to pursue ethical business and management principles has been a guide to our commitment to fair and honest conduct in the market place, and that these principles provide our firm with a secure position in the market place by providing better products and services and securing our stakeholders positions.

Our definition of success is the continuous journey towards a predetermined worthwhile goal. Our goal is our mission statement.

Our mission statement:

Boyett Family Rayne Water Conditioning desires to be the best water treatment company in United States by providing exceptional products and services that exceed our client's expectations. It is our goal to provide a safe working environment with the best tools to facilitate our work. Our company is committed to following the Water Quality Association's Code of ethics (5); working with our co-workers and clients honorably and with the highest degree of respect and integrity. We are proud that we work drug free.

Respectfully,

A handwritten signature in cursive script that reads "Brian Hayden Boyett".

Brian Hayden Boyett

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## Management Practices



Boyett Family Rayne Water Conditioning is the longest continually owned water treatment supplier in the State of Arizona.

Brian and Roberta Boyett purchased Rayne Water Conditioning of Mesa from Mr. and Mrs. Schmidt December 1966. At this time the company serviced a few hundred customers. Brian and Roberta changed the name to Boyett Family Rayne Water

Conditioning. They were pioneers in the water treatment industry. The concept of soft water was very nascent in the valley; however they saw an opportunity to help many Arizona residents improve the quality of their water. They introduced their products and services by providing free samples. Brian and Roberta Boyett connected their portable exchange soft water tanks, free of charge 'for a period of one month', this marketing technique allowed each potential client to experience the effects of soft water.

The concept of portable exchange soft water tanks: providing a metal tank containing thousands of cation resin beads that absorb hard minerals in the water used for baths, showers, toilets, clothes washing machines and other household requirements.

The soft water service that Brian and Roberta Boyett established provides a tremendous financial boon to our clients.

A 1970 Income Bureau of Labor Statistics study demonstrates a monthly savings for soft water of over \$131.00 each month (Reference: Income Bureau of Labor Statistics study).



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If our clients enjoy the benefits of this portable exchange soft water service; they pay a small monthly fee (starting at \$30/month plus tax) to continue this service. Our company has never required our clients to sign contracts.

### *Philosophy for success*

We prize our customers' loyalty above everything, and we stop at nothing to ensure complete satisfaction.



The next service that Boyett Family Rayne Water Conditioning provides is a fully automatic water softener service. Each client whom wished to own their water softener (rather than paying for the monthly service) can pay a retail price and installation fee. This equipment requires each client to add sodium chloride on a monthly basis. We also provide this equipment on a rental basis for \$30/month plus tax.

The passion of Boyett Family Rayne Water Conditioning revolves around all of the great employees who have contributed their intellect, honor, integrity and hard work over the past 45 years.

Currently we have nine full-time and two part-time employees tenures ranging from 24 years to .75 years. One of our employees has worked on and off at our firm for over 20 years.

It is because of our Management Practices that we have attracted and retained such talent. It is because of our ethical policies we have empowered our management and our employees to make ethical decisions, which provide the greatest financial benefit and highest satisfaction from our services and products. It is because of our success gained by the efforts of this talented group of employees that we are empowered to offer the most competitive wages and the best benefits in our industry.

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The personnel procedures and practices set forth in our Employee Policy and Procedure Handbook are subject to modification to enhance and make our company stronger. (1)

### *Desired Employee Qualities*

Although it is hard to define exactly what makes a good employee, we believe that a person's desire to work hard, attention to quality, willingness to follow instructions, and the general ability to get along well with co-workers, managers and our customers are extremely important. Skills, experience, attitude, intelligence, honesty and dependability are extremely desirable qualities as well. (1)



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### *Customer Relations*

Most water conditioning companies perform the same basic types of service. It is the quality of service a dealership extends that distinguishes it from its competitors. Most customers choose to do business with the company that best suits their needs.



**ROBERTA BOYETT:** Owner-bookkeeper and  
**BRIAN BOYETT:** owner-manager.

Each year Boyett Family Rayne Water Conditioning spends a very substantial sum in new business development. Each of our employees has a definite role in creating satisfied customers. Satisfied customers mean a more secure and profitable job for each employee.

Each employee has the opportunity to create goodwill with our customers. Little courtesies, such as a friendly smile, sincere interest in their welfare, accurate and prompt handling of their business, and attempting to always serve them with courtesy and respect will keep customers satisfied and loyal to Boyett Family Rayne Water Conditioning.(1)

### *Orientation Period*

We explain to all new employees they are hired to completing a 90-day orientation period. During this period, employees will be given every opportunity to prove their ability and Boyett Family Rayne Water Conditioning will have the opportunity to monitor and evaluate their performance. Employees also have the opportunity during this time to consider whether their role at Boyett's is right for them and vice versa. We consider this period important because entering an employment relationship is an important financial investment and time commitment for both parties.

At the successful conclusion of the orientation period, each employee will be classified in the job classification (eg., exempt or nonexempt, full-time or part-time, etc) for which the

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employee was originally employed. The original date of hire becomes the service date which employees become eligible to participate in all the employee benefits.

We also explain to our employees that their relationship with Boyett Family Rayne Water Conditioning is terminable at-will at all times, whether during or after this orientation period.(1)

#### *Obligation to Boyett Family Rayne Water Conditioning*

Each employee is expected to exercise the utmost loyalty to Boyett Family Rayne Water Conditioning interests and to be diligent in the maintenance and protection of our property. We explain to each employee (in our employee handbook) that they should not engage in any activity which could be interpreted as contrary to the best interest of our company.(1)

Boyett Family Rayne Water Conditioning usually observes six (6) holidays each year.

The holidays are:

- New Year's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Christmas Day



Full-time employees who are paid on an hourly rate basis and who have successfully completed the Company's orientation period are eligible to receive holiday pay at their regular rate if they work

the scheduled work day before and after the holiday.(1)

#### *Vacations*

All full-time employees earn vacation time according the following schedule:

Length of

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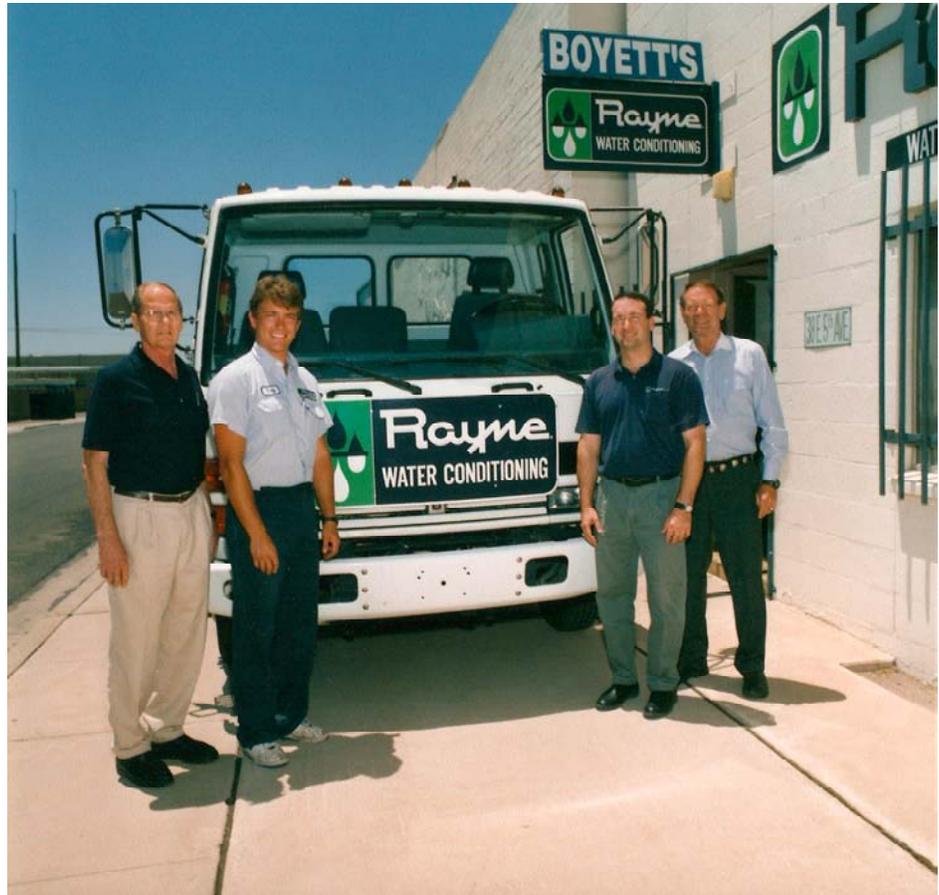


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<u>Continuous Employment</u>	<u>Hours Accrued</u>
0-1 years	0 hours
1-2 years	1 week (40 hours)
2+ years	2 weeks (80 hours) (1)

Boyett Family Rayne Water Conditioning provides our employees six (6) paid days of sick time each year.

This sick day policy is designed to empower our employees to be healthy; Employees who do not use his or her full quota of sick pay will receive one day of regular pay for each sick day not used. This will be calculated according to your base pay at the time of the payout.(1)



*Wage and Salary Policy*

Boyett Family Rayne Water Conditioning’s philosophy is to retain valuable employees by paying them competitive compensation in holding similar jobs with similar businesses in the industry. Our wage and salary policy is subject to change from time to time as determined by management.(1)

*Compensation Increase*

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Employment performance is reviewed continuously. Salary or wage increases are determined solely by how each employee performs his or her job and the quality of work performed. In evaluating these factors, consideration is given to the degree of responsibility, the manner in which duties are performed, length of service, attitude, and ability to work well with co-workers and Boyett Family Rayne Water Conditioning's customers. Punctuality, attendance, and neatness are also key considerations. We consider our yearly reviews a driving force in our productivity and achievement. We use these yearly reviews to evaluate past performance and establish goals for

future advancement and accomplishment.(1)

Boyett Family Rayne Water Conditioning provides group medical insurance. Full-time employees are eligible to participate in the Company's group health insurance plans after ninety (90) days of employment. We provide full dental benefits and \$10,000 of life insurance to all full time employees.(1)

Boyett Family Rayne Water Conditioning has a 401(K) program for eligible employees.(1)

We have three objectives for maintaining high employee benefits standards:

1. Build Teamwork – to communicate, cooperate and collaborate freely, and to work as one team to fulfill our mission
2. Nurture Respect – trust in our



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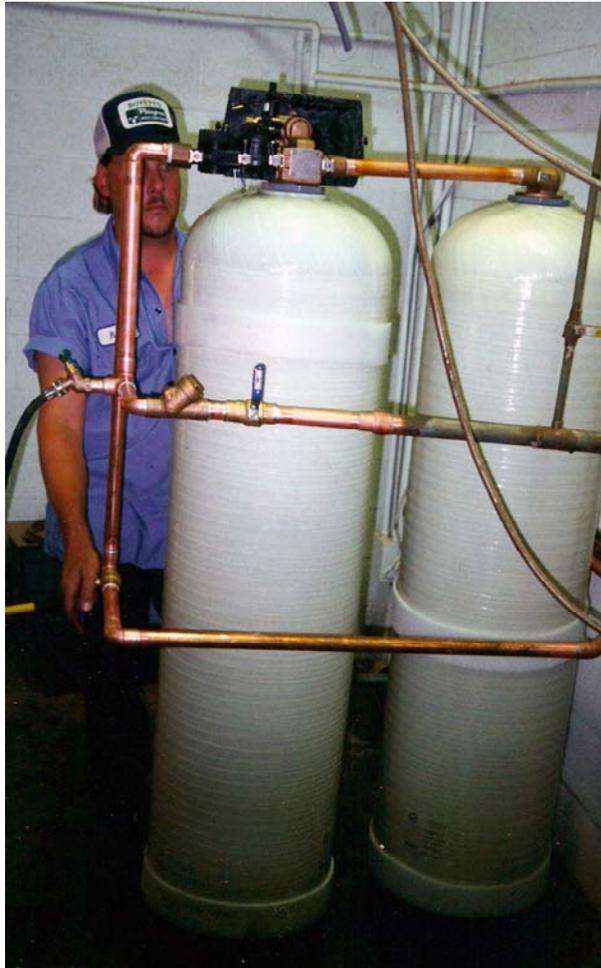
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employees and in ourselves. Say what we mean and mean what we say. Communicate with honesty and candor.

3. Treat everyone with Respect and dignity – valuing individual and cultural differences. We will empower them to develop and use their talents and capabilities to the fullest.(2)



One of the ways we seek to build trust with our employees is open and honest communication. All of our employees receive Boyett Family Rayne Water Conditioning Employee Policy and Procedure Handbook upon beginning work at our firm.

- Build Trust
- Tell the Truth
- Be Transparent
- Honor Promises
- Be Responsive
- Safeguard Privacy
- Embody Integrity

These are BBB Code of Business practices we seek to embody by applying these management practices:

*Unlawful Discrimination and Sexual Harassment*

Anti-Discrimination and Anti-Harassment Policy:

We are committed to providing and maintaining a work environment that is free of discrimination and unlawful harassment

and believe it is the responsibility of all persons who work at our Company. Therefore, it is illegal and against our policies for any Company employee, supervisor, contractor or vendor to harass or engage in discriminatory treatment of any employee or client because of that person's race, color, religion, sex, ethnicity, age, disability or any other legally

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protected characteristic. We will not tolerate discrimination or any form of sexual or unlawful harassment, will investigate promptly and thoroughly all complaints of discrimination or harassment, and will take prompt corrective action designed to stop the discrimination or harassment whenever it occurs.



### *Examples of Prohibited Conduct*

While it is not easy to define precisely what types of conduct could constitute sexual or other harassment it is defined as unwanted sexual advances, or visual, verbal, or physical conduct of a sexual nature when:

1. It is made either explicitly or implicitly a term or condition of an individual's employment.
2. It is used as the basis for employment decisions affecting an individual.
3. It has the effect of unreasonably interfering with an individual's work performance, or creating an intimidating, hostile, or offensive working environment for that employee or for other employees even they are not parties to the harassment
4. It results in "reverse discrimination", that is, it negatively affects an employee in lieu of a co-worker with whom the supervisor is enjoying sexual favors.
5. Harassment may include, but is not limited to:
  - Unwanted sexual advances

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- Visual conduct that includes leering, making sexual or derogatory gestures
- Displaying sexually graphic magazines, calendars or posters.
- Sending explicit e-mails, voice-mail, and pictures etc which relate to an individual's sex, race, color, national origin, age, religion, disability, sexual orientation, or any other legally protected characteristic.

### *Complaints about Discrimination or Unlawful Harassment*

Any employee who wants to report an incident of sexual or other unlawful harassment or discrimination should promptly report the matter to his or her supervisor who should immediately contact Brian Hayden Boyett for assistance. The complaint should be in writing on the Discrimination/Harassment Complaint form (located in the Employment Forms Addendum of this employment manual). However, oral complaints and those submitted anonymously in writing will also be investigated. If the immediate supervisor is unavailable or the employee believes it would be inappropriate to contact that person, the employee should immediately contact Brian Hayden Boyett about his or her concern. Employees can raise concerns and make reports without fear of reprisal.

### *Investigation of Complaint*

Once a written or verbal complaint of discrimination or harassment is made, as outlined above, we will thoroughly and timely investigate the complaint and attempt to resolve the situation in a prompt and appropriate manner. Generally, our investigation includes interviewing the party filing the complaint, the alleged violators of our Company's policies, and others who may be involved or who witnessed any of the relevant facts or allegations. Once the investigation is completed, we will take appropriate action based on the results of its investigation. Documentation of all allegations and investigation will be kept confidential to the extent feasible. Generally, the information in the complaint and in our investigation will be disclosed only to those who need to know the information in order to perform the investigation and to evaluate its merits. If the complaint is against a guest, client, concessionaire, vendor or other outsider, we will take reasonable steps in our power to investigate and eliminate the problem.

### *Supervisors' Duties*

Any supervisor who becomes aware of possible sexual or other unlawful harassment or discrimination should promptly advise Brian Hayden Boyett who will see that the matter

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is handled in a timely and confidential manner. Any supervisor who violates Company policy on discrimination and harassment or fails to investigate such a charge, will be subject to appropriate disciplinary action, up to and including discharge. (1)

*Americans With Disabilities Act*

Boyett Family Rayne Water Conditioning is committed to providing equal employment opportunities to otherwise qualified individuals with disabilities, which may include providing reasonable accommodations where appropriate. In general, it is your responsibility to notify Your supervisor of the need for an accommodation. Upon doing so, Boyett Family Rayne Water Conditioning may ask you for your input or the type of accommodation you believe may be necessary, or the functional limitations caused by your disability. Also, when appropriate, we may need your permission to obtain

additional information from your physician or other medical or rehabilitation professionals. (1)



*Consensual Relationship with Co-Workers*

Because of the risk of creating work-related problems, consensual romantic and/or sexual relationships between supervisors and employees are strongly discouraged, though not expressly prohibited.

Relationships that begin consensually and end while both

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parties remain in the same workplace can threaten the workplace environment and jeopardize the continued employment of both parties to the relationship. (1)

### *Work Eligibility*

We are required by federal immigration laws to verify evidence of identity and employment eligibility of all individuals before they are hired. In keeping with this obligation, upon commencing employment with us, you must present documentation which shows your identity and legal authority to work. You must also attest to your legal authority to work and identity on an I-9 Form provided by the federal government. This verification must be completed within three (3) business days after you begin employment. All offers of employment and continued employment are conditioned on furnishing satisfactory evidence of identity and legal authority to work in the United States.(1)



### *EEO/ Fundamental Employment Policies*

The Company is an equal opportunity employer and does not discriminate against employees or job applicants on the basis of race, religion, color, sex, age, national origin, handicap, veteran status, genetic test results, or any other status or condition protected by

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applicable state or federal laws, except where a bona fide occupational qualification applies.

As an equal opportunity employer, we will:

1. Recruit, hire, train and promote persons in all job titles without regard to race, religion, color, sex, age, national origin, handicap, veteran status, genetic test results, or any other status or condition protected by applicable law.



2. Insure that all personnel actions such as compensation, benefits, transfers, layoffs, returns from layoffs, Company-sponsored training, and social

recreational programs will be administered without regard to race, religion, color, sex age, national origin, handicap, veterans status, genetic test results, or condition protected by applicable law.

If you have a suggestion, problem, or complaint with regard to this policy or equal employment opportunities at the Company, you should speak with your supervisor or if necessary, Brian Hayden Boyett, pursuant to our “Open Door Policy” (1)

#### *At-Will Employment Statement*

Both the Company and its employees share the legal right to sever the employment relationship at-will. Thus, either you or Boyett Family Rayne Water Conditioning may terminate the employment relationship at any time, with or without cause.

No verbal or written statement will be interpreted to modify the at-will employment relationship and no verbal or written statement concerning any term or condition of your

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employment will be considered a contract unless such statements are in writing and signed by both the employee and Brian Hayden Boyett as General Manager of the Company. (1)



### *Medical Leave and Absence*

If any employee must cease work because of a temporary health, disability, or medical condition, including pregnancy or pregnancy-related conditions, he or she may be granted up to one month (30 calendar days) of unpaid leave after all earned time off has been exhausted. You may be asked to provide management with a written medical certification from an attending physician before any medical leave of absence will be granted. (1)

### *Bereavement Leave*

In the unfortunate event of the death of an employee's spouse, child, parent or grandparent, employees may use their earned unused sick or vacation days. If unusual circumstances arise and extra time is needed, please talk to Brian Hayden Boyett. (1)

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### *Military Leave*

Employees who are required to fulfill military obligations in any branch of the Armed Forces of the United States or in state military service will be given the necessary time off and reinstated in accordance with federal and state law.

The time off will be unpaid, except where state law dictates otherwise. Exempt employees may be provided time off with pay when necessary to comply with state and federal wage and hour laws.

Accrued vacation may be used for this leave if the employee chooses. Military orders should be presented to your supervisor and arrangements for leave made as early as possible before departure. Employees are required to give advance notice of their service obligations to Boyett Family Rayne Water Conditioning unless military necessity makes this impossible. You must notify your supervisor of your intent to return to employment. Your benefits may continue to accrue during the period of leave in accordance with state and federal law.

Additional information regarding Military Leave may be obtained from your supervisor.  
(1)

### *Jury Duty*

Employees summoned for jury duty are granted an unpaid leave in order to serve. Exempt employees may be provided time off with pay when necessary to comply with state and federal wage and hour laws. Make arrangements with your supervisor as soon as you receive your summons. If you are released early you are to return to your job if you are excused from jury duty during your regular working hours.(1)

### *Safety and Health*

General Safety Policy:

1. Overview – Boyett Family Rayne Water Conditioning will continue to be in compliance with the Occupational Safety and Health Act (OSHA) and will provide a clean, safe, and healthy place to work. Employees are required to work safely at all times, to wear safety equipment when required, to observe all posted safety rules and regulations, and practice good housekeeping. Additional rules and information can be obtained from your Supervisor. As an employee of Boyett Family Rayne Water Conditioning you are to help everyone stay safety conscious,

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minimize accidents and maintain a safe place to work. We appreciate your ideas and suggestions on making our operations as safe as possible.

2. Accident Prevention – It is Boyett Family Rayne Water Conditioning’s position that we all have an important responsibility to provide a safe work environment. For this reason, it is important to strictly follow Company safety guidelines. If you fail to adhere to Boyett Family Rayne Water Conditioning’s safety and health guidelines, you may be disciplined, or even terminated.
3. Reporting an Accident – Anytime you are involved in a work-related accident (no matter how slight or seemingly inconsequential) you must immediately notify your Supervisor who will see that the appropriate paperwork is completed.
4. Damage to Company Property – A written report is required in all instances of damage to Company property. In most cases it will be consistent with insurance reporting requirements. Your supervisor will assist you in completing the proper documentation. (1)

### *Use of Business Equipment and Tools*

All business equipment, tools, electronic and telephone communication systems, and all communications and stored information transmitted, received, or contained in the Company’s information systems are Boyett Family Rayne Water Conditioning’s property and are to be used solely for job-related purposes. To ensure proper use of communications systems and business equipment, the Company may monitor the use of these systems and equipment from time to time.

If tools and/or property are lost or damaged due to employee neglect, the employee will be responsible for the expense of replacing or repairing them.

If you violate this policy, you may be subject to discipline, up to and including termination from employment. (1)

### *Confidential Information*

You must maintain the confidentiality of all documents, computer files and disks, e-mail transmissions, customer information, price lists, project or job bids, overhead, mark-up or profit margins, or other information belonging to Boyett Family Rayne Water Conditioning or its employees or customers. Under no circumstances may such

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information be shown to third parties unless such disclosure is necessary and is made in the ordinary course of your employment duties. (1)

### *Employment Records*

If you wish to review the contents of your personnel file, you must fill out a written request. Thereafter, a mutually convenient time will be scheduled for your review, with a management representative present with the file during the meeting. You may request that certain pages be copied for you. You may also notify your supervisor of any matters contained in the file believed to be inaccurate. (1)

Our employees are excellent.

We strive to be our best.

We are accountable to the general public, and to each other for everything we do.

We commit ourselves to provide the highest quality service; with excellence and consistency everywhere we operate.



### *Personal Appearance*

Regardless of your position with Boyett Family Rayne Water Conditioning, your personal appearance, grooming and neatness are important. They affect the opinions of those with whom you work and customers with whom you may come in contact. Moderation and good taste in dress and grooming are required. At no time will an employee be allowed to work without a shirt. Excesses and extremes in jewelry, cosmetics, or hair styles should be avoided, as well as any other items that may interfere with the performance of an employee's duties. (1)

### *Uniforms*

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Our customer's image of Boyett Family Rayne Water Conditioning is the image created by our service staff. The Company pays the full expense for supplying uniforms to service personnel in order to create this favorable image. Please turn uniforms in on time so you will have a fresh uniform on a daily basis. Service personnel are also required to wear steel-toed footwear. The Company will pay for half of this expense. (1)

If your religious or personal beliefs conflict with the above-mentioned guidelines, please speak with Brian Hayden Boyett so the Company can be sure to explore accommodation options and resolve any of your concerns.(1)

### *Tidiness of Work Area*

Tidiness and good, efficient work go hand in hand. We all like to work in clean and organized surroundings. It is important that you take the little additional time needed to return equipment to its proper place, dispose refuse in the containers provided, clean and organize vehicles and equipment, and observe general rules of tidiness.(1)

### *Worker's Compensation*

We have been fortunate to work with State Fund of Arizona since 1966.

Boyett Family Rayne Water Conditioning provides worker's compensation insurance coverage for all employees. If you fail to report an injury or illness incurred while performing job duties, your eligibility for benefits may be adversely affected. You should report all injuries as soon as they occur -- no matter how slight or insignificant they may seem at the time. (1)

Our attendance and punctuality policy

Your attendance record, which includes both absences and tardiness, should be of extreme importance to you and is given consideration in connection with your performance reviews, compensation increases and promotion. If you are unable to work your assigned shift you must notify your supervisor as far in advance of your starting time as possible. Leaving a message with the answering service is not adequate. In case of prolonged absence, you should make sure the Company is kept informed of your condition.

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A regular or probationary employee who misses work that is not covered by vacation or sick time will not be paid for that day. (1)

### *Open door policy*

You have the opportunity to be heard by your supervisor and if necessary, Brian Hayden Boyett, General Manager of Boyett Family Rayne Water Conditioning, whom you are free to approach if you wish to discuss in private any personal problem or complaint. Every effort will be made to keep in confidence the discussion. No other person will be consulted except those closely involved. You should also keep the communications in confidence.

Each employee is expected to use the Open Door Policy to bring to our attention any instance of improper or abusive conduct affecting your employment or the Company. (1)

### *Intoxicating Beverages and Illegal Substances*

The possession and/or consumption of intoxicating beverages or drugs on the premises of the Company, a job site, customer, in vehicles, or reporting to work under the influence of alcohol or other intoxicants, is absolutely forbidden and is cause for immediate dismissal (see the Substance Abuse Policy set forth in this employment manual). (1)



### *Substance Abuse Policy*

Purpose:

As part of its commitment to safeguard the health of its employees, to provide a safe place for employees to work, and to promote a drug-free work place, Boyett Family Rayne Water Conditioning establishes this policy on the use or abuse of alcohol and illegal drugs by its employees. Substance abuse, while at work or otherwise, seriously endangers the safety of employees, as well as the general public, and creates a variety of work place problems, including increased injuries on the job, increased absenteeism, increased health care and benefit costs, increased theft, decreased morale, decreased productivity, and a decline in the quality of

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products and services provided by Boyett Family Rayne Water Conditioning. The Company has established this policy to detect users and remove abusers of alcohol and illegal drugs from the work place. It is also the policy of Boyett Family Rayne Water Conditioning to prevent the use and/or presence of those substances in the work place in accordance with the following guidelines.



The purpose of this policy is to communicate the Company's position on alcohol and drugs in the work place and to provide guidance for the implementation of related programs within Boyett Family Rayne Water Conditioning.

**Scope:**

All company employees, including management, administration and temporary employees, are covered by this policy. As a condition of employment, employees are required to abide by the terms of this policy. This substance abuse policy primarily governs actions in the areas of alcohol and drugs.

Certain employees may be subject to additional requirements under state or federal regulations.

**Substance Abuse Policy Dissemination:**

1. All employees are to be informed of Boyett Family Rayne Water Conditioning's substance abuse policy. Employees shall be given a summary of the Company's

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substance abuse policy, all employees and new employees shall be required to sign an Acknowledgement of Receipt and Understanding (see Employment Forms Addendum).

2. All applicants shall be informed in writing of the Company's policy of Pre-employment testing and shall be required to sign an applicant drug testing consent agreement prior to referral for a drug test or after an offer of hire (see Pre-Employment Drug Screening Consent Form).

#### Definitions:

1. Illegal Drugs – “Illegal drugs” are drugs or controlled substances which are (1) not legally obtainable or (2) legally obtainable but not obtained or used in a lawful manner. Examples include, but are not limited to, cocaine and marijuana, as well as prescription drugs which are not lawfully obtained or properly utilized. The term “illegal drug” also includes mind-altering and/or addictive substances which are not sold as drugs or medicines but are used for mind or behavior-altering effect.
2. Legal Drugs – “Legal drugs” are those prescribed or over-the-counter drugs which are legally obtained by the employee and used for the purpose of which they were prescribed and sold.
3. Company Property – The term “company property” includes work sites; parking lots; vehicles; or offices owned, rented, utilized, or serviced by Boyett Family Rayne Water Conditioning or by any members/vendors of the Company; or employee-owned or employee-rented vehicles on the property of the Company or of any members/vendors of the Company while on company business; and locations where the employees represent Boyett Family Rayne Water Conditioning in any capacity.
4. On Duty – The term “on duty” includes all working hours, as well as meal periods and break periods, regardless of whether on premises, and all hours when an employee represents the Company in any capacity.

#### *Drug Use Prohibitions*

1. The use, sale, purchase, possession manufacture, or distribution, or dispensing of illegal drugs on Boyett Family Rayne Water Conditioning's premises or while on duty is against Company policy is prohibited and is cause for immediate termination.

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2. It is also against Company policy for any employee to report to work or work with the presence of illegal drugs or the metabolite of illegal drugs in the employee's body. Employees who violate this policy are subject to disciplinary action, up to and including termination.
3. Legal drugs may also affect the safety of the employees or fellow employees or members of the public. Therefore, any employee who is taking any legal drug that might impair safety, performance, or any motor functions must advise his or her supervisor before reporting to work under such medication. A failure to do so may result in disciplinary action. Improper use of illegal drugs is prohibited and may result in disciplinary action.
4. Refusal to submit to, efforts to tamper with, failure to cooperate with, or failure to pass a drug test will result in disciplinary action, up to and including termination.

#### *Alcohol Use Prohibitions*

1. The consumption of alcohol on Company property or while on duty is prohibited and will result in disciplinary action, up to and including termination. There may be occasions, however, removed from the usual work setting, at which it is permissible to consume alcohol in moderation (e.g. company picnics, receptions, civil activities, sporting events).
2. Notwithstanding the exception mentioned above, it is against Boyett Family Rayne Water Conditioning's policy to report to work or to work under the influence of alcohol or with a blood alcohol content level of .08 or above.
3. Employees may be asked to submit to an alcohol test based on reasonable suspicion that their ability to perform work safely or effectively may be impaired.
4. Refusal to submit to, efforts to tamper with, failure to cooperate with, or failure to pass an alcohol test will result in a disciplinary action, up to and including termination, and/or referral to the Company's EPA.
5. If a supervisor believes that reasonable suspicion exists, the supervisor should report his or her findings and observations to Hayden Boyett.

#### *Testing*

1. Testing of Applicants
  - a. All applicants considered final candidates and who have received a conditional "offer to hire" for a position will be tested for the presence of illegal drugs as a part of the application process.

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- b. Applicants will be advised of the Company's Pre-employment testing requirements in writing prior to an offer of hire. Applicants will be asked to sign the Pre-Employment Drug Screening Consent Form (see Employment Forms Addendum).
  - c. Any applicant who refused to submit to, tampers with, fails to cooperate with, or fails to pass the pre-employment drug test shall be ineligible for hire.
2. Reasonable Suspicion Testing
- a. Employees may be required to submit to a drug and/or alcohol test based on a reasonable suspicion that their ability to perform work safely or effectively may be impaired. Facets that individually or in a combination could result in reasonable suspicion include, but are not limited to, the following:
    - i. Direct observation of an individual engaged in a drug-related activity;
    - ii. A pattern of abnormal conduct;
    - iii. Unusual, irrational, or erratic behavior;
    - iv. Unexplained, increased or excessive absenteeism or tardiness;
    - v. Sudden changes in work performance;
    - vi. Repeated failure to follow instructions or operating procedures;
    - vii. Violation of Company safety policies or failure to follow safe work practices;
    - viii. Unexplained or excessive negligence or carelessness;
    - ix. Discovery or presence of drugs in an employee's possession or near an employee's work place;
    - x. Odor or residual odor peculiar to some drugs;
    - xi. Arrest or conviction for a drug-related crime;
    - xii. Information provided either by reliable and credible sources or independently corroborated; or
    - xiii. Evidence that an employee has tampered with a prior drug test.
3. Post-Accident Testing
- a. Employees may be required to submit to a drug and/or alcohol test following an accident or other occurrence that involves one or more of the following covered events: a fatality, an injury to an employee or other

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individual, substantial damage to vehicles, and/or substance damages to other property.

4. Random Testing

- a. Employees will be required to submit to drug and/or alcohol testing on a random basis.
- b. Selection of employees for random testing shall be conducted through the use of a random number generated or other neutral selection process.

5. Testing Procedure

- a. Boyett Family Rayne Water Conditioning will determine for which drugs testing will be performed.

- b. If the employee refuses to consent to testing, fails to appear for testing, tampers with the test, or fails to cooperate with the testing procedures, he or she may be disciplined up to and including termination.



- c. Test samples will be analyzed by a qualified laboratory selected by the Company. All samples will be tested according to the following sequence.
  - i. All samples will be subjected to an initial screen process;
  - ii. Those samples having a negative screen (no illegal or illicitly used substance present) will be considered to have tested negative, and no further testing will be done on that sample; and
  - iii. Those samples that test positive on the first screen will be tested more extensively by means of Gas Chromatography/Mass Spectrometry (GCS/MS) to eliminate any false-positive tests and confirm the positive test result.

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- d. Employees who consent to testing will be informed of the results by the appropriate manager or Company official. As set forth within, a positive test will result in disciplinary action up to and including termination.
  - e. Any employee who adulterates a specimen or who otherwise attempts to invalidate a test shall be subject to discipline up to and including termination.
  - f. Employees who test positive may appeal the test result in accordance with the procedure listed herein.
6. Appeal of Confirmed Positive Test
- a. After receipt of a report confirming a positive test result from the testing laboratory, Boyett Family Rayne Water Conditioning will inform an employee in writing of the positive test result of and the consequences of the positive test result.
  - b. An employee may request and receive from the Company a copy of the test result report.
  - c. Within one business day after receiving notice of a confirmed positive test result, the employee may submit written information to the Company designee explaining the positive test result and the reason(s) why the result does not constitute a violation of Boyett Family Rayne Water Conditioning's substance abuse policy.
  - d. The employee may request that a retest be performed by a SAMHSA-certified laboratory. The employee will be responsible for all costs associated with conducting the retest.

### *Disciplinary Action*

1. In the case of a first time violation of the Company's substance abuse policy, including a positive drug or alcohol test result (without evidence of use, sale, possession, distribution, dispensation, or purchase of drugs or alcohol on Company property or while on duty), the employee will be disciplined up to and including termination.
2. Boyett Family Rayne Water Conditioning may suspend employees without pay under this policy pending the results of a drug/alcohol test or investigation.
3. Except as set forth in ARREST OR CONVICTION FOR DRUG-RELATED CRIME Section A., or as part of regular employment responsibilities, any

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employee engaging in the use, sale, purchase, possession or distribution of drugs or alcohol while on Company property is subject to disciplinary action, up to and including termination

### *Investigation*

1. To ensure that illegal drugs and alcohol do not enter or affect the work place, the Company reserves the right to search all vehicles, containers, desks, file cabinets or other items on Company property in furtherance of this policy. Individuals may be requested to display personal property for visual inspection upon Company request.
2. Failure to consent to a search or to display personal property for visual inspection will be grounds for termination or denial of access to company premises.
3. Boyett Family Rayne Water Conditioning will turn over all confiscated drugs to the proper law enforcement authorities. Furthermore, the Company will cooperate with and may enlist the services of the proper law enforcement authorities in the course of any investigation.

- i. Arrest or Conviction  
for Drug Related  
Crime

1. If an employee is arrested for or convicted of a drug related crime, the Company will investigate the circumstances, and Company officials may utilize the drug testing procedure if

reasonable suspicion exists as a result of the investigation. In most cases, an arrest for a drug related crime constitutes suspicion under this policy.



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2. As a condition of employment, an employee shall notify the Company's manager of any criminal drug statute conviction or for any plea of guilty, nolo contendere or suspended imposition of sentence that has been entered on a criminal drug statute charge. The employee must give notice in writing to Boyett Family Rayne Water Conditioning within three days of such conviction.
  - ii. Confidentiality
    1. Results of an applicant's or employee's test for the use of illegal drugs or alcohol shall be transmitted to the Company manager. In order to effectively address the employees with drug or alcohol problems, it will be necessary for the manager to consult with other persons in the process. However, such results may be disseminated only on a need-to-know basis.(1)

### *Driving Policy*

The Company has made a commitment of safety, service, and quality to both our employees and customers. The Company requires that our employees operate all vehicles owned by or used by the Company in a safe and economical manner. The following summarizes our policies and guidelines:

1. Vehicles are not to be operated unless in a safe operating condition.
2. Drivers must be physically and mentally able to drive safely.
3. Drivers must conform to all traffic laws with allowances made for adverse weather and traffic conditions.
4. Respect the rights of other drivers and pedestrians.
5. Drivers may not use drugs or alcohol, or be under the influence of drugs or alcohol, while operating a vehicle owned by or used by the Company.

### Accidents:

All accidents are to be reported to management of the Company within twenty-four (24) hours after the accident occurs.

### MVR Standards:

Motor Vehicle Records (MVR's) will periodically be checked on all employees where driving is a part of their job. The MVR will be reviewed to ascertain that the employee holds a valid license and his or her driving record is within the parameters set by company management. MVR checks are intended to discover or verify the following:

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- Three (3) or more traffic violations and/or at fault accidents over a three (3) year period for drivers age 25 and older, two (2) traffic violations and/or at fault accidents for drivers between ages of 18 and 25, or one (1) traffic violation and/or at fault accident for drivers 17 and under; or
- One or more of the following type of serious traffic convictions within the past 3 years:
  - driving while under the influence of drugs or alcohol;
  - refusal to take a breath analyzer test;
  - leaving the scene of an accident without reporting it;
  - homicide, assault, or criminal negligence resulting from the operation of a vehicle;
  - driving while license is suspended or revoked;
  - reckless or dangerous driving, which results in any injury;
  - racing;
  - passing a stopped school bus;
  - failure to wear a seat belt;may disqualify the employee from driving Company-owned vehicles.

#### Radar Detectors:

The use of radar detectors is forbidden In all vehicles owned or used by the Company. Drivers using radar detectors will have their driving privileges revoked.

#### Passengers:

Hitchhikers and passengers, other than Company employees, are not permitted.

#### Seat Belts:

All occupants must wear seat belts whenever the vehicle is in motion.

#### Securing Cargo:

Cargo will be secured and all doors locked while en route and while the vehicles are parked.

#### Motor Vehicle Keys:

All motor vehicle keys must be locked up in the cabinet when not in use.

#### Drinking Water:

Employees are encouraged to carry drinking water with them and to drink water throughout



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the day to ensure proper hydration.

### *Safety Policy*

#### Policy:

Many employees operate Company owned, leased, rental or personal vehicles as part of their jobs. Employees are expected to operate vehicles safely to prevent accidents which may result in injuries and property loss. It is the policy of the Company to provide and maintain a safe working environment to protect our employees and the citizens of the communities where we conduct business from injury and property loss. The Company is committed to promoting a height level of safety awareness and responsible driving behavior in its employees. We expect the full cooperation of each driver to operate his or her vehicle safely and to adhere to the responsibilities outlined in this Handbook.

#### Scope:

This policy applies to employees who operate vehicles on Company business and will be reviewed by management to ensure full implementation and compliance.

### Organization and Responsibilities

#### Management Shall:

- Investigate and report all accidents involving a motor vehicle used in performing Company business.
- Be responsible for taking appropriate action to manage high-risk drivers as defined by this policy.
- Provide driver training either internally or through external means for high-risk drivers.
- Review motor vehicle accident reports.

#### Drivers Shall:

- Always operate a motor vehicle in a manner consistent with the Company's Motor Vehicles Policies.
- Maintain a valid driver's license and minimum insurance requirements on personal vehicles used on Company business.
- Maintain assigned vehicles according to established maintenance standards.
- Provide copies current certificates of insurance for a personal vehicle utilized for Company business.

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### *Motor Vehicle Use*

#### Company Owned Vehicles:

Only authorized employees will be permitted to operate a Company vehicle. Assigned drivers and other authorized employees will not allow an unauthorized individual to operate, or ride in a Company vehicle. No exceptions! Failure to follow this rule will result in disciplinary action up to and including termination. If unauthorized use results in an accident, the responsible employee will be required to make restitution for damages.



Employees are responsible for keeping the motor vehicle stocked with:

1. Lock out notices
2. Receipt books
3. Soap test kits
4. Salt delivery price list

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5. Equipment price list
6. Any other supplies needed

At the end of the day, please refill the gas tank if needed. The pumps are busier in the morning.

#### Personal Motor Vehicles on Company Business:

Personal use of vehicles is permitted only with prior written approval from management and subject to the rules set forth in this Handbook. Employees who drive their personal vehicles on Company business are required to:

- Maintain auto liability insurance with minimum limits of \$100,000/\$300,000 for bodily injury and \$50,000 for property damage with combined single limit of \$300,000.
- Maintain current state vehicle inspections when required.
- Maintain their vehicles in a safe operating condition when driven on Company business.

#### Driver Selection:

1. *Evaluation.* Employees will be evaluated and selected based on their driving ability. To evaluate employees as drivers, management will:
  - Review past driving performance and work experience through previous employers reference checks. All new employees and current employees recently assigned to driving duties will be required to sign the Receipt and Acknowledgements located at the end of this Addendum.
  - Review the employee's Motor Vehicle Record (MVR) annually (more frequently if reasons warrant).
  - Ensure the employee has valid driver's license.
  - Ensure the employee is qualified to operate the type of vehicle he or she will drive.
2. *Qualifications.* All drivers must meet the MVR Standards in the Driving Policy set forth above.
3. *Driver Discipline.* Drivers who are identified as high risk by the Company may:

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- Be required to attend a Defensive or Safely Driving course at the employee's own expense.
- Must operate his or her own personal vehicle on Company business.
- Be have their driving privileges suspended or revoked while on Company time.

### *Motor Vehicle Accidents*

#### Accident Investigation:

The Company considers elimination of motor vehicle accidents a major goal. To meet this objective, all accidents will be reported to management, investigated, documented and reviewed by the Company Accident Review Board. The investigation identifies need for:

- A more intensive driver training and/or remedial training.
- Improved driver selection procedures.
- Improve vehicle inspection and/or maintenance activities.
- Changes in traffic routes.

#### Accident Recordkeeping:

Recordkeeping procedures consist of the following components:

- Documentation of causes and corrective action.
- Management review to expedite corrective action.
- Analysis of accidents to determine trends, recurring problems and the need for further control measures.

#### Accident Procedures:

Company employees will take the following actions when there are injuries to persons and/or damage to other vehicles or property:

- If possible, move the Vehicle to a safe location out of the way of traffic. Call for medical attention if anyone is hurt.
- Initiate the information-gathering process as quickly and thoroughly as is feasible by obtaining the names and addresses of drivers and occupants of any vehicles involved, operator's license numbers, insurance company names and policy numbers, as well as the names and addresses of injured persons and witnesses. Record this information on the Motor Vehicle Accident Report form. Do not discuss fault with, or sign anything for

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anyone except an authorized representative of the Company, a police officer, or an insurance carrier representative.

- Immediately notify Management or your supervisor if any injuries were involved. It is important for management to determine the extent of the accident, especially if it involves injury or death to the driver, passengers, or other parties. Management will immediately proceed with a formal investigation to determine the underlying causes as well as what can be done to prevent similar occurrences. The accident report will be forwarded to the insurance claims office along with any additional support data (e.g., witness statements, photographs, police reports, etc.).
- You will be contacted by Management to advise you how to arrange for repairs to the Vehicle. Do not have the vehicle repaired until you receive authorization from management.

When there is theft of or damage to your vehicle only:

- If you did not witness the damage to the vehicle, you must notify the local police department immediately.
- Immediately notify management who will advise you how to arrange for repairs to or replacement of the Company motor vehicle. Do not have the vehicle repaired until you receive authorization from management.
- Provide a copy of the police report along with a memo outlining any additional information to management.

Motor Vehicle Repair Costs:

If a Company motor vehicle is involved in an accident which is determined preventable and the driver is deemed to be at fault the driver reimbursement to the company should be as follows:

- If the motor vehicle is repairable, 50% of the company's insurance deductible, up to a maximum reimbursement of \$250, will be charged back to the driver.
- If the vehicle is a total loss, the driver will be charged \$250.

Preventable/Non-Preventable Accidents:

The following definitions relate to motor vehicle accidents;

- A "motor vehicle accident" is any occurrence involving a motor vehicle, which results in death, injury or property damage, unless such vehicle is

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properly parked. Who was injured, what property was damaged and to what extent, where the accident occurred, or who was responsible, are not relative factors.

- A “preventable accident” is any accident involving the motor vehicle, unless properly parked, which results in property damage or personal injury and in which the driver failed to do everything he or she could have reasonably done to prevent or avoid the accident.
- The determination of preventability of an accident will be determined exclusively by the general manager of the Company.

### *Motor Vehicle Inspection and Maintenance*

The employee responsible for the vehicle will inspect the vehicle quarterly using Vehicle

Inspection Report form and forward the report to Vehicle Safety Coordinator. More frequent inspections and reports may be required based on heavy use. Vehicle maintenance can take the form of three distinct programs: preventive maintenance, demand maintenance, and crisis maintenance. While all three types play a role, the most cost-effective control is preventive maintenance. The groundwork for a good preventive maintenance program starts with management. A review of manufacturer’s specifications and recommendations for periodic preventive maintenance should be integrated with the actual experience of the vehicles.



### Preventative Maintenance:

Preventive maintenance is performed on a mileage or a time basis. Typical preventative

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maintenance includes oil and filter changes, lubrication, tightening belts and components, engine tune-ups, brake work, tire rotation, hose inspection/replacement and radiator maintenance. Each day, employees driving Company vehicles should check all fluid levels (oil, water, transmission) and check tire pressure and condition. Let the service manager know when the Company vehicle needs new tires and when the motor vehicle is within 500 miles of an oil change.

**Demand Maintenance** – Demand maintenance is performed only when the need arises. Some motor vehicle parts are replaced only when they actually fail, such as light bulbs, window glass, gauges, wiring, air lines, etc. Other demand maintenance items involve motor vehicle components that are worn based on information from the vehicle condition report. These include tires, engines, transmissions, universal joints, bushings, batteries, etc. Since these situations are identified through periodic vehicle inspection, they can actually be classified with the Preventative Maintenance Program.

**Crisis Maintenance** – Crisis maintenance involves a motor vehicle breakdown while on the road. Crisis maintenance situations should be minimized through proper preventative maintenance procedures.

### *Driver Safety Regulations*

#### **Safety Belts:**

The driver and all occupants are required to wear safety belts when the motor vehicle is in operation or while riding in a vehicle. The driver is responsible for ensuring passengers wear their safety belts.

#### **Impaired Driving:**

The driver must not operate a motor vehicle at any time when his or her ability to do so is impaired, affected, influenced by alcohol, illegal drugs, prescribed or over-the-counter medication, illness, fatigue or injury.

#### **Traffic Laws:**

Drivers must abide by all Federal, state and local motor vehicle regulations, laws and ordinances. All traffic violations received by the employee are the responsibility of the employee, including any related fines or penalties.

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#### Motor Vehicle Condition:

Drivers are responsible for ensuring the vehicle is maintained in a safe driving condition. Drivers of daily rentals should check for obvious defects before leaving the rental office lot and, if necessary, request another vehicle if the employee deems the first vehicle unsafe. Drivers are encouraged to rent vehicles equipped with air bags and ABS brakes, where available.

#### Cellular Telephones and Portable Music Players:

Employees driving on Company business must use external speaker and microphone capabilities to allow hands--free operation. Drivers are to refrain from placing outgoing calls while the vehicle is in motion. Incoming calls should be limited. For any vehicle equipped with cellular telephone that does not meet the above equipment specifications, use of the telephone is authorized when the vehicle is safely parked.

Employees are prohibited from using a portable music device ( *e.g.*, Walkman or IPOD) while operating a motor vehicle.

#### General Safety Rules:

Employees are not permitted to:

- Pick up hitchhikers.
- Accept payment for carrying passengers or materials.
- Use any radar detector, laser detector or similar devices.
- Push or pull another vehicle or tow a trailer. (1)

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## **Customer/Vendor/Supplier/Shareholder Relations**

These are several customer testimonies posted on our Google Maps Account:

Oct 30, 2010

Water - It's not just for bathing anymore! For most of the past 10 years I have been encouraging my children to drink more water to no avail. Since having the Reverse Osmosis Alkalinity filter installed in our home, they are asking for water to drink. Their water bottles are coming home from school EMPTY, which never happened before even on the hottest of days. I'm having no problem getting my 64+ ounces in either. Thank you for helping us get healthier with great water! The Franklin **Family (6)**

Nov 2, 2010

Clean and Refreshing! A great product combined with great service is what it takes to make you want to refer a company to your friends! Great job Hayden - and all of my friends that are using your services are happy too! I'll keep spreading the word... (6)

Nov 12, 2010

I wouldnt go with anyone else We are extremely happy with Boyetts. Your pricing is extremely competitive, especially for the level of service that is provided. We had what we thought to be was an issue with our water softener on a friday evening and Brent was out the next day on Saturday to fix it. Turned out there was no problem with the equipment itself, we had our water hose resting on the device that operates the timer causing it to not work properly. We were blown away by the quick response to our problem and have no had any issues since. We came to Boyetts when we needed to get a new RO system and again were really impressed with your pricing and level of knowledge of the product. I feel safe and confident with the equipment I purchased from you for my drinking water. We recommend Boyetts to everyone we know but not because of the referral bonus that is offered, it's because we are completely comfortable knowing that when we recommend Boyetts to a friend or **family** member that they will be well taken care of. Thank you very much Boyetts! Hayden and Troy we have dealt with you both directly the most and you have both amazing! (6)

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Hayden,

I am a real estate broker. Several years ago you help me solve a problem with one of your units that a tenant had installed in one of my rental houses. You rushed to my rescue with Troy, one of your technicians. The work you did was above and beyond the call of duty. Your performance and customer service was way better than anything I have experienced from any company in Arizona ever. You cared for your customer. I appreciate what you did and the way you did it. Thanks!!

Sincerely,

*Rick Brandt*

The Real Estate Office of Rick Brandt  
480-921-2503



Acct 185496  
Client since 10/09/09

*Dear Boyett Family—  
We want to sincerely thank  
you again for being so kind  
& generous by providing us  
a reduced rate for our R.O.  
system. Our soon to be filled  
nursery with three babies, and  
us anxious parents deeply appreciate  
assisting us financially. so we have  
the best water for the babies. Thank you  
God Bless, Randy and Black*

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Dear Mr. Boyett:

My wife, Louise, and I want to say thank you for your help in these trying times. We started with Rayne in 1986 through John the then owner of your company. He designed our soft water system while we were building our new home at 6243 E. Air Libre Ln. in Scottsdale.

Due to heart problems we sold our home and moved to Ahwatukee to be closer to our son. I had retired by then thinking everything was OK; however, 2007-08 happened and everything turned sour. This year in Spring I called and talked to your book-keeper and asked to cancel our service. She listened to my problem and quickly thanked me for calling and talking it over. She said she would lower our payment which made it possible to continue your service. I couldn't thank her enough, but, I wanted to let you know too and thank you too.

It is embarrassing to ask for help at 80 years old, but I did want to thank you personally once again.

Very truly yours,

Arthur P. Kohler



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**From:** Kathryn [KathrynMiller@cox.net]  
**Sent:** Wednesday, December 30, 2009 3:18 PM  
**To:** Hayden Boyett  
**Subject:** Re:

Hi Hayden,  
I was very happy with your service and would be glad to write a review. I didn't get the name of the person that ran all the pipe but he did a fantastic job - a real master at it. He also explained the equipment, the troubleshooting and when to add salt. Is one salt better than another? Thank you and have a great New Year.

To The Boyett Family,

I really can't say enough about you all! you are one of the kindest, most generous group of people and you have done so much to help me. Thank you so much for giving me a break and being so kind to me.

I appreciate it so much!

Michelle Martin

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Your guy came to the house today, very efficient and professional.  
Thanks,

Robert Star  
*In Home Computer Repair, Inc.*  
480-986-3405  
star@ihcr-inc.com  
<http://www.ihcr-inc.com>



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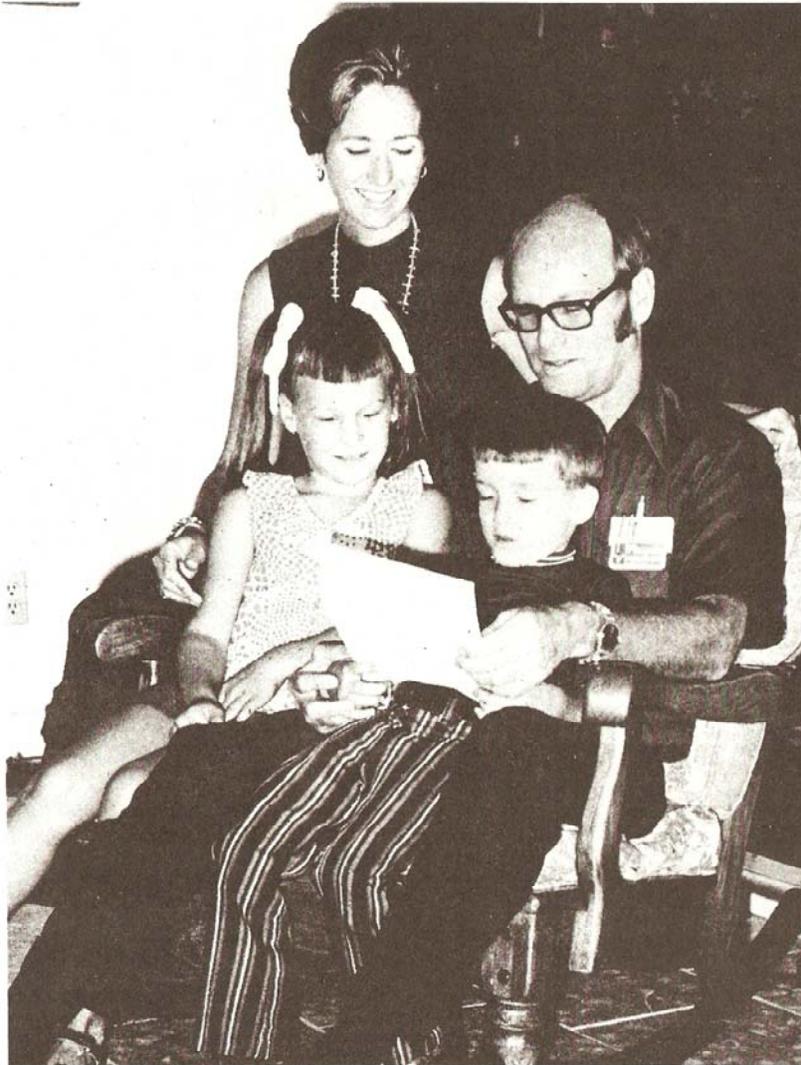


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## Rayne Water Named As Best In Nation



**TRIP WINNERS** — Mr. and Mrs. Brian Boyett show Katrina, 7 and Hayden, 5, the notification that the local franchise of Rayne Water Conditioning, of which Boyett is the owner, is the top franchise in the U.S. for the first contest period of the convention year based on net increase in rental service accounts and sales of automatic water conditioning equipment. Reward for the Boyett's is a trip for one week to Guaymas, Mexico. Mr. and Mrs. Boyett will be picked up and brought back to Phoenix in the Rayne Corp. airplane. The Boyett's have made their home in Tempe since 1967.

Harold McGinnis Photo

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## **Marketing/Advertising/Communications/Sales Practices**

Boyett Family Rayne Water Conditioning is driven by our client's feedback and testimony. We listen to our client's suggestions and take action.

The following history will represent how several new products and processes came to life because of the intuitive nature that has been inspired by the founders of our company (Brian and Robert Boyett). We have developed new products and processes to address industry changes. These product changes; inventions and process improvements have made our marketing/ advertising/ communications/ sales practices and customer relations stronger and more ethical.

Because of our client feedback we address their concerns and invent new products and processes.

### *How we developed our Alkalinity Reverse Osmosis drinking water system*

Reverse Osmosis (RO; sometimes called hyperfiltration) is a membrane technology that allows water to pass through a membrane by diffusion. It can remove contaminants from the water that are > 0.0001 microns, resulting in permeate (product water) that is essentially "H<sub>2</sub>O" but devoid of the healthful minerals usually found in tap water.(4) The first functional RO unit was produced by Professor Yuster at UCLA in 1959. The process of Reverse Osmosis Purification was first developed to desalinate sea water.(7) Boyett Family Rayne Water Conditioning has been selling; renting; servicing and installing residential reverse osmosis units since they were first invented in 1970. Within the last 10 years we began hearing concerns that the process of reverse osmosis was leaving the water slightly acidic. Since our bodies are prone to acidity; by adding extra acid to our body – this will cause our body to stay in the acid state rather than an alkaline state.

Here is an article that talks about the problems acid may cause to our bodies.

### *Storing Acid in our Bodies:*

Dr. Lynda Frassetto from the University of California believes that humans, in evolutionary terms, have changed. Once upon a time, our bodies used to break down food and dispose of the acid waste with our kidneys and livers. But now, because of the sheer amount of acid waste the average American produces, she sees our inner bodies being

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turned into a war zone, where our body is fighting to protect its most strategic reserves --- our kidney and liver -- from total degradation and failure.

To prove this theory, Dr. Frassetto studied 1000 people and discovered that we are indeed stockpiling acid waste in our fatty deposits instead of eliminating it with our kidneys and liver. Cholesterol and crystallized uric acid are solidified acids that have been dumped within the body for later disposal, which never comes. Our bodies have made the choice to preserve our kidney and liver instead of processing the acid waste.

The cost is tremendous -- obesity, low energy, and many acid related diseases such as osteoarthritis, diabetes, cancer, and much more.

When our bodies are excessively acidic, they borrow essential minerals such as calcium, sodium, potassium, and magnesium from our vital organs and bones to buffer or neutralize the acid. The result is our bodies suffer from prolonged degradation or corrosion which manifests into these debilitating conditions.

The reason is simple -- the average American diet contains way too much acid. Diet coke and other soda is probably the most acidic food people consume at a pH of 2.5. Beer and meat are at 3.5, then there's dairy, white pasta, most water, wine, hard alcohol, nuts and butters, beans, oils -- all acidic foods. All produce acid waste in our bodies that they can't handle.

Dr. Robert O. Young agrees with Dr. Frassetto's theory. Sugar is an acid and he sees Westerners consumption of sugar as the reason why so many are overweight. The body has to protect itself from the excess sugar, so it creates fat to encase the acid. "Fat," he says. "Is saving our lives."

Then there's the problem of disease. The stomach works by producing acid to break down food. Whenever this acid is made, alkaline buffers are also created and sent through our blood stream, naturally alkalizing our body. A healthy balanced body has alkaline reserves to battle diseases, infections, and viruses. But if excessive acid must be continuously neutralized or stored, our alkaline reserves will be depleted, leaving our bodies weakened and disease prone.

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#### Acid and Stress:

Acid comes from three sources -- food, pollution, and stress. Of these three, stress is the greatest problem. One shot of adrenaline can neutralize and acidify an alkaline diet. So stress management as well as diet management is essential to maintaining an alkaline body.

The worst case scenario in which many Westerners fit into is where we work 40-50 hour stressful weeks with hardly any breaks to calm ourselves down. We consume fast food and coffee for quick bursts of artificial energy to just get through our work day. Then we come home to family stresses, household chores, bills, and more and never really relax and give our bodies a chance to neutralize all the acid we produced through stress and from eating very acidic foods.

So acid in our bodies build up until we begin to show symptoms -- digestive problems, headaches, overweight, bone pains, elimination issues, muscle tension and pain, heart problems, high blood pressure, and more.

We spend our lives giving ourselves to our jobs and families and never take the time to nourish our bodies, mind, and soul.

#### More Effects on Acid on our Body:

Acidity is like rust. We have 96,000 kilometers of veins and arteries, all of which are corroded by acid. If nothing is done, acid interrupts all cellular activities and functions -- from our beating heart to the way we think.

Acid coagulates blood. Blood also can't flow around fatty acids so capillaries clog up and die. Our skin begins to wrinkle and isn't as stretchy. Even if you put out the money for a face lift or liposuction, the acid still remains and will do damage. As for our lungs and other organs, all are involved in the maintenance of correct blood pH so if all have to work harder to deal with excessive acid, all will stop functioning a whole lot sooner than we want them to.

Did you know that if any substance changes from a 7 to an 8 pH, it has become ten times more alkaline? The opposite is also true, if it changes from a 7 pH to a 6, it has become ten times more acidic.

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If our blood pH drops from its optimum level of 7.36 pH to 7 pH, you will lapse into a coma and die. This change represents our body becoming four times more acidic than it should be. In this environment, beneficial microforms will die and aggressive microforms sustained by an acidic environment begin to multiply and mutate, becoming parasitic and pathogenic agents. You would die from poisoning from your own blood. Because of this, our organs are totally subservient to blood pH meaning the body will destroy our organs before it lets our blood pH change too much.

Coca Cola gives us such a charge not just from the caffeine but because its 2.5 acidity sets off alarms all over our body and stored alkaline reserves are called in to fight the surge of adrenaline. Coca-cola, is 50,000 times more acidic than neutral water and it takes 32 glasses of neutral pH water to balance one glass of soda! The "high" you experience is your body screaming for help while you enjoy the thrill of its fear.

Dr. Theodore A. Baroody, author of "Alkalize or Die" says, "Too much acidity in the body is like having too little oil in the car. It just grinds to a halt one lazy Sunday afternoon. There you are -- stuck. The body does the same thing." (8)

The sound bites regarding this topic became so strong that we were encouraged to adapt the process of Alkalinity Water to our existing reverse osmosis equipment. Here is the testimony of the client who helped us begin this journey.

This is a testimony posted on our Google Maps account (6)

Nov 9, 2010

Alkalinity filter. Alkalinity filter which reduces the acid in our drinking water... I would like to think was developed for us just because we asked. We already had the reverse osmosis installed and were happy with that, although, my concern about the high acid in our drinking water made me seek a solution. I contacted Hayden and Troy at Boyett Family Rayne Water Company so their research and development department went into action. To our surprise, at our next service call Boyett's installed this calcite filter. We have had it for 6 months now and have noticed significant health improvements in ourselves and our dogs, which enjoy the water as well. In our case, since the reduction of acid in our water my hip pain has disappeared, which allows me to work out more, which lead to weight loss. (my size 8's look great, thanks). Another benefit was when I wore costume jewelry my skin would turn green, this no longer happens. As for our pets, we have two wonderful Beagles Honey and Hawkeye, they are 7 years old and as long as I remember Hawkeye has always - after drinking water - thrown it up, until now NO

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MORE CLEAN UPS, and I am sure he is so much more hydrated. As for Honey, she has suffered with hip pain and has already gone through surgery for bladder stones. Since we have been filling their watering station with the Boyett water she no longer has a limp due to the hip pain. The pain is gone, she runs around like a puppy again! So THANK YOU RAYNE, for all that you do for the health of our family and your GOING GREEN movement! Honey and Hawkeye thank you too! Acct 169078 (6)

This is a picture of our three employees who helped build our very first Alkalinity Reverse Osmosis unit.



Here are some of the benefits of drinking alkaline water

- Enhance your immune system and help bring your body to a balanced condition
- Help immunity against allergic responses
- Rejuvenate on a cellular level – anti-aging
- Enhanced absorption and assimilation of nutrients and supplements
- Hydrates your body better than regular tap water
- Balance body ph for healing and disease prevention

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- Counteract a wide range of acute and chronic pain symptoms
- Disarm free radicals with its powerful anti-oxidant properties
- Stabilize blood pressure and normalizes blood sugar and insulin
- Support healthy colon function
- Eliminate abnormal gastro-intestinal putrefaction and dispel urinary tract infections
- Reduce proliferation of candida and fungus
- Detoxify your body – get rid of excess body fat and flush out toxins and acid waste
- Makes acidic food and drinks more alkaline and flavorful (i.e. tea and coffee)
- Cooking with alkaline water improves the nutritional value and the taste of food

*Our company turned a negative situation into a positive Marketing solution*

Some people have a concern that reverse osmosis water treatment leaves the water slightly acidic. Health research indicates that since our bodies are prone to acidity adding acidic components to our body may cause negative health consequences.

By listening to our customer's recommendation and identifying new water treatment technologies we made changes to our reverse osmosis equipment that accommodates a calcite filter. The water comes out of our reverse osmosis membrane; travels through the calcite filter and neutralizes the acid water. Boyett Family Rayne Water Conditioning markets this new Alkalinity Reverse Osmosis equipment with great success.

In 6 months the Alkalinity Reverse Osmosis rental equipment represents 5% of our rental drinking water business.

We matched effective water treatment technology with our client's needs

Here are other positive testimonies we have received from our alkalinity reverse osmosis customers.

We are much healthier! On Wednesday, August 3rd, Boyett Family Rayne's water conditioning sent one of their talented technicians to install a R/O system. Thank you Marco for your professional service. The installation process was fast and smooth and the price are so affordable! We love drinking alkaline water all the time at home!! Thank you so much for your service!! Acct 192153

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This customer has recently lost 25 lbs and feels energized.

Customer Testimony February 1, 2011

I can tell you without a doubt my family has never enjoyed our water system more than they have since the installation of our new alkaline filter. My kids don't quite understand why the water is different but they tell me it tastes good and they want more. As a father this makes me happy, I would rather they drink more water of course than anything else! Thank you for the awareness and recommendation for this new filtration! Acct # 171447

*How we developed our  
Swimming Pool Soft Water  
Accelerator and Pet Them  
Health Pad*

For 15 years we have been working with a man named Gary Wilson. Gary has worked in the water treatment industry and never liked how soft water makes his skin slippery.

Gary has been working on an alternative water treatment device for 15 years; which uses electricity rather than salt to change the calcium carbonate to calcium bicarbonate. The advantage to this technology is that this does not leave your skin slippery and this new process does not utilize salt. This technology will prevent hard water scaling on surfaces and reduce chemicals in many venues.

Gary Wilson has performed small construction jobs at our factory.



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These are pictures of Gary Wilson and Brian Wilson increasing the capacity of our salt storage. Because of the work they performed at our factory we are able to receive larger quantities of salt; reducing our cost and improving efficiency.

This is a picture of Gary Wilson performing a plumbing installation at our customer's home. Gary has worked with many of our clients in the past. All of our clients have been very satisfied with his work.



Gary Wilson continued to give us updates on his new water treatment technology. We asked Gary to bring us a final product.



One day Gary visited our office to show us his new invention. It is true that Gary Wilson's No Salt Electronic Soft Water Accelerator has already begun to change the water treatment industry. The Soft Water Accelerator has added more options for our clients to choose alternative

water treatment technologies.

Gary Wilson's invention has shown great efficacy improving water treatment in swimming pools; in homes and this technology is relevant for providing multi-vibration benefits to animals and people.

Because of all the great work and effort Gary Wilson has invested in our company we wanted to show our support to Gary in promoting his new invention. Because of the

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tremendous trust we have in Gary Wilson we also believe in his invention and want to be involved in this exciting new multi-vibration technology. We posted this information on our web site:



**STAYBRIDGE SUITES:** Five days after installing the EM Controller, calcium easily rubbed off the spa and pool tile. "Pool chemistry was easier to maintain. Chlorine usage was reduced 60%. Kitchen area and rooms were easier to clean and maintain. Towels and linens cleaner and fresher while using less soap and chemicals."  
- Mark, Facility Engineer



**OBA CLEANERS:** "I am very pleased with the way the clothes wash clean. I have cut back on the amount of soap I use, disconnected my softener, and no longer use chemicals to clean my boiler. I am saving over \$225.00 per quarter on chemicals alone."  
- John K. Kim, Owner



"Thanks to Positive Water Controllers, I no longer fight the problem of calcium in the kitchen, bathroom and fixtures, or waterspoting on dishes and glass doors. After three weeks, the calcium on the pool tile easily came off and there's no chlorine odor; the water tastes better too."  
- Cathy

*What other results can I expect from my Boyett Family Positive Water Controllers?*

**HOUSE:** Expect water spots to easily wipe off and existing calcium to dissolve; expect to use less soap and cleaning supplies, and your water to taste better.

**CONDITIONER:** Control calcium without the use of salt or potassium and with no wasted water. No drain required.

**SOFTENER:** 30-80% less salt and wasted water.

**POOL:** Reduce chemical usage up to 66%, reduce calcium build up problems on pool tiles, equipment, ionizers and salt generators.

**WATER HEATERS:** Less maintenance and reduction of any existing calcium build up.

**BOILERS:** Reduce or eliminate chemical cleaning.

**IRRIGATION:** Reduce calcium build up on sprinkler heads and emitters. Look for an increase crop yields.

**SAVINGS:** Use little to NO soap when doing laundry, less cleaning supplies; save energy on heating water. Less wasted water.

To order or for more information on Boyett Family Positive Water please call:

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Water Conditioning  
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## Boyett Family POSITIVE WATER

*Water Treatment and  
Conservation Technology  
using Boyett Family Rayne  
Water Conditioning*



### WIN THE CALCIUM WAR and SAVE ON CHEMICALS and MAINTENANCE

*"Making every drop count"*

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### **Boyett Family POSITIVE WATER**

**An alternative to controlling calcium  
hardness while meeting federal and state  
environmental guidelines**

#### **NO MORE WATER SOFTENERS**

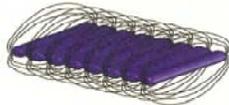
**Another product that will  
save you time and money  
by Boyett Family Rayne Water Conditioning**

#### ***What is the Boyett Family Positive Water Controller and how does it work?***

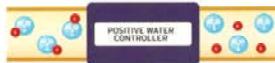
The Boyett Family Water Controller is a device delivering multi-vibrational fields designed to reduce calcium and other mineral build up, improve solubility of water, and enhance the absorption of nutrients.

As water flows through a Boyett Family multi-vibrational field, calcium carbonate changes to a calcium bicarbonate.

The Boyett Family multi-vibrational field Positive Water Controller aligns the molecules in a uniform directional field. Water regains its solvency and will not allow minerals to form hard crystals of scale on fixtures and other surfaces.



The Boyett Family multi-vibrational field moves with the flow of the water, aligning the molecules and separating out the calcium. By treating the water and the calcium, the calcium is held in suspension. The calcium, by crystallizing, starves bacteria and prevents the calcium from bonding in pipes, water heaters and on other surfaces.



#### ***Where can you use the Boyett Family Positive Water Controller?***

The Boyett Family Positive Water Controller can be built to fit any size pipe and is used in commercial, residential and industrial applications. Any area, place, feature, structure, or building that uses water can benefit from positive water.

#### **BOYETT FAMILY WATER CONTROLLERS CAN BE USED IN THE FOLLOWING**

##### **APPLICATIONS:**

SWIMMING POOLS

WATER FALLS

WATER FEATURES

HOMES

RESTAURANTS

ICE MACHINES

WATER HEATERS

CHILLERS

COOLING TOWERS

BOILERS

EVAPORATIVE COOLERS

HOTELS

APARTMENTS

IRRIGATION SYSTEMS

ANY WATER USING EQUIPMENT OR FACILITY

#### ***What some of our clients say...***



"The treatment of the EM Controller has been absolutely effective. It is economical and I am looking forward to how it is going to help us save in plumbing expenses, appliances that are water related such as washers, dishwashers and water heaters. On personal hygiene, it is great because, for not being a softener, it leaves the skin smoother and helps the hair conditioner without using as much soap or conditioner."  
- Wendy, Property Manager, Yuma - 38 grains hard.



SPRINGHILL SUITES MARRIOTT: "In working with EM Solution on our property I am noticing a huge difference in our water throughout the building. My maintenance and housekeeping crew have also noticed differences in cleaning rooms and restrooms. Our showers have glass doors and chrome fixtures, and the water spots are wiping off more easily than before. The build up around our sink drains are now gone. Pool is crystal clear and we are using less chemicals. Overall this product has shown to be very effective. It has made our jobs easier and the appearance of our hotel brighter."  
- Anna Puskarov, General Manager

Within a short period of time we received a phone call from Pat Gollum. Pat Gollum has rented a portable exchange soft water tank from our company since May 20, 2004. Pat saw the web page information regarding the Swimming Pool Accelerator and asked to try this product.

September 24<sup>th</sup>, 2010 Gary Wilson and Bruce Barker attended an Arizona Water Quality Association lunch meeting. I introduced them to the AWQA to bring attention and relevance to their invention. After the meeting Gary and Bruce stopped by and met Pat Gollum and installed the Swimming Pool Soft Water Accelerator on her pool.

Two weeks later I received this letter from Pat Gollum.

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PATRICIA L. GOLLUM

8 October 2010

Hayden Boyett  
Rayne Water Conditioning  
38 East 5th Avenue  
Mesa, Arizona 85210

Re: Soft Water Accelerator and Update

Dear Hayden,

Enclosed please find the signed contract for the Positive Water Conditioner Bruce and Gary installed on Friday, the 24th of September.

On the following Tuesday afternoon I was able to remove a calcium deposit on one of the steps of my pool with my thumbnail!!!! I have been able to remove some of the other spots as well, so am really excited about this conditioner.

When I visited their website to learn more about the product, I followed a link to "Pet EM Pad" and went on to talk with Robert Kunze about the Wellness Pad for animals. The photo below is of my Tiga on his Wellness Pad. I have seen, and his doctor confirmed yesterday, improvement in his activity level after using it a very short period of time.

Additionally, Bryan McCormick came to my home on Thursday, the 7th of October, and today I signed a contract with him to install a solar water heater next Thursday. He is a very personable young man, as are his partners, and I appreciate your referral.

I'm almost hoping you don't come up with any other wonderful products, at least for a while....give me a financial break!!

The tank with the meter was installed on 30 September.

Thanks for your interest and help with everything.

Pat Gollum  
Enc: As Stated



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Pat Gollum was thrilled with the results of the Swimming Pool Accelerator and has also found great efficacy in this technology to benefit her dog Tiga.

We are very pleased to provide the Pet Them health pad for animals.

**BOYETT FAMILY  
 PET THEM HEALTH PAD**

The Pet Them Health Pad uses a natural, non-invasive health technology you and your pet can use together. Have your pet next to you or on your lap and place the pad over the area to be treated. This is an excellent opportunity to bond with your pet as the healing process begins.



*Healing together*

The Pet Them Health Pad provides pain relief from common problems associated with hip dysplasia, arthritis, muscle, tendon, or ligament injury and old age stiffness and soreness for animals and humans alike.

Users and veterinarians report excellent results using the Pet Them Health pad Boyett Family Spot Therapy technology for dogs, cats, horses and other animals.

**BENEFITS OF BOYETT FAMILY  
 SPOT THERAPY**

- Increases blood circulation and tissue oxygenation
- Enhances immune system
- Synchronous pain and inflammation relief
- Promotes metabolic processing of toxins
- Treats osteoarthritis
- Soothes and relaxes sore muscles
- Treats tendon and ligament problems
- Enhances natural healing process of bones and tissue
- Restores energy and enhances sleep
- Promotes healthier pets and their parents



Cody

**TESTIMONIALS  
 TO HOWL ABOUT**



**Bailey**, rough-housing with his sister, hurt his right rear hip or leg badly enough that he couldn't put any weight on it. There were no outside injuries, so I figured he twisted or pulled something in his leg or hip. I placed the Pet Him Pad over him. After a 45 minute treatment he was walking on all fours. Later running with his sister, Bailey showed no signs of his earlier injury.

- Barbara



**Buddy**, hurt himself playing ball, so I thought I would see if the electromagnetic therapy pad you sold me would work on him as well as it does on me. After three 45 minute sessions he didn't limp any more and now he wants to play ball again. I am so thankful for how it has given relief from my back pain and how it has helped my furry friend as well. Thanks for selling such a great product.

- Sue

We are pleased to offer the Boyett Family health pad for people

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was in a lot of pain so I decided to give the little heating pad a shot. The first few times I used it, I wasn't even sure it was functioning. It doesn't have an indicator like a green light to signal that it is actually on. It doesn't give out a powerful vibration or intense heat. Then one day, I put it up to my cheek and could feel that it actually WAS working. Every morning I used it while I was having my coffee and waking up. Every night I used it as I read before bed. One day, I woke up in the morning and realized, hey, my back doesn't hurt today! Several days just like that went by. My conclusion at this point is that it must be doing something to help heal my body and relieve the pain. I was skeptical at first, but I was wrong. I am so thankful that Hayden reached out to me to introduce me to their new product. Thank you so much for the history of your company and also for your efforts toward new technology and innovations to offer your customers! (6)

Our industry is at a cross roads. Tuesday, January 25, 2011 our Arizona Water Quality Association President Doug Oberhamer made a presentation before the ARIZONA HOUSE OF REPRESENTATIVES Fiftieth Legislature – First Regular Session Committee on Environment.

Doug Oberhamer's message is that we realize our industry has an impact on increasing the salinity of our water resources and here is what we are going to do. (References)

The Arizona Water Quality Association will be active in establishing legislation to lessen the salt impact our industry has on our environment.

The Arizona Water Quality Association is currently looking for introduction of a bill to establish a study committee. This will be a starting point and Boyett Family Rayne Water Conditioning will be very active with the Arizona Water Quality Association to accomplish an effective outcome. William Brian Boyett was one of the founders of the Arizona Water Quality Association, and I currently hold a board membership.

Boyett Family Rayne Water Conditioning is committed to have a positive impact on our environment with all the products we offer. We are currently introducing new technologies that will lessen the impact salt has on our environment. One of the products that has shown great efficacy in water treatment (without salt) is the Gary Wilson No Salt Electronic Soft Water Accelerator for homes, swimming pools and industrial applications.

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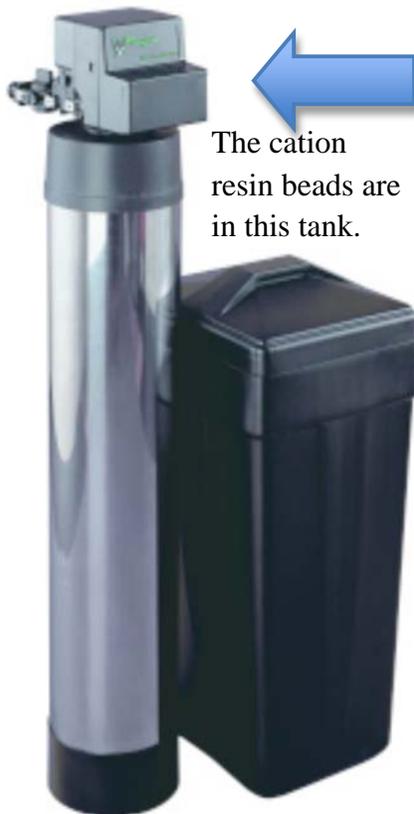
Because of our long-term relationship with Gary Wilson (and the efficacy of this new invention) we feel compelled to introduce this new technology in our community. Our desire is to help promote this new technology nation wide and world-wide.



This is a picture of cation resin beads.

Cation resin beads are the main ingredients in our water softeners.

Because of the high chlorine residuals the cities maintain, in the water delivered to our homes; the cation resin, which we add to our automatic water softeners, is disintegrating.



The cation resin beads are in this tank.

The water runs over the cation resin beads; the positive water molecules (calcium and magnesium) adhere to these beads. This is the softening process.

After a predetermined amount of water flows over these cation resin beads; the capacity of the cation resin is deemed fully exhausted. At this time a regeneration automatically occurs at 2 A.M.

A regeneration is the cleaning process the automatic water softener activates to rejuvenate the cation resin beads. Liquid sodium chloride is flushed over the cation resin beads which relinquish the positive charges (calcium and magnesium) and accepts the sodium chloride charge. When this process is complete the cation resin beads are ready to once again soften the water.

Around the year 2000 we began receiving phone calls from our clients complaining about low water pressure inside their homes. We went out and investigated the cause and determined the cation resin beads are disintegrating because of the high chlorine residuals.

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In a recent e-mail I received from Alan Martindale (the Water Quality Supervisor for the City of Mesa) he confirmed that the current chlorine residuals in the City of Mesa water is 0.5 to 1.2 parts per million. (Reference).

We have recently discovered that the cation resin beads remove the chlorine residual. This is good. However, the chlorine causes the cation resin beads to disintegrate.

In Alan Martindale's e-mail he confirms that "the most frequent problem we hear about is when the screen in the resin tank fails and the beads are flushed throughout the system". (3)

We recently heard a story about a man who paid a plumbing company over \$5,000.00 to clean these beads from the house.

We receive at least one call a week from a water softener user who is experiencing low water pressure because of cation disintegration.

Based upon all of our service data; we have determined the tipping point for this cation resin material is five years. In five years if some action is not taken on this cation resin material there may be negative consequences to the water pressure and the plumbing infrastructure. (9)

On February 18, 2010 Troy Phillips (our service manager) said, "why don't we start calling our clients whom have water softeners that are over five years old; and tell them about the problems they will face?"

I said good idea.

My next call was to our computer software company Nevada computer. I asked Carol to help me print out a list of everyone who purchased a automatic water softener before the year 2001. We printed this list to the computer screen.

The list was 68 pages long. Each page has 42 client names.

I asked Carol; may I print out only 3 pages?

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Carol said absolutely.

I had a feeling this process is going to change our lives – so I asked Carol to teach me to establish a permanent query to retrieve this information again.

I fortunately was raised by Brian and Roberta Boyett to live a productive life. When I was 15.5 years old I began selling Boyett Family Rayne Water Conditioning rental soft water and reverse osmosis service door to door around my neighborhood. I knew that I would have to prove that I needed a drivers license to Brian and Roberta Boyett. I would knock on doors after school until dark and Saturday from 9 AM to 12 noon. Since I love meeting new people and believed in the product that Brian and Roberta Boyett provided I was very successful.

After graduating from Arizona State University with a degree in business finance; Brian Boyett reached out to Jim Mang (Rayne of Sylmar California). Jim and Ann Mang were the most successful Rayne Dealers with over 17,000 rental portable exchange soft water and reverse osmosis customers.

Jim Mang employed a man named Mike Gumm who enrolled at least five new customers each day in their rental portable exchange soft water and reverse osmosis service.

Both Jim Mang and Mike Gumm are very unselfish individuals. It is because of the trust they had in Brian and Roberta Boyett that they allowed me to begin a life long tutelage that still continues today.

I was extremely fortunate to begin a friendship with Mike Gumm that allows me to learn and experience his very effective marketing technique.

I have utilized the principles I learned from Mike Gumm to establish an effective telephone marketing presentation to communicate the cation resin disintegration program to our clients.

My goal is to spend one hour a day contacting our existing clients about the cation resin disintegration.

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I offer to visit each home in the evening between 6:30 PM and 7:30 PM to provide a free cation resin inspection.

When I arrive at our client's home I greet and meet them to explain the details of my visit.

I carry two small bags of cation resin. One small zip lock bag has new cation resin and the other small zip lock bag has cation resin which has been exposed to chlorine and is disintegrated.

Utilizing the communication and marketing skills I learned from my mentor, Mike Gumm, I have established this telephone presentation.

I'm calling about the water softener we installed on (the date) at (the street name)

Because of all the chlorine the cities are putting in the water – the resin material in the water softener may be completely disintegrated

We are offering a free resin inspection. There is no cost or obligation

Please call if you would like us to stop by and inspect this cation resin

We are trying to get out ahead of this problem to make sure the material does not flow into your home causing low water pressure and plumbing problems, and we also want to make sure this material continues to provide you good soft water

We are scheduling evening and Saturday appointments

⇒ please call us to make sure our records are accurate.

I leave a second message within two days. Because we want to make sure that people are aware of this potential problem I send this letter:

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for over 46 years.*

02/04/11

Important information regarding your automatic Water Softener:

Rayne Water Conditioning service to our customers includes informing the community of our ongoing research and development of our product.

Our records show that the resin material in the water softener, which is completely non toxic, has a five year effectiveness; due to the high chlorine levels in our Arizona water.

While the equipment should last for many more years, proper maintenance is important for trouble free service.

We are contacting our water softener owners in order to schedule service; this is to prevent the resin flowing into your home causing low water pressure when the resin breaks down.

For these reasons we here at Boyett Family Water Conditioning: for a limited time are offering these services:

1. Perform at no charge, no obligation inspection of your softener resin.
2. At which time you can schedule service.
3. Remove the product and restore the plumbing to pre-installation condition in exchange for the system, this is to refurbish and continue to place a quality product into the community.

Boyett's Rayne Water would like very much to thank you for your business. It is customers like you that have made it possible for us to say that we are the oldest family owned and operated water treatment business in the state of Arizona. It is a distinction that we are proud of.

Respectfully,  
Brian Hayden Boyett CWS-VI, CI  
General Manager  
(480) 969 – 7251  
hayden@azh2o.com

Here is a link to give you more information about this opportunity.

[http://www.azh2o.com/index.php?option=com\\_content&view=article&id=82:cation-resin#topp](http://www.azh2o.com/index.php?option=com_content&view=article&id=82:cation-resin#topp)

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**Rayne®**  
Water Conditioning



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Our experience shows that most of our clients choose to rent the water softeners for \$30.00/mo plus tax. There is a \$75.00 connection fee.

Brian and Robert Boyett have established our prices so it is cheaper for our clients to rent the water softener than rebuilding this every five years for \$1,050.00.(9)

When our client's rent the water softener we preemptively change the water softener out every five years (at no cost). Our computer system is designed to generate a work order; which we perform a series of mailings to notify our clients of this needed service. We are destined to close this repair order; therefore if we do not receive a response after our third mailing – this will generate a personal phone call beseeching the customer to allow us to take action on this service.

This is the brochure we utilize to advertise this product:

**Rental Program Overview**

**Program Details**

- Rent equipment with no contract
- \$30 plus tax a month
- No upkeep on your part is required
- Upon connection, two 50 lb. bags of salt are included
- We accept credit cards
- Minimum \$75 connection fee

**What About Plumbing?**

We provide a pre-plumbing inspection at each installation site if you are considering renting a unit to provide you with accurate information (no surprises later).

If you are interested in scheduling a pre-plumbing inspection at no cost, no obligation and no pressure, call our office for an appointment at your convenience.

**Rayne Water:**

**A Green Choice**

- Each system is refurbished with new factory parts eliminating landfill waste
- Less supplies used means less waste
- Saves our oceans from phosphate pollution\*\*\*

Since 1928 Rayne Dealers have been solving water problems with state-of-the-art equipment. As a Rayne customer, you'll feel confident with their expertise, reliability and superior service.

*We have an A+ rating with the BBB.*



**Boyett Family**  
**RAYNE WATER CONDITIONING**  
38 East 5th Avenue  
Mesa, Arizona 85210

Phone: 480.969.7251 Fax: 480.464.1997  
<http://www.azh2o.com>

\*\*\*<http://www.shareguide.com/hazard.html>

www.azh2o.com



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**RENTAL PROGRAM**



*The Service  
That Pays For Itself!*

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## Welcome!

At Boyett Family Rayne Water Conditioning, we have been solving hard water problems in homes like yours since 1964. Our systems are built to last and designed to give you and your family soft, luxurious water that will save you money from the moment you begin to use it.

Our friendly and experienced staff, some who have been with us for 24 years, strive to give the best service in the Valley.

We offer the automatic water softener for \$1 per day with no contract. Just month to month rental. All service calls and any parts ever needed are provided at no charge.

We will switch out the entire system every 5 years to keep the soft water at top level performance. We include a soft water hose bib on the plumbing for washing any vehicle.



The Boyett Family & Staff



## Symptoms of Hard Water

While most of us rarely think about the water we use in our home, have you ever wondered, is your water too hard? Soft enough? Or for that matter, what exactly is hard water?

- Calcified bathroom fixtures and stained sinks
- Dry, itchy skin
- Dingy and worn clothing
- Dull, limp hair
- Spotted dishes, glasses and silverware
- Clogged pipes, water heaters and plumbing
- Soaps that won't lather well or rinse off

## Benefits of Soft Water

- Softer smoother skin and hair
- Reduces chlorine taste and odor
- Easier cleaning, saving you time
- Saves up to 80% on soaps, shampoos, detergents and cleaning supplies\*
- Increases the life of water heaters,\*\* plumbing, faucets, shower doors and other water using appliances
- Sparkling dishes and glassware



According to the Bureau of Labor Statistics an average family of four can save up to \$106 per month by switching to soft water\*

\*[http://www.azh2o.com/images/how\\_much\\_does\\_hard\\_water\\_cost\\_you.pdf](http://www.azh2o.com/images/how_much_does_hard_water_cost_you.pdf)

\*\*[http://www.azh2o.com/Battelle\\_Final\\_Report.pdf](http://www.azh2o.com/Battelle_Final_Report.pdf)

Our company is very civic minded.

When we learned of the great recession in 2007, we lowered our rental fee for our automatic water softener program from \$45.00/ month plus tax to \$30.00/ month plus tax. Our desire is to help our fellow man. We also desire to be the Henry Ford of the soft water industry. Our methods have worked.

Two reasons our program is working so well:

1. We utilize the principles of recycling taught to us by Brian and Robert Boyett.

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We rejuvenate old water softeners and place them in our client's homes. We maintain an avid recycling program to save landfill trash and keep our costs low.

We reach out to our friendly competitors and purchase their used water equipment at discount prices.

Francisco and Johnny sanitize and rebuild this equipment and test it for sixteen hours before it leaves our factory.

2. We utilize important business finance principles I learned at Arizona State University
  - Time value of money and dollar cost averaging

By spreading the water softener investment over time our clients pay less. It is our onus to maintain the water equipment in A+ condition 100% of the time. (9) If there is ever a problem there is never additional fees to take care of these.

Because our company is debt free; I own my fleet of trucks and our 6,000 square feet of buildings – this gives me the cash flow to invest in great raw materials and excellent human resources.

We operate our company on the principle of empowerment. Since none of our employees have contracts and none of our client's have contracts; I know that if we don't behave well as employers and owners you won't come back the next day.

It is human nature for us to behave well because none of us wants to lose our jobs.

The other successful ingredient in all our programs is trust.

I am going to wrap up this discussion with the way it began:

Our founder Brian Boyett said, "We prize our customers' loyalty above everything, and we stop at nothing to ensure complete satisfaction"

If it wasn't for the incredible trust our clients and employees privilege us - Boyett Family

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Rayne Water Conditioning wouldn't be writing you this document.

Our company invented a product to protect our clients' investment.

One day we received a call from one of our clients and the cation resin evacuated into the house. Whenever this happens it is very tumultuous. We explained to our client that this event is so germane it is par for the course. This client asked, "What are you doing to prevent this?" Troy and I looked at each other and asked, "What are we doing to prevent this?" Our answer was nothing. I have heard that one of the most important aspects of life is asking yourself the right questions. This was the right question to ask ourselves.

Our lives changed.

Because our client asked us the right question; we promised ourselves to get the right answer.

Our answer has two parts:



1. Invent a screen to stop the resin
2. Change the water softener out every 5 years to prevent this cation resin disintegrating

This is the screen we designed to stop the resin entering the home. We are the first company in the world to

create an efficient solution to this problem. We are in the process of selling this part to an original equipment manufacturer, which will sell these throughout the nation.

To our knowledge there is no company in Arizona; or the entire world that is responding



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to cation resin disintegration with such aptitude and veracity as Boyett Family Rayne Water Conditioning.

This picture displays both good and disintegrated resin beads. The good beads are circular, while the disintegrated beads are often cracked and misshaped.



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## **Reputation within Industry and Community**

Water Quality Association involvement to our founder Brian Boyett was very important. Brian invested his time improving himself and learning and earning industry supported educational courses and studies. He achieved the certification level of CWS-V, CI.

The designated certification CWS-VI, CI I have achieved in the Water Quality Association has proven to be of great value to our company; employees and clients. The acronym CWS represents certified water specialist. The Roman numeral VI represents the level 6. The acronym CI represents certified installer. This is one of the highest certification achievement levels in the world.

When meeting with other industry professionals and business leaders this designation demonstrates longevity; sustainability and fortitude. This designation also demonstrates the degree of sincerity regarding the commitment our company has made to assure that our client's investment is aggrandized when they choose our firm to solve their water treatment and health problems.

For me Water Quality Association certification represents confidence because the arduous study investments have returned a great value. To pass the difficult tests requires many hours of study. Another reason these certifications are considered of great value is because membership in this group are few.

These are three of the certification documents I received when passing the tests.

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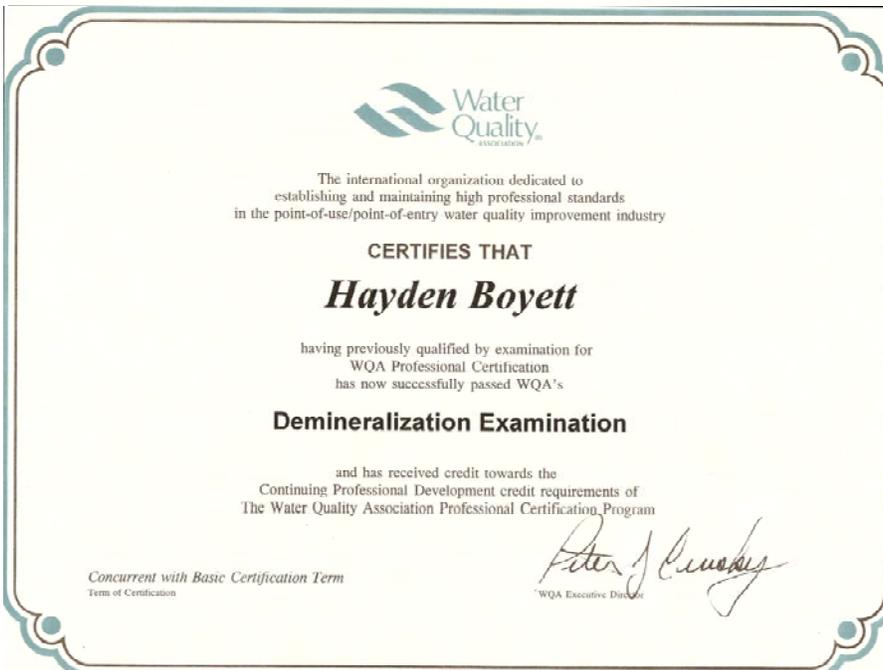
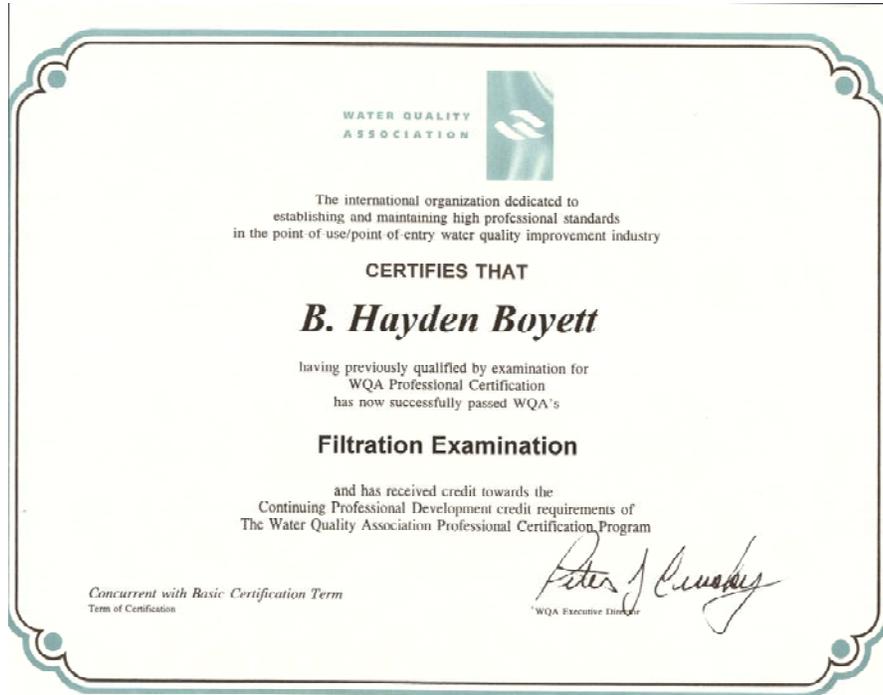
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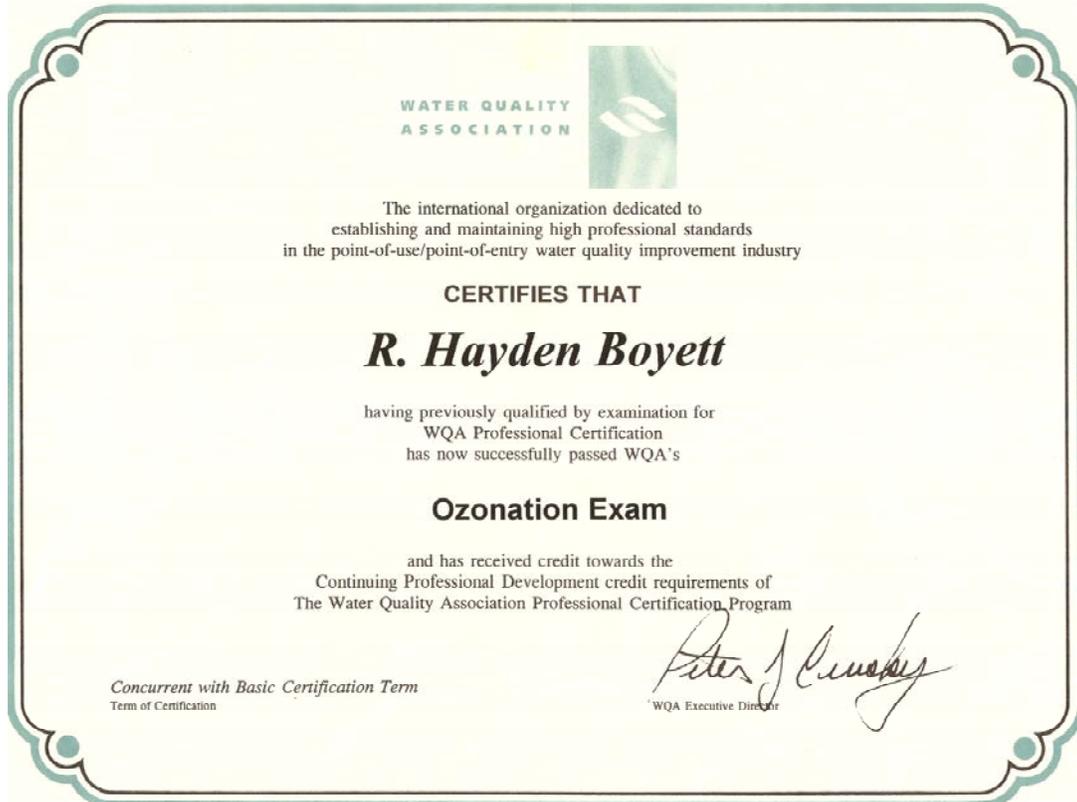
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Tony Natale's February 25, 2007 East Valley Tribune article - Soft water runs in family's veins was a sequel to Slim Smith's October 1, 2006 East Valley Tribune article - For bluegrass band, music is reward enough.

As I exited the stage at the Mormon temple I reflected how much Lyman Keeling contributed to my life and so many others who enjoyed listening to his popular bluegrass fiddle playing; and watching his Arizona famous Smokey Mountain Buck Dance.

I was asked by Lyman Keeling to play the old time fiddle song Leather Britches at his funeral. These arrangements were made prior to his passing. Leather Britches was one of Lyman's favorite tunes.

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It is likely that I may not be playing my fiddle if it was not for Lyman Keeling. Lyman was very unselfish with his talent, celebrity and his affection. My memories of Lyman date back to my age 9 at a Tri City Mall Arizona Old Time Fiddlers Association performance. As Lyman exited the stage I met my mentor for the first time.



Lyman is the reason I am the fiddle player in the Red Mountain Bluegrass Band. Theo Heap President Emeritus, Mesa Community College arranged a formal bequeathing of Lyman Keeling's Arizona famous Smokey Mountain Buck Dance. I perform my version of this Smokey

Mountain Buck Dance as I play Leather Britches in these present times. I was so touched by Theo's friendly gesture that I was forever in his debt. Little did I know that I was being recruited for my new position as the Red Mountain Bluegrass Band fiddler by one of the very best athletic and Olympic level recruiting agents.

Now I was exiting the stage and getting ready to meet a very influential person in my life - Slim Smith. It is true that news paper people can change your life. When I learned of Slim Smiths importance I introduced him to Theo Heap and said if you want a worthy news story - write a story about the Red Mountain Bluegrass Band.

The date is February 2007 and we are getting ready to celebrate Tom Sisson's 20 year anniversary with Boyett Family Rayne Water Conditioning. We thought that this will be worthy publication and recognition for the Mesa Tribune so we called Slim Smith to get this important news published.

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Slim said this type of news did not fit his genre and referred us to Tony Natale. Tony visited our office and performed an extensive interview with myself and Brian Boyett. When the article was published we were surprised that Tom Sisson's 20 year anniversary was not mentioned; however, the article that ensued was a very worthy description of 40 years of hard work; great business acumen; high intellect and high integrity and values. I was so proud Brian and Roberta Boyett's Rayne Water Conditioning history was published. It was a very appropriate recognition to a long and successful career.

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To: The Better Business Bureau 2011 ethics award committee  
From: Dr. Theo J. Heap  
Subject: 2011 Ethics Award

Dear members of the Better Business Bureau, Ethics Committee,

It is my understanding that Brian Hayden Boyett, General Manager of the Boyett Family Rayne Water Conditioning Company, is applying for consideration to receive the 2011 Better Business Bureau annual award for ethics. I can not think of a company or an individual who would be more deserving of this annual award than Hayden Boyett and his company.

Having done business with their company for many years I recommend without equivocation their excellent service and attention to detail. They keep their appointments and are always on time for their service calls. Their service charges are competitive and I never worry about the honesty and integrity of their service personnel.

Over the years I have become personally acquainted with Mr. Boyett and have observed the excellent service he often provides to the community. To illustrate one area of service which exemplifies Hayden's willingness to serve his community is his membership in the "Red Mountain Blue Grass Band" (Great Fiddler) They often play free of charge at civic events to raise money for people in need and in support of other community projects. They recently performed at the Mesa Amphitheater to raise money to build a home for an impoverished family in Mexico.

I could list many other areas of service to the community and examples of ethics but feel that I have provide enough information for your committee to give careful consideration to Hayden and his family company.

Thank you very much for the service the Better Business Bureau provides to our community.

Sincerely,

Theo J Heap  
President Emeritus  
Mesa Community College.

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**Publication:**Tribune 2003-Current;**Date:**Oct 1, 2006;**Section:**East Valley News;**Page Number:**A3

## For bluegrass band, music is reward enough

- CONTACT WRITER: (480) 898-6426 or [ssmith@aztrib.com](mailto:ssmith@aztrib.com)



I sat in Theo Heap's den Tuesday night and listened to the music of the Red Mountain Bluegrass Band — not a tape or CD of the band, mind you, but the actual band.

The band members straddled the furniture in Heap's cozy den in Mesa, picking and fiddling and harmonizing for almost three hours before an audience of two — Heap's wife, Gloria, and me.

I am a huge bluegrass fan, so it was a special treat. But as I listened it occurred to me that what I was really watching was the world's oldest garage band.

I am not denigrating the group's abilities in saying this. On the contrary, these boys can play and sing.

They just don't represent the demographic you normally associate with bands who do most of their playing in somebody's spare room.

At 28, John Heap (guitar, harmony vocals) is the youngest of the group. His grandfather Theo, at age 79, is the eldest. Duncan Kunz (guitar) is 62, bass player Ron Carpenter is 60. Banjo player Ralph Heap is 53, fiddler Hayden Boyett is 39, Boyd Lee (guitar, lead vocals) is 30 and Kristopher Heap (mandolin) is 29.

The Red Mountain Bluegrass Band has been around in one form or another for 15 years, but they don't play too many paid gigs. Most of their performances are staged for church functions or civic clubs.

Occasionally, they'll play a festival. Most of their playing, though, happens in Theo's den, where they meet once a week to rehearse and tease each other for a few hours.

Truth is, it's sort of hard for the band to get all that serious about their music. Two of the band members are doctors, one is a dentist, two work for Boeing and have impressive job titles I don't understand.

Another owns a refrigeration business. Theo, the former president of Mesa Community College, still works at the college, an association he has maintained for 41 years. They all have families and other interests and obligations.

Still, I thought, these boys have "po-tential," as they say down South.

All they really needed was a manager, I thought, say someone like "Colonel" Slim Smith to grease the rails a bit.

First thing I'd do is change the band's dishwater, dull name. I came up with a good one, too: Buck Nekked & The Skinny-Dippers.

I figure we could put the finger on another of Theo's grandsons — NFL star Todd Heap — to buy us a big ole tour bus and some sharp sequined outfits. I had a bushel basket full of ideas.

But as I watched the guys standing around in Gloria's kitchen wolfing down the peanut-butter fudge Ralph's mom had made, I realized that the Red Mountain Bluegrass Band has a pretty good thing going just like it is.

You know, we should all be so fortunate as to have a skill that we can't make money off of, a talent that can't be corrupted by greed or ambition.

Those are the kinds of gifts that remain pure, and a joy forever.

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# EAST VALLEY Tribune

February 25, 2007

## Soft water runs in family's veins

TONY NATALE, TRIBUNE

More than 40 years ago, Brian Boyett walked the streets of the East Valley carrying two small glass bottles — one filled with unfiltered “hard” tap water and the other with water that had been softened through a filtering system.

He put drops of liquid soap in each bottle, shook them and showed his customers how the filtered water created more suds and, thus was cleaner than the unfiltered water.

He’s still shaking those bottles.

“The water in the East Valley is harder today than it was when I started my company,” said the 76-year-old Tempe resident and founder and co-owner of Boyett Family Rayne Water Conditioning, 38 E. 5th Avenue, Mesa.

How does water become hard?

“Rainwater falling out of the clouds is perfectly soft,”

answered Boyett. “It hits the ground, then percolates down. Desert soil is filled with calcium and magnesium and other hard chemicals. The once soft rainwater becomes hard as it absorbs the soil’s contaminants. It stays hard as it enters your home.”

Unfiltered hard water can cause dry skin and poorly rinsed clothes as well as other problems such as leaky water pipes, clogged faucets and other household problems that raise plumbing expenses, Boyett said.

He opened his family-owned firm in January 1964 in a 1,200-square foot office with a small parking lot for a few company trucks. Today, the number of clients has gone from a few hundred to more than 15,000, mostly in the East Valley, and the company has expanded its space to more than 20,000 square feet.

The other family members and company owners are his wife, Roberta, 70, head of accounting; his son, Hayden, 39, managing partner; and daughter, Katrina, 41, head of customer service.

The company sells and services two basic water softening methods:

- A metal tank containing thousands of resin beads that absorb hard minerals in the water used for baths, showers, toilets, clothes washing machines and other household requirements.

- A reverse osmosis filter system that contains a membrane and filters to clean the hard and potentially harmful ingredients in drinking water. They are also used to filter water to ice cube makers in refrigerators.

Both filtering systems require regular replacement and cleaning, a service provided by the company.

Each day, the company’s technicians replace the resin beads in the larger metal tanks for more than 60 East Valley customers at an average cost of \$39 monthly. The tanks are generally switched every 28 days or every 14 days.

The smaller reverse osmosis systems, installed under the sink, also must be regularly serviced.

The elder Boyett grew up on a stock farm near Albany, Texas. He studied agriculture at Texas Tech University in Lubbock, Texas. After graduation he worked for the National Cotton Council in Texas and California before moving to the Valley in 1957, where he continued as a spokesman for cotton farmers.



The Boyett Family: from left to right, Brian, Roberta, Katrina, and Hayden

After eight years promoting Arizona cotton, he started selling water softening products from the Rayne Corporation of California.

His son, a graduate of Corona del Sol High School in Tempe who earned a degree in finances from Arizona State University, said the water softening industry in Arizona is booming.

“The demand for water softeners has been steadily growing, especially in the East Valley as more people move here and where the water is harder compared with other areas in the Valley,” said Hayden Boyett.

His sister, Katrina graduated from ASU, and their mother, Roberta, earned a degree from the University of Arizona.

Hayden Boyett estimates the company has served more than 30,000 customers during its more than four decades in the business.

“We’re being called by the grandchildren of some of our original customers,” he said.

He estimates the company has grown 10 percent on average each year since 1995 when he first began tracking its expansion.

### BOYETT FAMILY

Family: Brian Boyett, 76, and wife, Roberta, 70; son, Hayden, 39, and daughter, Katrina, 41.

Home: Brian, Roberta and Katrina Boyett reside in Tempe; Hayden Boyett lives in Chandler.

Occupation: Brian Boyett, founder and owner with other family members of Boyett Family Rayne Water Conditioners, 38 E. 5th Avenue, Mesa.

Key Achievements: The longest continuously owned water treatment supplier in the Valley and Arizona. Company started in Mesa in January, 1964 with a few hundred clients and today has more than 15,000.

Philosophy for success: We prize our customers’ loyalty above everything, and we stop at nothing to ensure complete satisfaction.

Mission Statement: Our mission is to be the best water treatment company in the United States by providing exceptional customer service and exceptional products and services that exceed our client’s expectations. Information:(480) 969-7251 or www.azh2o.com.

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**Boyett Family**  
**Rayne**<sup>®</sup>  
Water Conditioning



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by the Boyett family  
for over 46 years.***

To: Better Business Bureau Ethics Award Committee

Re: Boyett's Rayne Water Conditioning

I am pleased to support this company for an Ethics Award. Formed in 1964, Boyett's is one of the state's oldest water treatment dealerships and has always operated in accordance with the industry's highest ethical standards.

The company's founder, Brian Boyett, was a founder of this association in 1973 and served as one of our early presidents. He was a leader in the water treatment industry and in this association and served on our board of directors until his death at the end of 2009. His son, Hayden, who has managed the company since 1995, is currently a member of the AWQA board.

I have worked directly with the Boyett family and many of their managers for more than 30 years and can personally attest to their high standards in dealing with customers, industry colleagues and others. Hayden Boyett goes out of his way to promote professionalism within the water treatment industry. He has always placed honesty and ethics as the highest priorities in the operation of his company.

I can think of no company in the water treatment industry that is more deserving of such recognition than Boyett's.

Sincerely,

David N Perry  
Executive Director

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January 11, 2011

This is a letter of commendation from AmeriFlow water Systems, Inc. to the entire Boyetts Rayne Water Conditioning franchise located at 38 E 5<sup>th</sup> Ave, in Mesa Arizona since 1950.

AmeriFlow Water Systems, Inc. is an OEM Manufacturer of water equipment products and would like to recognize The Boyetts Rayne Water outlet for its profound sense of consumer fairness and dedication to ethics in our industry for so many years.

My Name is Nick Nichols, Director of Business Development of AmeriFlow, and I can with pride, speak to my first hand experience with this franchise and its founder Brian Boyett and now son and General manager Hayden Boyett. Few companies place the type of premium on consumer customer service that Rayne has exhibited over such a long period of time.

AmeriFlow is honored to be involved as a supplier to Rayne and we sell to them with confidence because their track record in consumer satisfaction always leads to the very best consumer feeling toward the equipment we produce.

Thank you to the entire Boyetts Rayne Water crew!

Thank you,

Nick Nichols, DBD  
AmeriFlow Water Systems, Inc.  
Email: [n.nichols@ameriflowwater.com](mailto:n.nichols@ameriflowwater.com)  
Direct: 6025705778

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To Whom It May Concern  
Better Business Bureau Ethics Award Committee

**Re: Boyett Family Rayne Water Conditioning**

Dear Sir or Madame:

I know this nominee for the BBB Ethics Award as a direct competitor and a contributor to our industry's trade association. Although I do not know them as a consumer, the BBB files will provide you with that information.

As a competitor, I admire the Boyett family's commitment to professionalism, fair dealing, and strict discipline of the behavior of their employees in the marketplace. They always strive to do what they consider is right – right for their customers, employees and company – with particular emphasis on dedication to the public interest.

As current President of the Arizona Water Quality Association I observe the Boyett family's active promotion of ethics, professional education, and emphasis on honesty, dependability of products and services, and demonstration of the advantages of quality water and water quality improvement products and services in terms the consumer can clearly understand. The Boyett family believes that by upgrading industry knowledge our Association will help each member company to better serve the public and to do so with credibility and integrity.

If you would like me to expand on the contents of this letter please feel free to call me directly.

Sincerely,

Douglas Oberhamer  
General Manager  
602-445-7238

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Recently our part time employee went through a challenge with cancer. Our entire company has been inspired by the great example she has set overcoming this challenge. As we observed this fine person battle this cancer she did not miss one day of accomplishing her responsibilities. To honor her we soon will be changing the charity we sponsor on our web page ([http://azh2o.com/index.php?option=com\\_content&view=article&id=72&Itemid=62#top](http://azh2o.com/index.php?option=com_content&view=article&id=72&Itemid=62#top)). The organization we will soon sponsor is Arizona Assistance in Health Care Inc. ([www.azassistanceinhealthcare.com](http://www.azassistanceinhealthcare.com)) which our employee has chosen. This organization was an instrumental part of Rosanna's quick recovery.

We see this as a way to honor this tremendous courage and take action to recognize an organization that has given her support in her recovery.



The charity we have been sponsoring is Smile Train. For each new customer who enrolled through our web page we donated \$2.50 to the charity.

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### *Summary*

We feel fortunate to have the opportunity to apply for this prestigious award. We thank our anonymous client (or supporter) for nominating us. In 45 years of business this is one of the biggest honors bestowed on our company. We would like to thank the Better Business Bureau Foundation for making this award available every year. You give businesses a standard to achieve. I would also like to thank the business leaders whom will be judging this. Thank you for your time and thank you for considering this information. I recently read that a person cannot survive without hope. With this award you have given us sustenance and a reason to dream. You have given us hope that we will be recognized for our greatness (within a venue we respect and trust). This makes us want to work harder in hopes we will meet here again next year (and the year after that).

We feel that our BBB membership (since March 1, 1975) is one of the elements that give our clients and our company the highest value. We prize our current A+ rating, and we live our lives and conduct our business to continue this legacy.

I recently nominated several businesses for the 2011 BBB Business Ethics Award. One of the companies I nominated is not currently a member of the BBB (they have been members in the past); however, because of the value they now see in BBB membership – they will soon become a member. Do you pay sales commissions for recruiting? Perhaps I will utilize this same technique to enroll new members in an organization we cherish – The Better Business Bureau. Keep up the great work.

Respectfully, Brian Hayden Boyett, General Manager of Boyett Family Rayne Water Conditioning

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## Appendix

1. Arizona Water Conditioning, Inc. dba. Boyett Family Rayne Water Conditioning Employee Policy and Procedure Handbook Copyright 2007. Prepared by Clark Law Firm Mesa, Arizona.
2. Better Business Bureau Vision, Mission and Values. <http://central-northern-western-arizona.bbb.org/BBB-Mission/>
3. E mail from Alan Martindale: City of Mesa Water Quality department date 01/18/2011 “Chlorine Residuals and Water Softeners”
4. Point of Use: The Final Barrier By John McEncroe. Originally published in Journal AWWA, March 2007
4. Water Quality Association’s Code of ethics
5. Water Quality Association link to Code of Ethics.  
([http://www.wqa.org/pdf/CODE\\_ETHICS\\_1203.pdf?CFID=876203&CFTOKEN=64519872](http://www.wqa.org/pdf/CODE_ETHICS_1203.pdf?CFID=876203&CFTOKEN=64519872))
6. Boyett Family Rayne Water Conditioning Google Maps Link to customer testimonies:  
[http://maps.google.com/maps/place?cid=10802553934437367586&q=boyett+fami+ly+rayne&hl=en&gl=us&view=feature&mcsrc=google\\_reviews&num=10&start=0&ved=0CK4BELUF&sa=X&ei=jK5ITaScIYGupQTihKmNAg](http://maps.google.com/maps/place?cid=10802553934437367586&q=boyett+fami+ly+rayne&hl=en&gl=us&view=feature&mcsrc=google_reviews&num=10&start=0&ved=0CK4BELUF&sa=X&ei=jK5ITaScIYGupQTihKmNAg)
7. [http://www.purewatersa.co.za/html/reverse\\_osmosis.html](http://www.purewatersa.co.za/html/reverse_osmosis.html)
8. [http://www.historicsprings.com/Importance\\_%20of\\_Alkaline.html](http://www.historicsprings.com/Importance_%20of_Alkaline.html)
9. [http://www.azh2o.com/index.php?option=com\\_content&view=article&id=82:cati+on-resin#topp](http://www.azh2o.com/index.php?option=com_content&view=article&id=82:cati+on-resin#topp)

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### *References:*

**Tuesday, January 25, 2011** Arizona Water Quality Association President Doug Oberhamer made a **presentation before the ARIZONA HOUSE OF REPRESENTATIVES**Fiftieth Legislature – **First Regular Session Committee on Environment**

My name is Douglas Oberhamer, the member-elected President of the Arizona Water Quality Association. I am accompanied by Dave Loveday, Director of Government Affairs of the Water Quality Association, our industry's national association.

### **AWQA Background**

- Voluntary, nonprofit organization consisting of 47 members providing products and services throughout Arizona
- Members are the leading manufacturers and providers of residential and commercial water treatment equipment and services in Arizona
- Promote industry equipment use, facilitation of membership information exchange, conduct of educational and community affairs programs, publication of materials related to water quality, and other functions of traditional trade association nature productive of public benefit through industry improvement

### **Central Arizona Salinity Study (CASS) Process**

The Central Arizona Salinity Study, or CASS, was initiated in 2001 to examine the problems created by the increasing imported and local sources of salts into central Arizona. "Salts" and "salinity" are terms used to describe the levels of dissolved salts in water such as sodium chloride, magnesium and calcium sulfates, and bicarbonates. Total Dissolved Solids, often abbreviated as TDS, refers to minerals, salts, and metals dissolved in water.

Since the magnitude of the salinity issue was unclear, water providers in central Arizona worked together to assess the problem and, if necessary, develop regional strategies for managing it. CASS is a cooperative partnership between the Bureau of Reclamation, municipalities and water providers. The study consists of two phases conducted over a four-year project term.

### **Key CASS Findings**

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CASS Phase I identified that high TDS water has implications to all sectors of society – residential, commercial, industrial, and agriculture. The focus of Phase II was to evaluate a range of potential approaches to managing salinity.

The first phase concluded that about 1.5 million tons of salts are imported into the region annually, primarily from our main water supply watersheds, the Salt/Verde River and the Colorado River, but also from agricultural fertilizers and salt contributions to waste water systems, including those from water softeners and food waste. Since only about 400,000 tons of salts leave the region, more than a million tons are added each year.

A model developed for the City of Phoenix by HDR Engineering estimates that salts added to Phoenix sewers from all water softening activities are about 8 to 10% of the total salts being treated at its three wastewater treatment plants.

The focus of the second phase was to evaluate a range of potential approaches to managing salinity. Among the salinity management tools developed are a Salinity Awareness Campaign to provide basic information on salinity and how it affects water resources, and a Water Softener Efficiency Campaign to show how users can use water softeners more efficiently to decrease the amount of salinity entering the sewer system. A significant recommendation is switching from timer-based softeners to a more efficient demand-based softener.

### **AWQA Concern**

Our members are aware of and sympathetic to our state's challenge of limited water supplies, rising salinity levels, and increasing consumption. We believe that these challenges require innovative technological answers and new approaches to water issues in Arizona, and we want to work with this Committee and others on comprehensive solutions.

Salinity management is multifaceted and expensive, and unintended consequences can negatively impact other important goals such as energy conservation and harnessing solar power and expanding its use. When considering salinity control measures, stakeholders must assess trade-offs before imposing restrictions because wastewater treatment plants will be challenged by chemical alternatives to softening water.

### **AWQA Commitment**

Our Association supports the CASS recommendation of a two-pronged public outreach effort: one component being a Salinity Awareness Campaign; the second a Water Softener Efficiency Campaign.

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In addition, our Association supports:

- A state-wide ban on the sale, installation, and use of water softeners regenerated by time clocks. Our position is that the CASS recommendation must be state-wide to prevent bootlegging of time clock regenerated units into municipal or regional areas with restrictions.
- Minimum efficiency standards for self-regenerating residential water softeners and commercial and industrial water softeners to reduce the amount of salt used per gallon of water processed
- Incentives for homeowners to upgrade installed equipment that has time-clock controlled regeneration, or does not meet salt efficiency standards, to efficient equipment that saves water and salt
- Licensing of installers to ensure equipment provides the best quality of water needed for a given use and only in the quantity needed.

### **The National Perspective**

- We look forward to answering your questions, and as I mentioned, I am accompanied by Dave Loveday. Water Quality Association is our industry's national trade association representing the residential, commercial, industrial and small system water treatment industry.
- He is a resource on the realities, science, and balanced approaches to the issue of managing salinity in wastewater in other states and communities, including communities in California like Santa Clarita
- Finally, he can answer your questions about standards and certification programs in place and where they are adopted by reference. At present, ion exchange is the only practical way to soften water and the only independently tested and certified product to American National Standards Institute Standards

### **Summary**

In summary, even though water softeners contribute only 8 to 10% to the salinity problem, salinity is a problem, and we look forward to working with the House Environment Committee to reduce our industry's contribution while preserving the individual's right to quality water, to providing you with information, and to helping all stakeholders explore available approaches that produce the maximum benefit for the least net cost to society.

Thank you.

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E mail from Alan Martindale: City of Mesa Water Quality department date 01/18/2011  
"Chlorine Residuals and Water Softeners"

Hayden,

I received a call from one of your water softener customers this afternoon. He was concerned about a letter he had received from Boyetts, which indicated his resin was being damaged by increasing chlorine residuals in City of Mesa water. His question to me was if we had increased chlorine residuals. I explained to him that we had actually lowered chlorine residuals over the past 6 months and had revised our chlorine goals downward to help reduce THM formations in the distribution system. Next year we have to comply with a new EPA regulation that changes the way compliance is calculated such that each individual sample point must meet the maximum contaminant level (MCL) goal instead of an average of all sample points. Since chlorine is a key element in THM formations we have worked to lower and even our residuals throughout the city. Our previous system wide chlorine average was 1.0ppm with a range of 0.5 to 1.4. Our new goal is 0.8 ppm with a range of 0.5 to 1.2. It is possible to be outside these ranges but it should be pretty rare, especially on the high end.

I did tell the customer that I felt your company was very reputable and represented quality products. I told him from our customer contacts the most frequent problem we hear about is when the screen in the resin tank fails and the beads are flushed throughout the system. He said he has a service tech coming out in about a month and he would talk to him about it.

Just wanted to give you a heads up on this one and let you know what we are doing with chlorine residuals.

Thanks,

Alan

Alan Martindale  
Water Quality Supervisor

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City of Mesa - Water Resources  
 (480) 644-3481

## How Much Does **Hard Water** Cost You?

Here are some "Cost" facts gathered by the  
 Consumer Expenditures and Income Bureau of Labor Statistics.

	Average Family Cost Per Month	Your Cost Per Month	% Saved Using Conditioned Water	Benefits Gained And Time Saved
<b>Soap &amp; Cleaning Items</b>				
Dish Soap (1-32 oz Dawn)	\$2.05		75%	No Wiping Necessary
Automatic Dish Soap (Cascade 2-4lb box)	5.58		75%	Dry, Sparkling Clean
Laundry Soap (Tide 12 lbs)	12.99		80%	Less Scrubbing, Fewer Backaches
Hand Soap (Zest 4 Bars)	4.02		75%	No "Ring" to scrub, No scum on skin
Liquid hand soap (Soft Soap 7.5 oz)	1.19		75%	
Bleach (Clorox 1 Gallon)	1.29		75%	Everything Sparkling White
Pre-Wash (Spray & Wash 22 oz)	2.07		50%	
Softening Compounds (Ultra Downy 2-40 oz)	7.98		100%	No Harsh Effects
Dryer Sheets (Bounce 40 ct)	4.97		100%	
Cleaners (Mr. Clean 40 oz)	3.35		80%	Cleans Faster
Cleaners (Soft Scrub 26 oz)	2.57			Cleans Faster
Cleaners (Jet Dry 1 box)	4.54			Cleans Faster
Cleaners (Windex 22 oz)	1.59			Cleans Faster
Toilet Cleaner (Vanish 2-24 oz)	3.58		99%	No Ugly Iron Stains
Tub & Tile Cleaners (Lime-A-Way 24 oz)	3.47		99%	No Lime or Calcium Buildup
Tub & Tile Cleaners (Tilex 16 oz)	2.55			
<b>Personal Items</b>				
Lotions & Creams (Vaseline 15 oz)	3.69		90%	Natural Clean Look
Bubble Bath	2.79		90%	Higher Quality
Shaving Lotion & Blades (Edge)	2.59		50%	Cleaner Feel, Lasts Longer
Toothpaste (Crest 64 oz)	1.99		50%	Cleaner Teeth
Shampoo (Peret 15 oz)	2.99		80%	Hair Softer and More Lustrous
Conditioner (Salon Selective 15 oz)	2.09		99%	Hair Softer and More Lustrous
	79.93			
<b>Plumbing and Appliances</b>				
Water Heater (5 Yr. Avg @ \$360)	6.00		50%	Longer Life, Less Maintenance
Fuel (Water Htr/Cooking)	25.00		25%	Energy Saver
Pro-Rated Plumbing Rep (5 Yr Avg @ \$240)	4.00		50%	Longer Life, Less Maintenance
Appliances - Washer, Disposal (5 Yr Avg. @250)	4.20		50%	Less Maintenance
Coffee Machines/Tea Kettles Maintenance	1.80		50%	Longer Life, No Rinse Twice, Less
<b>Clothing Replacement</b>				
Washable Clothing Replacement (\$300/Yr) Often	25.00		30%	Cleaner, Longer Life, Repair & Buy Less
Linens/Towels (\$36/Yr)	3.00		30%	Clothing Soft & Pliable
<b>Beverages &amp; Miscellaneous</b>				
Sugar (C&H 5 lbs/Month)	1.75		30%	Better Tasting
Misc. Kool-Aid	4.00		30%	Better Tasting
Bottled Water	14.00		100%	No Carrying Heavy Bottles
Coffee (Folgers 5 lbs)	4.25		30%	No Bitterness
Juices (Minute Maid 12 oz @ \$1)	30.00		30%	

\$202.93

Average Family Cost Per Month **\$202.93**    **65%**    **\$131.90**    Total Savings

Your Family Cost Per Month \$    %    \$    Total Savings

**YOU MIGHT AS WELL HAVE A WATER CONDITIONER  
 SINCE YOU ARE ALREADY PAYING FOR ONE...**



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