

Beginning at Cesco circa 09.25.14



My father William Brian Boyett was one of the pioneers in the residential water treatment industry in the Phoenix Metro area of Arizona. His companies have provided soft water and reverse osmosis water treatment equipment to residential and commercial clients in the Phoenix Metro area of Arizona. The purpose of this living historical document is to honor my father and my mother (Roberta Jean Hayden Boyett). Both of these people are fine characters and have had a dynamic influence in our water treatment industry and in many people's lives. The company they founded 48 years ago: Boyett's Family Rayne Water Conditioning is still in operation today. Boyett's Family is located at 38 East 5<sup>th</sup> Avenue Mesa, Arizona. My name is Brian Hayden Boyett. I am one of the editors of this historical document and the general manager of Boyett's Family Rayne Water Conditioning. I would like to thank all the many people who will be a part of this very important document. We feel we will change many lives with this story.

Sources: The picture on top is William Brian Boyett delivering portable exchange soft water tanks for his first soft water company in Phoenix Arizona – Cesco Soft Water Service (Circa 1958)

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My father once told Roberta Jean Hayden Boyett that he lived a storied life.

I want to make sure I accurately depict to you William Brian Boyett's term (storied).

Here is a definition that I found for the word storied:

1. recorded or celebrated in history or story. Used in a sentence: *the storied cities of ancient Greece*.
2. ornamented with designs representing historical, legendary, or similar subjects.

(1)

If my interpretation of this word 'storied' is a life of privilege, relaxation and benevolence -this is inaccurate. William Brian Boyett's life was storied because he lived with positive thoughts and anticipation. Owing to his many years of hard work and his successful evolution living with his harbinger parents; William Brian Boyett was hitherto woven (4) to receive his many gifts in life as rewards for his accomplishments and his excellence. (2) It is because of his fine development as a man of honor and high integrity he molded his many talents to build a rental water treatment company which sustains and thrives 4.5 years after his passing (Boyett's Family Rayne Water Conditioning).

The purpose of this section is to document the sustainability of Cesco Soft Water Service: to tell you the history and tell you what happened next to this great company and introduce to you many of the characters involved.

This story began because Troy Phillips (service manager for Boyett's Family Rayne Water Conditioning) asked me a historical question about Cesco . I was not able to answer this question so I asked Roberta Jean Hayden Boyett. I was intrigued by the answer and I think it is important to document this history. I mentioned my intended endeavor to Rosanna Huffines and thus this project was born. Rosanna connected me to some very reliable and important figures in the history of Cesco soft water and this time line originated from their accounts.

How did William Brian Boyett and Tom McCalab chose the name of Cesco for their soft water business?

The name Cesco seems to me obscure for a rental water treatment business.

However, Cesco was a soft water franchise. There is even a man (in his 70 or 80's) who owns a Cesco soft water business today. (3)

I was fortunate to telephone visit with John Perkard on January 12, 2011.

He had never heard of William Brian Boyett's Cesco business and I don't remember my father discussing the name or business of this man. However, I found it interesting; somewhere along the way both men found the concept of Cesco Soft Water Service valuable to invest and promote this (to change people's lives 'and their own'). The day my father William Brian Boyett picked Cesco Soft Water Service – changed my life. It changed my life on the account I am writing this story to you due to William Brian Boyett choice to promote the cause of Cesco Soft Water Service. Cesco has also changed my life given I have had the opportunity to collaborate with some mighty fine characters in and outside my industry. In light of our common purpose and persuasions – these people listened to me and spoke. These people spoke of their dreams and connections with Cesco Soft Water Service. These people have hope and desire that their story will be told. They invested their time with me to tell (Beginning at Cesco).

Bibliography:

1. <http://dictionary.reference.com/browse/storied>
2. Reference the story in Desire: not only for the select few. The story of a great man's work (the story that discussed the hard work of his family). This will cause me to give title to this story

3.

## A Cesco Softwater

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| I man named John Bergard returned my call. I could tell from his voice he was an older man.

He indicated that Cesco was part of the name of the company which helped them begin in the business. There was also attached to the name (at the first part of the name) a chemical company. This company was established in Fort Wayne Indiana. John Bergard remembers the name of Mr. Krusey as being one of the main characters of this organization. He said he got right in on the first.

He indicated that Cesco started in the exchange tank business and advertised in the water magazine to promote their concept.

He recalls they had about 20 dealers in the beginning and they had regular meetings that most dealers would attend.

He said they preached exchanged tanks at first and then went to promoting automatic water softeners.

I asked him if he remembered my father; and he said Brian Boyett does sound familiar.

Speaking to this kind man makes me think that he represents the quality of characters who founded this great industry.

He continues to be involved in his soft water company. Although I did not ask his age; I can't help but think he must be in his late 70's or early 80's.

4 hitherto woven - is a selection of words I heard from the book 'As A Man Thinketh' author James Allen (the word hitherto means to be charged; the word woven speaks in terms of principles being woven in the being of the individual). This expression is intended to imply that because of William Brian Boyett's greatness and purity – he was charged and destined to receive great rewards due to his fine character traits which were woven into the fabric of his being.

[https://wahiduddin.net/thinketh/as\\_a\\_man\\_thinketh.pdf](https://wahiduddin.net/thinketh/as_a_man_thinketh.pdf)

***Editor: Brian Hayden Boyett BS, CWS-VI, CI***

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