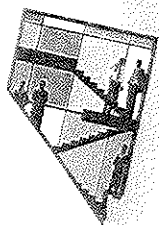


2008 | NEVADA ENTREPRENEUR AWARDS



Good Water Company

By Danielle Birkin, Contributing writer

Mike Paice is immersed in the business of water purification, having perfected and patented the design for an innovative water treatment system that has been helping to eliminate the need for bottled water in the homes and businesses of Southern Nevada residents while also reducing the salt discharge and chemical cleanser residue in the Valley's water supply.

Paice is president of the two-year-old Good Water Company, manufacturer of the PureOFlow Reverse Osmosis System, which purifies water at each tap or point of entry — from the kitchen sink, to the shower, to the dishwasher, to the washing machine — without the use of salt or other chemicals.

Originally designed for residential use as a replacement for existing salt-using water softeners, which contribute more than 200 million pounds of salt to the local water supply each year. But it also has taken the commercial market by storm, particularly in the food and beverage industry where the system has copious applications in restaurants, hotels and convenience stores. And since its 2006 inception, Good Water Company has established a national presence as well.

"We are in 17 or 18 states now, and have installed over 1,000 systems," said Paice, who was raised in Florida and made his foray into the water industry when he was 14, working for his father's water conditioning company.

"Historically, our business has been

about 70 percent residential and 30 percent commercial, but it's now about 80 percent commercial."

The technology for the system was first developed by Good Water CEO Tom Cartwright, who previously served as global business manager for General Electric. In 2007, Good Water Company established a commercial partnership with GE Water and Process Technologies.

Good Water currently has nine employees, although that figure is expected to increase to 14 by the end of 2008, when the company opens its new 8,500-square-foot manufacturing facility in Minnesota. And the business of water purification is not only good for the environment, it seems to be lucrative as well: From 2006 to 2007, the company's gross annual revenue increased by nearly 350 percent. Gross revenue from 2007 to 2008 is expected to increase by nearly 65 percent.

Paice — who has been in the water business for some 30 years and previously owned a soft-water and drinking-system franchise as well as a bottled water company — has seen the contamination caused by traditional salt water filtration systems, and said the government has taken notice as well.

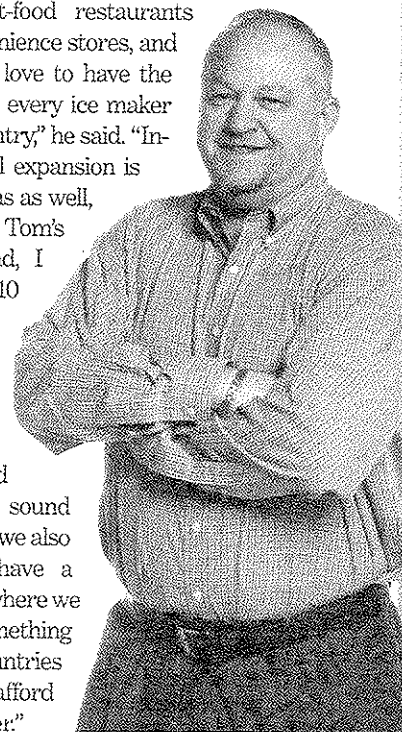
"There are laws they are trying to put into effect in California, Michigan, Wisconsin and several other states to ban water softeners for commercial and residential use because of the load they are putting on the water reclamation plants to

remove salt," Paice said, adding that the water softener companies and salt retailers are fighting the legislation, and noting that Southern Nevada's water supply is at risk as well. "With all the discharge going into Lake Mead, we will have an ocean out there if it continues."

As for the future of Good Water Company, Paice anticipates continued expansion.

"Our goals are to get in as many states as

possible, working with a lot of chain fast-food restaurants and convenience stores, and we would love to have the system on every ice maker in the country," he said. "International expansion is in our plans as well, and with Tom's background, I think in 10 years we will be world-wide and profitable. And this may sound hokey, but we also want to have a program where we can do something for the countries that can't afford clean water."



with Mike Paice

What was your first job, and why did you leave it?

When I was 14 years old, I started digging ditches and installing water softeners for my dad, who owned a water conditioning company in Florida. As I got older, I worked in the warehouse unloading salt and doing things around the office. Then when I was 16 or 17, my dad took me out selling and knocking on doors. I left because I had a football scholarship at the University of Kentucky.

What was your best business decision?

I sold a water treatment company called Rayne in 1997. At the time, two other companies were fighting to acquire it, and we were able to take advantage of that and negotiate a very good price. It was one of those offers-you-can't-refuse-type deals.

Who is your mentor and why?

My mentor would be my dad. He always persevered; no matter what situation he was in, he would find a way to make the best of it. No matter how bad times could be, his teaching was that as long as you could sell your product, introduce your product or help somebody with a product, you will always be successful.