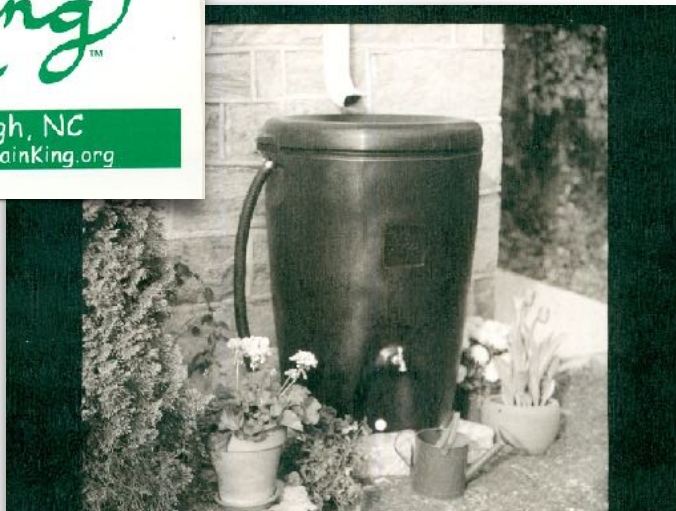


Collecting Rainwater

Making a passion into a family business.



Raleigh, NC
www.TheRainKing.org



Early days

It took a severe drought in 1998 to appreciate that water is an important natural resource we need to protect. In North Carolina we were counting down the days that many municipalities would run out of potable water. That was scary.

It was a wake up call for us and an easy decision to conserve our household water needs. Our local water department did not encourage water conservation because it was, and still is, a revenue stream, but they were forced to educate us on cutting back water consumption and our community did. With a little education and concern for safety we learned to stop wasting and start conserving water.

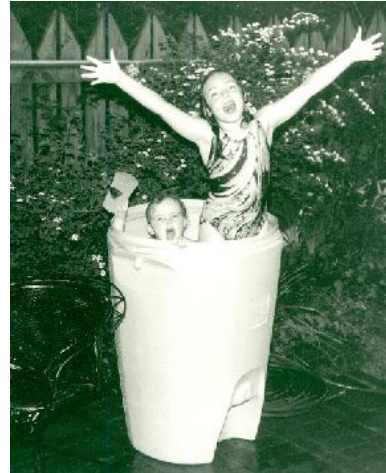
Our family was fortunate, we had inherited a rain barrel which had been retrofitted from a pickle barrel to collect rainwater from the gutter downspouts. As we've told the story for many years, Mike, as a young boy, had to fill up and haul watering cans uphill to the family garden to help his mother and father keep the tomatoes and cucumbers alive and well. The rain barrel was originally made by Docky, Mike's grandfather and small town doctor in Carnes City, Texas, for his grandmother Nana who loved gardening. So we had a third generation rain barrel, now retired, but still on view at the Rain Water Solutions World Headquarters.

As we enjoyed our retro fitted rain barrel we wanted to expand our rainwater collection with more rain barrels and could not find any on the market and this was the beginning of our passion turned livelihood. We decided to find a supply of pickle barrels to repurpose into rain barrels. Short version from here: With Mike's research he located 300 used pickle barrels, from there with help from family and friends we were able to repurpose and sell all 300 rain barrels that summer to the Town of Cary residents!

As fun as it was to spend our time cleaning out used food barrels in a hot gravel parking lot, we decided to put our proceeds into designing and manufacturing in our home state of North Carolina a new, large size rain barrel with the added features we knew would help homeowners collect and reuse rainwater with ease and in 2002 we brought Moby, our 65 gallon Super Star, to

market! We then changed our name from The Rain King and trademarked Rain Water Solutions (RWS).

Here is where the family biz really took shape, Lynn's aunt Sissy jumped in to become the component pack out master and was employee (non paid) every



month for many, many, many years, we love you Sissy! The kiddos were water testers for the first few samples off the machine, but of course we would never promote swimming in a rain barrel, seriously, never!

We were extremely fortunate when a friend referred us to Paulette, an independent bookkeeper that has literally kept our books straight since 2008! As we tell her again and again, we could not do what we do without her!



Over the next nine years we diversified and RWS became the leader in local residential and commercial rain harvesting systems. To date the largest cistern installed by RWS is 126,000 gallons which are used for a 5 acre memorial garden and professional greenhouse!

As our state and areas across the country experienced more droughts the demand for our Moby rain barrel became higher than we had capacity to produce so the next logical step was to design and manufacture a new, more efficient and affordable rain barrel for the masses. We worked with a colleague at the EPA to help us design a safe and mosquito proof rain barrel and in 2012 we launched Ivy, our 50 gallon Mega Star, also manufactured in North Carolina!

Where we could only nest and fit 12 Mobys on one pallet we can now nest and fit 33 Ivys on one pallet, this more than doubled our capacity to ship and store more rain barrels efficiently and affordably.

Our business model from the beginning has been working with government agencies and nonprofits to use rain barrel programs as education and outreach in their communities to help residents learn about water conservation and stormwater runoff. We all live downstream, right?

The pandemic was a huge growing experience for RWS. Literally, our kids had grown, started careers, married and bought houses and then came to work for Rain Water Solutions - how lucky for us! Young, new ideas helped with managing the huge demand for our rain barrels and the programs we help run with our partners. The backyard bubble *was* a COVID thing. Having fresh ideas and technology savvy employees has again gained us more efficiency and capacity to keep doing what we love.

We have worked with amazing organizations and met so many wonderful people all across the country and have learned so much during our journey. It is a true pleasure working with like minded people that are as passionate about preserving our water for future generations.

We have always felt so grateful for the help and mentoring we've received along the way. It would behoove us to not say "thank you" to our family that has supported us with love, lots of ideas, investments and loans along the way.

Here is a shout out to a few of our friends and colleagues:

Jim Goodman - Turnkey Millworks gave us a location to work as we cleaned out our first truckload of pickle barrels. Jim is an endless source of business knowledge, we're fortunate we can still turn to him today for advice.

Jennifer Platt - In 1999 was Water Conservationist for the Town of Cary and partnered with us to launch the first community sale we ever held. Later Jennifer became a shareholder and elevated us to become the business we are today through BASE, the Business Accelerator for Sustainability Enterprises through UNC's Kenan Flagler Business School. With her help we received a matching grant through the NC Green Business Fund in 2008 and then we became a certified B Corp which acknowledged our commitment to running a triple bottom line company to benefit the planet, our people and our business equally.

Maria and Bob Kingery - Co-Founders of Southern Energy Management gave us unlimited business knowledge and encouragement. We are forever grateful for our friendship and our life bond in the realm of conserving our planet's natural resources.

ARCSA, The American Rainwater Catchment Systems Association (ARCSA.org) is where we found our Water Gurus. Making lifelong friends with our colleagues that stretch all across the country has been heart warming and supportive.