

Lynette & Mike Ray



by Corbin Layton • Photography by Kelly Branan

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With a home nestled in the foothills of northern Utah's beautiful Wasatch Mountains, Mike and Lynette Ray could not have picked a more picturesque spot to raise their children. From the back deck of their 4,300-square-foot house, the Rays enjoy a breathtaking view of the sparkling waters of Utah Lake, and beyond that, the bustling communities of Utah Valley to the south. From their front porch, the Ray family can watch the sun rise over snow-capped Mount Timpanogas, one of the state's highest peaks. Truly, it could be said that the Rays have found a small piece of heaven. Yet despite the grandeur of their surroundings, the true beauty is found within the walls of Mike and Lynette's home.

Filled with photographs of family and loved ones, the Ray's home conveys a feeling of warmth and tranquility. Children's artwork adorns the walls, and taped to a mirror is a piece of paper that reads, "Daddy loves me, and I love me too." Woodblock letters perched in a windowsill spell out a single word that sums up this charming home—FAMILY. Mike and Lynette are the proud and caring parents of four beautiful children—Tenika, 11; Brianna, 8; Michael, 5; and Joelle, 3. The three oldest take karate lessons and play soccer—activities that keep

their parents continually on the move. (Lynette not only coaches Brianna's soccer team, she also co-coaches Michael's.) Joelle is, unquestionably, the princess of the house. Adorned in her lovely, flowing gown, she rules her kingdom from her cherished "princess bed" and captures the hearts of everyone with her beaming smile and infectious laugh. Music is also much beloved by the Ray family, and it can regularly be heard



reverberating through the halls of their home. Tenika is a talented violinist, while her younger sister Brianna plays the piano beautifully.

Mike and Lynette believe that the family that plays together, stays together. Last summer, the family spent time at Lake Tahoe in northern California, where Mike and the older girls braved the rapids while river rafting. In October of this year, the family traveled to one of their most cherished and beloved destinations—Disneyland. Mike is also making a habit of taking his children with him when he goes on business trips. On Tenika's ninth birthday, the two flew to New York City and experienced the sights and sounds of the Big Apple. The

doting father also spent a weekend with his animal-loving daughter Brianna in San Diego, where the two were able to visit Sea World. "Of all the myriad of things that have changed in my life because of USANA," Mike says, "the greatest change has been owning my own time—the ability to do what I want, when I want. My business has given

me the wonderful opportunity to be an active participant in my children's lives."

More often than not, Mike's jovial voice can be heard emanating from



his office in the basement of his home. Whether he is sitting at his desk or putting golf balls on his custom-made indoor putting green, the savvy businessman is always searching for ways to expand and improve his business. He may be at lunch with friends or watching his children's soccer matches, but his cell phone is always at the ready. As the owner of a thriving international business, Mike knows that he has to be prepared for anything. And if



you think his schedule sounds tiring, just wait until you meet his wife. Between shuttling the kids to school and time spent volunteering in the community, Lynette hardly has time to take a break herself. As a full-time mother, soccer coach, tutor, and chauffeur for her children, it's a wonder how she is able to fit everything into just one day. As busy as this energetic couple may seem, however, it is nothing compared to their life before USANA.

Shortly after graduating with a law degree from Brigham Young University, Mike decided to take an alternative course in life. "I wasn't taken in by the intoxication of being an attorney and working for a firm," he says. "I had a lot of friends who fell under that spell, and today they aren't happy. They go to work every day, but they are living lives of misery." Mike eventually settled into a career as a successful business consultant, traveling extensively throughout the country, quite often finding himself on the road five or six days a week. Although he was supplying his family with a comfortable life financially, he began to realize that time with his wife and children "was pretty much nonexistent." Mike recalls the hectic schedule of his former life. "I would come home on Saturday. On Sunday, I would have religious responsibilities that would often take me away from my family most of the day. And on

Monday, I was getting back on a plane again. There was absolutely no semblance of a family life. That was my life before USANA." Both Mike and Lynette recall the day that they realized something in their lives had to change. Two days after their second daughter, Brianna, was born, Mike had to board yet another plane



for an imperative business trip. This left Lynette with a newborn baby and a two-and-a-half year old daughter to take care of. Yet it wasn't this situation that upset her. It was the experiences that Mike was missing out on. "I wanted him around," she says. "I wanted him to see our children grow up. I wanted him to see their first smiles and to be a part of that. I wanted him to see them take their first steps and share that joy with me. They were our children together, and I wanted to share in their growth together."

It was at this critical juncture in the couple's marriage that they were introduced to an opportunity that would eventually change their lives forever. "I was introduced to USANA by the president of a company I was doing business for, and originally I wasn't in the least bit interested," Mike explains.

"When this gentleman called and said he was working on a project that he thought I would be interested in, I sat down and talked to him. That's when he introduced me to USANA. When I found out it was network marketing, I wanted nothing to do with it. I didn't see network marketing as a vehicle to generating any type of income. I'd had friends get involved in MLMs, and although they would talk about transforming their lives and retiring early, nothing ever happened for them. I simply didn't see it as a viable vehicle."

When this gentleman called back a couple months later, he had partnered with 1-Star Diamond Director Robert Allen in the creation of a system of marketing that consisted of placing classified ads and sending direct mail. This system of doing business appealed to Mike, primarily because he was hesitant to do business with his family and close friends. After some deep contemplation, Mike decided, much to the dismay of his "law school buddies," that he would give this newfound venture one year of his life—a decision that has since improved the quality of

*The figures in this magazine should not be considered as guarantees or projections of your actual earnings or profits. Success with USANA results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you demonstrate these qualities. The average U.S. Associate makes \$816.67 per year. The average Canadian Associate makes \$586.80 per year.

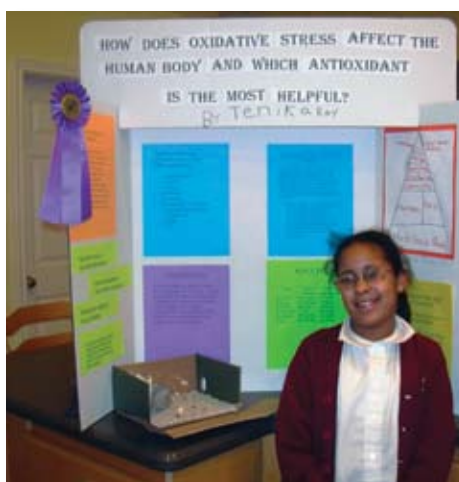
thousands of lives worldwide. "I believe everything happens for a reason," Mike says. "It just so happened to be that this opportunity came along at the same time that my wife had sat down and said to me, 'Something has to change in our lifestyle.'"

Unlike her husband's optimistic outlook concerning the career move, Lynette was more inclined to side with Mike's law school friends and was not nearly as hopeful about the situation. "In fact," she says, "when Mike started USANA I was angry at him because it seemed to me that it would be just one more thing that would take him away. I simply didn't have the same perspective that he had." Lynette says that it took her a considerable amount of time to come around to the idea of the company. In fact, it took her one full year of taking supplements before she was able to look back with an open mind and say, "These products have made a difference in my life." Today, she recognizes that USANA has not only improved her family's health, it has also proved to be a unifying and educational force for her children. "For Tenika's fourth grade science project last year," the proud mother explains, "she did a whole presentation on USANA. She talked about oxidative stress and antioxidants. She even read a book by Dr. Wentz. And with the help of Mike and myself, she did the presentation and won a ribbon."

Notwithstanding her initial fears, Lynette now realizes what a tremendous blessing USANA has been in her family's life, and she is particularly grateful for the time freedom her husband now enjoys. "Often, Mike will take off in the middle of the day and have lunch with the kids at school," she says. "They absolutely love their dad. And if they can pick between going out with mommy or going out with daddy, they'll pick him every time. If something exciting happens to one of them during the day, I know that Mike is just down the stairs in his office. If one of them is sad or gets hurt, and they just want their daddy, they

can go downstairs and he'll be there. And that also includes myself. If I'm having a wonderful day or even a stressful day, I know he is there to give me a hug. It's nice to know that I have that kind of support without having to worry about calling him and interrupting a meeting."

Mike himself cannot help but smile when



pondering his life since joining USANA. "When Brianna was three years old, my wife placed us both in a "Mom & Me" singing class that met every Thursday morning from 9 a.m. to 10 a.m." During the first class, Mike looked around and realized that he was the only dad there. "It was then that I realized that this company had given me so much more than income. It had given me something infinitely more precious. And for three months, for that hour every Thursday, I had the privilege of going to singing class with my little girl. It's those 'intangibles' that the business has given me that have meant the most in my life."

Because Mike and Lynette so strongly believe that their lives have been abundantly blessed by USANA, they feel compelled to pay back some of their good fortune. "It has given me the opportunity to serve in the community and implement a healthy lifestyle in our

home," Lynette explains. "It has given our family the opportunity to reach out." One way the Rays have done this is by opening their home and their hearts to Tarnue Ali, a talented 17-year-old student athlete from inner city Newark, New Jersey. Tarnue had been searching for opportunities to better his life—opportunities that simply didn't exist in the streets of his hometown. That opportunity came in the

form of the Ray family, and as Mike and Lynette explain, Tarnue has been a wonderful addition to their household and has become part of the family. "I truly believe that there's a bigger picture involved in everything that happens in building a USANA business," Lynette says.

Having made the transformation from humble beginnings in a small southeastern Texas town to his present status as a renowned international businessman, Mike has certainly proven that he has what it takes to be successful. His years of hard work and dedication recently paid off at the 2005 International Convention in Salt Lake City, where the Diamond Director was inducted into the illustrious Fortune 25. Although Mike was a former member of the President's Club, predecessor of the Fortune 25, he had long held the goal to be a part of the renowned group since its inception in 2002. "When I got involved in USANA seven years ago," he says, "I set out a plan to very seriously work my business. There were certain things that I wanted to accomplish in my time with the company, and one of them was to become part of USANA's Fortune 25."

Mike credits much of his success in the global marketplace to his utilization and promotion of the World Wide Web. "The Internet is an extremely effective tool, and it's the tool that has allowed me to have the business that I have today," he says. "I just want people to be open minded to the opportunities that the Internet provides in growing a business." Mike makes the most of the cost- and time-effectiveness of the Web, and he revels in the fact that he has created an ever-expanding international business from the comfort of his home office. "I look at the world, and I see that it's changing. Today we see more and more downsizing and outsourcing of business to Asia and other places we used to call 'underdeveloped' nations. But rather than becoming afraid or angry about that, the Internet has allowed me to embrace those countries and those people and to utilize that same human potential that companies are now using to build a global organization for myself." Mike believes that his ideology, as well as that of his entire team, is unique in many regards, not only within the USANA family, but also within the industry as a whole. "I have set myself on a course to share this message—that there is an opportunity to utilize a very valuable tool that will allow us to share Dr. Wentz' vision with more people around the globe."

As Mike now looks ahead to a promising future, he bears in mind a promise made several years ago to his then-eight-year-old daughter, Tenika. "I promised my little girl that on her thirteenth birthday, I would retire to some degree." Mike then plans on traveling with his daughter for the next year, permitting them both the opportunity of "visiting distant lands and meeting people of various cultures." With Tenika celebrating her eleventh birthday just this past October, Mike realizes that he



has much to do and less time to do it in. "Before that two-year period is up," he says, "my next goal is to earn \$1 million in one fiscal year in the business." Though the goal is certainly lofty, Mike has set a trend for doing what it takes to get the job done. And after he attains that tremendous feat, he proudly declares that he will have accomplished every goal he had set for himself when he set out on his USANA journey. "Since the beginning, I've wanted to establish myself as a successful international network marketer, and as someone whom my colleagues and peers would respect."

Lynette and Mike can't help but grin as they watch their children in karate class



during the middle of the day on a beautiful, crisp Monday afternoon. Mike finds himself, as he so often does, the lone dad in a sea of mothers. And once again, the couple finds cause to be grateful for the second chance Mike was given seven years ago. Reflecting on words of advice he was given when he was new to USANA and the network marketing industry—words that he has never forgotten—Mike says, "The only way you lose in this game is by quitting. Have the fortitude, tenacity, and mental toughness to stay in the game long enough, and you will reap the rewards that the business has to offer."

In her wisdom, Lynette likewise shares her belief that every family needs to find their own balance in how they build their USANA business and the way in which they utilize the

tools and work together. She feels that with open communication and support for one another, USANA truly can bring families closer together. Offering words of encouragement to aspiring Associates throughout the world, she says, "You don't start at the place you eventually want to arrive at. Enjoy the journey, because it's worth it in the end. If you are feeling discouraged, look back at where you came from and see what USANA has done for you personally. Take a moment to be grateful for the gift that you have been given."

Mike recently attended his 20-year high school reunion in Texas, where as a younger man, he was a two-time all-state football player. He often draws inspiration from his former days of

glory and applies it to his present-day success. "It's the fourth quarter of the game. You are ahead and the opposing team is on the five-yard line. Are you willing to stay in? Do you have the mental toughness to continue to do what you need to do? In the game, if you do what you were taught in practice, then

things work out okay. But for a lot of people, when something bad happens to them or they get rejected, they take it personally and become paralyzed. And that paralysis causes their business to wane." Over the years, Mike has demonstrated time and time again that he does indeed have the mental toughness and grit to see the game through to the end.

"Ninety percent of this business is mental and ten percent is what we do," he concludes. "Focus on the ninety percent, and the ten percent will take care of itself."

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