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May 2008
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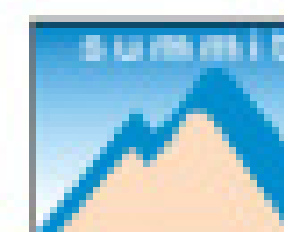










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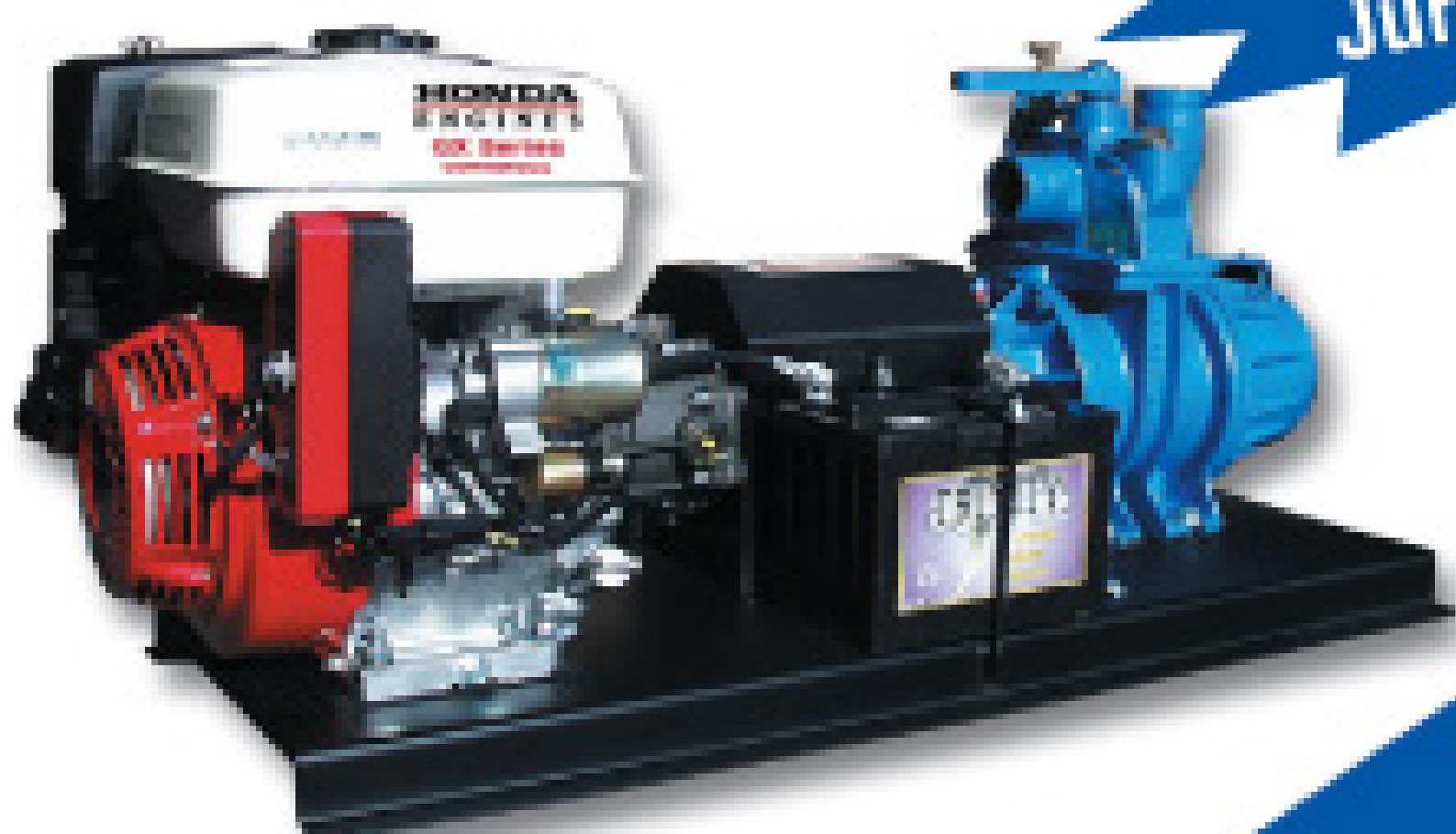
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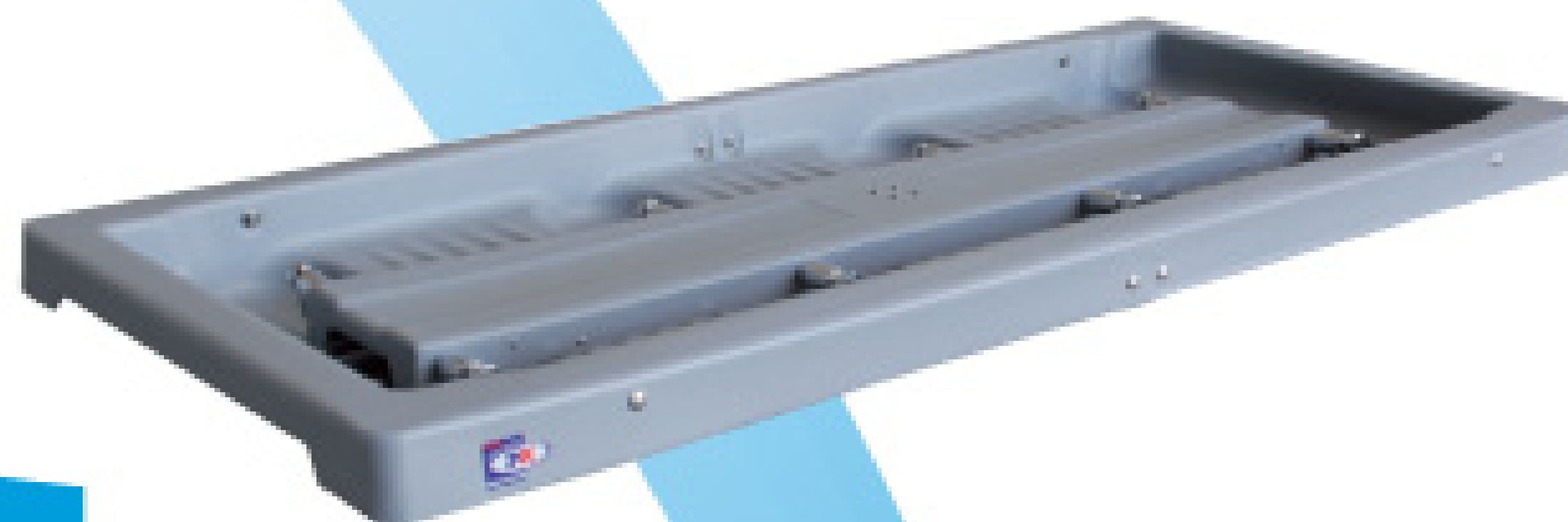


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Turning the Pages

Scour the pages of PRO™ for the following entertaining and informative features that will help boost the bottom line for your portable sanitation business:

Special Events Restrooms were on prominent display at the Pumper & Cleaner Environmental Expo two months ago, as manufacturers showed units fit for any summertime outdoor occasion. Check out our event restroom roundup story to see what's new and what's making a return engagement this season. Making the red carpet at the industry's largest product showcase were restrooms with added elbowroom, new convenience features and sturdier components for flawless performance at special events.

PROfile gives a lesson in serving discerning wedding clients at a time when PROs everywhere are gearing up for the biggest wedding month of the year. "I understand what people want," says Harwich, Mass., PRO Eliza Kendall, owner of Eliza J. "It's understated elegance. It's simple; it's clean." Weddings have become Kendall's niche; they account for 95 percent of Eliza J.'s business, she estimates. In the busy season, May through October, Eliza J. services about 10 weddings each weekend, bringing at least two units to each event. With an inventory of 40 PolyJohn Enterprises Corp. units, the company also services luxury events, such as fundraisers, golf outings, clambakes and higher-end sporting events.

Truck Corner answers a question on the minds of portable sanitation contractors during tough economic times: When you need a truck, should you buy new, refurbish something in your current fleet or stand pat and hope for the best? Bob Carlson and Jerry Kirkpatrick explain the thought processes PROs can follow to answer this crucial question for themselves. If you decide to refurbish, they offer steps you should consider to come up with the best solutions for each part of the truck that might need updating.

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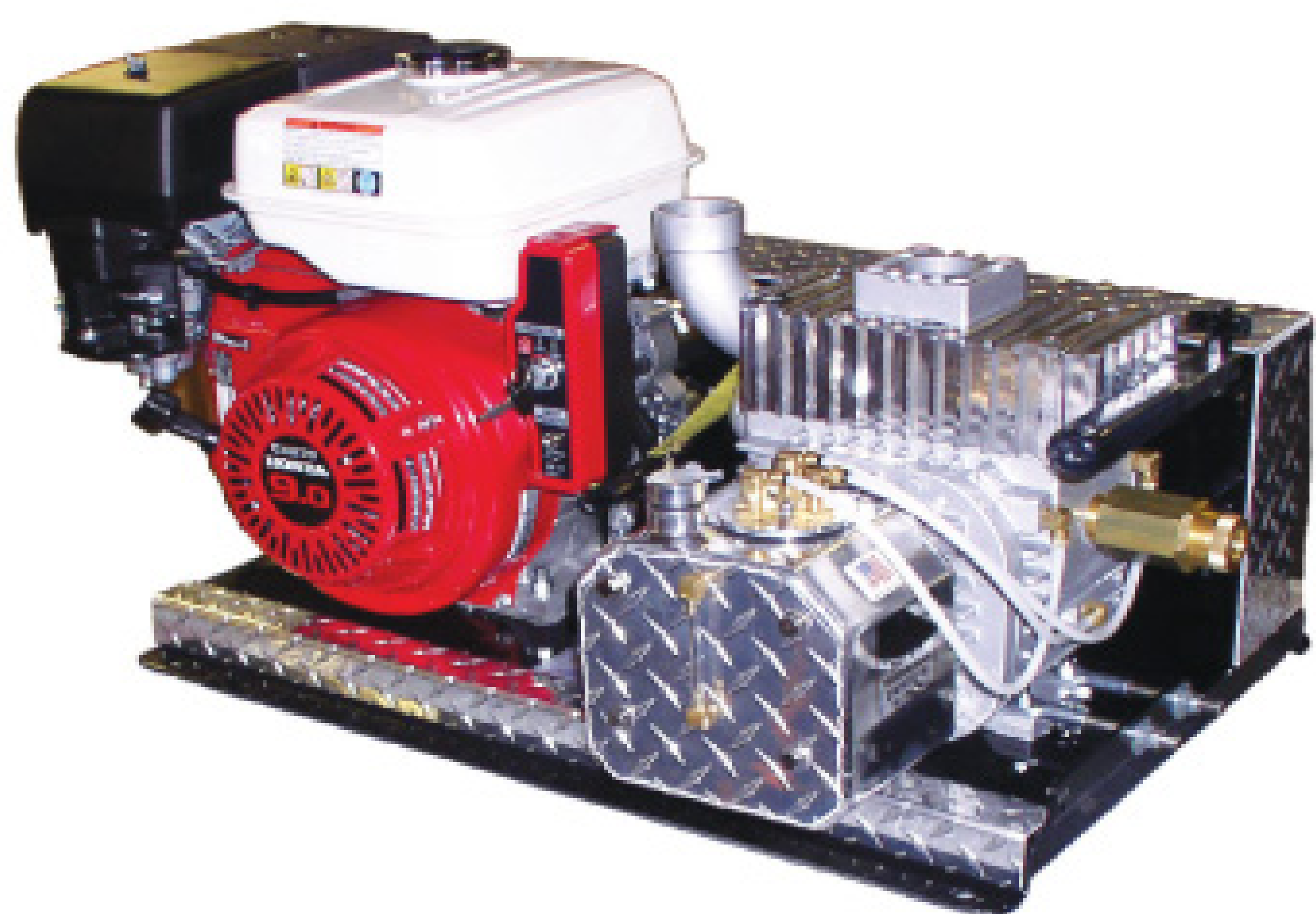


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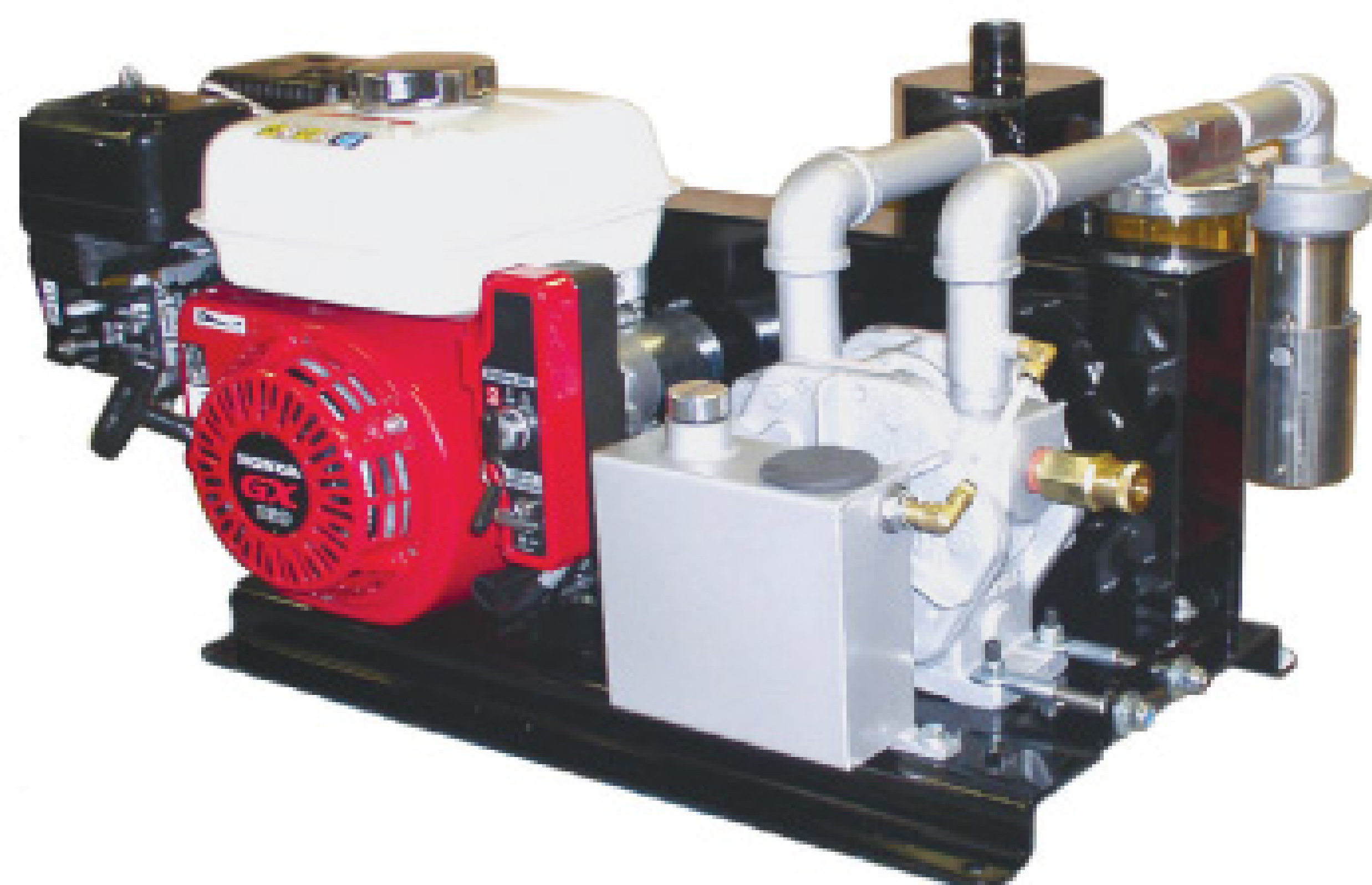


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Talking Points

It's time to sift through the e-mail and start discussions on bathroom tissue, a new restroom concept and squat toilets

By Jim Kneiszel

As restroom contractors gear up for the busy season, I offer a springtime grab bag of news and views in the portable sanitation industry:

TOO MANY ROLLS?

Eric DeJong, owner of San Diego-based Diamond Environmental Services, called recently to take issue with a customer service tip I passed along in March. In my column, "Getting Down with Upgrades," I suggested that, among other things, contractors could enhance customer service by upsizing the tissue dispenser. I concluded that going from a two-roll to a three-roll dispenser may extend the time between services and ensure a positive experience for more users.

DeJong disagreed on both points. In an effort to provide opposing views, I'll share his response. And I figure a fella like DeJong, who has grown from about 400 units, to his current inventory of more than 10,000 units, has to have a perspective worth listening to.

Providing an additional roll in a fresh restroom isn't a good thing for the customer or the portable sanitation contractor, says DeJong. First, he argues, the longer service interval ensured by the extra roll will result in a fouler restroom when it comes time for cleaning. If a unit gets 20 more users and a longer period between cleaning, the result will be a less positive user experience.

And DeJong says extending service intervals flies in the face

DeJong believes that customer wants clean restrooms and frequent service more than saving a few bucks with fewer service stops.

of the goal of running a profit-making venture. He wants to see his crew clean each restroom as often as possible to maximize profits. While some might argue that

it's a negative if the customer runs out of paper and has to call for a service, DeJong views that call as a good thing. It might convince the customer to opt for more cleanings, resulting in happier users and more profits for him.

Ultimately, DeJong believes that customer wants clean restrooms and frequent service more than saving a few bucks with fewer service stops. So he hasn't switched any of his units to three-roll dispensers and has been trying to convince restroom manufacturers to go back to two-roll holders.

Again, I welcome any and all responses on the tissue issue.

IS IT A PHONE BOOTH OR A PORTABLE RESTROOM?

That's a question folks might be asking about the Piccadilly

Poly restroom that's at the prototype stage this spring. The new restroom design is the brainchild of Tom Gebka, owner of Chicago-area industrial design business Piccadilly Concepts, who has been observing the portable sanitation industry at the Pumper & Cleaner Environmental Expo for a few years.

Gebka, responsible for store merchandising packaging like the plastic product holders you see at discount and grocery stores, called me three years ago when he became fascinated with portable restroom designs. Well, the fascination has turned to obsession, and Gebka is currently taking a plywood prototype

restroom — patterned after a European phone booth — to special events and recreational trade shows to gauge interest. Gebka most recently returned from the United Kingdom, where he showed the Piccadilly Poly at the Portable Sanitation Europe Ltd. show.

The major draw of the unit is a different exterior look and an integrated advertising display system, Gebka says. His target market is special events usage and recreational settings like golf courses. Gebka expects to begin manufacturing this year and have a production unit to introduce at the Portable Sanitation Association International convention in Florida in November.

We offer a sneak peek at the prototype here.

SQUAT OR SIT?

Americans and Europeans have adapted quite nicely to automobiles from Japan and Korea. But in the case of portable restrooms, I wonder if Asian markets will eventually come around to the Western style of toilet.

Evidence of the growing importance of the Asian portable sanitation market was seen at the Five Peaks Technology booth at the Pumper & Cleaner Expo two months ago. The manufacturer displayed a new squatting and flushing restroom unit base for



The prototype Piccadilly Poly restroom, patterned after the look of a European telephone booth, just came back from the Portable Sanitation Europe trade show.

Asian buyers visiting the show. The standard in Asia is to squat, not sit, while using the facilities, and Five Peaks is looking to provide Asians with a product they're used to using, said Reg Adams, the company president.

I asked another manufacturer at the show about providing a squatting unit for international buyers. The theory from that maker, however, was that Asians will be starting to take a seat as they begin to experience Western restroom ways. Having never used a squatting toilet myself, I have to wonder if we Westerners haven't come up with a better idea this time around. It seems like we'd have to give up the time-honored tradition of reading the sports page in the bathroom if we started using squat toilets.

RESTROOM TIPPING TREND

Check out the *PRO™ Forum Chatter* in this issue, which discusses how to best clean out a tipped unit. I'm sure you have empathy for the poster who all too frequently has to deal with this unfortunate mess. The issue reminded me of my January 2007 editor's column, in which I explained that many restroom tip-over videos are posted on the Web site YouTube (www.youtube.com).

I went back to check out the video vandalism situation again and found the trend continues ... and perhaps is even intensifying. It seems that restroom tipping is becoming the 21st century recreational equivalent of the mythical cow tipping. Apparently there is nothing as riotous to the typical teen as pushing over a portable restroom and watching the tank contents ooze out all over the ground.

Last year I offered some tips on ways to curb the activity. But if a recent raft of homemade videos showing youths tipping, locking friends inside or throwing firecrackers into portable restrooms is any indication, nothing is going to buck this trend. If you've fallen victim to more tipping incidents lately, drop me a line and let me know what you're doing to combat them.

I did run across one humorous video involving portable restrooms. You'll appreciate this one if you recall a time when it was all the rage to stuff college students into a Volkswagen Beetle. Go to this link and see what I'm talking about: www.youtube.com/watch?v=uUhc7A37Mu0&feature=related.

It appears that part of a soldier's team-building routine these days is to cram the group into a PolyPortables Inc. Integra restroom. I'm not sure if anyone can beat the 14 brave souls who made it into that unit. ■



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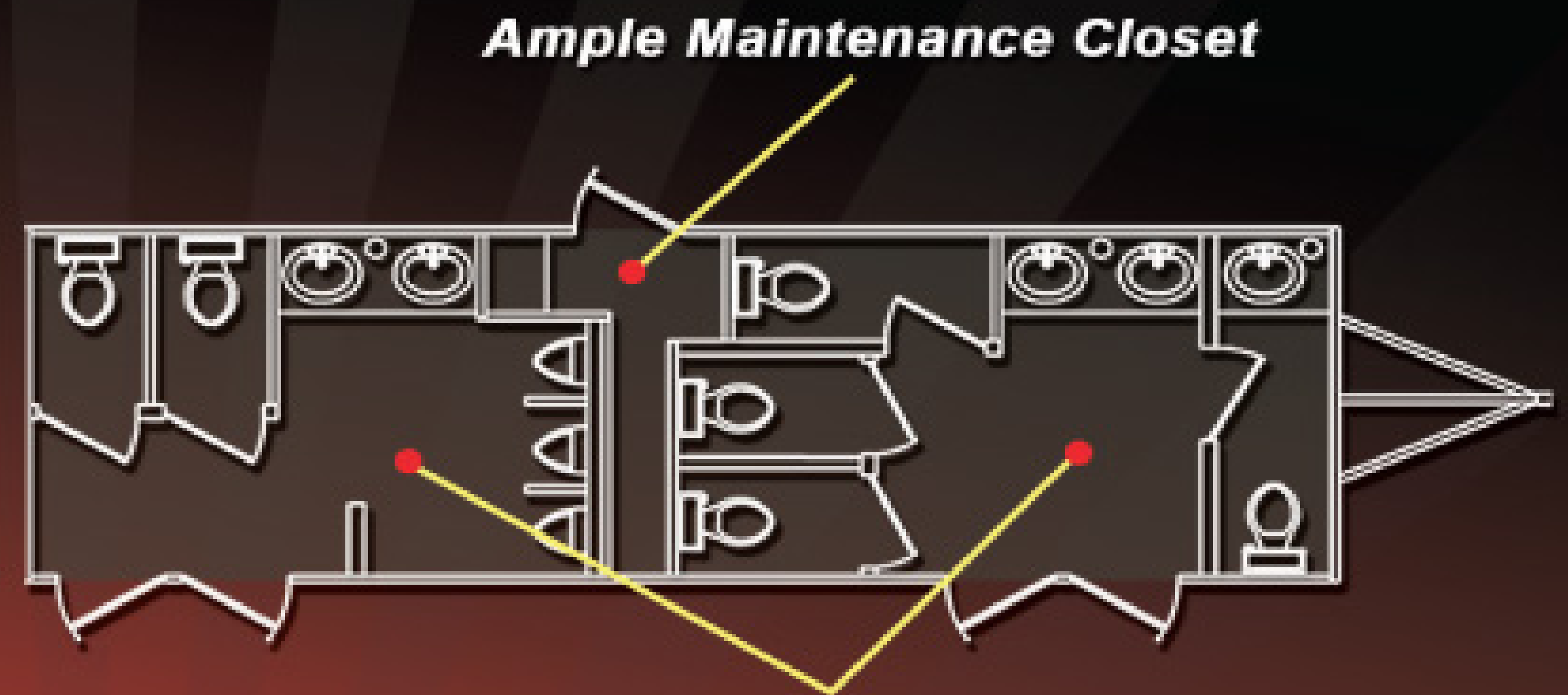
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Writer Judy Kneiszel has operated her own small business for a decade and is familiar with the many rewards and challenges of business ownership. Write to her with questions, comments or topic suggestions at thewordhouse@ameritech.net.

Information on a Stick

Send workers into the field with their complete medical and health insurance records dangling from their key chain

By Judy Kneiszel



In the three years I've been writing this monthly column, I've never recommended a product or technology, but that is about to change, because I believe a gadget I've recently become aware of could be beneficial to many small businesses.

The gadget is a USB medical alert stick. Brand names include: My Med Stick, MedicTag, Medistick, MedFlash, Med-a-Drive and Emergency File. And there may be other companies making them that I'm not aware because it's hard to keep up with fresh technology.

The best way I can describe these "sticks" is to say that they compare to the old engraved medical alert bracelet like an iPod compares to a vinyl record. Basically, they hold lots and lots more stuff. All of a person's medical information — not just one small tidbit — is contained on a device smaller than a pack of gum. Each stick is actually a USB flash drive, loaded with software, which is used to digitally record a person's entire medical history.

Many companies now package convenient software pre-loaded onto flash drives that carry bold red lettering and graphics to attract the attention of medical first-responders. There are also proprietary software products available, and some can be loaded directly onto a common flash drive available at any discount store.

You can also produce your own rudimentary version of digital medical record-keeping using Microsoft Word software. Just create a document with as much or as little information as you want to have available in case of emergency and load the file onto any USB flash drive.

RISKY BUSINESS

In the portable restroom business, you and your employees spend a lot of time in risky situations, like driving on highways and byways, doing strenuous lifting and walking around construction sites. It may not be the most dangerous job in the world, but it's not without its perils.

A USB medical alert stick would be a thoughtful addition to the key rings of your employees because the care a person receives in the first hour after an accident, heart attack, stroke or other trauma can make all the difference in their chances for recovery. If a person is unconscious, valuable minutes can be wasted trying to determine things like blood type, allergies, other medical conditions, emergency contacts, even the person's name.

Especially if you've got people going out alone, a medical

alert stick is a great way to ensure they get the best possible care in the event of an emergency. If a person carries a medical alert stick, paramedics can plug it into a laptop computer's USB port and immediately see a screen displaying pertinent information. And a laptop is standard equipment in most emergency vehicles today.

But a medical alert stick is not just useful in an emergency, it can be used whenever its owner has a doctor's appointment. It is easily plugged into a computer in the doctor's office to convey medical history and information to the staff and can be easily updated when information changes. Using it regularly in this manner keeps the information current, which will help in an emergency.

CHOOSING A STICK

Medical record software pre-loaded onto either a key chain or cool-looking wristband costs about \$50. The software should work instantly on virtually any Windows-based PC.

You can carry as much information as you feel is necessary on an alert stick. You may opt to leave out some information for security reasons or choose to use software that allows sensitive information like Social Security numbers and power of attorney to be password protected.

If you or your employees carry medical alert sticks, be sure to make it obvious. Provide stickers for the windshields of all vehicles they may use (including their private vehicles) and/or wallet cards so emergency people are alerted to the fact that the person carries a medical alert stick.

Sticks are available with storage to hold medical information not just for an individual, but a group of people. These are great for families with young children or traveling youth sports teams — if a player gets hurt, the coach has all their medical information and contact information available instantly, without having to shuffle through a file of papers.

If you think medical alert sticks would be a great way to offer some additional medical protection to your employees, check out the various makers — they all have informative Web sites. You may also want to talk to some local emergency medical technicians and emergency room physicians and get their recommendations. I'm pretty sure they'll be in favor of anything you can do that has the potential to make their job easier some day. ■

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Eliza Kendall uses decorative lattice-work to conceal the restroom at a Massachusetts waterfront party location. (Photos by Jennifer Langley)



**Eliza J
Harwich, Mass.**

MASSACHUSETTS

Owner: Eliza Kendall

Years in business: 11

Employees: 2 full time, 7 seasonal

Services: Portable sanitation

Service area: Cape Cod, Boston, Rhode Island

Associations: International Special Events Society, Portable Sanitation Association International, International Festivals and Events Association

Web site: www.elizaj.com

Here Comes THE BRIDE

Wedding service in tony Cape Cod provides a profitable niche for former special event planner

By Sharon Verbeten

Planning a wedding can be stressful for everyone involved. But Eliza Kendall aims to alleviate some of the worry. And she often does just that by offering a “difference in presence,” with high-end amenity-filled portable restrooms.

“I understand what people want,” says Kendall, owner of Eliza J. in Harwich, Mass. “It’s not necessarily a red carpet. It’s understated elegance. It’s simple; it’s clean.”

Weddings have become Kendall’s niche; they account for 95 percent of Eliza J.’s business, she estimates.

In the busy season, May through October, Eliza J. services about 10 weddings each weekend, bringing at least two units to each event. With an inventory of 40 PolyJohn Enterprises Corp. units, the company also services luxury events, such as fundraisers, golf outings, clam bakes and higher-end sporting events.

Having such a focused target audience has paid off for the company, which Kendall founded in 1997. She reports annual sales of around \$150,000. “Over the past five years, we’ve averaged a 25-percent growth in sales per year,” she adds.

“It’s been really unpredictable,” she says, “but we just kind of stay in the same numbers. June was really quiet last year, but September provided the biggest September blast we’ve had.”

When her specialty wedding business took off, Eliza Kendall’s husband, Ron, joined the family business. The pair are busiest in the summer months.

TOP CLIENTS

Kendall’s keen eye for enhancing ambience comes from her years as an event planner on Cape Cod, where she served an upper echelon of clients, including General Motors, IBM, Microsoft and the Kennedy family.



"I'll ask the bride what the colors might be so I can incorporate that ... I've had more compliments. People are often so freaked out by restrooms. I have rarely had any kind of negative response."

Eliza Kendall

While she found event planning fulfilling, in 1990, Kendall found herself raising two small children, as well as training horses. When she fell off a horse and broke a vertebra, she became housebound and thought about finding a new outlet for her talents, as well as a new business investment. "I was stuck with little children in the house. I'm not one of those people who can sit around," she says.

Serendipitously, Kendall happened upon a company looking to sell its portable restroom business

... and an idea clicked — market restrooms by a woman, for a woman. "Bathrooms are, 99 percent of the time, much more important to us (women)," she says. So she focused on creating "restrooms where a woman can go in without wincing."

"I just knew that there was a void there, and most people didn't have the 'in' that I did," Kendall says. That "in" was her years of experience in event planning. Being a self-described "walking Rolodex," able to reach a broad scope of customers and vendors, didn't hurt either.

Kendall financed the venture on her own and completely reworked the business — customizing units to create what she calls a "difference in presence." She draws the comparison to the hotel busi-



Eliza Kendall adds a floral accent to a unit to be used at a small upscale special event. For weddings, she matches the colors of the restroom flowers to the wedding attire.



White units are a staple for Eliza J, which places these PolyJohn Fleet restrooms at weddings every summer weekend.

ness — offering what she refers to as "Ritz-Carlton" service and amenities. "I noticed there was nothing 'in between.' We're allowing the masses to have really nice toilets for their events," she says. "I think that's where we stand out."

Other than her focus on providing impeccably clean restrooms, Kendall ensures her amenities are top-of-the-line as well, such as brand name luxury soaps and sewing kits offered in Nantucket baskets, fresh flowers, air fresheners, mirrors, purse hooks, boxes of tissues, tulle swags and even optional outside décor, including greenery and latticework.

SOPHISTICATED SERVICE

"I'll ask the bride what the colors might be so I can incorporate that,"

Kendall says. "Each person's wedding is their wedding, and it's important to them.

"I've had more compliments. People are often so freaked

out by restrooms. I have rarely had any kind of negative response."

When Kendall first told her husband, Ron, about her decision to purchase a portable restroom business, he teased her. He was working in his family's asphalt paving business, and he told her if she could make more money than he did, he'd quit his job and join her.

She took the dare, and today Ron is in charge of all driving and maintenance for Eliza J. "I think that he's humbled, but if I want something, I work really hard for it, so I think he's not surprised," Kendall says.

Her husband is joined by seven part-time workers servicing the units during their 20-week busy spring/summer and other events throughout the year. They commandeer a 2001 Ford F-250 and a 2001 Ford F-150 — both with 300-gallon waste/100-gallon freshwater stainless steel Westmoor Ltd. tanks and Conde Super 6 pumps. Waste is transported to a nearby septic treatment plant, usually once a week.

Quality, cleanliness and all the amenities Eliza J. offers don't come cheap. But while the company charges a bit more than its competitors, Kendall says it hasn't really been an issue. "We're not looking at an amazing price gap," she admits. But she adds that since wedding clientele are known for spending lots of money on music, flowers, cakes and other amenities



Uniforms with the signature matching signage on the Eliza J vacuum truck add a classy touch when Ron Kendall is servicing high-end weddings and events.

“Couples are widening their scope of wedding sites. Outdoor weddings and receptions are on the rise. Clients are opting for individual restroom units at their events because of the affordable cost, our caliber of product and service in addition to all the bells and whistles we provide.”

Eliza Kendall

for that one special day, they don't mind paying a little more for the restrooms. “If it's nice, they want it,” she says.

WEDDING TRENDS

“There's a significant trend in the wedding industry right now,” Kendall says. “Couples are widening their scope of wedding sites. Outdoor weddings and receptions are on the rise. Clients are opting for individual restroom units at their events because of the affordable cost, our caliber of product and service in addition to all the bells and whistles we provide,” she adds.

“Brides have big wedding dreams,” she says. “They want to invite 500 guests to a classy outdoor reception and be able to keep everyone comfortable and happy.”

Much of her marketing, as expected, comes word-of-mouth from satisfied clients. And while a bride and groom themselves might not provide “repeat” business, they often have friends and family members who might seek out Eliza J.

That leads to a diverse clientele in a fairly affluent area. But despite the affluence, Kendall realizes that her product and her customer service remain the same, no matter the client or the size of their bank account. “Why can't we have a product that I can be proud to put out for a senator or a CEO or for Sally Jones' wedding?” Kendall asks. “Everybody should get the best equipment for their weddings.”

RIGHT BACKGROUND FOR THE JOB

An elaborate Web site also touts her business. But it goes beyond listing products, services and testimonials. Eliza J.'s site embraces the look of an online magazine, offering tips on planning weddings and fundraisers and guidelines for being a perfect party host.

Kendall now looks back on her days as an event planner as creating the foundation for her portable restroom business. Her creative ideas led *Women's Business Boston* magazine to name her to its Women's Business Hall of Fame in 2003 as best startup/ small business.

Running a success-

ful and relatively seasonal business — and one that makes money — does not surprise Kendall. But doing it in portable sanitation is not something she would have envisioned.

“When I was a teenager, I went to my father who was a CFO of a major corporation. I told him I was going to marry a garbage man,” she says. “You would be a very lucky woman,” he told her. “They make a very good living.”

“Now I'm in sewage,” she laughs. ■



Top photo, Ron Kendall prepares to service a restroom at a residential party location. Above, Kendall carefully cleans restrooms for discriminating clients.

Saying ‘I Do’ to Weddings

Eliza Kendall has made servicing weddings her business niche. But it doesn't have to be all or nothing. Other portable restroom operators might find additional business revenue by serving such events on a smaller scale. Here are some tips Kendall suggests for those looking to enter the field.

- **Understand the importance of the event and the emotions.** “You don't really realize the stress people are under at this time,” Kendall says. That's why impeccable customer service is very important. “The soft approach works very well,” she says.

- **Do your homework.** Research the local area and see if there are many tent supply or event companies servicing outdoor events. Consider how big the market might be in your area. Demand may not be the same in an upscale city as in a smaller rural town.

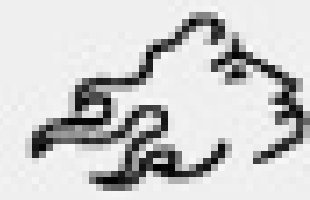
- **When it comes to marketing** — whether in brochures, on Web sites or on trucks — avoid clichés and potentially offensive logos or mottos.

- **Be aware of the way you speak to people;** be courteous.

- **A final word** — if you're going to decorate restrooms, Kendall suggests avoiding eucalyptus leaves, which tend to leave an unpleasant odor.



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RED CARPET RESTROOMS

Manufacturers showcase upscale special events restrooms at the Pumper & Cleaner Expo in Louisville

By Jim Kneiszel



POLYJOHN FLEET SERIES

PolyJohn Enterprises continued to show the **Fleet Series** at the Expo. The tried and true unit features a fresh-water flush system, a rounded exterior with convenient recessed handles and a spacious, well-appointed interior. A corner waste tank provides added room to maneuver inside the unit. Smooth molded interior surfaces and foot pumps keep the Fleet Series clean and hygienic throughout event usage. Features aimed at special event users include Breathe Easy ventilation system, door mirror, a tank with deep sump area, greater aerodynamics and hover handles. Optional equipment includes key-lock doors, fresh-water sink, freshwater flush or recirculating flush, non-splash urinal, extra large vanity mirror, shelf with hooks and solar lighting. **Visit www.polyjohn.com or call 800/292-1305.**

Some areas of portable restroom service are less prone to be impacted by an economic slowdown. While sanitation contractors in some locations are reporting lagging unit rentals for residential construction, strong markets remain to help take up the slack at the traditional beginning of the busy season in 2008.

Economic woes won't stop organizers of Midwestern county fairs from planning hog-calling contests. Outdoor music festivals will still hit a high note on warm summer nights. You might see folks drive less because of the high price of gas, but they'll still take in the races at their local track and at NASCAR venues across the country.

And weddings? Well, don't expect happy couples to delay their big day just because finances might be a little tight. One thing you can count on is that a discerning bride-to-be isn't going to skimp on clean portable restrooms for the big outdoor reception.

Restroom contractors may have to rely on special events as their income-producing ace in the hole this summer. Or, if the construction rentals remain strong in pockets of the country, the concerts, ballgames and weddings may be a growing profit center.

Manufacturers of portable restrooms know the emphasis this year is not necessarily on more restrooms, but on better restrooms. And that being the case, restroom makers showed plenty of upscale models at the Pumper & Cleaner Environmental Expo International in Louisville earlier this year.

Making the red carpet at the industry's largest product showcase were restrooms with added elbowroom, new convenience features and sturdier components for flawless performance at special events. And don't forget new colors. Splashes of bright yellow, all-white models for weddings and a variety of new pastels were shown.

If you're considering a special events restroom makeover for 2008, look at what these Expo exhibitors had to offer.



T.S.F. TUFF-JON III

T.S.F. Co. Inc. showed its **Tuff-Jon III** portable restroom, which converts from a durable standard unit to a solid special events performer with several creature comfort options. The Tuff-Jon offers durability and cleanability through a rotational molding manufacturing process that produces a one-piece polyethylene restroom unit with consistent 3/16-inch thick walls. The Tuff-Jon III has a 44- by 48-inch cabin, an enlarged skylight and improved ventilation. The interior features an angled seat for added shoulder room and a floor that tapers toward the door for easy cleaning. Comfort options include a narrow 15-gallon sink, hand sanitizer, hand towel dispensers and a thermostatically controlled rooftop AC-powered fan and heater unit. **Visit www.tuff-jon.com or call 800/843-9286.**

POLYPORTABLES BOUDOIR AND FAMILY ROOM

PolyPortables Inc. addressed the need for quality special events restrooms with the feature-filled **Boudoir** model and its new sister unit, the **Family Room**. In a new display concept, PolyPortables pulled the doors off select units to give a better peek at interior changes. One upgrade is the Family Room special events unit, which includes a convenient baby-changing station. The Family Room, built in an enhanced-access unit shell, and the well-established Boudoir are designed to provide a clean, spacious environment for VIP users and an affordable restroom that comes in a variety of standard colors. Standard features for both include flip-top tank, flush lid, Pro22 hand-wash station, full-length mirror, lotion spray soap dispenser, towel dispenser, three purse-coat hooks and a motion-activated light (soon to feature LED technology). **Visit www.polyportables.com or call 800/241-7951.**



HAMPEL CORP. 1.5

Hampel Corp. focused in on the importance of splashy color combinations to consumers by introducing three specific new choices in its roomy **1.5 model**. The **Taj** is white with gray interior accents designed for wedding usage. The **Oro Rojo** is a gold and red unit with color-coordinated interior colors. The **Grandeur** is produced in a classy two-tone gray to provide a neutral backdrop for any event. The special units feature a StyleLight single-station sink with towel holder and soap dispenser, an oversized mirror and a recirculating flush system. Both come in the Country Classic and Global styles. Baby-changing stations with aluminum wall reinforcement turn the 1.5 into a family unit. **Visit www.hampelcorp.com or call 800/549-1558.**



ARMAL TOP LINE RECIRCULATING

The **Armal Top Line** restroom was introduced with **Scent Box** technology, an embedded fragrance, as well as an embedded graphics option called **MyBox**. The Top Line features beefier hinges, ergonomic door latch and

other upgrades. The standard unit is offered with a recirculating kit to create a flushing, closed-tank unit to serve a wider range of portable sanitation clients. The recirculating unit comes standard with a three-roll toilet paper holder, accessory storage, urinal with drain, inside door handle, foot pump, waste flap inside tank, hidden hoses for easier cleaning and maintenance and filtered hoses. Scent Box is offered in five scents and colors, with the scent embedded into the plastic during the manufacturing process. The units are Strawberry Field, Apple Blossom, Pinewood Trail, Rose Sensation and Vanilla Bean. **Visit www.armal.biz or call 770/491-6410.**



FIVE PEAKS ASPEN AND K2

Five Peaks Technology displayed the **Aspen** and **K2** models aimed at the special events market. As a nod to the international market, Five Peaks showed an optional Asian squatting and flushing unit, as well as introducing the Alpine model, which has a squarer appear-

ance than the other Five Peaks models. The Aspen and K2 Elite models feature the Sierra Side Kick Plus custom-formed sink. The system allows the entire seat assembly and bowl to be raised for ease of service. The freshwater tank is easy to fill and has a drain plug to evacuate unused water, making the unit easier to move. The rotomolded skid and tank are reinforced for a longer life and have a granite finish. **Visit www.fivepeaks.net or call 866/293-1502.**

SYNERGY WORLD HIGH TECH II

Synergy World showed its **High Tech II** restroom for the second year, filling a niche between standard restrooms and small restroom trailers. The High Tech II is larger in all aspects than its predecessor, the High Tech I. It's wider, taller, has more floor space and offers a larger tank capacity, almost 90 gallons. Designed for hands-free use, standard features include a solar light, improved ventilation and a four-roll bathroom tissue holder. It also offers many high-end optional accessories, including a stainless steel freshwater flush bowl, 11-gallon sink, and larger mirror. **Visit www.portabletoilet.net or call 800/352-1986.**



SATELLITE MAXIM 3000

Satellite Industries promoted the time-tested **Maxim 3000** portable restroom for reliable special event usage. The Maxim is designed for easy handling and convenient maintenance in a durable, long-lasting package. The Maxim 3000 can easily become an economical flushing unit. The unit's base serves as the freshwater tank and the outlet/inlet port located on the outside back wall allows for easy freshwater service. The Maxim 3000 is available with either hand flush or turbo foot flush function with a wide variety of interior dispenser and sink options. **Visit www.satelliteindustries.com or call 800/328-3332.**



NUCONCEPTS VIP AND PRESTIGE

NuConcepts once again displayed the upscale **VIP** and **Prestige** restrooms for the special events market. This year they boasted new 5,000 Btu air conditioners and enhanced ventilation control. The VIP and Prestige restrooms are available as single units or in a trailer-mounted configuration for convenient transport. VIP trailers are offered in two- or four-unit models. Prestige trailers include two- or three-unit models. NuConcepts units are used for special events requiring upscale facilities, but where space, budget constraints or utility connections are considerations. **Visit www.nuconcepts.com or call 800/334-1065.** ■



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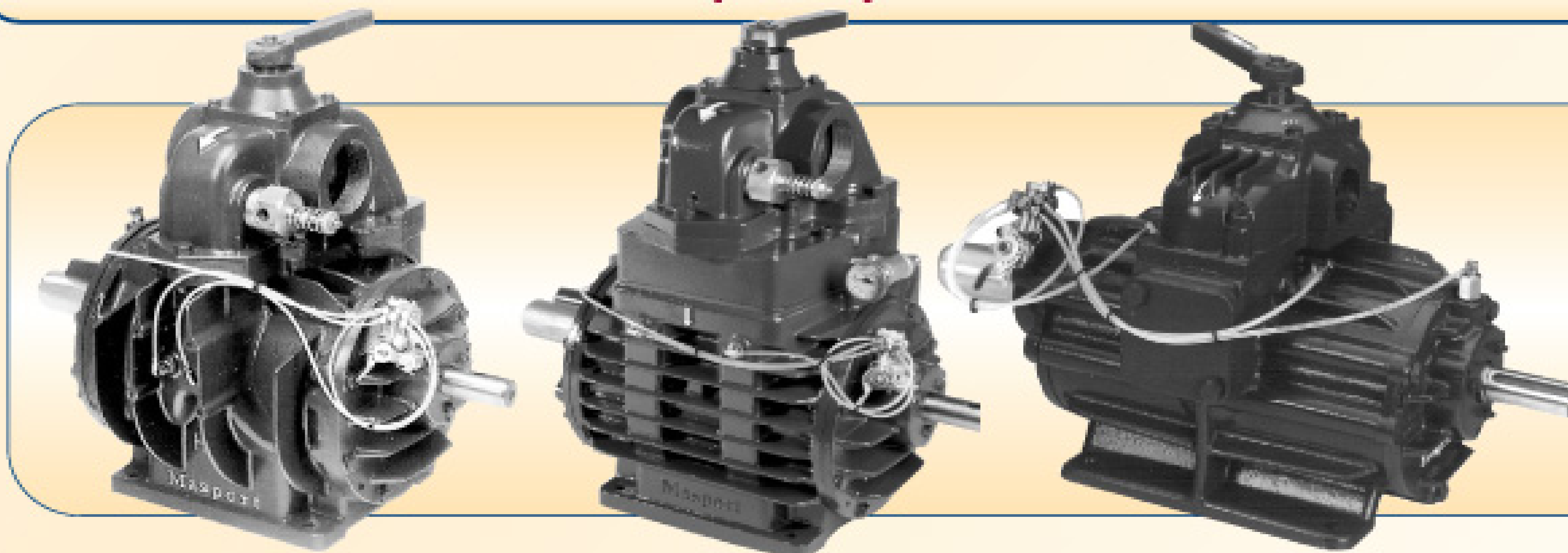


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ROCKY MOUNTAIN HIGH

Take 5... with Ray Savage

Ray Savage has only one unit in his inventory, but it's a big one. Savage provides high-profile event service with his custom-built 45-foot trailer pulled by a Mack tractor. (Photos by Betty Dageforde)

Ray Savage's company, Going in Style, has a small inventory — one unit, to be exact. But it's a big one. Four years ago, Savage bought a 45-foot 1993 Great Dane extra-wide insulated semi-truck trailer, built two restrooms inside of it, attached it to his 1987 R Model Mack tractor and started renting it out for black-tie affairs in Aspen, Telluride and other elite Colorado mountain towns.

Savage was 69 and retirement didn't suit him.

"I retired when I was 65," he says. "I tried it — we had the 5th wheel and put on 200,000 miles — but I've got to work. I want to die going down the road in that truck."

Savage started out in construction, then owned a welding shop for 20 years. After that he moved to the mountains and got involved in oil-field work, building out locations and hauling water. He was once hired to spray down the dirt road leading to actor Kevin Costner's ranch for the comfort of guests arriving for Costner's wedding. As he got older, Savage started pondering his future.

"Driving that water truck, I'm thinking that one of these days I'm going to get to where I can't get out there and haul water like this," he says. "Then this came to my mind. No matter how rich you are, you've got to go to the bathroom, and (wealthy) people want something nice." He designed the rig in his head, then he and his son, a carpenter, spent two months building it.

As you walk up the steps, the women's room is on the left, the men's on the right, each with four stalls and flushing Kohler toilets. The hot-and-cold water Kohler sinks (three in the women's, two in the men's) have automatic shutoffs. The unit has air conditioning and electric baseboard heat.

The 1,000-gallon water tank, water pump, and hot water heater are located in a rear compartment. The 1,400-gallon waste tank, propane tank, and generator are underneath. Plumbing is installed so the waste is moved by gravity, with all the piping inside so it won't freeze.

Savage used classy finish materials — wood, chrome, porcelain — but the most stunning feature is the giant mountain-view mural painted on the outside of the trailer by a local schoolteacher.

At an event, flowers are added, the trailer is skirted, a carpet is laid out and a table set up for patrons to set their drinks on. Savage and his wife, Dora, are on hand to keep things clean, dressed in white shirts and black pants — and perhaps cowboy hats when the occasion warrants.

Being new to the industry, this has been a learning experience for Savage, and one with some unique challenges.

Teeming with well-heeled celebrity clientele, Colorado's trendy skiing villages provide lucrative, although elusive, high-end special event work

By Betty Dageforde

EXPLORE FIVE CHALLENGES

that affect RAY SAVAGE'S PORTABLE SANITATION BUSINESS:

FINDING THE CUSTOMERS

Although Savage figures he needs to work only about 20 days a year to make a good living, it's not always easy to find the work. "The whole secret is knowing how to get in with the right people," he says.

"There is big money out there." He's tried working with wedding planners, party rental companies and marketing people. He briefly joined the Moab, Utah, Chamber of Commerce and has serviced charity events at reduced rates just for the exposure. And, of course, he leaves his business cards out at events. But those endeavors have been only partially successful, and he doesn't feel he's hit upon just the right strategy.



Ray and Dora Savage

"I retired when I was 65. I tried it — we had the 5th wheel and put on 200,000 miles — but I've got to work. I want to die going down the road in that truck."

Ray Savage

PUMPING WITH PRIDE

Up to now, Savage has relied on area septic companies to pump out his restroom trailer. But this has presented a few problems. One, he feels it's expensive. Two, he says the companies have not always been reliable. And, three, the appearance of the vacuum trucks aren't always up to the high-end service standards he must maintain for the lucrative events. Savage has reluctantly decided the best solution is to buy his own service truck, which he is in the process of doing. This creates some problems of its own — namely, needing another driver, or driving it himself, making an extra trip to the event site.

"The whole secret is knowing how to get in with the right people. There is big money out there."

Ray Savage



China Kohler fixtures and stainless steel sinks were a must for outfitting a trailer for rich and famous clientele that demand the best quality.



FINDING A PLACE TO PARK

You can't just park a big rig on a city street. When the Savages lived in Rifle, Colo., they were able to park the trailer on a friend's property. But in early 2007 they moved to the small town of Canon City, and in looking for a new home they had to limit their search to ones sitting on some property. They found a one-acre lot not too far from the town center.



A local schoolteacher painted the mountain mural on the side of the Going In Style trailer.

Auxiliary power like this onboard generator is key to providing service in a variety of areas, both rustic and near buildings, with ample power supply.



PASSING SECURITY

Because the events they service are often attended by the rich and famous — movie stars, entertainers, heads of major corporations, world leaders — the Savages and their trailer are subject to scrutiny by security personnel. As an extreme example of that, at one event in Aspen the Savages weren't even told what kind of event it was — just that it was for "two hours, two days." After they set up the trailer, a German shepherd went in and sniffed around, followed by a gentleman who flushed every toilet. Savage also noticed several men around the perimeter with machine guns. It turns out this event was for the head of state of a Middle East country and his entourage of 300.

The Savages are generally not allowed to take photographs of anything but scenery.



An ample storage area at the rear of the trailer is the perfect spot for Savage to stow maintenance equipment he might need when parked at remote locations.



PROTECTING THE INVESTMENT

Savage is a fanatic when it comes to maintenance and upkeep on his vehicles. "If you take care of stuff, it lasts forever," he says. As for cleaning: "You just keep it cleaned up all the time and it's never a mess, and it's not a big job to clean it." In keeping with this philosophy, Savage has learned to be somewhat selective in the types of events he'll do. Moab, Utah, for instance, is a hotbed of activity for biking, hiking, and four-wheeling,

but is also famous for its red mud. One event there convinced him it just wasn't worth it. He also avoids — or charges extra for — events at which children will be present. He hastens to explain: "Kids are kids, and there's nothing wrong with that — we all had to learn and that's OK. But it's just that much more work for us."

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Cleaning a Tipped Over Unit

There's no quick and easy answer for properly rinsing out a dirty unit if you don't have a system to contain spillage

If you're missing the *PRO™ Discussion Forum*, you're missing out on valuable advice and informal banter among folks in the portable restroom business. Where else can you go to shoot the breeze with others in your specific industry from across the country?

Question:

The landlord at my warehouse doesn't want me doing a hose-down on dirty restrooms in his yard. What can I do? Is it illegal to do cleanouts onto the ground? This is just for when a unit gets pushed over and it's full of waste on the walls. Do I need to set up a reclaim basin and pump it out? What is standard? What about when a unit gets pushed over onsite and there is waste on the ground?

Answers:

In the early 1990s, I was asked by a large plumbing shop in Los Angeles to design an outside wash bay for their fleet of vans. The city had cited them repeatedly for soap suds trailing down the driveway and dumping into the storm system at the curb when they washed their trucks.

The board of health didn't want any soaps, oils or other hazardous or poisonous wastes discharged onto the ground. It's an environmental issue for them. After considerable discussion with the board of health and plumbing inspectors, here's the (then \$20,000) fix. I was asked to submit drawings and show all load calculations for "stamped" approval.

1. Permits required: plumbing, health department, electrical and concrete.
2. Install an interceptor in the ground. It was about the size of a septic tank.
3. There was a 4-inch vent that extended at least 10 feet above the flood rim.
4. The tank would overflow to the city sewer.
5. A slab was constructed over the tank, all sides pitched to the inlet (steel trough drain).
6. The slab needed two steel access covers over the primary and secondary tanks for cleaning. Then, you had to compensate for rainwater so it didn't go to the sewer during a rain.
7. Either put a roof over the slab or put in a motorized backwater valve on the inlet. We put in the motorized valve that was

activated by a rain switch on the roof of the adjacent building. When it rained, the valve automatically closed, blocking rainwater from entering the tank. When it stopped raining, the valve would open, allowing wastewater discharges to enter the system again.

8. Add another access plate in the slab for the motor.

9. Add in all of the electrical on a dedicated circuit.

10. All three access plates were waterproof, (bolt-down lids with gaskets).

If you don't have a sewer, then they might allow a reclaim pit you can pump.

The best advice I can give is to check with the local authorities. The federal Clean Water Act says no off-property discharge. Many states and cities interpret guidelines differently. You need someone in local government to tell you the rules for your area.

The best advice I can give is to check with the local authorities. The federal Clean Water Act says no off-property discharge. Many states and cities interpret guidelines differently. You need someone in local government to tell you the rules for your area. Try your state Department of Environmental Quality, if you have one.

For field procedures, you should get certified by the Portable Sanitation Association International. Certification will cover response to tipovers and the like. If we know about it ahead of time, we trade the tipover units out and deal with them at the yard. There we put the unit on a containment tray and use a Gamajet to clean the inside. Then we pump out the containment tray with the truck.

Come Join Us Online

The *PRO™ Online Discussion Forum* is found at www.promonthly.com. The forum is conveniently split into several topic areas: *General Discussion, Business, Chemicals & Deodorizers, Parts & Accessories, Portable Restrooms, Portable Restroom Trailers, Portable Restroom Service and Trucks*. Simply register with a user name and password and join the discussion! Information and advice in *PRO Forum Chatter* is offered in good faith by industry professionals. Readers should consult in depth with appropriate industry sources before applying the advice they read here to a specific business situation. ■



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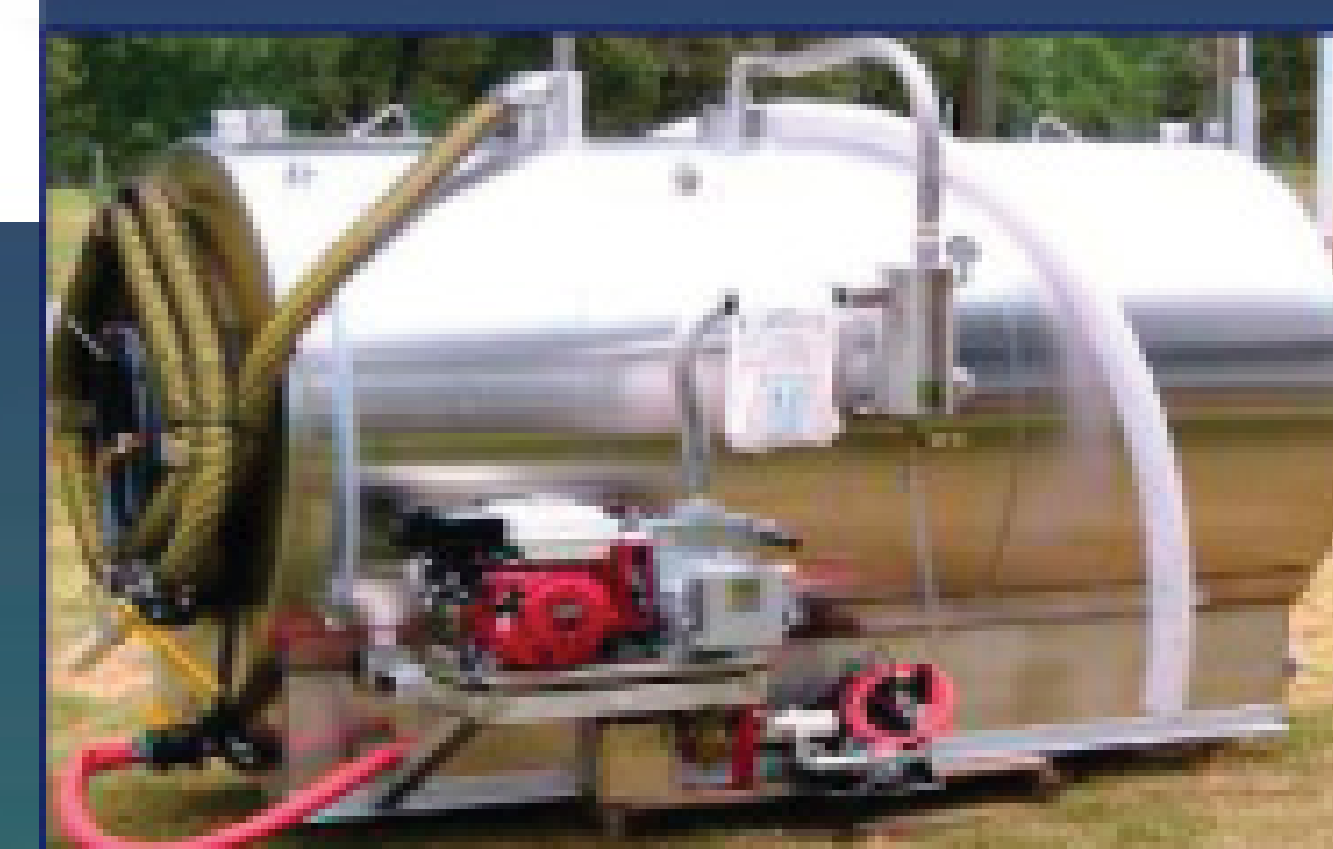
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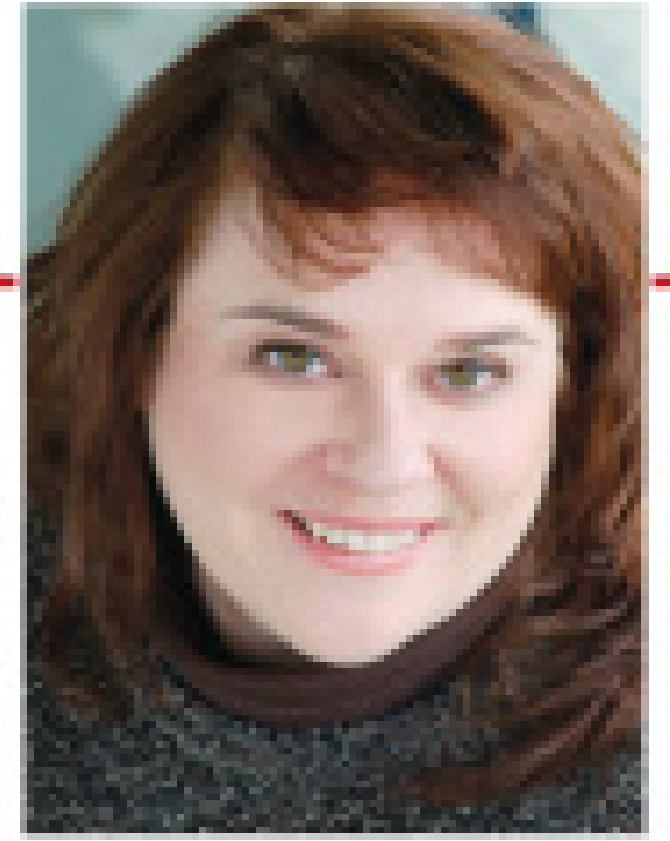


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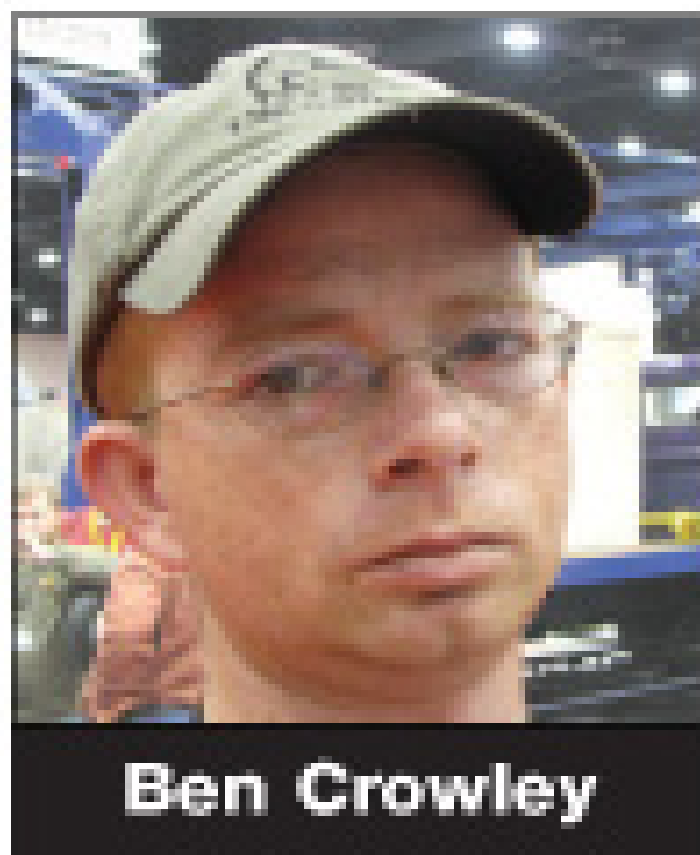
PROs dress up special events units to ensure all users have a positive experience

By Mary Shafer

The old saying goes that men fall in love with their eyes and women with their ears. Though it may not be about love, when it comes to feeling good about using a portable restroom, everyone's comfort level is affected by all their senses. And all those senses must be saying the same thing: clean, neat and safe.

It's no secret that women are pickier about restroom conditions than men are, and mothers with children are even more so. In a family entertainment environment, such as that found at most special events, how can PROs improve the user experience with their rental products?

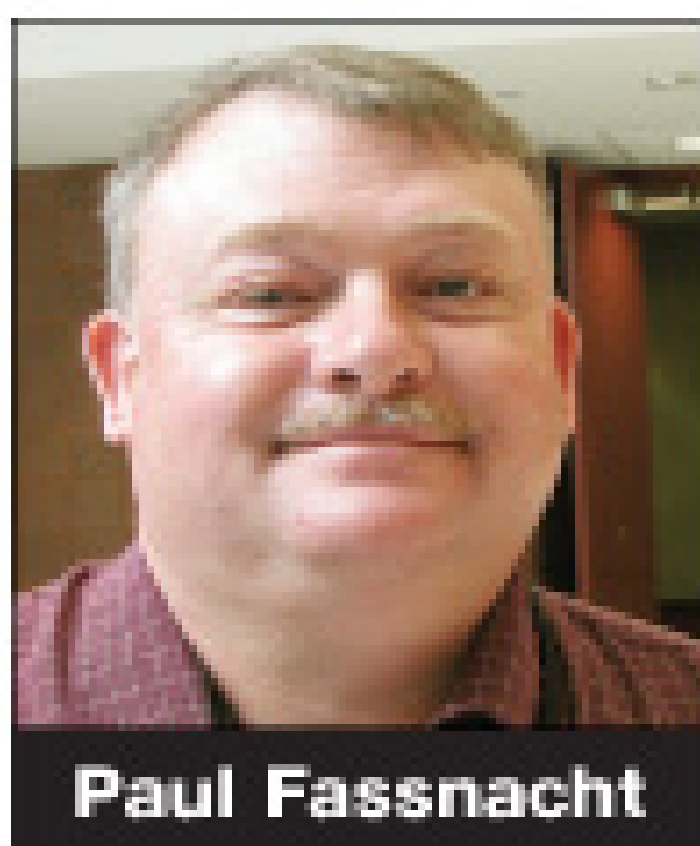
A few of your colleagues share what they do to make use of their units a memorable experience ... in a good way.



Name: Ben Crowley, Service Driver
Company: N.D. Sellers Septic Tank Service and Porta-Johns
Location: Chesterfield, S.C.
Employees: 4
Years in Business: 20

Ben Crowley

N.D. Sellers serves north central South Carolina with about 400 portable restrooms. About half the company's portables business comes from special events. "We try to be accommodating to our customers by having options," says route driver Ben Crowley. "We offer hand-wash sinks, hand sanitizers, mirrors and lights on the units we use for events. We'll also provide gender-specific labeled restrooms on request, if that's what makes people more comfortable."



Name: Paul Fassnacht, Operations Manager
Company: Midwest Portable Storage & Restrooms
Location: Lafayette, Ind.
Employees: 10
Years in Business: 50

Paul Fassnacht

Since 1979, Midwest has bought out four of its competitors in the Lafayette, Ind., area, but operations manager Paul Fassnacht isn't about to relax. "It's a very competitive market, and we have to stay ahead of the game," he says. One way the company does so is to make sure the presentation of its product is as good as it can be. It also helps to have more than a half-century of experience and 1,000 units in inventory.

Midwest offers a VIP restroom from PolyJohn Enterprises Corp. for weddings and other higher-end events. With a hand-wash station, a soap and paper towel dispenser, and flush capacity, the restrooms are appealing to women because there is no urinal. Midwest also

makes it available with an optional solar light.

For men, they use the PolyJohn Fleet model with urinal. Three special events trailers attract what Fassnacht calls the "tie and skirt" crowds, and the company is preparing to possibly add a fourth trailer, this one a 40-foot model. But Midwest's prime market positioner seems to be that the company also offers a full line of other party rentals, from chairs and tables to tents, linens, decorations, and more.



Name: Daniel Cook, Co-owner
Company: Cook's Septic Service
Location: Lake Luzerne, N.Y.
Employees: 5
Years in Business: 35

Daniel Cook

Cook's serves the annual Saratoga sailing regatta, along with some weddings and smaller events with about 40 restrooms from Five Peaks Technology. These units have shelves inside, "a big plus for the customers, from what we hear," says Daniel Cook. "We'll put lights and sometimes cut flowers inside, and we've put small rugs on the floors just to dress them up a bit." The company also provides hand-wash stations outside their units.



Name: Dawood Siripe, General Manager
Company: Allgemeiner System-Service (ASS) WC Mietservice
Location: Illingen, Germany
Employees: 5
Years in Business: 20

Dawood Siripe

About 30 percent of ASS-WC Mietservice's business is providing portable restrooms for special events in the Black Forest region of southwest Germany. With an inventory of about 1,000 restrooms, including 10 ADA units, Mietservice serves street festivals and other events with restrooms (called "cabins" or "containers") from PolyPortables Inc., Satellite Industries and the German company Thal. Europeans may use either a seated or squat toilet design.

To provide a more pleasant user experience, units are supervised by company attendants. It's customary in Germany for customers to request gender-specific units, though the company also provides mixed-gender units. Generally, these are made more attractive with onboard sinks, hand sanitizers and disposable toilet seat pads. ■

CORRECTION

Scott Tart of Forever Clean Portable Toilets, Fuquay-Varina, N.C., uses Summit software from Ritam Technologies at www.ritam.com. The March *Think Tank* story used the incorrect name of the software Tart uses.



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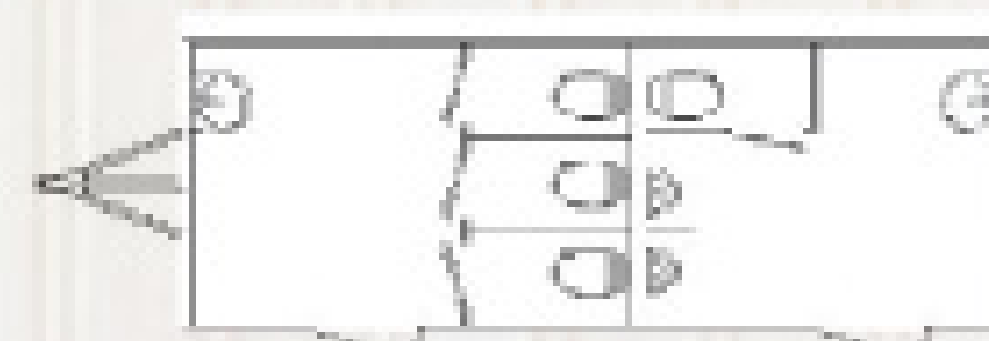
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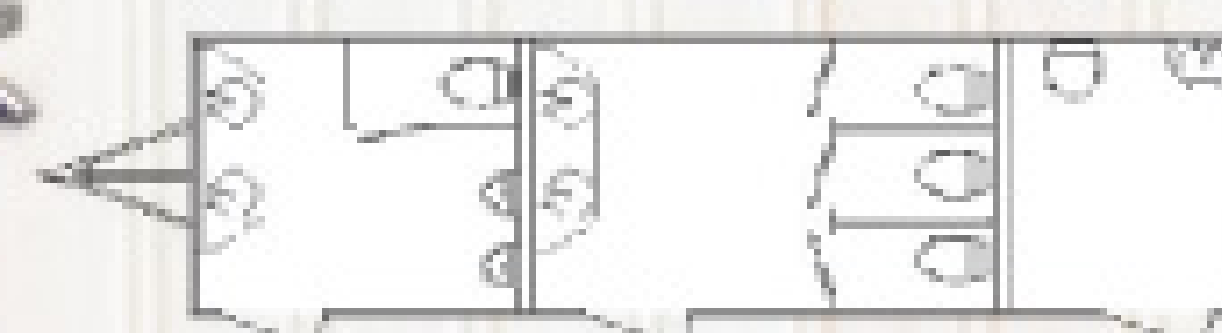
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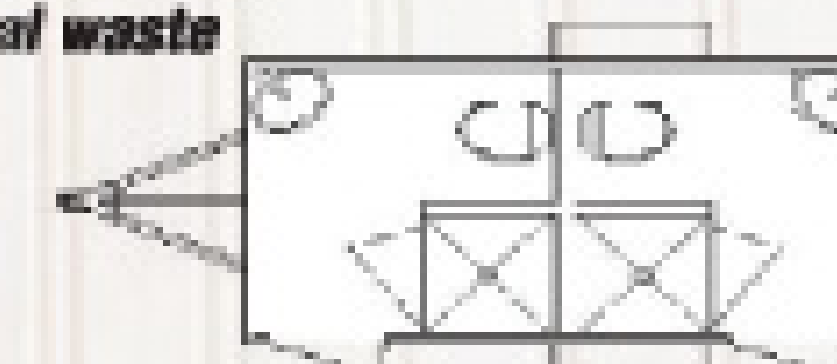
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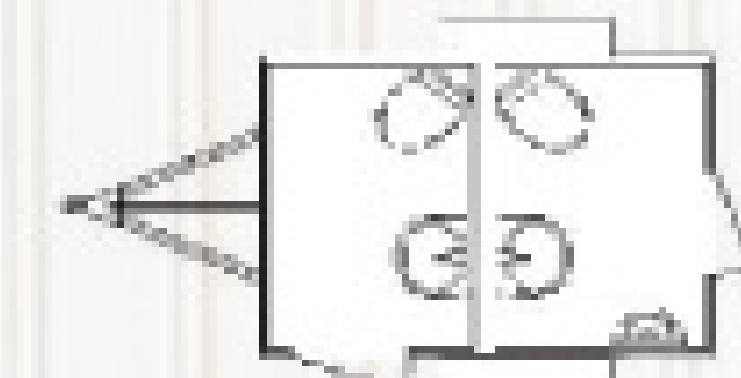
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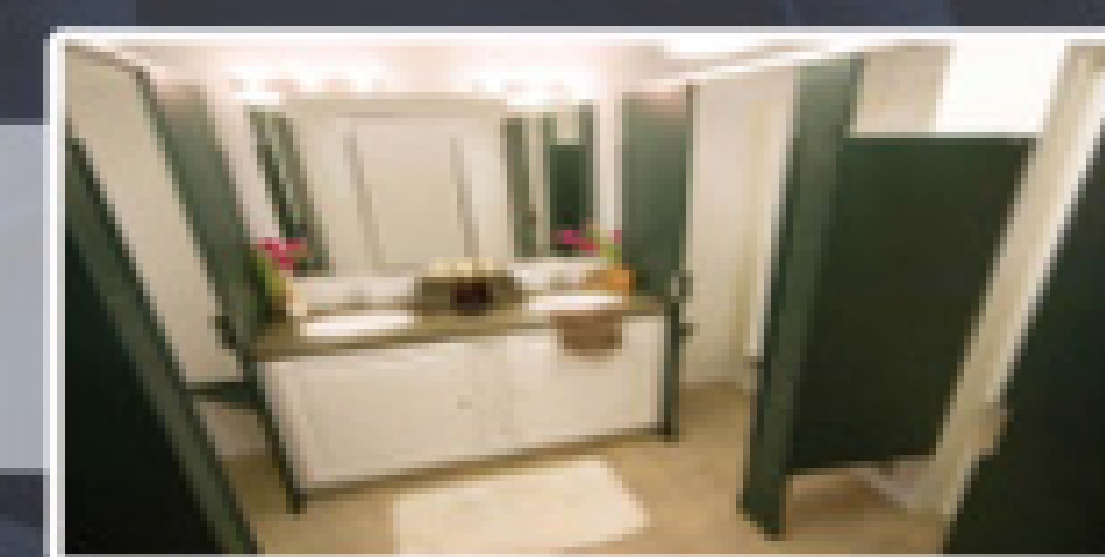
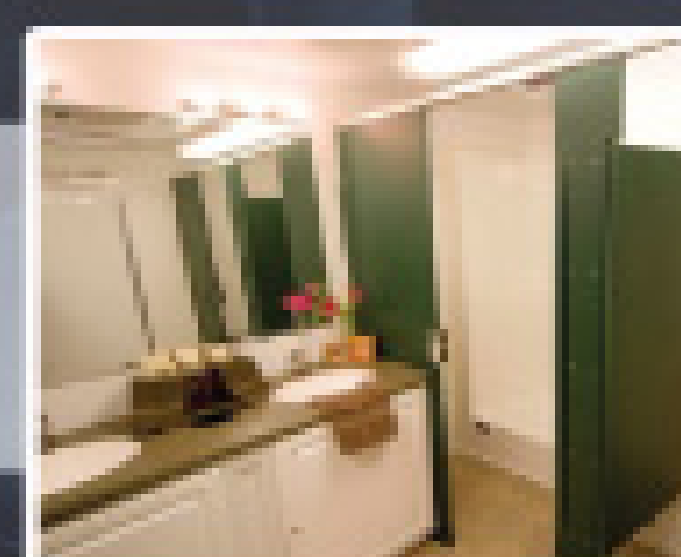
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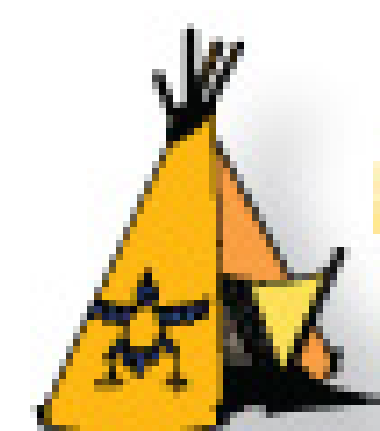
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Seventy-two inches wide, the unit has a 10-foot women's module with two toilets and sinks and 4-foot men's module with toilet and sink. A service closet separates the two. The trailer has a 465-gallon waste tank with LED sensor and 110-gallon freshwater tank. Other features include a 9,000-Btu air conditioner with 5,600-Btu heat strip and wall thermostat. 888/574-4222; www.wellscargo.com.

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PolyPortables to Host November Motorcycle Ride

The 2008 Dahlonega, Ga., to Daytona Beach, Fla., motorcycle ride will depart from PolyPortables Inc. company's Georgia headquarters on Nov. 4, arrive in Daytona Beach on Nov. 5 and return to Dahlonega on Nov. 12. The 500-mile ride will coincide with the 2008 Portable Sanitation Association International Convention & Trade Show. For more information, contact Graham Edwards, PolyPortables northeast region manager, at 800/241-7951, or e-mail gedwards@polyportables.com. ■

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By Jim Kneiszal

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1. Visit the promonthly.com Web site and click on the PRO Discussion link on the left side of the page. Go to the "Join the PRO E-mail Discussion" area and follow the sign-in instructions.
2. Once you've registered and confirmed your forum membership, post an e-mail introduction for fellow PROs.
3. Sit back and wait for e-mail topics to roll in. You and other PROs will meet on the forum and exchange information whenever you like.

When one PRO sends out a question or comment, everyone on the discussion list will receive the e-mail and may respond. The forum is open for a wide range of topics, but there are a few simple ground rules to keep in mind when starting or responding to an e-mail post.

Discussion rules

- No soliciting or commercial product endorsements.
- No derogatory remarks about products, services or people.
- No discussing prices or pricing of goods or services.
- No forwarding junk mail, chain mail, jokes, or any other e-mails not specific to this industry.

As easy as it is to join the discussion, it's just as simple to leave — or unsubscribe — and stop receiving e-mails. Instructions to remove your e-mail address from the forum are found on the promonthly.com Web site.

Remember, there's strength in numbers. When we all get together and share ideas at promonthly.com, we strengthen our service businesses and the portable sanitation industry. ■

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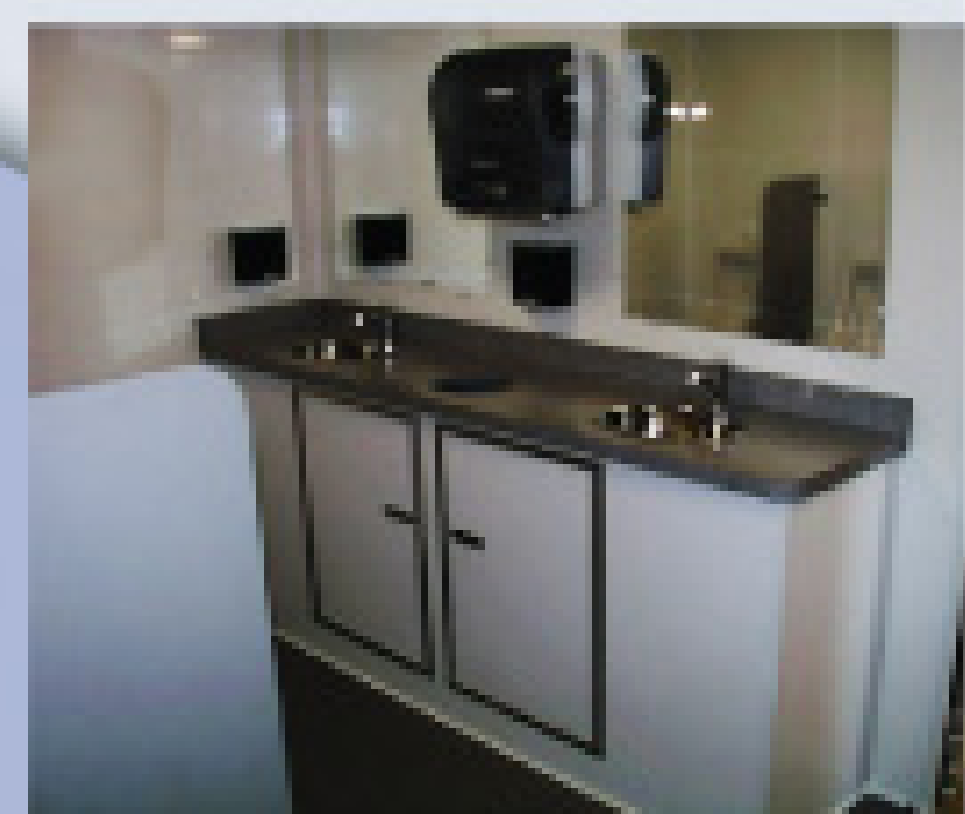
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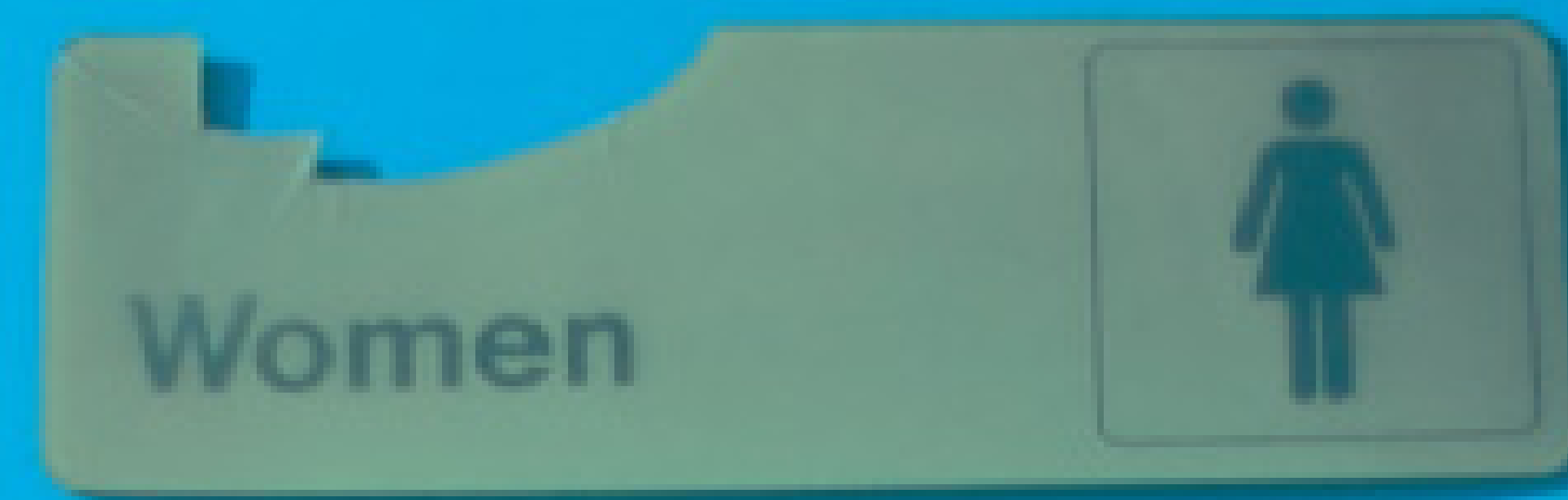


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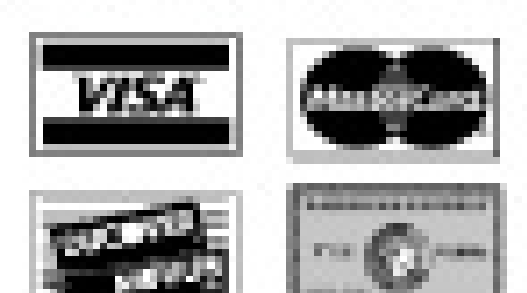
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or write and tell us about it.

Editor Jim Kneiszel may be reached through COLE Publishing by phone at 800/257-7222, by mail at P.O. Box 220, Three Lakes, Wis. 54562, or by e-mail at editor@promonthly.com.

Here's a sampling of features that appear in the pages of *PRO*:

WORKING VACATION

Do you have trouble leaving your work behind when you visit faraway places? If your camera holds images of portable restrooms and associated rental products along with the usual vacation shots of tourist attractions or the family frolicking on the beach, we want to hear from you. We'll share your snapshots and portable restroom travel tales in *Working Vacation*.

TAKE 5

Some days you only have a few minutes over a cup of coffee to take a breather in your hectic workday. We want to help you make the most of those few moments

by introducing you to a PRO or industry leader who addresses the five issues that have the greatest impact on their job or business. If you know someone in the industry who could offer valuable insights to others, we'll feature them in *Take 5*.

PRO FORUM CHATTER

An interesting portable sanitation roundtable discussion awaits you anytime at the *PRO E-mail Discussion* at www.promonthly.com. If you haven't already subscribed to this free e-mail idea exchange, check it out on our Web site (click on the *PRO E-Mail Discussion* icon to sign up) and start talking about industry issues with counterparts across the country. We print some of those discussions in the magazine under the headline *PRO Forum Chatter*. ■

Bob Carlson (left) and Jerry Kirkpatrick answer your questions in Truck Corner.



Refurbish or Replace?

In uncertain economic times, you have the option to buy a new vacuum truck, refurbish your existing truck or limp along and risk business peril

QUESTION:
I have been planning, or at least hoping, to get a new pump truck this year. With the economy somewhat stalled and somewhat scary — at least to me — I'm wondering if a new truck is such a good idea. Is there a formula or rule of thumb that helps in deciding these things? Should I wait another year and hope my truck survives or make the move and go into debt? What do you guys think?

Lawrence E. Wentz
St. Paul, Minn.

ANSWER:
First off, there is no real rule of thumb about how to handle your situation. Let's explore your options to deal with an older service truck:

Limping through the year with your old truck

If your truck dies, you are going to be in the worst shape of your life. While waiting for a replacement truck, you'll be losing business. As you lose business, you're not going to need the truck as much, and you'll have a much tougher time making payments because revenues are down. So this option leaves your business at risk should your current truck fail.

Purchase a new rig

A new truck is big, bright and shiny and your competitors and your customers are impressed. That might help to pick up a few more jobs. It will obviously put more stress on you to produce. You will have a monthly payment and your other liabilities will stay the same. Consequently, your cost of doing business will go up. If you think you can make it up with more work or price increases, that's fine. But it may be tough to raise prices during slow economic times.

Refurbish your current truck

What's wrong with your current truck? Is it falling apart or is it aging and maybe needs a little help to keep pumping. The idea of refurbishing a truck is not bad. Most truck shops can examine a service vehicle to see what it needs to be brought up to near new condition.

If you have an older tank, it should be checked using an UT (ultrasonic testing) gauge. This is a simple test to find out the thickness of your steel tank. The gauge is placed on the shell or the heads in various places and digitally reads the thickness. If

you originally had a 1/4-inch tank wall and your thickness is still in that range, you have a sound tank. The shop should be able to help you determine if the tank needs to be replaced.

Let's assume your tank is still sound. What about the primary and the secondary? What condition are they in? You may need to replace them. The basket in the primary can rust away and the ball drops to the floor, so take a look. Maybe the basket is just hanging there and getting ready to disappear. It doesn't take a lot of work to replace a primary and it doesn't take much to replace the secondary.

Check all the valves, pressure relief, vacuum relief, the knife gates, and the four-way. If they are all functioning properly, you're in good shape. Check hoses for wear or leaks. Do they seal when attached to the valves? If there are problems, replace damaged hoses.

How old is the vacuum pump? Has it been properly maintained? How well is it operating? We've discussed pump maintenance many times in the past, so we'll assume your pump is still working well.

We've determined the vacuum system is sound and in good working condition. If your truck is aging, maybe what you need is a paint job. A paint job brightens everything and makes it all look brand new. And if you've got a few extra bucks, you can get yourself an attention-grabbing two-tone paint scheme or better graphics.

With a refurbishing, you may spend a fraction of the cost of buying a new truck. And you haven't risked your business trying to make an old truck last another year. You will have what appears to be a brand new truck in excellent working condition.

Of course, the condition of the truck chassis is something you'll have to get a mechanic to check on. But as for the overall performance of your vacuum system, you should have a truck that will perform well for years to come. Each operator can decide for themselves which option is best with each service vehicle.

Bob Carlson and Jerry Kirkpatrick of Arizona-based Glendale Welding have over 50 years combined experience dealing with portable sanitation truck issues. Fax questions to them, addressed to Truck Corner, at 623/937-3688, or send Bob and Jerry an e-mail at truckcorner@promonthly.com. ■

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