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Buyer's Guide

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ALL ACCESS PASS

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royalty at Bristol

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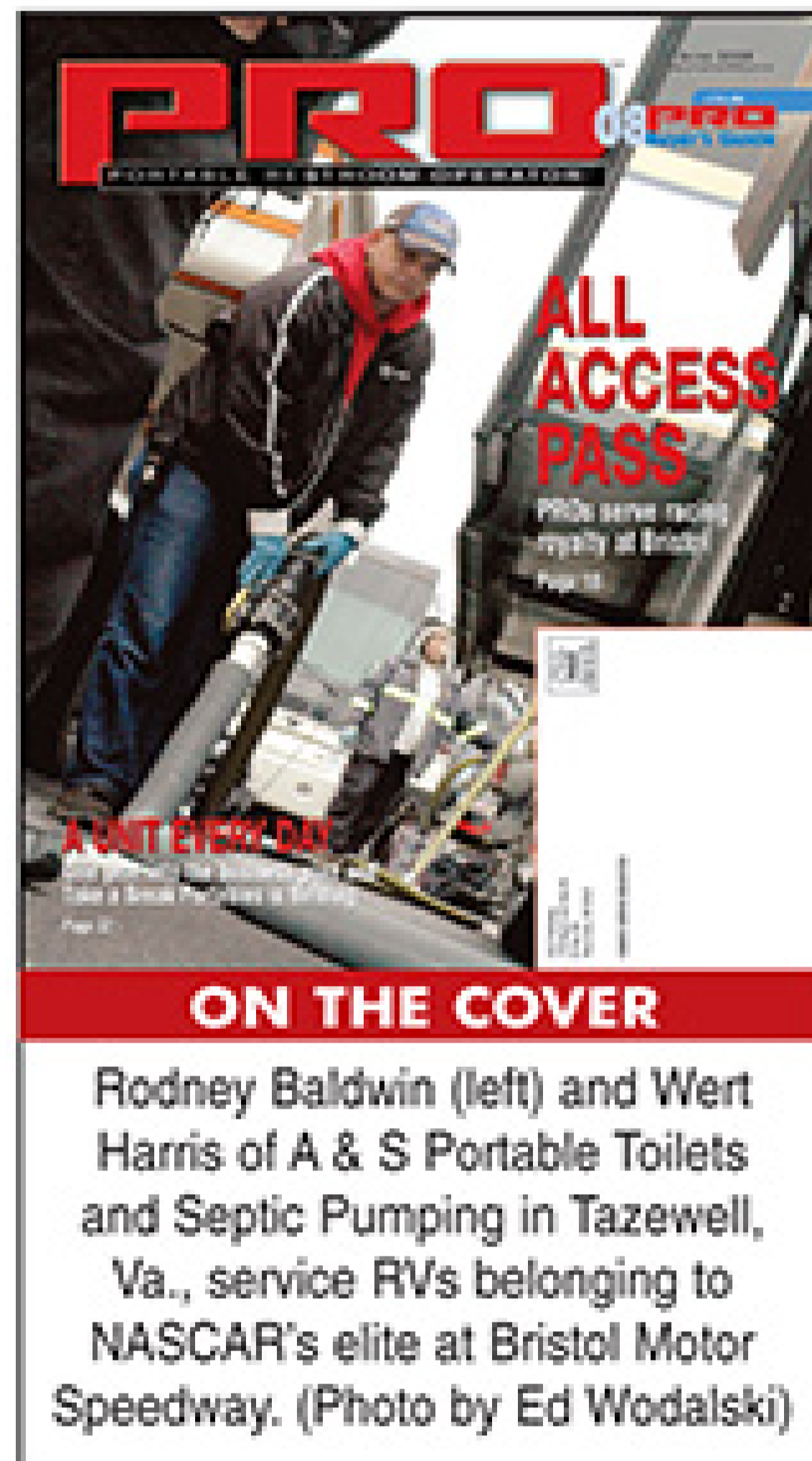
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**ON THE COVER**

Rodney Baldwin (left) and Wert Harris of A & S Portable Toilets and Septic Pumping in Tazewell, Va., service RVs belonging to NASCAR's elite at Bristol Motor Speedway. (Photo by Ed Wodalski)

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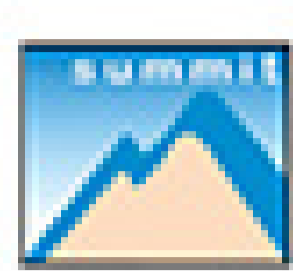









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Time Flies When You're Having Fun

North Carolina newcomer reports better-than-expected results during her first year

By Jim Kneiszel

Stories in this issue of PRO show that the industry is ready to rock and roll as we head into the busy season.

If you're in the South, you've been ramping up special events service for a good six weeks now, and if you're in the cold North, you just finished the traditional start of the festival season, Memorial Day weekend. The construction season, more and more, seems like a year-round phenomenon for many PROS, though we all hope for an upturn amid growing economic concerns.

SHE KEEPS GOING AND GOING

Sherry Rodriguez of Take a Break Portables is a contractor who seems unaffected by an economic downturn. Rodriguez is the subject of this month's PROfile story, which is a recap of her first year in business. Writer Sharon Verbeten (*A Unit Every Day*) interviewed Rodriguez every month over the past year to capture the challenges and excitement of starting and growing a business.

A diary of the Hayesville, N.C., PRO's business-building reveals a marketer undaunted by a lack of name recognition and ready to fight for sales in an established marketplace. More than a talking point, Rodriguez backed up her belief that face-to-face selling would be the key to success for her new business.

She was quickly on top of emerging construction sites, stopping

along the road to inquire whether construction crews had portable sanitation services. Her homework took her to county courthouses where she mined building permits and sought developers throughout a wide region.

After our initial visit with Rodriguez, when she was a hopeful upstart with a new

Rodriguez seems to have proven to skeptics that there's always room for an assertive businesswoman with her eyes carefully focused on customer service and new sales.

truck and 22 units, an observer might have been skeptical of her decision. At the time, signs were already pointing toward a construction slowdown. In many areas of the country, especially Southern hotspots, the thought was that too many companies overbuilt their inventories during the good times several years prior.

Rodriguez seems to have proven to skeptics that there's always room for an assertive businesswoman with her eyes carefully focused on customer service and new sales. While it can be an uphill battle toward profitability for a new portable sanitation business, she shares her positive experience with the rest of the industry.

Even as she burned the midnight oil to get her company up and running, I'd like to thank Rodriguez for blocking out time for the monthly interviews. I'd also like to thank her for a willingness to share, in great detail, the steps she took to create the foundation for her business. She exhibited refreshing candor in putting her story out there — whether she would succeed or fail in year one.

Maybe we need to go back in a few years and see if Rodriguez is still on the grow. I wouldn't bet against her.

AN INSIDER'S VIEW OF NASCAR

When editorial colleague Ed Wodalski told me he wanted to put together a *Working Vacation* feature on the *Food City 500* NASCAR race at the Bristol Motor Speedway in March, I had no idea he'd bring back photos of a PRO pumping out RVs of the racing legends. But Wodalski worked overtime (*All Access Pass*), following the hardworking technicians of A & S Portable Toilets and Septic Pumping as they served a *who's who* of the racing world.

Wodalski was up before sunrise, tracking down several amiable A & S pumpers and joining them on routes weaving through hundreds of thousands of race fans at the track near the Tennessee/Virginia state line. As they carefully squeezed into tight spots with their International service trucks, Wodalski took snapshots of the crews at work, including Kenneth Mitchell, Pete Mullins, Daryl Smith, Dennis Young, Rodney Baldwin and Wert Harris.

While the Bristol trip was a treat for race fan Wodalski, it was just another day at the office for the A & S workers. In several years of serving the venue, they grew accustomed to waiting on the likes of NASCAR legends Darrell Waltrip and Roger Penske, as well as current drivers and a large media contingent covering the event.

Our thanks to Wodalski for a behind-the-scenes look at a team of crack PROs at work and the guys at A & S for taking him on the service route of a lifetime.

WHAT'D THEY SAY?

When *Truck Corner* writers Bob Carlson and Jerry Kirkpatrick submitted a column on "bulkhead inversion" inside dual-compartment vacuum tanks, I did a double-take and had to give Carlson a call to confirm he'd seen this phenomenon. Sure enough, twice in the past year, Carlson has seen cases where extreme pressure in the water tank has popped a dished head into the waste side of the tank.

How does it happen? You can turn inside for all the gory details, but it sometimes involves filling water tanks from the bottom using a fire hydrant. That leads to the other reference in the story (*Bulkhead Inversion: Strange But True*) that captured my curiosity. I wondered under what circumstances a PRO tops off a water tank at a municipal fire hydrant?

Carlson told me he's heard about this phenomenon as well, and wondered the same thing. He said that apparently some PROs have permission from local governments to pull water from fire hydrants. Now I can understand this if the contractors are hauling water for fire-fighting efforts. But what other circumstances would allow for taking on water in this way? If anybody has an explanation, shoot it my way.

The bottom line, as you'll see in *Truck Corner*, is that taking on water from a high-pressure source into a water tank built to handle low pressure can have explosive results. ■

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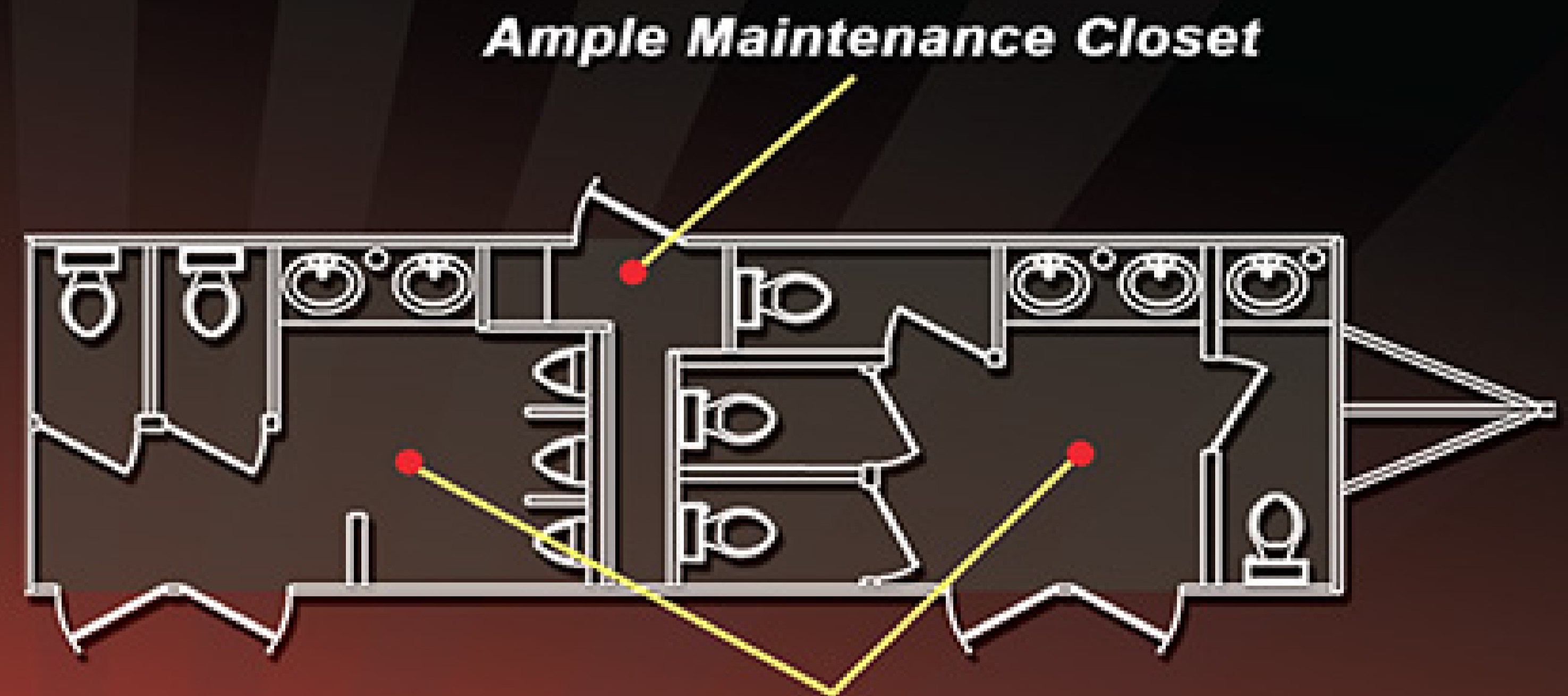
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Writer Judy Kneiszel has operated her own small business for a decade and is familiar with the many rewards and challenges of business ownership. Write to her with questions, comments or topic suggestions at thewordhouse@ameritech.net.

Implementing a Fuel Surcharge

If you're ready to pass on some of the rising costs of delivering service to your customers, these handy tips might help ease the pain



By Judy Kneiszel

If the price of orange juice went up 50 percent, you might switch to apple. If the price of beef went up 50 percent, you'd probably eat more chicken. Too bad there's no viable alternative ... yet ... for the gasoline or diesel fuel needed to keep your trucks on the road.

As you are no-doubt painfully aware, diesel fuel broke the \$4 a gallon mark this spring, up more than a dollar from the previous year, according to the U.S. Energy Information Administration. Recourse for small businesses is limited to: conserving as much as possible, absorbing the increase by realizing lower profits or passing along the cost to the customer.

TAG ... YOU'RE IT

When it comes to fuel costs, Americans are playing a big game of tag ... or, more accurately, hot potato. If suppliers pass their fuel costs on to you, you can either pass them on to customers or be stuck with the hot potato. Maybe you've been juggling the potato for a while ... and it's getting hotter and hotter ... but you just don't know how to pass it on. Here's how to do it as nicely as possible, so you'll be able to stay in the game without driving customers away.

It's good business etiquette to inform customers (of a fuel surcharge) rather than slip the surcharge onto their next bill and hope they won't notice.

MAKE IT TEMPORARY

It may not turn out to be temporary, since fuel prices don't seem to show any sign of decreasing significantly, but introduce a fuel surcharge to customers as a temporary emergency measure. Base it on the current price of fuel. This makes it easier for customers to swallow, but creates more work for you, since the charge will have to be recalculated regularly.

Some businesses have opted for flat-fee surcharges, but unlike surcharges based on fluctuating fuel prices, even if the prices go down, the surcharge remains and the connection to actual fuel costs is unclear in the mind of the customer.

DETERMINE BASE RATE

To begin implementing a surcharge, start by figuring out the fuel price-point at which you want the charge to kick in. This is your base rate. Your base rate should be the rate you were paying for fuel at the time you set your current service prices. If you set your current prices in January 2007, the price of fuel that month should be your base rate. I am assuming that when you set current rates, you

set them high enough to make a profit. The goal is to recoup some or all of those profits that spiking fuel prices are eating up.

What you will do is this: Take the price of fuel in your area the week you preformed the services you are billing for and subtract your base rate. You can get these figures from the Energy Information Administration, which is part of the U.S. Department of Energy. Average retail price information is collected by the EIA, updated every Monday and can be found here: http://tonto.eia.doe.gov/oog/info/wohdp/diesel_detail_report_combined.asp.

TWO FORMULAS

According to a recent contributor to the *PRO Online Discussion Forum*, a good formula for fuel surcharge calculation is to charge a 0.5 percent surcharge for each five cents fuel climbs above your base rate. Take the current fuel price and subtract your base rate from it. Divide the difference by \$0.05 and multiply that amount by 0.005. This will provide the percentage to multiply your service rate by in order to determine a fuel surcharge.

For example: If your base rate is \$3 per gallon, and the price of fuel is \$3.75 per gallon, take the difference of 0.75 and divide by 0.05. Next, multiply by 0.005 and you'll get 0.075 or 7.5 percent — the amount you will increase your normal rate to implement the fuel surcharge.

Here's another formula based on miles driven, not service rate. Gather these numbers: the total miles driven for the particular job being billed, say, 100 miles. Your truck's average miles per gallon, say, 10 mpg. The average price of fuel for the day and the region where you pick up the load (check the EIA or OOIDA Web site), say \$3.50 per gallon.

Now do the math:

a) Figure your increased fuel costs per gallon used: Take the average price of fuel for the day and region traveled in and subtract the benchmark fuel price: $\$3.10 - \$1.10 = \$2$ — the increased cost of fuel per gallon.

b) Figure the number of gallons you used: a 100-mile trip divided by 10 miles per gallon = 10 gallons used.

c) Multiply the total fuel surcharge: 10 gallons used, multiplied by the \$2 fuel surcharge per gallon equals your increased fuel costs and the total fuel surcharge you should charge for the trip: \$20.

DEAR CUSTOMER

While small business owners do not need to get government approval or file an application with Department of Transportation to implement a fuel surcharge, it's good business etiquette to inform

customers rather than slip the surcharge onto their next bill and hope they won't notice.

Send them a polite letter, e-mail or fax explaining the situation. Here is a sample notice:

Dear (Customer Name),

As you are no doubt aware, fuel prices are at all-time high levels. (Portable Restroom Company Name) has resisted raising prices as long as possible, but due to the critical nature of the current situation, we can no longer continue to absorb the increased cost.

Therefore, effective (insert date here), we will be implementing a temporary fuel surcharge. The fuel surcharge will remain separate from our usual charges and be shown as a separate entry on your bill. The surcharge will be based on the price of fuel in our area at the time service was provided.

We appreciate your understanding of the dilemma we face as fuel costs increase. We hope that by sharing this burden we can maintain the high quality service you have come to expect from our company.

Respectfully,
Your Name
Your Company

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And don't just write to your customers. If you've had an experience — good or bad — introducing a fuel surcharge to customers or have questions or comments about surcharges, get in touch with other portable restroom operators. The *PRO Online Discussion Forum* can be found at www.promonthly.com. ■

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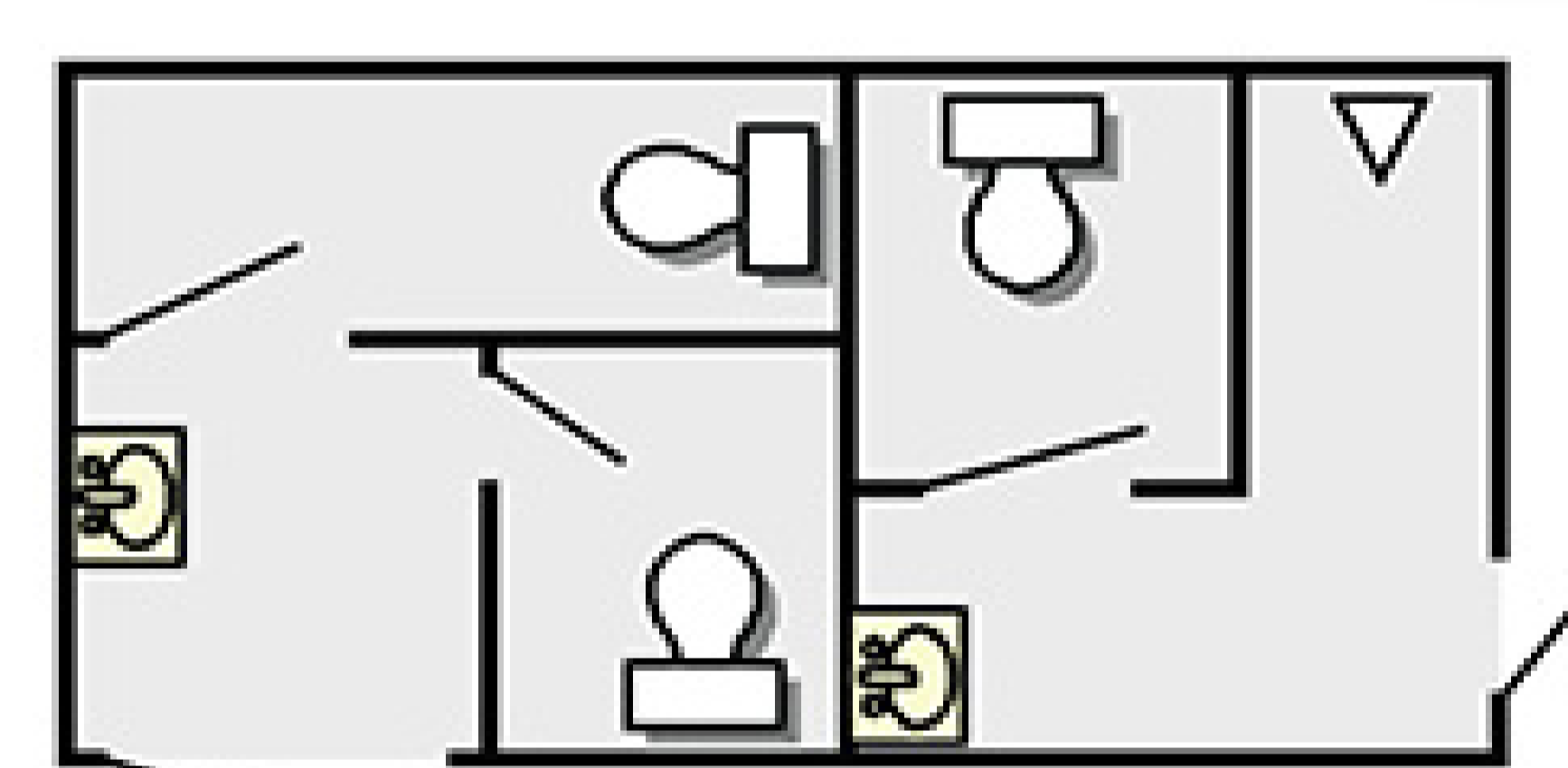
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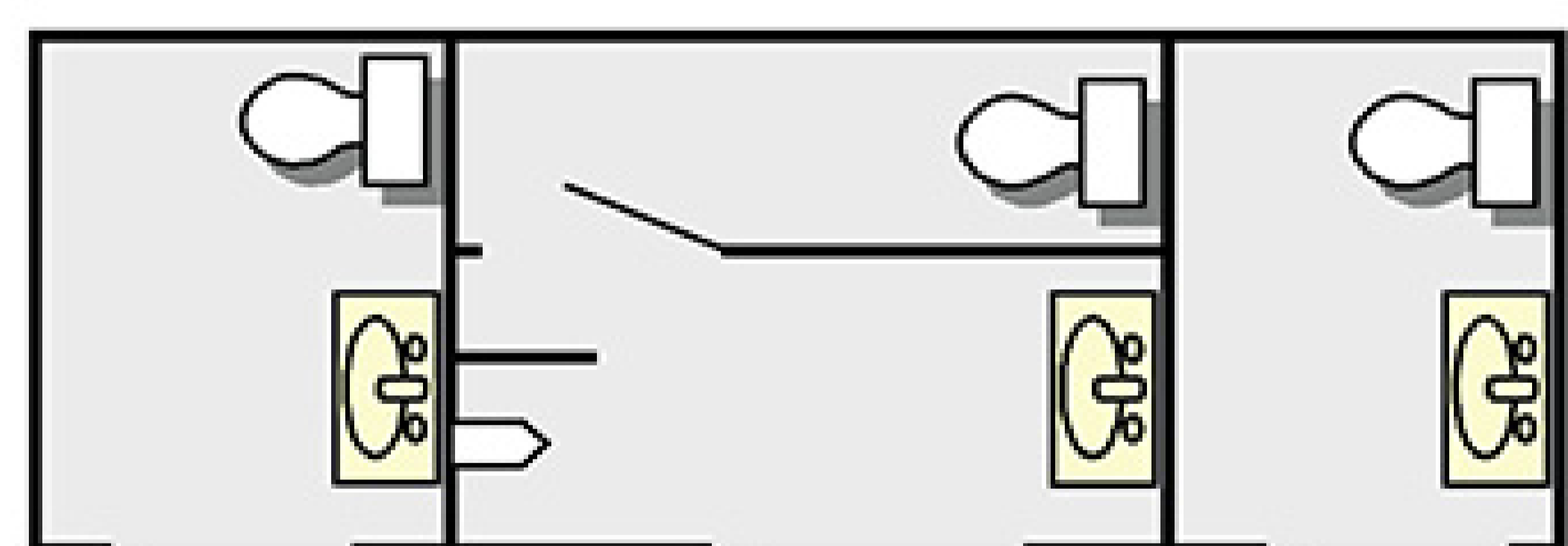
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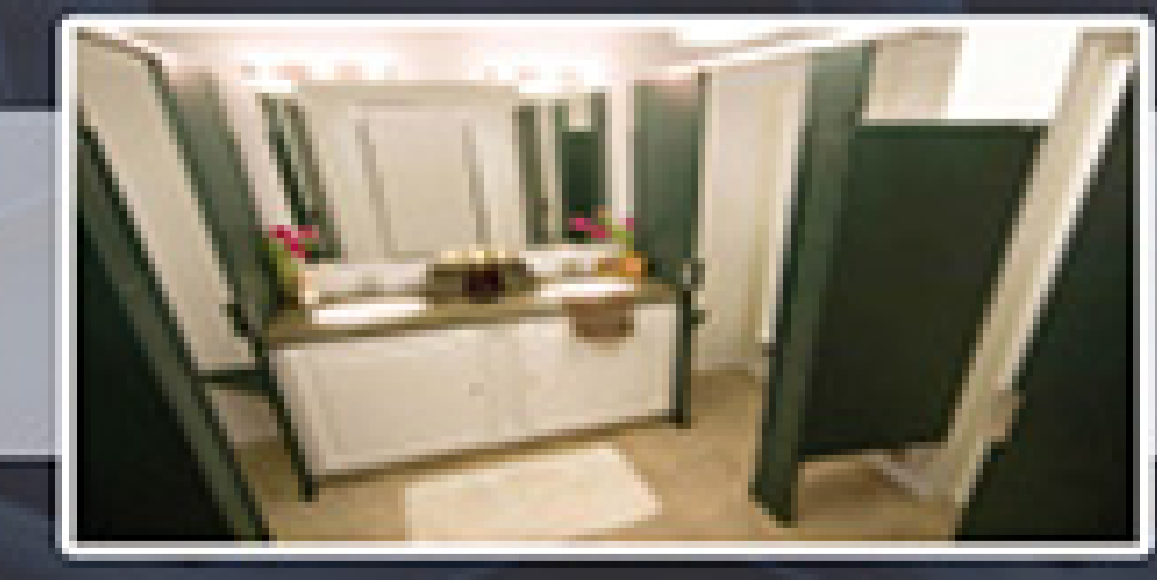
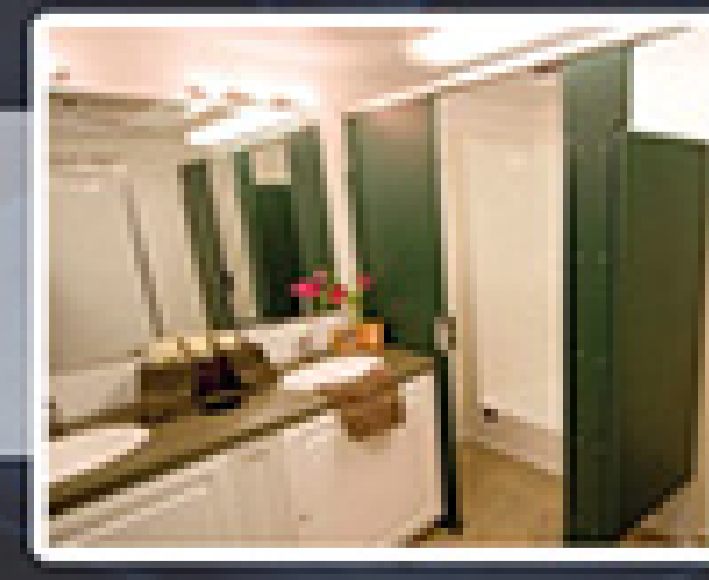
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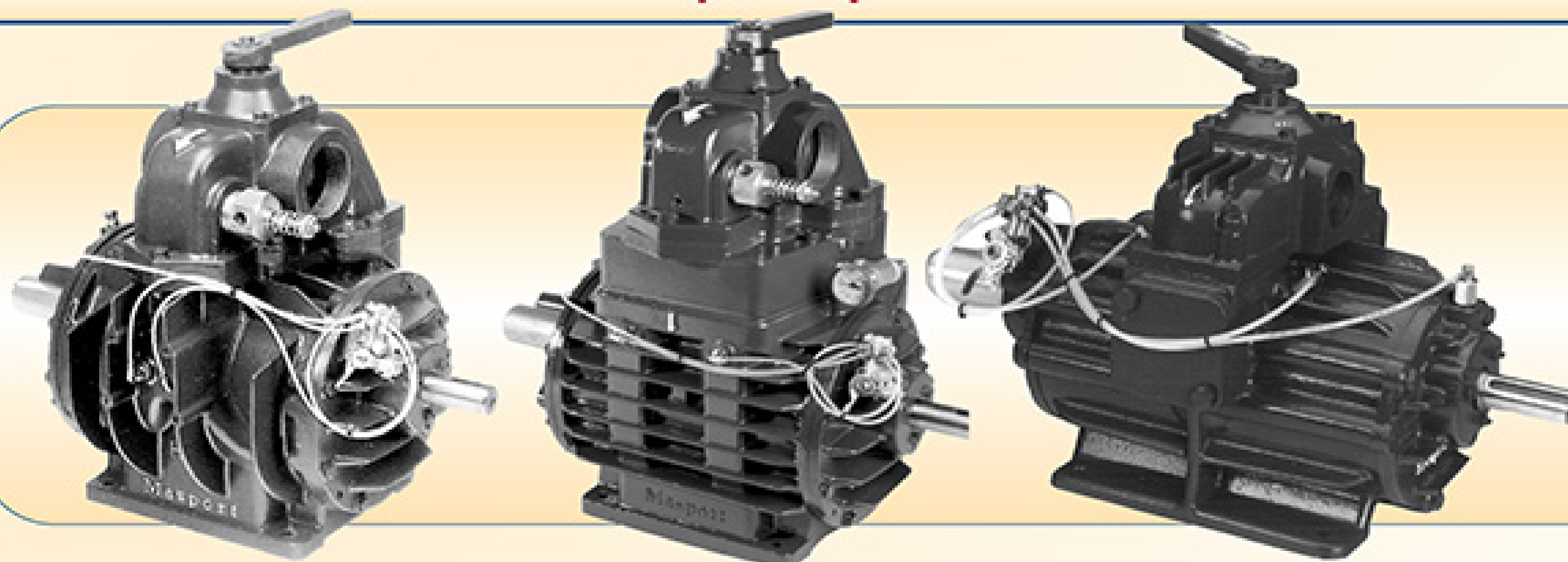


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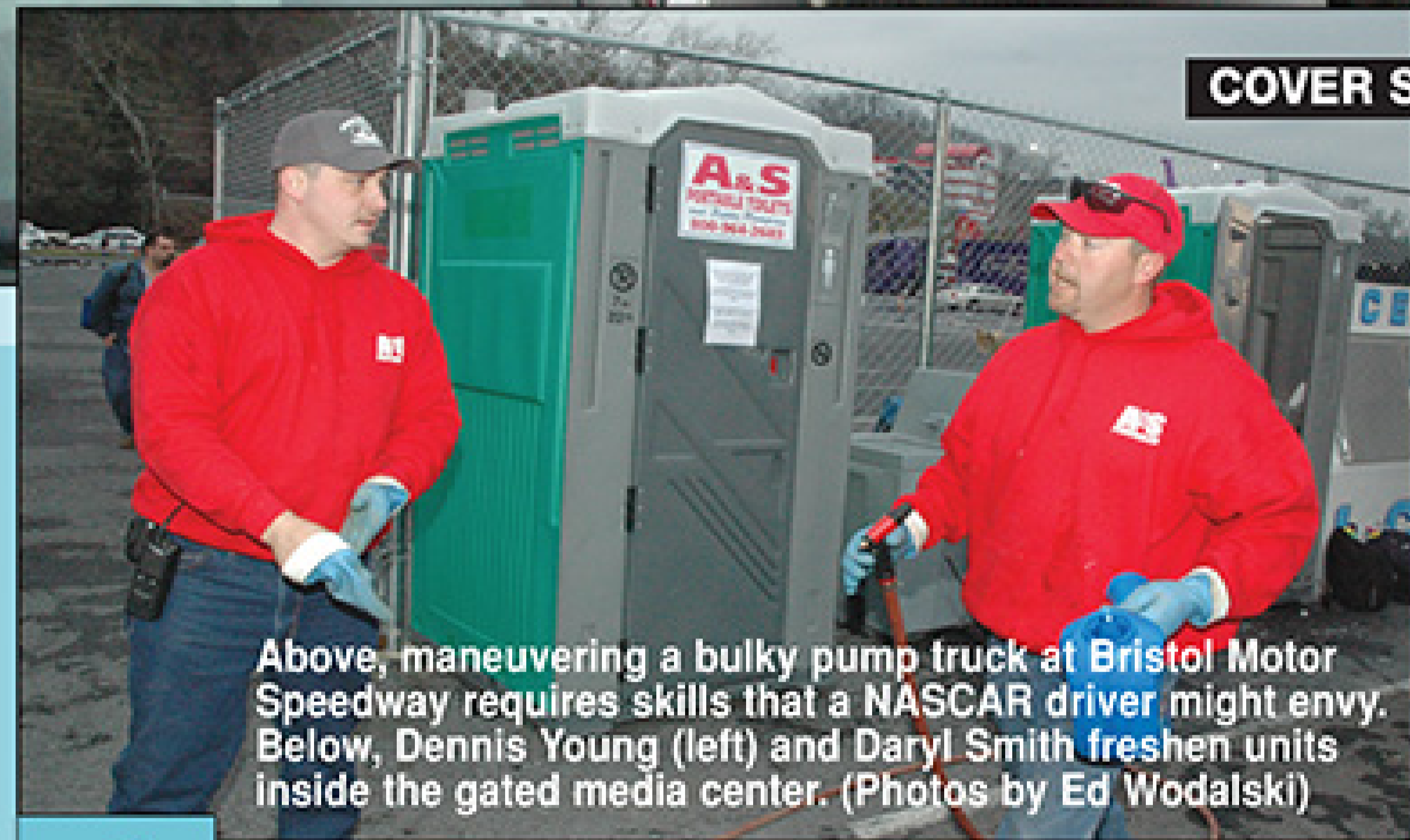
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COVER STORY

Above, maneuvering a bulky pump truck at Bristol Motor Speedway requires skills that a NASCAR driver might envy. Below, Dennis Young (left) and Daryl Smith freshen units inside the gated media center. (Photos by Ed Wodalski)

All Access Pass

Hardworking PROs provide behind-the-scenes look at Bristol Motor Speedway

By Ed Wodalski

A

s an editor for *PRO*, I've learned about pump trucks and the vital service that portable sanitation workers provide. As a longtime NASCAR racing fan, I've gone flying with Bobby Allison, taken a garage tour with Alan Kulwicki, and shared a cup of coffee with Dick Trickle in Dale Earnhardt's car hauler.

But until now I've never experienced my sanitation-related job and my racing passion together.

So when my brother-in-law Phil Bickley offered me a ticket to the Bristol race this spring, I saw my chance. If I could meet up with a PRO serving the massive motorsports event, this would be my opportunity to see a NASCAR race from a pumper's perspective.

What I discovered is that you can go almost anywhere with a pump truck.

FINDING A PRO

For the hardworking crew of A & S Portable Toilets and Septic Pumping of Tazewell, Va., that includes the gated, screened and tightly guarded VIP lot reserved for NASCAR Cup drivers and owners at Bristol Motor Speedway.

Home base for my working vacation was Red Barn, one of the numerous campgrounds blanketing the rolling hillsides along the picturesque Blue Ridge Mountains. Fields of

campers and RVs swell this Tennessee-Virginia border community of 25,500 to more than six times its normal size. We parked our Chevy conversion van at the foot of a grassy rise, which, except for a Maui Shower trailer at the top and an occasional bank of PolyPortables Inc. restrooms halfway down, was basically unchanged from the pasture land that fed the working farm on which the neighboring speedway complex was built.

Two days of rain had turned the Tennessee hillsides into rivers of red mud. But that didn't seem to slow the A & S crew of Kenneth Mitchell and Pete Mullins, whom I met Sunday morning on their pre-dawn route.

"We do every camper and RV inside the campground and every driver RV for



At left, race fans wait to use the restroom trailer as swarms of spectators visit the tents and booths that give the Bristol Motor Speedway a county fair-like atmosphere. Above, former race driver/analyst Darrell Waltrip steps toward his RV prior to leaving for the track and an afternoon in the Fox TV booth.





Above, Daryl Smith prepares to wash down some of the 350 restrooms that dot the speedway. At right, the sun begins to rise as the A & S team leaves the speedway parking lot.

If I could meet up with a PRO serving the massive motorsports event, this would be my opportunity to see a NASCAR race from a pumper's perspective. What I discovered is that you can go almost anywhere with a pump truck.



Cup and Nationwide," Mullins explained as he serviced our campground. Mullins was among a dozen A & S workers manning the seven pump trucks that maintain the company's 350 restroom units during race week. According to co-owner Arnold Booth, who has had the Bristol contract since 1998, the A & S fleet consists mostly of International S Series trucks (2,000 gallon waste/200 freshwater and 1,500 gallon waste/400 fresh) along with a couple pickups with portable tanks for the really tight spots.

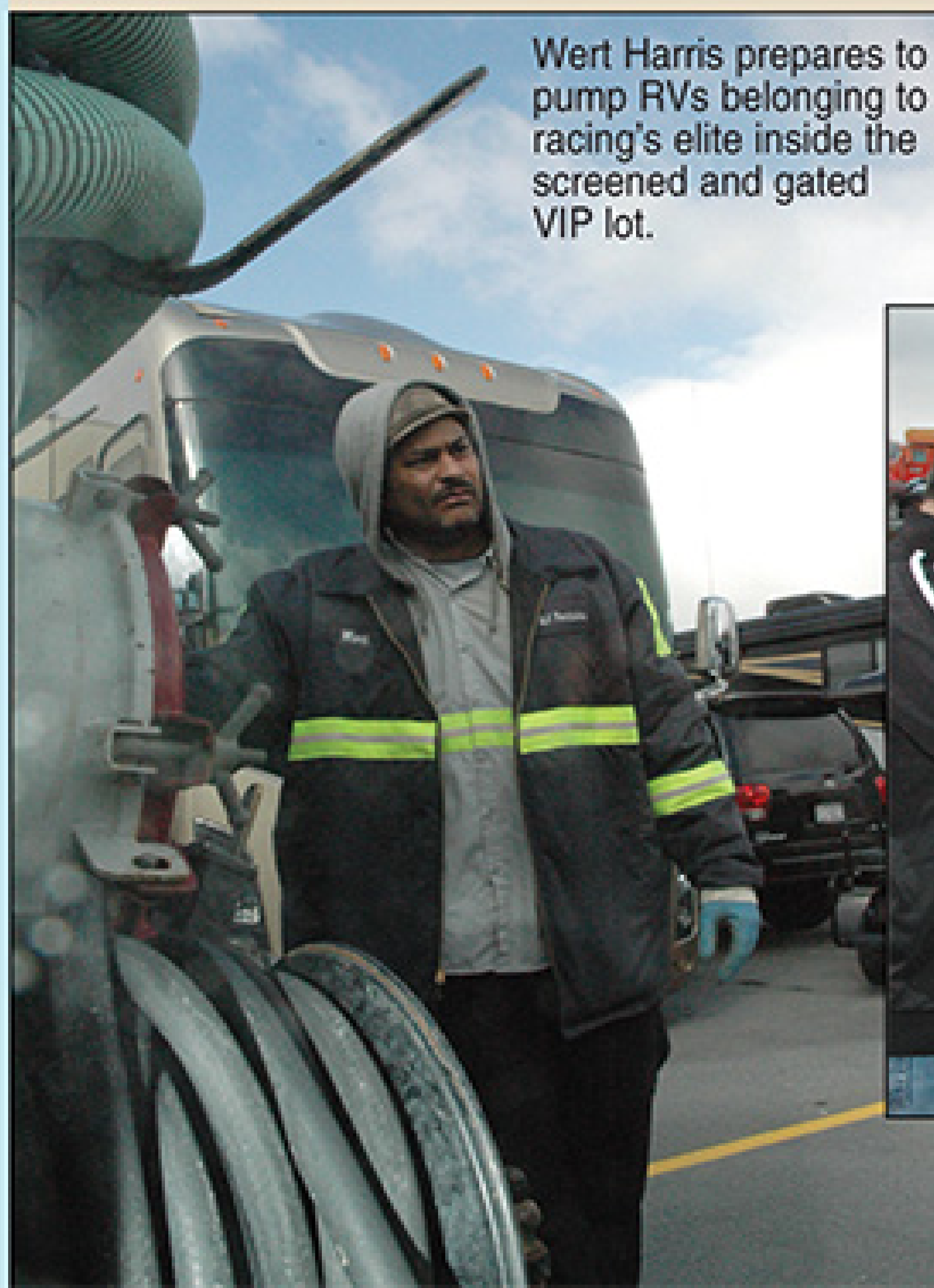
"They're built by different people," Booth said of the fleet. He built one himself, with others outfitted by Satellite Industries Inc. and Keith Huber Inc. Waste from the runs is generally hauled to the treatment plant in nearby Bristol each day.

LEFT TURNS ONLY?

Leaving the campground, I headed toward the track in search of a working vacuum truck.

Here I found Daryl Smith and Dennis Young

Wert Harris prepares to pump RVs belonging to racing's elite inside the screened and gated VIP lot.



pumping restrooms and trailer units in the parking lot. The sun was beginning to rise as they backed their "all access" truck inside the gated and guarded compound that housed Fox, ESPN, SPEEDtv.com, PRN (Performance Racing Network) and other national media. Hand-wash stations and portable restrooms were given a thorough cleaning and RVs were pumped. Nearby, SPEED's Loyal Williams and Robyn Green were going through their morning sound check.

I strongly recommend hiking boots at Bristol, and was glad I had mine as I headed up another steeply banked path to the VIP campground reserved for Cup drivers and other dignitaries. There I met A & S drivers Rodney Baldwin and Wert Harris, who often find themselves among racing's elite.

"We meet some of the drivers in here," said Baldwin, who told me about a fellow PRO who gave new meaning to the popular term, "Bristol Experience."

"One of the guys said that he was pumping an RV and the driver came out and said he was using the bathroom at the time," Baldwin said. "It liked to have pulled him through."

No, Baldwin and Harris may not be as fast as NASCAR Sprint Cup driver Brian Vickers — barely recognizable with a stocking cap pulled tightly over his head this 40-degree morning — but when it comes to weaving a pump truck past racing legend Darrell Waltrip's black,



Ned Jarrett, former NASCAR champion, TV commentator and father of retiring driver Dale Jarrett, pauses to sign autographs at the entrance to the VIP lot.



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Above, Bristol Motor Speedway looms in the background as brother-in-law Phil Bickley, wearing his Scott Wimmer T-shirt, exits a portable restroom. At right, Dennis Young services restrooms and hand-wash stations inside the media lot.

pearl and blue motor home, they take a backseat to no one.

“Getting through all the traffic, that’s the hardest part,” said Baldwin, looking to avoid a cart chauffeuring car owner Roger Penske. At Bristol, space is at a premium, and inside the VIP campground, pit row speed is barely above a crawl.

For the A & S crew, work at Bristol begins approximately three weeks before the green flag falls and continues about a week beyond the final lap.

“We usually get up at four and are going until nine at night,” Baldwin said. Everything inside the VIP compound gets pumped twice a day — 10 a.m. and 5 p.m. — and earlier on race day, ensuring the RVs are ready to roll long before the event is done.

START YOUR ENGINES

By now, it’s nearly noon, and throngs of fans have filled the earlier vacant parking lot, filtering among the village of tents and trailers that give the World’s Fastest Half Mile a county fair-like atmosphere.

Built in 1961 at a cost of \$600,000, the original speedway covered 100 acres and provided seating for 18,000 fans. Today this fully enclosed, recently remodeled three-story amphitheater seats 165,000 for the spring Food City 500 and August “night race,” often referred to as the “toughest ticket in NASCAR.”

On this Sunday in March there wasn’t an empty seat to be found.

Pre-race ceremonies included an emotional tribute to vet-

eran driver Dale Jarrett, starting his final Sprint Cup race before calling it a career. Overhead, a trio of fighter jets provides a thunderous crescendo to the National Anthem that ends amid fireworks.

The call for drivers to “start your engines” — the last audible sound for the next several hours, brings fans to their feet. “Boogety, boogety, boogety,” shouts Waltrip from his broadcast booth. Tony Stewart is dominant throughout the day, but it’s Jeff Burton who gets the win in a green-white-checked finish.

A final jog down one path and an exhausting hike up another, we began our trip home — still 18 hours of hard driving away after what has been a unique portable sanitation “Bristol Experience.” ■



Race driver Brian Vickers talks to a security guard outside the VIP campground on a chilly March morning.

Race fans give a farewell salute to retiring driver Dale Jarrett.



SHARE YOUR VACATION PHOTOS: Do you have trouble leaving your work behind when you take time off to visit exotic locales? If your camera holds images of picturesque castles or the family frolicking on the beach, we want to hear from you. In the *Working Vacation* feature, we share your photos and observations about how portable restrooms are utilized in other parts of the world. Maybe a glimpse at how other cultures use portable restrooms will generate ideas for new markets right here at home. Send your portable sanitation travel photos to editor@promonthly.com.

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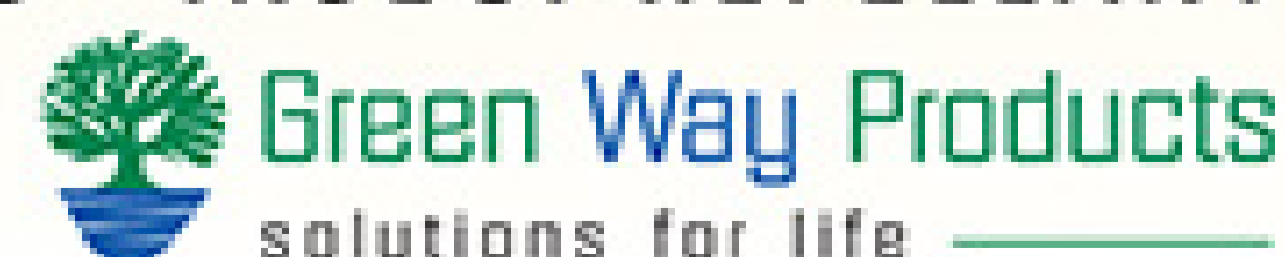


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Standard Restrooms

TOUGH Enough

Bring on the burly construction gang. These workhorse restrooms will stand up to hectic work zones for years to come.

By Jim Kneiszel

To borrow a phrase from the pioneer days of rock 'n' roll, you want basic workhorse portable restrooms that will "shake, rattle and roll" at a construction jobsite and remain durable enough to provide reliable service over and over again.

Restrooms dropped at intense work zones demand wall panels that can take a beating, rigid doors that will take repeated slamming and sturdy skids that won't break down no matter how often they're dragged over gravel. You want your go-to standard units to handle the torque produced by tool-laden 300-pound brutes coming and going all day long.

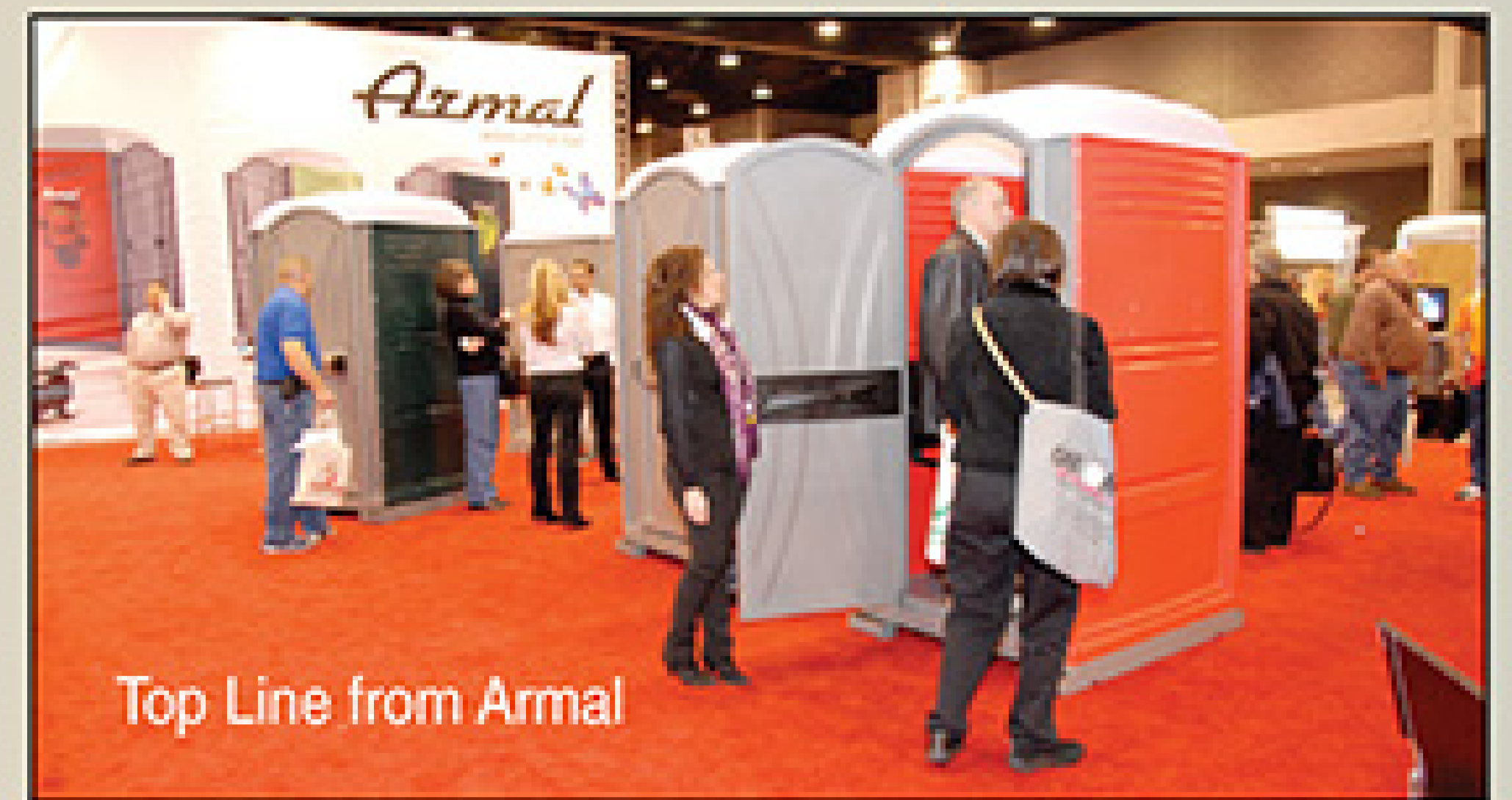
And while you don't necessarily require a lot of bells and whistles in your entry level restroom, you want units that can be conveniently upgraded with hand-sanitizing dispensers, tool hooks, lights or other features being demanded by construction supervisors on the job. And you want them to look nice enough to move from the weekday work site to weekend duty at the county fair.

Restroom manufacturers promised to be up to the challenge when they unveiled standard restroom offerings earlier this year at the Pumper & Cleaner Environmental Expo International in Louisville. Here's a snapshot of standard units exhibited at the Expo:

ARMAL TOP LINE

Armal Inc. introduces the new **Top Line** standard restroom with **Scent Box** technology that can be upgraded in several ways. First, Top Line restrooms are embedded during the manufacturing process with one of five new scents and

colors: strawberry, apple, pine, rose and vanilla. The Top Line is based on the previous Starlight standard restroom, but the design is enhanced with a new door utilizing stronger hinges and a larger gap between the door and frame to reduce the possibility of binding or sticking. A new latch and handle offer better ergonomics for the user and the door is sturdier to reduce wobbling. The Top Line can be upgraded with a recirculating flush unit, My Box personalized panels, a new soap dispenser and a 7.5-gallon sink. The new sink is also designed to fit in the previous Starlight units. Visit www.armal.biz or call 866/873-7796.



Top Line from Armal



Global from Hampel

HAMPEL GLOBAL

Hampel Corp. offers the popular **Global** portable restroom for durable and dependable service on any jobsite or wherever a standard restroom is required. The Global comes standard with an open grid Dirt Buster Base, one-piece continuous doorframe and standard color-matched interior components. The patented base provides optimum ventilation, while keeping dirt to a minimum inside the unit. Visit www.hampelcorp.com or call 800/549-1558.

FIVE PEAKS ALPINE AND ASPEN

Five Peaks Technology adds the **Alpine** restroom unit, with straighter lines and a simple design, to its established **Aspen** and **Aspen Plus** line of standard restrooms. The Alpine is designed to blend in with squarer no-frills restrooms on construction sites and at special events. The functional unit features fewer parts for easy maintenance, a grab handle, solid ergonomics, an integrated door spring and a 60-gallon holding tank. The skid and tank are rotomolded, while the unit's walls are of single-wall construction. The door and jamb are double-sheeted for added rigidity. The Aspen and Aspen Plus line, with the distinctive Five Peaks look, features standard gender signage to allow a restroom to be earmarked for women only, cup holder, custom-formed door handle, offset seat location to move it away from the urinal and a coat hook and oversized mirror. Visit www.fivepeaks.net or call 866/293-1502.



Alpine from Five Peaks

POLYJOHN PJN3

The **PolyJohn's PJN3** offers comfort and durability in a restroom created to satisfy the most demanding users. Enhanced interior space makes it a convenient choice for construction workers wearing tool belts, steel-toed boots and hardhats. Utilizing a structurally stiff modular design, the PJN3 holds up in difficult conditions and provides many years of service. Features include a standard door-mounted mirror and handle and an advanced waste tank design with rounded slope top and conveniently placed deep central sump. **Visit www.polyjohn.com or call 800/292-1305.**



PJN3 from PolyJohn

SYNERGY WORLD TAURUS

Synergy World offers the popular **Taurus** portable restroom for construction sites and entry level special event usage. Molded-in screens and a vented base provide superior ventilation, keeping the unit fresh even with heavy use and in hot climates. The 80-gallon holding tank utilizes a Pyramid Sump for greater waste coverage. The rotomolded base features smooth runners for easy loading, 10 washout ports for easy cleaning and a crowned slip-resistant surface for enhanced safety. The Taurus features a convenient corner shelf, four-roll toilet paper dispenser and can be customized with accessories including soap/sanitizer dispensers or the space-saving Trimline Sink. **Visit www.portabletoilet.net or call 800/352-1986.**



Taurus from Synergy World



Tufway from Satellite

SATELLITE TUFWAY AND MAXIM 3000

Satellite

Industries Inc. brings back its popular **Tufway** and **Maxim 3000** restroom lines. A rotational molding process allows the base runners of the sturdy Tufway to have greater thickness without adding extra plastic. The

Tufway features a standard 70-gallon drop tank designed for easy cleaning. The unit design is rugged, dependable and vandal-resistant, and comes in a variety of colors. The Maxim 3000 features a 70-gallon holding tank, recessed heavy-duty door springs, smooth interior and exterior surfaces to cut down on cleaning time and cross ribbing between panels for strength and stability. **Visit www.satelliteindustries.com or call 800/328-3332.**

POLYPORTABLES VANTAGE, INTEGRA AND STANDARD

PolyPortables Inc. continues to offer three models in its lineup of standard restrooms. The **Vantage** is popular for its double-walled strength and a smooth, easy-to-clean interior. The **Integra** offers a convenient, large door opening. The **Standard** unit, produced for more than 30 years, features an aluminum-framed door, riveted-in door edges and a precision-engineered door spring. All units feature easily replaced wear components for convenient repairs. PolyPortables offers many standard color choices and custom colors.

Visit www.polyportables.com or call 800/241-7951.



Standard from PolyPortables



Standard Unit from Olympia

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Olympia Fiberglass

Industries Inc. offers its tried-and-true **Standard Unit** in a variety of colors. The unit is constructed of durable fiberglass, with a smooth exterior shell and easy-to-clean interior walls. Double interior lower half-walls provide additional rigidity and stability. The vent pipe is fully enclosed for cleaning convenience. The 60-gallon holding

tank is also manufactured of fiberglass. Olympia also offers orange print on the name Econo Unit in fiberglass, as well as the Poly Unit model with a polyethylene shell and orange fiberglass interior construction. **Call 800/544-3878.**

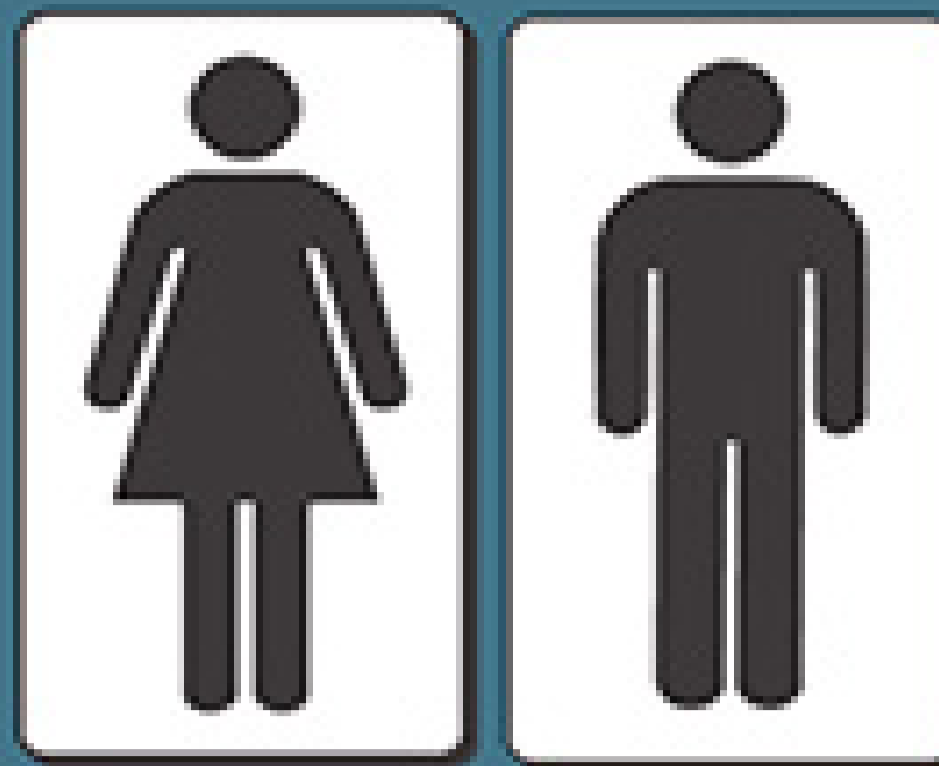
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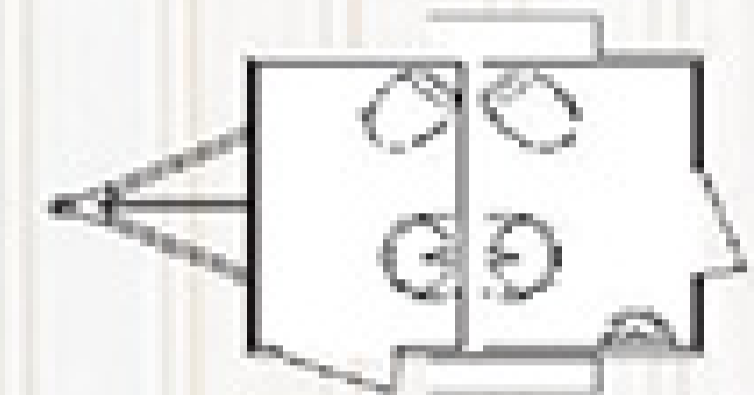
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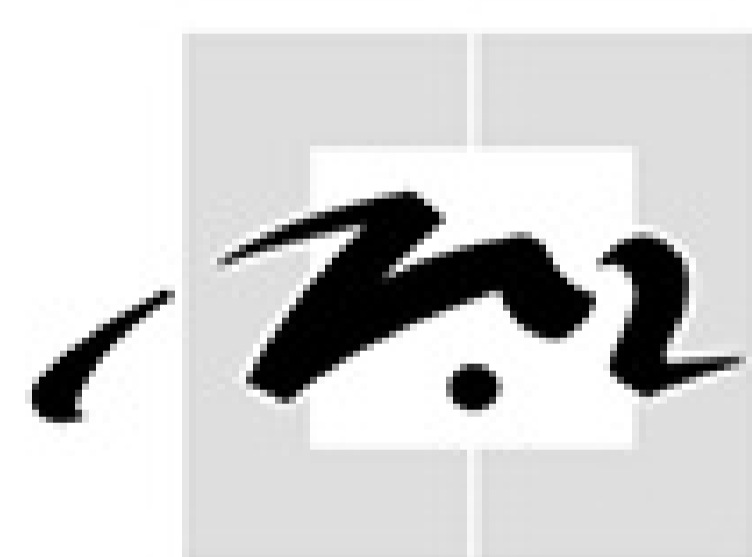
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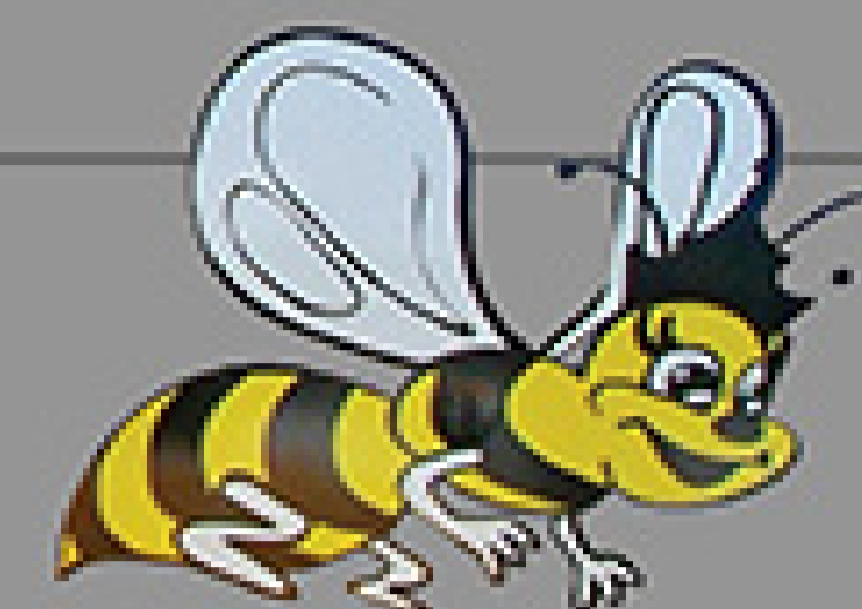
Owner: Sherry Rodriguez

Founded: 2007

Employees: 5

Service Area: Seven counties in southwest North Carolina and Georgia

Services: Portable sanitation



Take a Break Portables exceeded the expectations of owner Sherry Rodriguez in year one. Here she moves a unit in the company yard. (Photos by Robert Walters)

A UNIT EVERY DAY

With persistent sales efforts, Sherry Rodriguez overcomes a truck breakdown, rising fuel prices and keen competition to grow Take a Break Portables

By Sharon Verbeten

Sherry Rodriguez knew she'd face adversity and challenges when she started her portable restroom business just over a year ago. But despite an industry learning curve, escalating fuel prices and a harsh East Coast winter, Rodriguez's Take a Break Portables in Hayesville, N.C., is exceeding her expectations — leaving her ready for whatever comes next.

"I've learned so much," says Rodriguez, 48 — who used a marketing background to blanket a 75-mile radius in North Carolina and Georgia with the Take a Break name, restrooms and an eye-catching queen bee logo. Rodriguez's startup efforts were featured in *PRO* a year ago, and the magazine spent the last year tracking her progress.

Launching her business on April Fools' Day 2007 was an interesting choice, but the dedicated Rodriguez — who had no previous experience in portable sanitation — set out in earnest to prove her new venture was no joke.

"I've got an incredible team in place," she says on her one-year anniversary. "I truly believe this will be the biggest portable restroom business in the area."

The Take a Break Portables crew includes (front row, from left) Rodriguez and Melanie Early and (back row) Vicki Benson, Anthony Stillwell and Mitch Anderson.

SPREADING THE WORD

Right out of the gate, Rodriguez's goal was market saturation of her company's



“Any time I see construction equipment moving dirt, I’m right on it. That’s a really good indication that something’s going to be happening soon. They’re not out very long without a portable restroom.”

Sherry Rodriguez

name. And her experience running a promotional products company really came in handy. “One of the advantages of being in a small town is the word gets out fast,” she says. “It’s really key to get out there and make a presence.”

Rodriguez made cold calls in person to construction sites across a four-county area (she’s since expanded her service area to seven counties). Hand-delivering promotional brochures and products ensured that she not only got her name into the decision makers’ hands — she got to shake those hands as well.

“As a newcomer, you’ve got to be out there,” she stresses. “Branding myself has helped a lot. People walk up to me and say, ‘Are you the queen bee?’” (a reference to her corporate logo).

While some might call Rodriguez’s style aggressive, she considers it “assertiveness, with a personal touch.” Potential customers, she contends, are “accustomed to getting slammed with e-mails; there’s no personalization.” To that end, handwritten introduction and thank-you letters remain an important part of her marketing arsenal.

TARGETING CONSTRUCTION

Initially, Rodriguez believed

construction work would be her most likely target, and that’s panned out. “My bread and butter is construction, 80 to 85 percent,” she says. “Any time I see construction equipment moving dirt, I’m right on it. That’s a really good indication that something’s going to be happening soon. They’re not out very long without a portable restroom.”

She also regularly visited county offices to look at building permits for local residential and commercial projects. She then called the contractor, introduced herself and provided a gentle sales pitch, followed by a gift packet of promotional items and, once again, a handwritten note.

“There’s a system to my madness,” Rodriguez explains. She estimates an 80

percent or higher success rate coming up with new business through these contacts.

After six months, Take a Break had an inventory of more than 120 Hampel Corp. restrooms and one full-time driver. But Rodriguez had accomplished something else that made her most proud — paying off the loan on her first truck, as well as a \$50,000 loan to purchase inventory.

After securing several high-profile construction jobs, Rodriguez broadened her focus to servicing special events. “When you land a special event, those are good dollars,” she says. “Those are dollars you get in two to three days that would take you months in construction.”

At left, the Take a Break Portables crew poses in front of the company’s sign and flanked by restrooms in Hayesville, N.C. Below, Rodriguez and driver Mitch Anderson make an early morning delivery.



In approaching new clients, Rodriguez learned that persistence pays off. “Keep asking for the business,” she says. Initially, Rodriguez said one event promoter kept turning her down, but she kept asking until she got the job. “I must admit that I’m pretty persistent ... but I take a very soft approach to it. Then I stop and let them respond. There is a fine line, and I try not to cross it.”

SETBACKS AND PITFALLS

While increased inventory and serv-



Rodriguez and driver Anthony Stillwell are getting new units ready to go out in the field.

Sherry Rodriguez launched Take a Break Portables in Hayesville, N.C., on April Fools’ Day, 2007. But even though she had no experience in the industry, her business one year later is no joke, having grown incrementally in number of units and accounts gained each month.

PRO™ spoke with Rodriguez monthly for one year, tracking her progress. Here’s a diary of her first year in business.

April 2007

Rodriguez started her business with 22 Hampel Corp. units and 120 more on order. Most of her first month’s business came from referrals, primarily in the construction industry.

To keep word-of-mouth referrals strong, Rodriguez hand-delivered promotional brochures and products (such as pens, caps, magnets) with the Take a Break name and logo to construction sites and followed up with personal contact. “I’ve heard from a reliable source that I’ve definitely made a ripple in the business,” she said.

“I must admit that I’m pretty persistent ... but I take a very soft approach to it. Then I stop and let them respond. There is a fine line, and I try not to cross it.”

Sherry Rodriguez

Right, worker Melanie Early spruces up a restroom at the yard, getting it ready to go out in service again.

ice area all marked successes, Take a Break’s first year wasn’t immune to setbacks. In December 2007, Take a Break’s only service truck — a 2007 Ford F-350 — died, just past its warranty. Luckily, Rodriguez had just purchased a new Ford F-450, allowing Take a Break to operate without lost time.

“The most challenging part for the team was when my truck went down,” Rodriguez recalls. “Your driver and your truck are what keep the business going.”

With two trucks on the road and a growing service territory, Take a Break was



impacted by the soaring cost of diesel fuel and a harsh winter. Working through her first winter season, she needed to find the

Take a Break: THE FIRST YEAR

May

Rodriguez picked up a shipment of restrooms, bringing her total to 62, and she remained focused on keeping inventory flush. “Once you get down to 10 percent, you go ahead and put in another order. You don’t want to get in a situation where you have a dozen or less units available. You never want to run out,” she said.

She also focused on making sales calls at least twice a week. “As a newcomer, you’ve got to be out there.”

Take a Break landed its first major commercial account — the Ingle’s grocery chain super-sizing its stores. Rodriguez landed an 18-month contract to place three units on the construction site, providing high visibility along a main thoroughfare. “What that does is bring recognition to your name; it lets other businesses see you’ve landed a big account,” she said.

June

With 82 restrooms, Rodriguez said she usually has about 90 percent placed at any given time. She stepped up marketing by placing a small ad in a local daily newspaper prior to the Fourth of July and signed a one-year advertising contract. Response was greater than expected, with all but three of her units out for the holiday weekend. Word-of-mouth continued to be a boon. The food store account helped her land an adjacent project — the construction of a McDonald’s/gas station.

Take a Break expanded special events coverage by scoring the week-long event at a local fairgrounds. The clients already had a portable restroom supplier,

but called Rodriguez for 10 additional units.

Two pitfalls provided learning experiences. A vacuum truck fishtailed and slid down an embankment during a rainstorm. Fortunately, the truck wasn’t severely damaged and no one was injured. Also, Rodriguez lost one deal in what she described as “corporate politics.” She had been promised a large public summer festival, but the deal fell through two weeks prior to the event. “It was a verbal agreement. I should have gotten something in writing, but I don’t know if it would have made a difference,” she recalled.

July

“I’ve been running right on target” in terms of inventory, Rodriguez said. “My goal is to (place) one a day; I would love to have more, but I want to be realistic.” Take a Break continued to pursue construction clients by scoping out activity in the area, leading to a contract with an 800-acre upscale golf community — placing 12 to 15 units onsite.

After having the 2007 Ford F-350 slide off course last month, Rodriguez began her research to buy a new four-wheel-drive truck. “Here in the mountains, there are just too many factors involved that would cause you to get stuck,” she said.

August

Rodriguez hoped to have 120 units by October, but she surpassed that number this month. Take a Break landed a second Ingle’s expansion project; “It really secured me for some long-term business,” she said. With round-the-clock demolition, Take a Break will supply seven to nine units. A second major coup was landing her first state contract, with the



right saltwater brine mix to avoid freezing issues.

As Take a Break approached its first

Department of Transportation. She'll supply one rolling unit for the widening of Interstate 515. Expansion plans continue, with hopes of buying a new truck soon and a part-time driver planned to go full-time in the next month.

September

"I've been real hard on myself," said Rodriguez. "My goal is to have a unit go out every day, if not more. That's why it's so important to keep your face out there."

Keeping the Take a Break name in the forefront is essential, so Rodriguez has sought publicity wherever she could. A feature in a North Georgia lifestyle magazine and participation in local coupon books helped. Rodriguez landed her second DOT contract, now with several rolling units. "It opens it up for other jobs; I just needed to get my foot in the door," she said. But one of her biggest accomplishments of September was paying off the loan on her first truck and a \$50,000 loan used to purchase restrooms. "I'm debt free," Rodriguez said. "I'm ecstatic."

October

The buzz on the street, Rodriguez said, is "Call Sherry." Rodriguez said she's been approached by other local businesses seeking her marketing prowess since they've witnessed Take a Break's success. "I've had the greatest compliments," she said.

A sluggish construction market hasn't affected Take a Break's business; still, Rodriguez said she's aware the coming cold winter months could slow things down. Another new special events contract came her way for the Brasstown Valley Resort in Young Harris, Ga. — a high-end golf/equestrian community. For a spa grand opening next spring, Take a Break scored a contract for 25-30 units.

anniversary, Rodriguez knew she needed to plan for expansion. She had expanded her fleet, her staff, her inventory and her service area. Next she considered buying property — just over one acre — to house everything on one site. Recently, Rodriguez made an offer on property and was awaiting confirmation of a sale. That purchase would create one home base for Take a Break, something Rodriguez has been hoping for.

"I'm looking to continue to have this business grow to the capacity that we can handle. I want it to get as big as it can get without compromising our service," she said.

Rodriguez remains humbled by the progress she has made in so little time.

"You need to realize this business is a lot of hard work," she says. "You have got to do what you say you're going to do. There's always someone

November/December

While Rodriguez had been looking for a new truck for a few months, the decision finally came to a head when Take a Break's only service vehicle's transmission failed with only 37,200 miles, just over its 36,000-mile warranty. "It was an absolute fiasco," Rodriguez said. "My driver, thank God, he handled it all." She said her persistence helped talk down a large repair bill, but fortunately, she had already purchased a four-wheel-drive 2008 Ford F-450 (with 450-gallon waste/300-gallon freshwater stainless steel tank and a Conde pump from Best Enterprises Inc.). By early 2008, Rodriguez plans to add another part-time driver.

Firmly entrenched in the local construction market, Rodriguez shifted marketing to securing some of the major special events in the area. "My goal for 2008 is to land two of the biggest festivals. I want to get my foot in the door," she said.

January 2008

Take a Break now has 183 Hampel restrooms and spent a lot of time winterizing both trucks and the restroom units — draining water from truck pumps every night, adding windshield washer fluid, adding salt to restroom holding tanks so waste wouldn't freeze.

Rodriguez's goal of landing the John C. Campbell Folk School in Brasstown, N.C., came true; she'll supply more than 20 units for the October event that will draw about 5,000 attendees. She landed another construction contract, for a several-facility rock quarry.

With a new truck in tow, Take a Break hired a second driver (part-time). "Your driver is the maker or breaker to your business," Rodriguez said. "He's got

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who is nipping at your heels trying to take business away." ■

A service truck is readied to take part in a local Christmas parade, just one way Take a Break owner Sherry Rodriguez has found to get her company's name out in the public.



to be friendly and extremely accommodating."

February

As she approaches her first anniversary, Rodriguez is considering buying property, about an acre, to house units, trucks and offices. "I'm nervous about it," she said. "I believe in keeping things real tight. I'm a little gun-shy. What I don't want to do is over extend myself."

The soaring price of diesel fuel has impacted her business, especially with two drivers on the road covering an expanded area about a 75-mile radius. Take a Break, however, has not raised its prices in its first year.

March

With more than 200 units (most Hampel, with some ADA units and sinks from Five Peaks Technology), Take a Break has surpassed what Rodriguez set for an inventory goal. As she looked back on the month, Rodriguez eagerly shared, "It was a kick-tail month. We did really well; I was down, literally, to two units on the yard."

She got calls from 13 different clients in one day and secured two new special events — the one-day Hiawassee Garden Club event in April and a May-September music jamboree, for which she'll supply several units every weekend. "The exposure for all these events ... that's been the key. At the end of the day, a lot of the calls I get are word-of-mouth."



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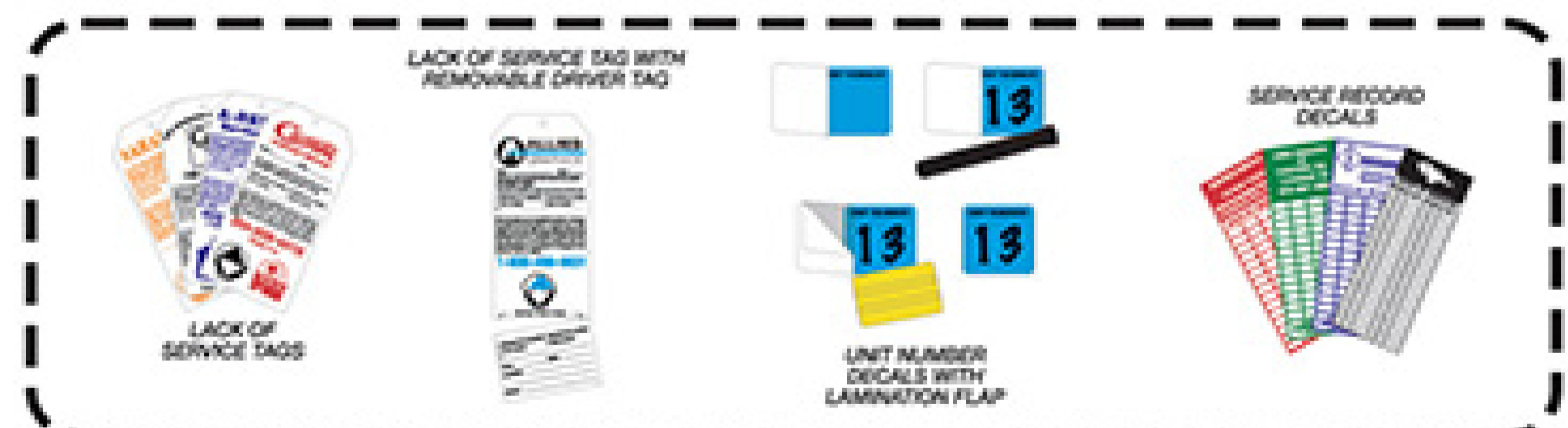
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A Fair Performance Review

Gathering objective information will help you put a proven employee appraisal system in place

By Robert Pulley

There's a reason baseball managers and fans keep stats. It helps to be objective in a subjective situation. In other words, we tend to remember the big home run in the bottom of the ninth inning when the whole stadium was going nuts and the game was on the line. But we forget about the five previous strikeouts by the same player in similar situations. Stats keep the game in perspective. After all, a one-run victory is the same whether the winning run was made in the top of the first inning or the bottom of the ninth. The batter who quietly hits .310 but isn't known for flashy heroics is a lot more important to a team than a batter who hits .180 but is always looking for glory by swinging for the fences.

As you know, every employee's personality and style are unique. Social people like to talk to the boss and tell him everything they've accomplished. Shy employees go about their business without saying much to anyone. It's easy to mistake the talker for the one who is accomplishing the most. An objective performance appraisal system can help you keep the stats in your portable sanitation business. Without it, you could end up rewarding and promoting the wrong people.

CONSIDER THE JOB

To fairly evaluate and reward employees, every business needs to create a way of tracking objective data to determine actual performance. And family members are no exception. The best way to track performance is to measure it in real terms. Look at each job in your business and determine what standards you should measure.

For service drivers, you might collect data on such things as number of miles driven (compared to actual route), number of gallons pumped, time taken to prepare each morning, number of

units serviced per day, time taken to complete a route, positive and negative feedback from customers.

By looking at real performance measures, you'll quickly see some drivers are more economical for your business than others.

Salespeople can also have real performance measures to evaluate, such as the number of sales calls made per day, number of new customers brought in per quarter, the size of client businesses and dollar amount sold per customer, and the number of current customers called on and serviced per week.

To track performance issues that can't be easily measured, such as cleanliness or quality of work, friendliness to customers and teamwork, it is best to create a rating scale of at least 1 to 5.

Rating scales help your evaluations become more consistent and help employees develop a better idea of what standards you consider adequate or excellent.

Take for example a well-cleaned unit — on a scale from 1 to 5, with five being a perfectly cleaned unit and one being a used unit that wasn't pumped or cleaned at all, it's pretty easy for most people to score the work.

Typically, a review will also contain several items pertaining to basic work habits, such as care for equipment, attendance and tardiness.

NOT EVERYONE'S A STAR

Once you've collected stats for several months, determine a positive approach for using them. In a fair performance appraisal, stats should be used to help employees set goals to improve and to earn more.

Like a baseball team, every portable sanitation business has its stars. They are valuable to your business and should be paid accordingly. However, don't make the mistake of thinking all your employees should be working at the pace set by your stars. Not everyone can be like Alex Rodriguez. Don't put undue pressure on employees to all do as well as your best performers. Goals that may be realistic for some aren't realistic for others. Instead, try to encourage all your employees, including your stars, to set goals to improve by 5 to 10 percent.

It's also important to remember that giving negative feedback doesn't mean the employee is "bad." It may mean he or she hasn't learned a particular task yet or hasn't been on the job long enough. There are a lot of reasons someone might not be up to the standards you set, and sometimes it takes a few months to determine the cause. With fair and objective performance standards, you'll be able to get to the heart of problems much quicker and treat them in a productive manner. ■

Once you've collected stats for several months, determine a positive approach for using them. In a fair performance appraisal, stats should be used to help employees set goals to improve and to earn more.

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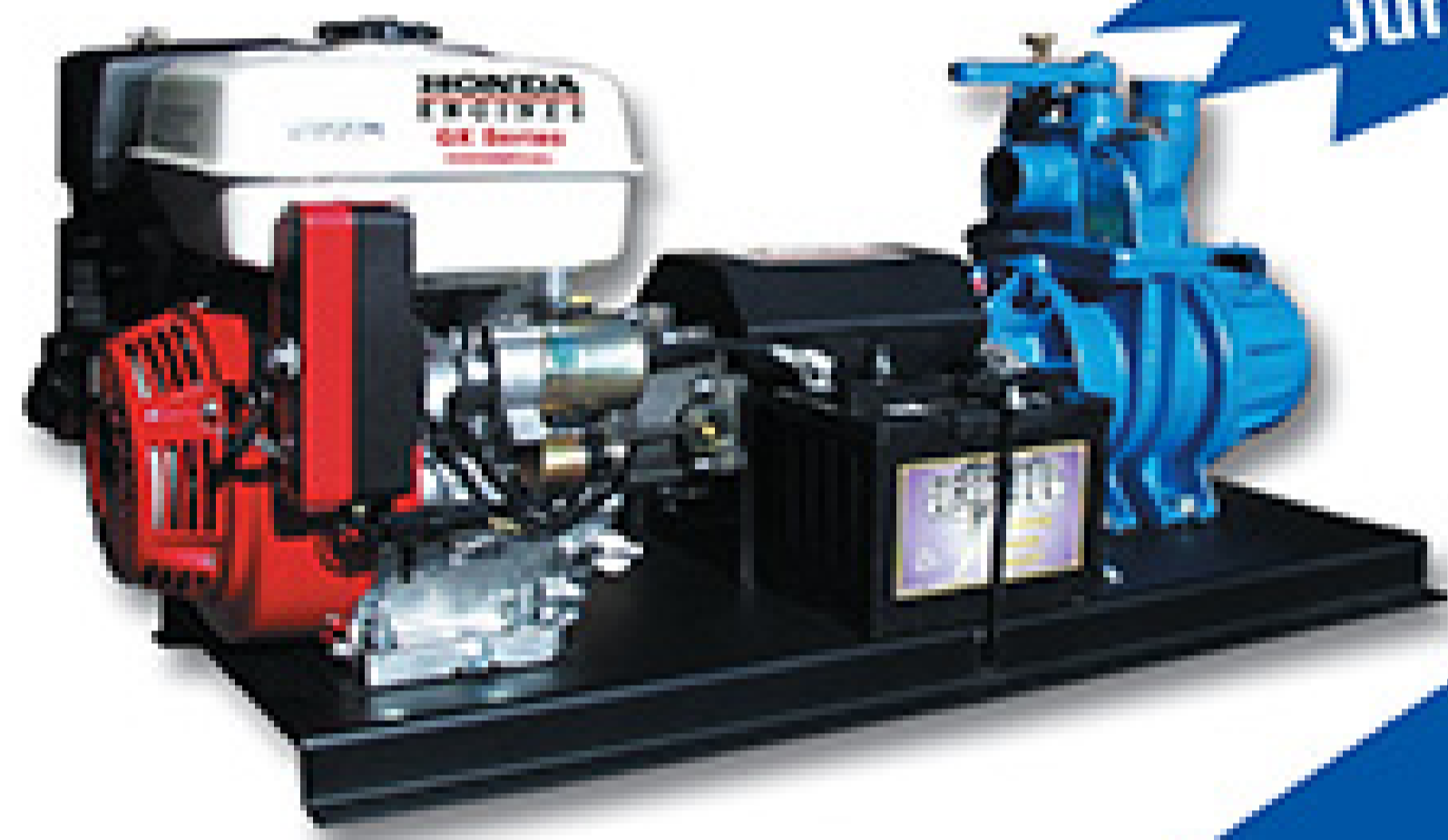
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Pages 40 through 49 contain a convenient alphabetical directory and product category listing of manufacturers and suppliers in the portable sanitation industry.

Companies listed in **bold face, blue type** are advertisers in this issue (note the page number of their ad).

Please **tell** any of the companies you contact you saw their listing in the **PRO 2008 Buyer's Guide**. If you have any questions, please contact COLE Publishing at **800-257-7222** or 715-546-3346. You can also find us online at www.promonthly.com.

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Arlington TX 76010
817-469-1153 Fax: 817-277-4109
aglobal@att.net
www.aglobalchemical.com

Abernethy Welding & Repair, Inc.

2267 Welding Shop Rd.
Vale NC 28168
800-545-0324 Fax: 828-324-2401
abernethyinc@charterinternet.com
www.abernethywelding.com
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Allied Graphics, Inc.

16290 54th St. NE
St. Michael MN 55376
763-428-8365 Fax: 763-428-8366
sales@allied-graphics.com
www.allied-graphics.com
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ALPHA Mobile Solutions

Alpha Mobile Solutions

PO Box 520
Sherman TX 75091
877-789-1213 Fax: 903-364-2777
gene@alphamobilesolutions.com
www.alphamobilesolutions.com
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Ameri-Can Engineering

775 North Michigan St.
Argos IN 46501
574-892-5151 Fax: 574-892-5150
info@ameri-can.com
www.ameri-can.com
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Anchor Graphics, Inc.

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Plano TX 75074
972-422-4300 Fax: 972-422-4311
leslie@anchorgraphics.com
www.anchorgraphics.com
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Armstrong Equipment, Inc.

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www.vacpump.com
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Best Enterprises, Inc.

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info@bestenterprises.net
www.bestenterprises.net
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877-253-3533 Fax: 815-277-3112
show@blacktiemanufacturing.com
www.blacktiemanufacturing.com
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Bosserman Tank & Truck Equipment LLC

2327 State Route 568
Carey OH 43316
419-396-1570 Fax: 419-396-0022
info@bossermantankandtruck.com
www.bossermantankandtruck.com
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C

Capital Partners, LLC

101 N. Main Ave. Ste. 215
Sioux Falls SD 57104
866-769-2345 Fax: 605-271-7133
sales@yourcapitalpartner.com
www.yourcapitalpartner.com

Century Chemical Corp.

PO Box 1442
Elkhart IN 46515
800-348-3505 Fax: 574-522-5723
sales@centurychemical.com
www.centurychemical.com

Chempace Corporation

339 Arco Dr.
Toledo OH 43607
419-535-0101 Fax: 419-535-0531
lboehme@chempace.com
www.chempace.com

Coleman Vacuum Tank

269 Orchard Rd.
E. Patchogue NY 11772
800-645-1136 Fax: 631-475-2898
cmike07@yahoo.com
www.colemanvtmcorp.com

Comforts of Home Services

1551 Aucutt Rd
Montgomery IL 60538
847-856-8002 Fax: 847-574-7600
brad@cohsi.com
www.cohsi.com
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D

Deal Associates, Inc.

245 Semora Road
Roxboro NC 27573
336-599-3325 Fax: 336-598-0297
dealassoc@earthlink.net
www.dealassoc.com
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Del Vel Chemical Co.

PO Box 67
Medford NJ 08055
609-714-2424 Fax: 609-714-3030
cgjusti@delvel.com
www.delvel.com
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DropBox, Inc.

PO Box 284
Ironton OH 45638
740-432-7822 Fax: 740-532-6631
rmitchell@dropboxinc.com
www.dropboxinc.com
Ad on page 30

E

Earth Friendly Chemicals, Inc.

977 Centerville Turnpike
Virginia Beach VA 23463
800-753-1548 Fax: 757-226-2732
customerservice@efchem.com
www.earthfriendlychemicals.com
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Explorer Trailers - McKee Technologies, Inc.

53 Arthur St. N.
Elmira ON N3B 2Z7
866-457-5425 Fax: 519-669-8331
rmcintosh@mckee technologies.com
www.mckee technologies.com
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EZTrakR

PO Drawer 93155
Austin TX 78709
866-529-1938 Fax: 800-719-1810
demo@eztrakr.com
www.eztrakr.com
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F

F.M. Manufacturing, Inc.

300 E. Mechanic St.
Archbold OH 43502
877-889-2246 Fax: 877-889-3088
sales@fmmfg.com
www.fmmfg.com
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G

Green Way by PolyPortables, Inc.

99 Crafton Dr.
Dahlonega GA 30533
800-241-7951 Fax: 706-864-8111
office@polyportables.com
www.greenwayproducts.net
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H

Hampel Corp.

W194 N11551 McCormick Dr.
Germantown WI 53022
262-532-9074 Fax: 262-255-9731
joeweber@hampelcorp.com
www.hampelcorp.com
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hauleragent@sbcglobal.net
www.hauleragent.com
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Cedar Park TX 78613
512-339-0504 Fax: 512-339-1954
lucia.hur@hurchem.com
www.hurchem.com
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J

J&J Chemical Company

PO Box 81306
Athens GA 30608
800-345-3303 Fax: 706-546-7178
info@jjchem.com
www.jjchem.com
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J. C. Gury Company, Inc.

530 E. Jamie Ave.
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714-738-6650 Fax: 714-738-6998
info@jcgury.com
www.jcgury.com
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JAG Mobile Solutions, Inc.

PO Box 100
Howe IN 46746
800-815-2557 Fax: 260-562-2478
charlies@jagmobilesolutions.com
www.jagmobilesolutions.com
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K

Kuriyama of America, Inc.

360 E. State Pkwy.
Schaumburg IL 60173
847-755-0360 Fax: 847-885-6041
sales@kuriyama.com
www.kuriyama.com

L

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L.C. Tanks

175 Cascade Dr.
Paducah KY 42003
888-848-3727 Fax: 270-898-4055
lctanks@bellsouth.net
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michaeld@libertyfg.com
www.libertyfg.com
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Lock America International

9168 Stellar Court
Corona CA 92883
800-422-2866 Fax: 888-422-2866
laigroup@worldnet.att.net
www.laigroup.com
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M

Marsh Industrial

PO Box 1107
Kalkaska MI 49646
800-952-1537 Fax: 231-258-2019
donmarsh@marshind.com
www.marshind.com
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Mid-Continent Truck Sales, Inc.

891 West Adkins Hill Road
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405-329-5365 Fax: 405-329-5381
mcts@telepath.com
www.vacuumtrucksales.com
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360-385-1333
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Union MO 63084
412-269-4170 Fax: 636-583-2044
moreast@attglobal.net
www.morousaeast.com
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N

NuConcepts

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Ontario CA 91761
909-930-6244 Fax: 909-930-6237
bob@nuconcepts.com
www.nuconcepts.com
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P

PolyJohn Enterprises

2500 Gaspar Avenue
Whiting IN 46394
800-292-1305 Fax: 219-659-0625
info@polyjohn.com
www.polyjohn.com
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PolyPortables, Inc.

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770-395-9091 Fax: 770-395-9668
csuh@prometheuspartners.com
www.prometheuspartners.com
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PTLoader

398 Sam Davis Rd.
Woodruff SC 29388
864-561-5852 Fax: 864-268-0821
daryl@ptloader.com
www.ptloader.com
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R

R.F. Mattei & Sacramento Associates, Inc.

2295 Gateway Oaks, Ste 230
Sacramento CA 95833
800-916-6128 Fax: 916-648-9855
patrickbaker@matteicos.com
www.matteicos.com
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Eagle ID 83616
800-662-8471 Fax: 208-939-7827
info@ritam.com
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www.routeoptix.com
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S

SandDollar Comfort Loos

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864-787-6989 Fax: 864-288-8690
info@exquisitecomfortrestrooms.com
www.exquisitecomfortrestrooms.com
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Screen Graphics of Florida, Inc.

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Fort Lauderdale FL 33309
800-346-4420 Fax: 954-497-1385
lbell@screen-graphics.com
www.sanitationshop.com
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roeda@screentech.com
www.screentech.com
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StarTronics Solar Lighting II

PO Box 8321
Bend OR 97708
541-317-1271 Fax: 541-317-0640
info@startronics-solar.com
www.startronics-solar.com
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T

Toico Industries, Inc.

3205 South Bouwhuis Dr.
West Haven UT 84401
888-935-1133 Fax: 801-393-4003
info@toico.com
www.toico.com
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TSF Company, Inc.

2930 St. Phillips Rd.
Evansville IN 47712
812-985-2630 Fax: 812-985-3671
tsftuffjon@sbcglobal.net
www.tuff-jon.com
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W

Walex Products Co.

PO Box 3785
Wilmington NC 28406
800-338-3155 Fax: 910-371-2094
info@walex.com
www.walex.com

Water Cannon, Inc.

4044 W Lake Mary Blvd.,
Units #104-424
Lake Mary FL 32746
800-333-9274 Fax: 888-928-9274
charlie@watercannon.com
www.watercannon.com
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Wells Cargo COG

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brian@wells cargocog.com
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Westmoor Ltd.

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800-367-0972 Fax: 315-363-0193
pumps@westmoorltd.com
www.westmoorltd.com
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csuh@prometheuspartners.com
www.prometheuspartners.com
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www.aglobalchemical.com



Century Chemical Corp.

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sales@centurychemical.com
www.centurychemical.com

Chempace Corporation

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419-535-0101 Fax: 419-535-0531
lboehme@chempace.com
www.chempace.com

Del Vel Chemical Co.

PO Box 67
Medford NJ 08055
609-714-2424 Fax: 609-714-3030
cgiusti@delvel.com
www.delvel.com
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Earth Friendly Chemicals®

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Green Way by PolyPortables, Inc.

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hauleragent@sbcglobal.net
www.hauleragent.com
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HUR Chemical Manufacturing

1713 Hur Industrial Blvd.
Cedar Park TX 78613
512-339-0504 Fax: 512-339-1954
lucia.hur@hurchem.com
www.hurchem.com
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J&J Chemical Company

PO Box 81306
Athens GA 30608
800-345-3303 Fax: 706-546-7178
info@jjchem.com
www.jjchem.com
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PolyJohn Enterprises

2500 Gaspar Avenue
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800-292-1305 Fax: 219-659-0625
info@polyjohn.com
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Walex Products Co.

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Wilmington NC 28406
800-338-3155 Fax: 910-371-2094
info@walex.com
www.walex.com



Computer Software

EZTrakR

PO Drawer 93155
Austin TX 78709
866-529-1938 Fax: 800-719-1810
demo@eztrakr.com
www.eztrakr.com
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Ritam Technologies, LP

3083 West Wind Dr.
Eagle ID 83616
800-662-8471 Fax: 208-939-7827
info@ritam.com
www.ritam.com
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RouteOptix, Inc.

668 Trillium Dr. Ste. 3
Kitchener ON N2R 1J3
866-926-7849 Fax: 519-748-5629
info@routeoptix.com
www.routeoptix.com
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Allied Graphics, Inc.

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St. Michael MN 55376
763-428-8365 Fax: 763-428-8366
sales@allied-graphics.com
www.allied-graphics.com
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Anchor Graphics, Inc.

1104 Summit Ave. #102
Plano TX 75074
972-422-4300 Fax: 972-422-4311
leslie@anchorgraphics.com
www.anchorgraphics.com
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J. C. Gury Company, Inc.

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La Habra CA 90631
714-738-6650 Fax: 714-738-6998
info@jcgury.com
www.jcgury.com
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Screen Graphics of Florida, Inc.

2801 NW 55th Ct. Ste. 7W
Fort Lauderdale FL 33309
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lbell@screen-graphics.com
www.sanitationshop.com
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Screen Tech/ Division of Roeda Signs

16931 S. State St.
South Holland IL 60473
800-829-3021 Fax: 708-333-0209
roeda@screentech.com
www.screentech.com
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Santa Fe Springs CA 90670
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www.vacpump.com
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Best Enterprises, Inc.

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501-988-1905 Fax: 501-988-2880
info@bestenterprises.net
www.bestenterprises.net
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Bosserman Tank & Truck Equipment LLC

2327 State Route 568
Carey OH 43316
419-396-1570 Fax: 419-396-0022
info@bossermantankandtruck.com
www.bossermantankandtruck.com
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Kuriyama of America, Inc.

360 E. State Pkwy.
Schaumburg IL 60173
847-755-0360 Fax: 847-885-6041
sales@kuriyama.com
www.kuriyama.com

L.M.T., Inc.

1230 SE 2nd St.
Galva IL 61434
309-932-3311 Fax: 309-932-3155
info@tanksandpumps.com
www.tanksandpumps.com
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Lely Manufacturing, Inc.

PO Box 789
Wilson NC 27894
800-334-2763 Fax: 252-237-7726
wendy@lelyus.com
www.lelyus.com
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Mid-Continent Truck Sales, Inc.

891 West Adkins Hill Road
Norman OK 73072-9115
405-329-5365 Fax: 405-329-5381
mcts@telepath.com
www.vacuumtrucksales.com
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Toico Industries, Inc.

3205 South Bouwhuis Dr.
West Haven UT 84401
888-935-1133 Fax: 801-393-4003
info@toico.com
www.toico.com
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Hose Reels

Abernethy Welding & Repair, Inc.

2267 Welding Shop Rd.
Vale NC 28168
800-545-0324 Fax: 828-324-2401
abernethyinc@charterinternet.com
www.abernethywelding.com
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Armstrong Equipment, Inc.

11200 Greenstone Ave.
Santa Fe Springs CA 90670
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sales@vacpump.com
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Best Enterprises, Inc.

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501-988-1905 Fax: 501-988-2880
info@bestenterprises.net
www.bestenterprises.net
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Bosserman Tank & Truck Equipment LLC

2327 State Route 568
Carey OH 43316
419-396-1570 Fax: 419-396-0022
info@bossermantankandtruck.com
www.bossermantankandtruck.com
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Lely Manufacturing, Inc.

PO Box 789
Wilson NC 27894
800-334-2763 Fax: 252-237-7726
wendy@lelyus.com
www.lelyus.com
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Moro USA East, Inc.

PO Box 632
Union MO 63084
412-269-4170 Fax: 636-583-2044
moroeast@attglobal.net
www.morousaeast.com
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Toico Industries, Inc.

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info@toico.com
www.toico.com
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Units #104-424
Lake Mary FL 32746
800-333-9274 Fax: 888-928-9274
charlie@watercannon.com
www.watercannon.com
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Insurance

R.F. Mattei & Sacramento Associates, Inc.

2295 Gateway Oaks, Ste 230
Sacramento CA 95833
800-916-6128 Fax: 916-648-9855
patrickbaker@matteicos.com
www.matteicos.com
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Leasing/Financing Services



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Capital Partners, LLC

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Sioux Falls SD 57104
866-769-2345 Fax: 605-271-7133
sales@yourcapitalpartner.com
www.yourcapitalpartner.com

Liberty Financial Group, Inc.

7 Church Rd.
Hatfield PA 19440
888-883-4480 Fax: 888-883-9380
michaeld@libertyfg.com
www.libertyfg.com
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Odor Control

A Global Chemical Co., Inc.

101-A Vinson St.
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aglobal@att.net
www.aglobalchemical.com

Abernethy Welding & Repair, Inc.

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Vale NC 28168
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Century Chemical Corp.

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Elkhart IN 46515
800-348-3505 Fax: 574-522-5723
sales@centurychemical.com
www.centurychemical.com

Chempace Corporation

339 Arco Dr.
Toledo OH 43607
419-535-0101 Fax: 419-535-0531
lboehme@chempace.com
www.chempace.com

Del Vel Chemical Co.

PO Box 67
Medford NJ 08055
609-714-2424 Fax: 609-714-3030
cgiusti@delvel.com
www.delvel.com
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Earth Friendly Chemicals[®]

Earth Friendly Chemicals, Inc.

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Virginia Beach VA 23463
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www.earthfriendlychemicals.com
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Green Way Products
solutions for life

Green Way by PolyPortables, Inc.

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www.greenwayproducts.net
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888-557-1460 Fax: 760-451-1639
hauleragent@sbcglobal.net
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HUR Chemical Manufacturing

1713 Hur Industrial Blvd.
Cedar Park TX 78613
512-339-0504 Fax: 512-339-1954
lucia.hur@hurchem.com
www.hurchem.com
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J&J Chemical Company

PO Box 81306
Athens GA 30608
800-345-3303 Fax: 706-546-7178
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Lely Manufacturing, Inc.

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Wilson NC 27894
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PolyJohn Enterprises

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Walex Products Co.

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info@walex.com
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Padlocks

Lock America International

9168 Stellar Court
Corona CA 92883
800-422-2866 Fax: 888-422-2866
laigroup@worldnet.att.net
www.laigroup.com
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Portable Restrooms

Black Tie Manufacturing, Inc.

225 South LaGrange Road
Frankfort IL 60482
877-253-3533 Fax: 815-277-3112
show@blacktiemanufacturing.com
www.blacktiemanufacturing.com
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Hampel Corp.

W194 N11551 McCormick Dr.
Germantown WI 53022
262-532-9074 Fax: 262-255-9731
joeweber@hampelcorp.com
www.hampelcorp.com
Ad on page 2, 37



JAG Mobile Solutions, Inc.

PO Box 100
Howe IN 46746
800-815-2557 Fax: 260-562-2478
charlies@jagmobilesolutions.com
www.jagmobilesolutions.com
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Lock America International

9168 Stellar Court
Corona CA 92883
800-422-2866 Fax: 888-422-2866
laigroup@worldnet.att.net
www.laigroup.com
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NuConcepts

1737 S. Vineyard Ave.
Ontario CA 91761
909-930-6244 Fax: 909-930-6237
bob@nuconcepts.com
www.nuconcepts.com
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PolyJohn Enterprises

2500 Gaspar Avenue
Whiting IN 46394
800-292-1305 Fax: 219-659-0625
info@polyjohn.com
www.polyjohn.com
Ad on page 15



PolyPortables, Inc.
99 Crafton Drive
Dahlonega GA 30533
800-241-7951 Fax: 706-864-8111
office@polyportables.com
www.polyportables.com
Ad on page 4, 9, 23

PTLoader
398 Sam Davis Rd.
Woodruff SC 29388
864-561-5852 Fax: 864-268-0821
daryl@ptloader.com
www.ptloader.com
Ad on page 52



StarTronics Solar Lighting II
PO Box 8321
Bend OR 97708
541-317-1271 Fax: 541-317-0640
info@startronics-solar.com
www.startronics-solar.com
Ad on page 52

TSF Company, Inc.
2930 St. Phillips Rd.
Evansville IN 47712
812-985-2630 Fax: 812-985-3671
tsftuffjon@sbcglobal.net
www.tuff-jon.com
Ad on page 55

Portable Restroom Accessories/Supplies

A Global Chemical Co., Inc.
101-A Vinson St.
Arlington TX 76010
817-469-1153 Fax: 817-277-4109
aglobal@att.net
www.aglobalchemical.com

Century Chemical Corp.
PO Box 1442
Elkhart IN 46515
800-348-3505 Fax: 574-522-5723
sales@centurychemical.com
www.centurychemical.com

Deal Associates, Inc.
245 Semora Road
Roxboro NC 27573
336-599-3325 Fax: 336-598-0297
dealassoc@earthlink.net
www.dealassoc.com
Ad on page 52

Del Vel Chemical Co.
PO Box 67
Medford NJ 08055
609-714-2424 Fax: 609-714-3030
cgiusti@delvel.com
www.delvel.com
Ad on page 39

Hampel Corp.
W194 N11551 McCormick Dr.
Germantown WI 53022
262-532-9074 Fax: 262-255-9731
joeweber@hampelcorp.com
www.hampelcorp.com
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HaulerAgent Buying Group
833A S Main Street
Fallbrook CA 92028
888-557-1460 Fax: 760-451-1639
hauleragent@sbcglobal.net
www.hauleragent.com
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HUR Chemical Manufacturing
1713 Hur Industrial Blvd.
Cedar Park TX 78613
512-339-0504 Fax: 512-339-1954
lucia.hur@hurchem.com
www.hurchem.com
Ad on page 53

J&J Chemical Company
PO Box 81306
Athens GA 30608
800-345-3303 Fax: 706-546-7178
info@jjchem.com
www.jjchem.com
Ad on page 5

Lock America International
9168 Stellar Court
Corona CA 92883
800-422-2866 Fax: 888-422-2866
laigroup@worldnet.att.net
www.laigroup.com
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Milton Foss
PO Box 853
Pork Townsend WA 98368
360-385-1333
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PolyJohn Enterprises
2500 Gaspar Avenue
Whiting IN 46394
800-292-1305 Fax: 219-659-0625
info@polyjohn.com
www.polyjohn.com
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PolyPortables, Inc.
99 Crafton Drive
Dahlonega GA 30533
800-241-7951 Fax: 706-864-8111
office@polyportables.com
www.polyportables.com
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StarTronics Solar Lighting II
PO Box 8321
Bend OR 97708
541-317-1271 Fax: 541-317-0640
info@startronics-solar.com
www.startronics-solar.com
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Toico Industries, Inc.
3205 South Bouwhuis Dr.
West Haven UT 84401
888-935-1133 Fax: 801-393-4003
info@toico.com
www.toico.com
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TSF Company, Inc.
2930 St. Phillips Rd.
Evansville IN 47712
812-985-2630 Fax: 812-985-3671
tsftuffjon@sbcglobal.net
www.tuff-jon.com
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Walex Products Co.
PO Box 3785
Wilmington NC 28406
800-338-3155 Fax: 910-371-2094
info@walex.com
www.walex.com

Portable Restroom Holding Tanks

TSF Company, Inc.
2930 St. Phillips Rd.
Evansville IN 47712
812-985-2630 Fax: 812-985-3671
tsftuffjon@sbcglobal.net
www.tuff-jon.com
Ad on page 55

Portable Restroom Mover

Deal Associates, Inc.
245 Semora Road
Roxboro NC 27573
336-599-3325 Fax: 336-598-0297
dealassoc@earthlink.net
www.dealassoc.com
Ad on page 52

PTLoader
398 Sam Davis Rd.
Woodruff SC 29388
864-561-5852 Fax: 864-268-0821
daryl@ptloader.com
www.ptloader.com
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Portable Restroom Service Trucks

Abernethy Welding & Repair, Inc.
2267 Welding Shop Rd.
Vale NC 28168
800-545-0324 Fax: 828-324-2401
abernethyinc@charterinternet.com
www.abernethywelding.com
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Best Enterprises, Inc.
3513 W. Mountain Springs Rd.
Cabot AR 72023
501-988-1905 Fax: 501-988-2880
info@bestenterprises.net
www.bestenterprises.net
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Bosserman Tank & Truck Equipment LLC
2327 State Route 568
Carey OH 43316
419-396-1570 Fax: 419-396-0022
info@bossermantankandtruck.com
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www.colemanvtmcorp.com

L.C. TANK

L.C. Tanks

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Paducah KY 42003
888-848-3727 Fax: 270-898-4055
lctanks@bellsouth.net
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L.M.T., Inc.

1230 SE 2nd St.
Galva IL 61434
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www.tanksandpumps.com
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Lely Manufacturing, Inc.

PO Box 789
Wilson NC 27894
800-334-2763 Fax: 252-237-7726
wendy@lelyus.com
www.lelyus.com
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Marsh Industrial

PO Box 1107
Kalkaska MI 49646
800-952-1537 Fax: 231-258-2019
donmarsh@marshind.com
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PolyPortables, Inc.

99 Crafton Drive
Dahlonega GA 30533
800-241-7951 Fax: 706-864-8111
office@polyportables.com
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Toico Industries, Inc.

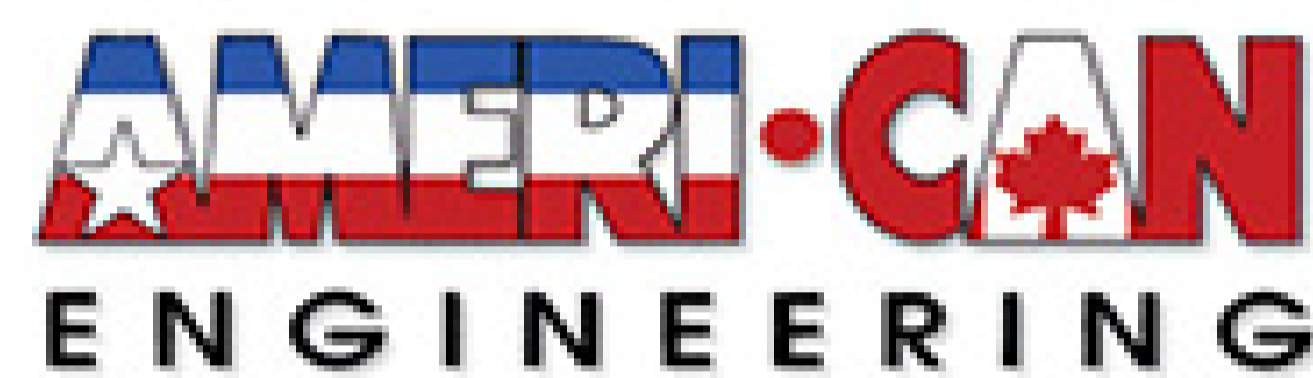
3205 South Bouwhuis Dr.
West Haven UT 84401
888-935-1133 Fax: 801-393-4003
info@toico.com
www.toico.com
Ad on page 16

Portable Restroom/ Shower Trailers



Alpha Mobile Solutions

PO Box 520
Sherman TX 75091
877-789-1213 Fax: 903-364-2777
gene@alphamobilesolutions.com
www.alphamobilesolutions.com
Ad on page 14



Ameri-Can Engineering

775 North Michigan St.
Argos IN 46501
574-892-5151 Fax: 574-892-5150
info@ameri-can.com
www.ameri-can.com
Ad on page 8

Black Tie Manufacturing, Inc.

225 South LaGrange Road
Frankfort IL 60482
877-253-3533 Fax: 815-277-3112
show@blacktiemanufacturing.com
www.blacktiemanufacturing.com
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Comforts of Home Services

1551 Aucutt Rd
Montgomery IL 60538
847-856-8002 Fax: 847-574-7600
brad@cohsi.com
www.cohsi.com
Ad on page 30



DropBox, Inc.

PO Box 284
Ironton OH 45638
740-432-7822 Fax: 740-532-6631
rmitchell@dropboxinc.com
www.dropboxinc.com
Ad on page 30

F.M. Manufacturing, Inc.

300 E. Mechanic St.
Archbold OH 43502
877-889-2246 Fax: 877-889-3088
sales@fmmfg.com
www.fmmfg.com
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JAG Mobile Solutions, Inc.

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Howe IN 46746
800-815-2557 Fax: 260-562-2478
charlies@jagmobilesolutions.com
www.jagmobilesolutions.com
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NuConcepts

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Ontario CA 91761
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bob@nuconcepts.com
www.nuconcepts.com
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PolyJohn Enterprises

2500 Gaspar Avenue
Whiting IN 46394
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info@polyjohn.com
www.polyjohn.com
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SandDollar Comfort Loos

PO Box 6388
Greenville SC 29606
864-787-6989 Fax: 864-288-8690
info@exquisitecomfortrestrooms.com
www.exquisitecomfortrestrooms.com
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Wells Cargo COG

PO Box 310
Dekalb TX 75559
888-514-4222 Fax: 903-667-2515
brian@wells cargocog.com
www.wells cargocog.com
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Portable Restroom Transport Trailers

Explorer Trailers - McKee Technologies, Inc.

53 Arthur St. N.
Elmira ON N3B 2Z7
866-457-5425 Fax: 519-669-8331
rmcintosh@mckeetechnologies.com
www.mckeetechnologies.com
Ad on page 8

F.M. Manufacturing, Inc.

300 E. Mechanic St.
Archbold OH 43502
877-889-2246 Fax: 877-889-3088
sales@fmmfg.com
www.fmmfg.com
Ad on page 51

Portable Sinks

Explorer Trailers - McKee Technologies, Inc.

53 Arthur St. N.
Elmira ON N3B 2Z7
866-457-5425 Fax: 519-669-8331
rmcintosh@mckeetechnologies.com
www.mckeetechnologies.com
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Hampel Corp.

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Germantown WI 53022
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joeweber@hampelcorp.com
www.hampelcorp.com
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PolyJohn Enterprises

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PolyPortables, Inc.

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Dahlonega GA 30533
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www.polyportables.com
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Toico Industries, Inc.

3205 South Bouwhuis Dr.
West Haven UT 84401
888-935-1133 Fax: 801-393-4003
info@toico.com
www.toico.com
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TSF Company, Inc.

2930 St. Phillips Rd.
Evansville IN 47712
812-985-2630 Fax: 812-985-3671
tsftuffjon@sbcglobal.net
www.tuff-jon.com
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Pressure Washers

Abernethy Welding & Repair, Inc.

2267 Welding Shop Rd.
Vale NC 28168
800-545-0324 Fax: 828-324-2401
abernethyinc@charterinternet.com
www.abernethywelding.com
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Armstrong Equipment, Inc.

11200 Greenstone Ave.
Santa Fe Springs CA 90670
800-699-7557 Fax: 562-944-3636
sales@vacpump.com
www.vacpump.com
Ad on page 38

Best Enterprises, Inc.

3513 W. Mountain Springs Rd.
Cabot AR 72023
501-988-1905 Fax: 501-988-2880
info@bestenterprises.net
www.bestenterprises.net
Ad on page 7

Bosserman Tank & Truck Equipment LLC

2327 State Route 568
Carey OH 43316
419-396-1570 Fax: 419-396-0022
info@bossermantankandtruck.com
www.bossermantankandtruck.com
Ad on page 53

Lely Manufacturing, Inc.

PO Box 789
Wilson NC 27894
800-334-2763 Fax: 252-237-7726
wendy@lelyus.com
www.lelyus.com
Ad on page 14

Moro USA East, Inc.

PO Box 632
Union MO 63084
412-269-4170 Fax: 636-583-2044
moreast@attglobal.net
www.morousaeast.com
Ad on page 31

Toico Industries, Inc.

3205 South Bouwhuis Dr.
West Haven UT 84401
888-935-1133 Fax: 801-393-4003
info@toico.com
www.toico.com
Ad on page 16

Water Cannon, Inc.

4044 W Lake Mary Blvd.,
Units #104-424
Lake Mary FL 32746
800-333-9274 Fax: 888-928-9274
charlie@watercannon.com
www.watercannon.com
Ad on page 52

Pumps-Vacuum

Abernethy Welding & Repair, Inc.

2267 Welding Shop Rd.
Vale NC 28168
800-545-0324 Fax: 828-324-2401
abernethyinc@charterinternet.com
www.abernethywelding.com
Ad on page 17

ARMSTRONG EQUIPMENT INC.

Armstrong Equipment, Inc.

11200 Greenstone Ave.
Santa Fe Springs CA 90670
800-699-7557 Fax: 562-944-3636
sales@vacpump.com
www.vacpump.com
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501-988-1905 Fax: 501-988-2880
info@bestenterprises.net
www.bestenterprises.net
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Bosserman Tank & Truck Equipment LLC

2327 State Route 568
Carey OH 43316
419-396-1570 Fax: 419-396-0022
info@bossermantankandtruck.com
www.bossermantankandtruck.com
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Coleman Vacuum Tank

269 Orchard Rd.
E. Patchogue NY 11772
800-645-1136 Fax: 631-475-2898
cmike07@yahoo.com
www.colemanvtmcorp.com

L.C. Tanks

175 Cascade Dr.
Paducah KY 42003
888-848-3727 Fax: 270-898-4055
lctanks@bellsouth.net
Ad on page 22

L.M.T., Inc.

1230 SE 2nd St.
Galva IL 61434
309-932-3311 Fax: 309-932-3155
info@tanksandpumps.com
www.tanksandpumps.com
Ad on page 39

Lely Manufacturing, Inc.

PO Box 789
Wilson NC 27894
800-334-2763 Fax: 252-237-7726
wendy@lelyus.com
www.lelyus.com
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Marsh Industrial

PO Box 1107
Kalkaska MI 49646
800-952-1537 Fax: 231-258-2019
donmarsh@marshind.com
www.marshind.com
Ad on page 31

Mid-Continent Truck Sales, Inc.

891 West Adkins Hill Road
Norman OK 73072-9115
405-329-5365 Fax: 405-329-5381
mcts@telepath.com
www.vacuumtrucksales.com
Ad on page 26

Moro USA East, Inc.

PO Box 632
Union MO 63084
412-269-4170 Fax: 636-583-2044
moreast@attglobal.net
www.morousaeast.com
Ad on page 31



Toico Industries, Inc.

3205 South Bouwhuis Dr.
West Haven UT 84401
888-935-1133 Fax: 801-393-4003
info@toico.com
www.toico.com
Ad on page 16

Westmoor Ltd.

PO Box 99
Sherrill NY 13461
800-367-0972 Fax: 315-363-0193
pumps@westmoorltd.com
www.westmoorltd.com
Ad on page 27

Pumps-Washdown

Abernethy Welding & Repair, Inc.

2267 Welding Shop Rd.
Vale NC 28168
800-545-0324 Fax: 828-324-2401
abernethyinc@charterinternet.com
www.abernethywelding.com
Ad on page 17

Armstrong Equipment, Inc.

11200 Greenstone Ave.
Santa Fe Springs CA 90670
800-699-7557 Fax: 562-944-3636
sales@vacpump.com
www.vacpump.com
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Best Enterprises, Inc.

3513 W. Mountain Springs Rd.
Cabot AR 72023
501-988-1905 Fax: 501-988-2880
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www.bestenterprises.net
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Bosserman Tank & Truck Equipment LLC

2327 State Route 568
Carey OH 43316
419-396-1570 Fax: 419-396-0022
info@bossermantankandtruck.com
www.bossermantankandtruck.com
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L.C. Tanks

175 Cascade Dr.
Paducah KY 42003
888-848-3727 Fax: 270-898-4055
lctanks@bellsouth.net
Ad on page 22

Lely Manufacturing, Inc.

PO Box 789
Wilson NC 27894
800-334-2763 Fax: 252-237-7726
wendy@lelyus.com
www.lelyus.com
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Mid-Continent Truck Sales, Inc.

891 West Adkins Hill Road
Norman OK 73072-9115
405-329-5365 Fax: 405-329-5381
mcts@telepath.com
www.vacuumtrucksales.com
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Moro USA East, Inc.

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www.morousaeast.com
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info@toico.com
www.toico.com
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Roll-Off Containers

Best Enterprises, Inc.

3513 W. Mountain Springs Rd.
Cabot AR 72023
501-988-1905 Fax: 501-988-2880
info@bestenterprises.net
www.bestenterprises.net
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Explorers Trailers - McKee Technologies, Inc.

53 Arthur St. N.
Elmira ON N3B 2Z7
866-457-5425 Fax: 519-669-8331
rmcintosh@mckee technologies.com
www.mckee technologies.com
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HaulerAgent Buying Group

833A S Main Street
Fallbrook CA 92028
888-557-1460 Fax: 760-451-1639
hauleragent@sbcglobal.net
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L.M.T., Inc.

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Galva IL 61434
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info@tanksandpumps.com
www.tanksandpumps.com
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Marsh Industrial

PO Box 1107
Kalkaska MI 49646
800-952-1537 Fax: 231-258-2019
donmarsh@marshind.com
www.marshind.com
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Slide-In Units

Abernethy Welding & Repair, Inc.

2267 Welding Shop Rd.
Vale NC 28168
800-545-0324 Fax: 828-324-2401
abernethyinc@charterinternet.com
www.abernethywelding.com
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501-988-1905 Fax: 501-988-2880
info@bestenterprises.net
www.bestenterprises.net
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Bosserman Tank & Truck Equipment LLC

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Carey OH 43316
419-396-1570 Fax: 419-396-0022
info@bossermantankandtruck.com
www.bossermantankandtruck.com
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Coleman Vacuum Tank

269 Orchard Rd.
E. Patchogue NY 11772
800-645-1136 Fax: 631-475-2898
cmike07@yahoo.com
www.colemanvtmcorp.com

Explorers Trailers - McKee Technologies, Inc.

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Elmira ON N3B 2Z7
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rmcintosh@mckee technologies.com
www.mckee technologies.com
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www.tanksandpumps.com
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Lely Manufacturing, Inc.

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wendy@lelyus.com
www.lelyus.com
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Marsh Industrial

PO Box 1107
Kalkaska MI 49646
800-952-1537 Fax: 231-258-2019
donmarsh@marshind.com
www.marshind.com
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Mid-Continent Truck Sales, Inc.

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Norman OK 73072-9115
405-329-5365 Fax: 405-329-5381
mcts@telepath.com
www.vacuumtrucksales.com
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Toico Industries, Inc.

3205 South Bouwhuis Dr.
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888-935-1133 Fax: 801-393-4003
info@toico.com
www.toico.com
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Storage Tanks

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3513 W. Mountain Springs Rd.
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501-988-1905 Fax: 501-988-2880
info@bestenterprises.net
www.bestenterprises.net
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Lock America International

9168 Stellar Court
Corona CA 92883
800-422-2866 Fax: 888-422-2866
laigroup@worldnet.att.net
www.laigroup.com
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Mid-Continent Truck Sales, Inc.

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mcts@telepath.com
www.vacuumtrucksales.com
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PolyJohn Enterprises

2500 Gaspar Avenue
Whiting IN 46394
800-292-1305 Fax: 219-659-0625
info@polyjohn.com
www.polyjohn.com
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PolyPortables, Inc.

99 Crafton Drive
Dahlonega GA 30533
800-241-7951 Fax: 706-864-8111
office@polyportables.com
www.polyportables.com
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Ronco Plastics

15022 Parkway Loop
Tustin CA 92780
714-259-1385 Fax: 714-259-0759
roncoinc@aol.com
www.ronco-plastics.com
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TSF Company, Inc.

2930 St. Phillips Rd.
Evansville IN 47712
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tsftuffjon@sbcglobal.net
www.tuff-jon.com
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Toilet Paper

HaulerAgent Buying Group

833A S Main Street
Fallbrook CA 92028
888-557-1460 Fax: 760-451-1639
hauleragent@sbcglobal.net
www.hauleragent.com
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Truck Accessories

Best Enterprises, Inc.

3513 W. Mountain Springs Rd.
Cabot AR 72023
501-988-1905 Fax: 501-988-2880
info@bestenterprises.net
www.bestenterprises.net
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Lely Manufacturing, Inc.

PO Box 789
Wilson NC 27894
800-334-2763 Fax: 252-237-7726
wendy@lelyus.com
www.lelyus.com
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Lock America International

9168 Stellar Court
Corona CA 92883
800-422-2866 Fax: 888-422-2866
laigroup@worldnet.att.net
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891 West Adkins Hill Road
Norman OK 73072-9115
405-329-5365 Fax: 405-329-5381
mcts@telepath.com
www.vacuumtrucksales.com
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Moro USA East, Inc.

PO Box 632
Union MO 63084
412-269-4170 Fax: 636-583-2044
moroeast@attglobal.net
www.morousaeast.com
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Truck Dealers

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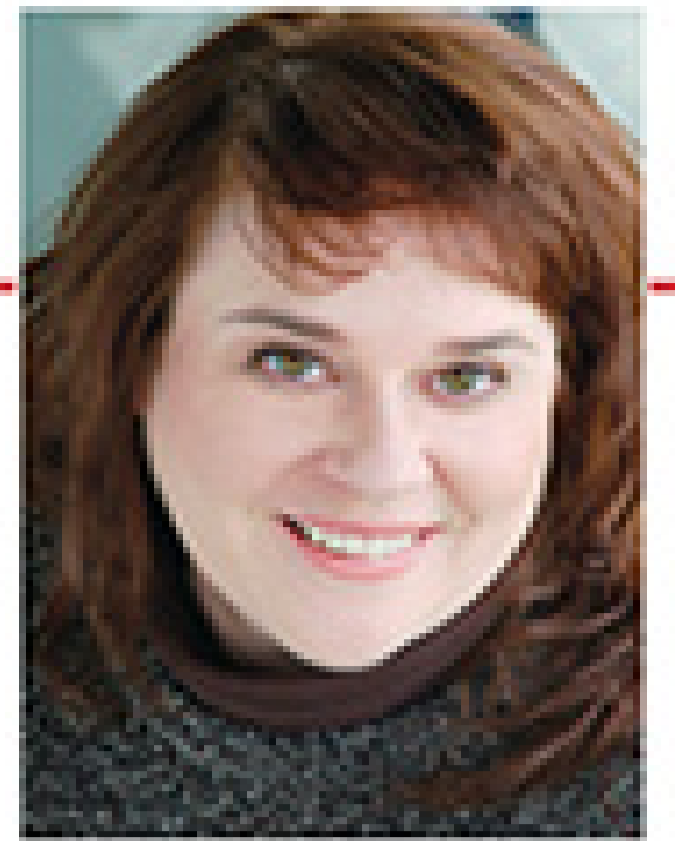
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Mary Shafer writes about issues important to PROs. Direct comments or questions to Shafer at thinktank@promonthly.com.



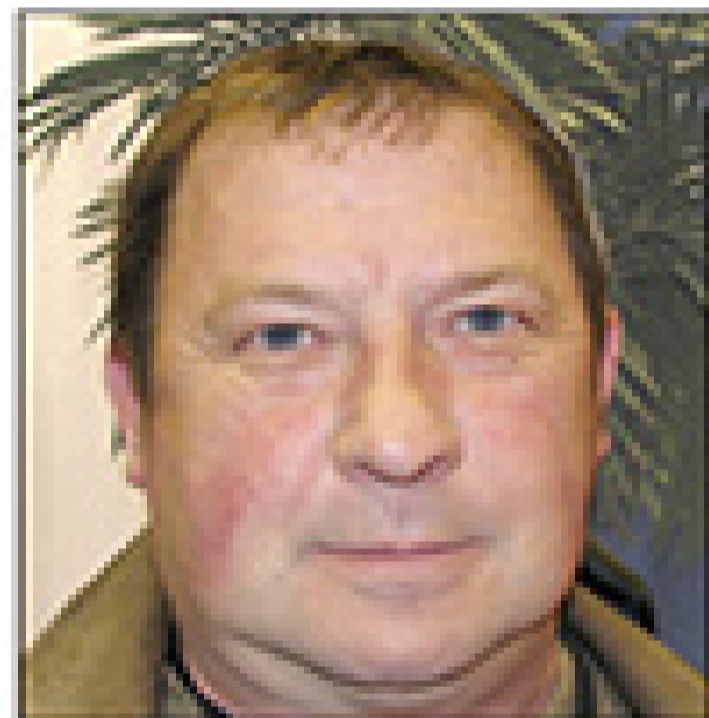
Order in the Courtyard

PROs share strategies for staying on top of portable restroom inventory

By Mary Shafer

Staying profitable in the portable restroom industry is always a fine juggling act. You want to have enough units on hand to fill unexpected orders, but you don't want to tie up capital in unused inventory and storage. Sure, there's a certain amount of seasonality to most regions that helps you anticipate demand. And if you've been around a while, you may even have a pretty good handle on local construction cycles and special event schedules.

But what about those just starting out in the industry, who don't have a track record? And what about those PROs whose long-time contractor base is eroding under the onslaught of the construction bust — how will they adjust their ordering? Learn here what a few of your colleagues do to anticipate demand and make sure they're ready to rock when the calls come in.



Name: Tom Nelson, owner
Company: Superior Sanitation
Location: Spearfish, S.D.
Employees: 3
Years in Business: 11

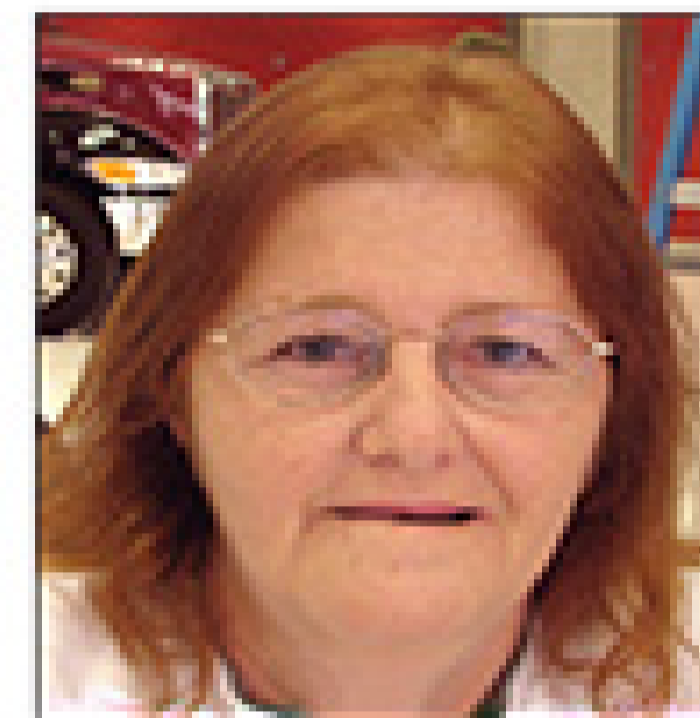
For more than a decade, Superior Sanitation has been pumping septic tanks, cleaning drains and providing portable restrooms, sinks and other accessories to building contractors and special events in the scenic Black Hills region. Superior fields 500 units. With demanding customers, such as the Sturgis Motorcycle Rally and the State Fire School, effective inventory control is key to the success and profitability of this PRO.

"I probably stay two months ahead of expected orders when I can," says owner Tom Nelson. "We have lots of return customers. What would prompt a new order (for more units) would be a new large event or a forest fire," as well as servicing firefighters on the lines under government contracts, he explains.

It's more critical for Nelson to keep a tight rein on inventory than many companies, because the company's busy season for portables is only about four months long. Keeping that equilibrium between deployed units and a ready-to-go fleet is a delicate balancing act. The one situation that will throw Nelson's system out of whack is if there's a major fire during another large event like the biker rally. "And it has happened," he says. "The rally takes up every portable restroom available anywhere around here, so if a fire happens, any control goes out the window. They have to have those units, and we do what it takes to get them here."

During such scenarios, Superior works closely with far-flung PROs to gather any other available units. "You've got to maintain a collegial relationship with your competitors in a place like this, but

that's good anyway," he says. "I also stay on good terms with my vendors so I can get what I need when I need it. I make it a point to check in before fire season to remind them I may need to make an emergency call, and make sure that they'll be able to respond with what we need."

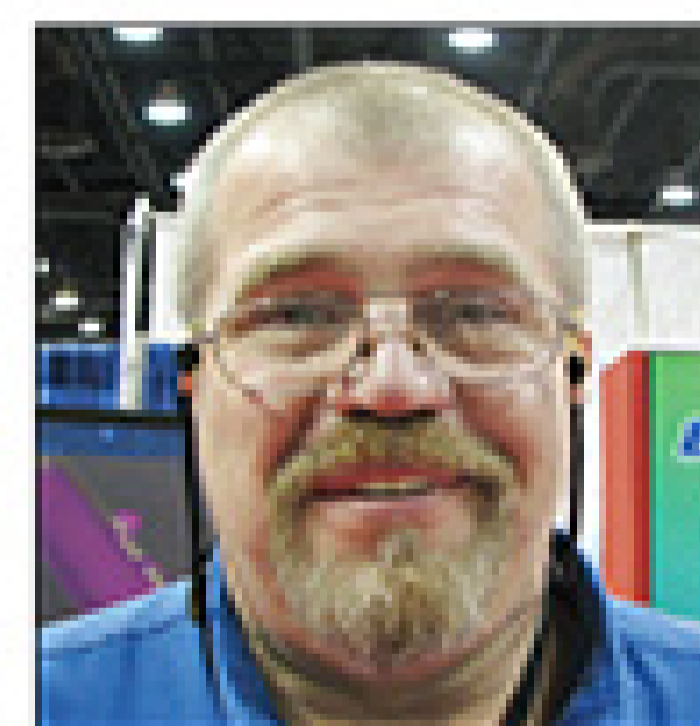


Name: Julie Heffern, owner
Company: Heffern Septic Tank Service
Location: Franklin, Pa.
Employees: 6
Years in Business: 29

Julie Heffern

"We're about half and half between septic pumping and portables in our business," reports Julie Heffern, owner the family business. Half of those portables are used for special events, with the rest serving building contractors. "I know that we have about 50 units available to come and go every weekend," Heffern says. "Really, I just keep track of them in my mind, but we do have a board that displays all our deliveries for the whole year. By the end of May, I can look at it to know whether, come the Fourth of July, we'll have enough to rent out or not."

The tipping point for Heffern to place an order for more units would be a large new contract for more units than she knows they have available.



Name: Kevin Ailes, account manager
Company: Gordon Plumbing Inc.
Location: Fishers, Ind.
Employees: 82
Years in Business: 23

Kevin Ailes

Gordon Plumbing Inc. serves metro Indianapolis with septic pumping, drain and grease trap cleaning, and portable restrooms. The company fields 1,200 portable units. It's also in the process of acquiring two special events trailers.

With large contracts, such as the new deal they just closed to service the Indianapolis Motor Speedway, the company must stay ahead on its inventory. Even the potential of not having enough units to deploy at a moment's notice is out of the question for the large firm, says account manager Kevin Ailes. "We usually try to order new ones up to six months ahead of any given season." This lead time allows for proper budgeting, scheduling, and any potential delays in delivery, without endangering any given job. ■

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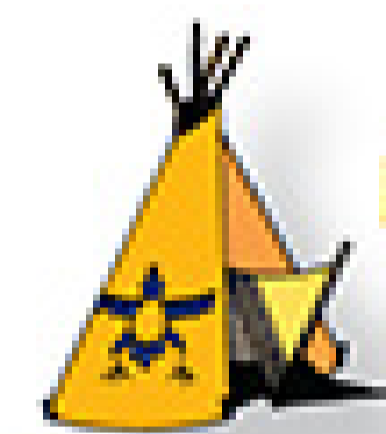
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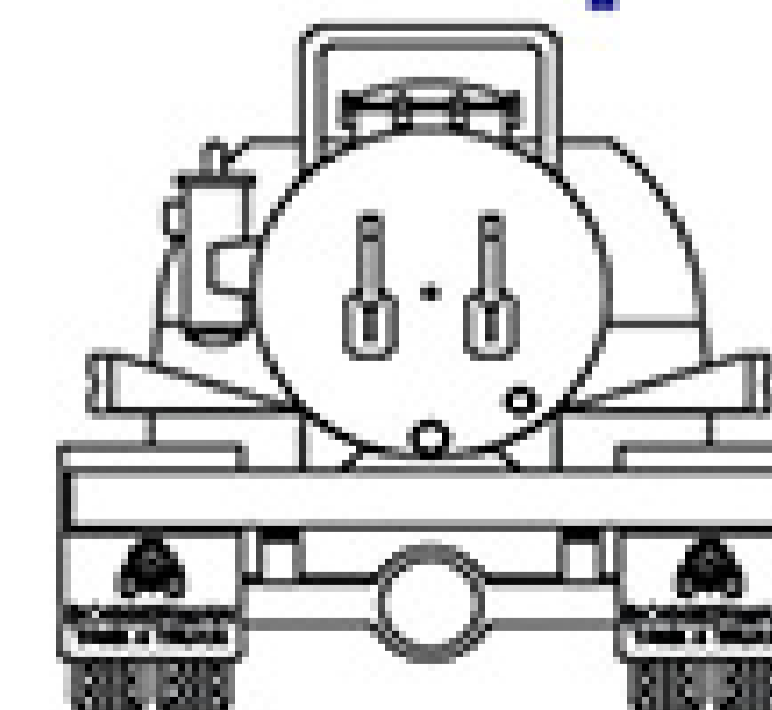
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Bob Carlson (left) and Jerry Kirkpatrick answer your questions in Truck Corner.



Bulkhead Inversion: Strange But True

Proper venting prevents substantial damage from popping a dished bulkhead between water and waste tanks

QUESTION: One of my drivers brought in our portable restroom service truck the other day and I couldn't believe what I saw. The tank is a 1,500-gallon two-compartment unit split 1,000 gallons waste and 500 gallons for freshwater. I told my driver on his way out to stop at a hydrant and fill up the water compartment. He said he did, and that the interior bulkhead — which is a dished head — totally inverted. I mean it bulged one way before he put in the water, and in minutes it bulged out the other way. The driver told me he did nothing but hook up to the hydrant and then to a 2-inch adapter to fill the tank. What happened?

Barry Minton
Jacksonville, Fla.

ANSWER: We agree. This doesn't seem possible, but it happens. We've seen it a couple times in the past year. We've seen it in a steel tank and an aluminum tank. The interior bulkhead is a flanged and dished head. It is used inside the tank to handle the vacuum. The water compartment does not need dished heads if it is vented properly. Venting is the key to what we'll call bulkhead inversion. Here's what happened to your tank:

The driver attached the 2-inch adapter to the 2 1/2-inch line coming from the hydrant. He attached the 2-inch adapter to the bottom fill of the water compartment and turned on the water. The pressure coming out of a water hydrant usually runs 65-70 psi. When you reduce the fitting one-half inch, the pressure increases as the water goes into the tank.

As the tank began filling without ventilation, the pressure inside the tank continued to build higher and higher. The driver pushed in more water and it occupied more space. The air inside the tank wanted out and had nowhere to go. The pressure actually builds to the point that it pushes the dished head inside out, if you will, and it inverts. Most water compartments in vacuum truck tanks are designed for no more than 5 psi and even that needs to be vented.

By rifling 65 psi of water into the tank without the properly sized vent — or worse, no vent — your driver was asking for trouble. The tanks we've seen in our shop also had damage done to that interior head in the form of leaks. So the air did finally escape by breaking welds or by finding weak spots to create small holes. The damage needs to be repaired. Overall, this weakens the steel or aluminum head inside the tank, but it can usually be repaired.

EXPENSIVE REPAIR

Before anyone asks, let me add that you don't put pressure on the other side and "blow" it back into its original position. As mentioned, the material in the bulkhead is already somewhat weakened. We simply repair the cracks and the leaks and put the truck back in service. So far that has been enough.

If the bulkhead is damaged beyond repair, and requires replacement, you are looking at a major fix. The trick becomes how to get a bulkhead inside a tank without an opening big enough to accommodate the size of the bulkhead. Either one end of the tank must be removed or the bulkhead must be cut into pieces, inserted through a manhole, and then reassembled inside the tank. Either way, it's an expensive repair.

So take a look at your tank. Does your water compartment have adequate venting? Does it have any venting? It's a simple and inexpensive process to install. A simple 2-inch screened mushroom vent will do the job in most cases.

Just as vacuum can literally suck down a tank and cause it to collapse, pressure can have the same power to either blow heads out or "invert" the interior bulkhead. Vacuum and pressure are incredibly strong forces and paying attention to them — knowing how they work — and dealing with them properly will keep you in business and save you a lot of money.

Does your water compartment have adequate venting? Does it have any venting? It's a simple and inexpensive process to install. A simple 2-inch screened mushroom vent will do the job in most cases.

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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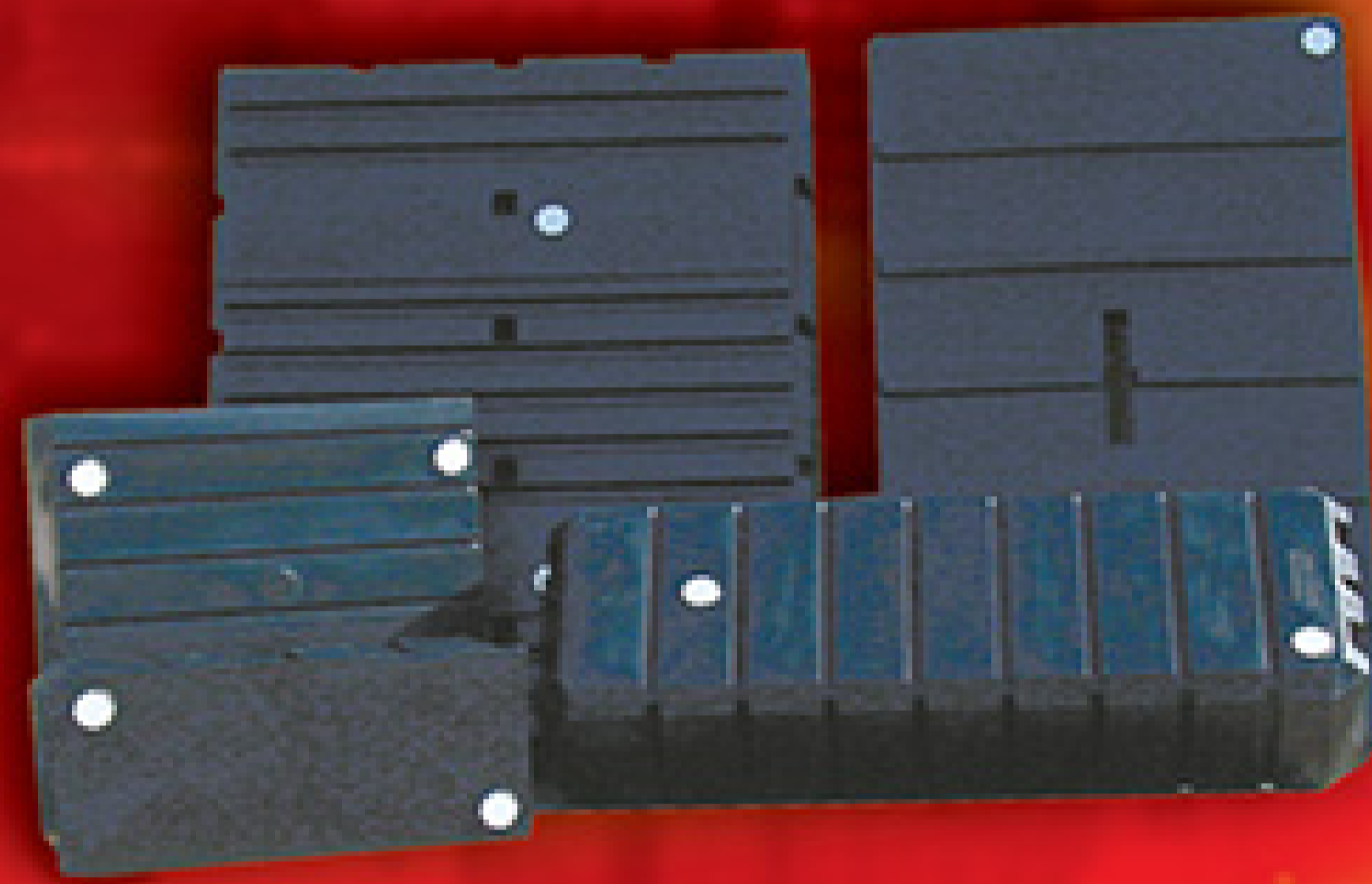
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