

PRO

TM

November 2008
www.promonthly.com

PORTABLE RESTROOM OPERATOR

TOP-FLIGHT SERVICE

EAA AirVenture is a sanitation marathon

Page 16

Rock Around the Clock

New technologies ease the burden for multitasking young Ohio PROs

Page 26

TAKE THE PRO SURVEY

Page 14


POSTAGE
U.S. POSTAGE
PAID
GREEN BAY, WI
PERMIT NO. 620

COLE Publishing
1720 Maple Lake Dam Rd.
PO Box 220
Three Lakes, WI 54562

CHANGE SERVICE REQUESTED



“I’ve gone Global”



In 2005 K. Hoving Companies first entered the portable sanitation business. **Today K. Hoving has a fleet of 1000 Global restrooms.** Hoving chose the Global for its strength, durability, value and the one of a kind Dirt Buster Base. Hoving's portable sanitation business is thriving and will continue to grow with the Global.

K. Hoving Companies has gone Global. Have you?



Hampel

Engineered for strength, durability and value.

www.hampelcorp.com • 800-549-1558

- 6 From the Editor: How Can I Help You?**
A simple phone greeting can set the tone for your quality customer service. So why do so many companies mess up this common-sense etiquette issue?
- Jim Kneiszel
- 10 Back at the Office: Advertising: How Much is Enough?**
Getting your message out is necessary for success; having a budget and a plan makes it easier.
- Judy Kneiszel
- 12 2009 EXPO: Extend Your Hand**
The people you meet at the Pumper & Cleaner Expo might help you solve a nagging problem or give you business ideas worth their weight in gold.
- Ted J. Rulseh
- 13 Product News**
- 14 BIG 10: The PRO Survey**
Fill it out. Send it in. We'll slice and dice the answers into the latest trends for the portable sanitation community.
- 16 On Location: Top-Flight Service**
The able crew of Waste Management of Wisconsin pilots the restroom pump trucks to keep the EAA AirVenture fly-in fresh and clean.
- Rich Ryman
- COVER STORY**
- 26 PROfile: Rock Around the Clock**
Working day and night and utilizing new technologies help entrepreneurial young Ohio couple build a name for JetSet PTS.
- Sharon Verbeten
- 30 PRO Business: Break Out of a Slump**
When sales go stale in a lagging economy, return to these eight golden strategies to promote your business.
- Faye Kelley
- 32 Truck Corner: The Efficient Rig, Part III**
More than simply a tank and pump, a vacuum truck requires a system of components that ensure you'll be profitable over the long haul.
- Bob Carlson and Jerry Kirkpatrick
- 34 Think Tank: Time to Toot Your Horn**
PROs share their most successful marketing strategies to generate new business.
- Mary Shafer
- 38 PSAI News: Membership Has its Benefits**
Join the PSAI and network with representatives from 750 portable sanitation companies.
- Ron Crosier
- 38 Industry News**



ON THE COVER
Randy Berg of Waste Management of Wisconsin's Port-O-Let division ensures restrooms are clean and ready for visitors to the EAA AirVenture Fly-In. (Photo by Don Stolley)

PRO
PORTABLE RESTROOM OPERATOR

Published monthly by

COLE Publishing
1720 Maple Lake Dam Rd. • PO Box 220
Three Lakes, WI 54562

In U.S. or Canada call toll-free 800-257-7222
Elsewhere call 715-546-3346
www.promonthly.com
E-mail: pro@promonthly.com
Fax 715-546-3786
Office hours 7:30 a.m. - 5:00 p.m. CT M-F

SUBSCRIPTION INFORMATION:

A one-year (12 issue) subscription to **PRO**™ in the United States or Canada is free to qualified subscribers. A qualified subscriber is any individual or company in the United States or Canada that partakes in the portable restroom industry. Non-qualified subscriptions are available at a cost of \$60 per year in the United States and \$120 per year outside of the United States. To qualify visit www.promonthly.com/qualify or call 800-257-7222.

CLASSIFIED ADVERTISING:

RATE: \$1.00 per word, per month. Minimum of 20 words or \$20.
All classified advertising must be PAID IN ADVANCE.
DEADLINE: Classifieds must be received by the 17th of the month for insertion in the next month's edition. PHONE-IN ADS ARE NOT ACCEPTED. Ads may be faxed only when charging to MasterCard, VISA, Discover or American Express.
Please supply all credit card information with faxed ads.
Be sure to include your phone number (with area code) in your ad. Make checks payable to COLE Publishing Inc. and mail with classified ad to the address above.
CLASSIFIED ADVERTISING APPEARS IN ALL CIRCULATION REGIONS AND ON THE INTERNET.
Not responsible for errors beyond first insertion.

DISPLAY ADVERTISING:

Call 800-994-7990 and ask for Kim, Jim, Winnie, Phil or Jeff.
Publisher reserves the right to reject advertising, which in its opinion is misleading, unfair or incompatible with the character of the publication.

CIRCULATION:

Circulation averages 7,948 copies per month. This figure includes both U.S. and International distribution.

© Copyright 2008, COLE Publishing Inc.

No part may be reproduced without permission of the publisher.










**2009 PUMPER & CLEANER
ENVIRONMENTAL
EXPO INTERNATIONAL**

Education Day: February 25, 2009
Exhibits Open: February 26-28, 2009
Kentucky Exposition Center
Louisville, Kentucky

www.pumpershow.com

COMING NEXT MONTH – DECEMBER 2008

- **On Location:** Mississippi PRO serves a music festival in a historic downtown
- **PROfile:** Missouri contractor lives up to fresh and clean name

COMPANY	PAGE	COMPANY	PAGE
A		M	
		Marketplace36	
Abernethy Welding & Repair 9		Deal Associates Inc.	
Alpha Mobile Solutions33		J&J Chemical Company	
Ameri-Can Engineering8			
Anchor Graphics Inc.35		Marsh Industrial19	
		Milton Foss35	
Armstrong Equipment Inc.7			
Asino38		Moro USA East Inc.25	
Atlas Portable Sanitation37		N	
B			
Best Enterprises Inc.15		NuConcepts7	
Black Tie Manufacturing.....11		P	
Bosserman Tank & Truck....29			
C		PolyJohn Enterprises.....5	
Classifieds36			
		PolyPortables Inc.....20-21, 35	
Comforts of Home Services..25		R	
D			
Del Vel Chemical19		Ritam Technologies LP37	
Dr. Shrink Inc.37		Ronco Plastics33	
Drop Box25		S	
E		Screen Tech/Div. of Roeda ..8	
EZTrakR33		Simpson/Delco.....33	
G		T	
Glendale Welding31			
Green Way by PolyPortables 40		Toico Industries29	
H			
Hampel Corp.....2		TSF Co. Inc.....39	
HaulerAgent Buying Group 31		W	
J			
J. C. Gury Company Inc.29		Wells Cargo COG31	
JAG Mobile Solutions19			
L			
L.M.T. Inc.13			
Lely Manufacturing Inc.11			
Liberty Financial Group Inc...8			

Turning the Pages

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

On Location wings its way to Oshkosh, Wis., where Waste Management of Wisconsin's Port-O-Let division served the Experimental Aircraft Association mega fly-in, EAA AirVenture, last summer. "I like to say there are special events and then there is EAA," says Dennis Lindquist of Waste Management. "It's the world's largest convention. There is nothing like it." The numbers are impressive: 12,000 airplanes, 700,000 visitors, 1,100 portable restrooms, eight upscale restroom trailers, six portable showers and 1.4 million gallons of waste water pumped in one week. The biggest issue is safety. Lindquist emphasizes to his workers an important point: this is an in-the-air event. "Everybody looks at the sky, so they are not paying attention to what is going on around them on the ground. Our guys have to be very, very aware that these folks are not paying attention to their surroundings or any of the big trucks."

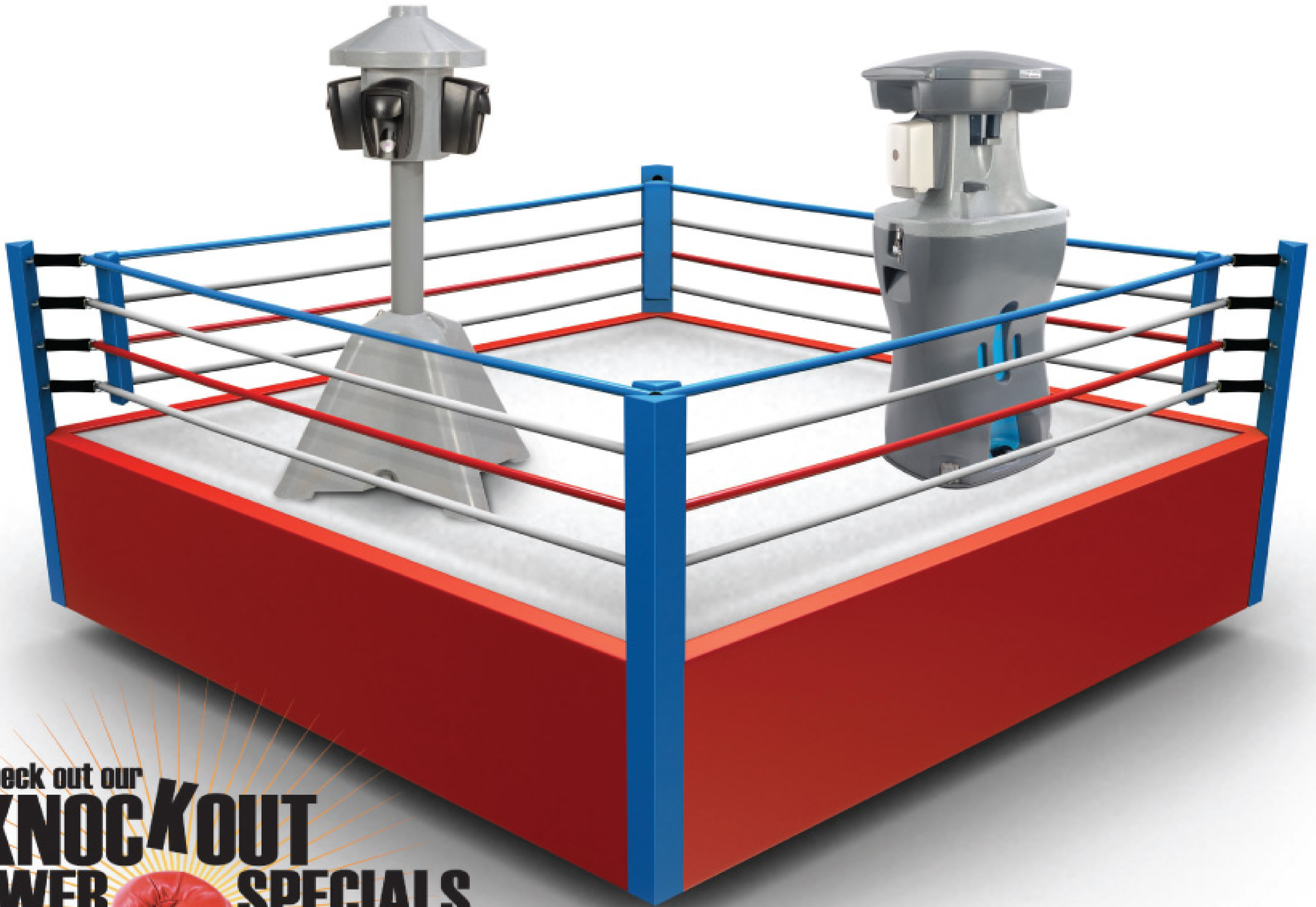
PROfile travels to Sunbury, Ohio, to check in with Scott and Lindsay Yinger, the multitasking owners of JetSet PTS. The duo, married just four years, previously worked for Scott's parents at their septic/portable restroom business, Bob's Septic and Jet Set. While building up a portable sanitation business is challenging enough, Lindsay Yinger also runs an established equestrian training business. And at the same time, the Yingers look after a toddler, Lilly. Keeping up with a demanding schedule of work and family life requires loads of hours and utilizing communications technology to its fullest.

Think Tank asks PROs for their favorite marketing strategy to grow their businesses. Eliseo Garcia is a new PRO serving the Baja Peninsula of Mexico, just south of the California border. He and his staff are always on the lookout for special events prospects. "Because we've only been in operation for a year, we don't have a long track record," explains Garcia, so he must aggressively seek new customers. "We're new and nobody knows us yet, so we go directly to event organizers, calling to make an appointment for a personal visit. We check local events calendars and get a contact list from our tourism board."

Tough Products & Knowledgeable People
ALWAYS IN YOUR CORNER

SaniStand™
Hand Sanitizing Station

BRAVO!®
Self-Contained Sink



Check out our
**KNOCKOUT
WEB
SPECIALS**

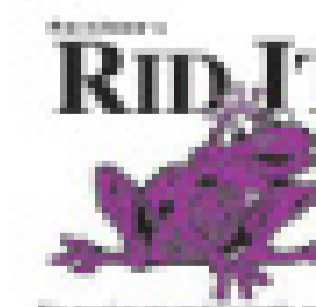


there when you need us

800-292-1305

www.polyjohn.com

Go to www.polyjohn.com and
check out our seasonal promotions.



EARN MORE • SELL MORE • SERVICE BETTER

Contact us: PRO strives to serve the portable restroom industry with interesting and helpful stories. We welcome your comments, questions and column suggestions and promise a prompt reply to all reader contacts. Call 800/257-7222; fax 715/546-3786; e-mail PRO editor Jim Kneiszel at editor@promonthly.com.



How Can I Help You?

A simple phone greeting can set the tone for your quality customer service. So why do so many companies mess up this common-sense etiquette issue?

By Jim Kneiszel

The other day, a co-worker from a former employer stopped in at my office to chitchat. The talk eventually turned to how things were going at the gigantic media conglomerate where we'd worked together for several years.

With a vast variety of news outlets on the Internet and television constantly eroding the local newspaper's market, this media giant was instituting a number of changes to remind readers of its importance as a news source. One of those changes was a mandatory phone greeting all employees were to adopt immediately.

"We write the words that speak to you," is the greeting my friend was asked to recite whenever he picked up the phone, add to his voicemail message and put on his e-mail signature. So serious was the company about consistent use of the greeting that supervisors announced plans to spot-check employees to make sure they were using it.

SAY WHAT?

Now, I don't take issue with the use of a corporate greeting. I understand that a professional greeting can set a positive tone for

excellent customer service. And though it can't do much for employee morale to warn that you're going to spot-check to see if they're following through with the greeting, I don't have a problem with that either.

But I do take issue with the greeting itself. For an institution built on imparting news in a direct and efficient way, how does the media company's greeting; A. tell the caller they have reached the right company, department or person; B. actually greet the

Why is a customer calling your business? It might be to order a restroom. It might be to complain about a restroom in need of service. Either way, they want to get right to the point and make sure they're talking to the person who can handle their questions. The last thing they want is a flowery or drawn-out commercial for your business.

caller, and C. get right to the point of the call?

While a phone greeting should be a positive reflection on you and your company, that doesn't mean it should be another commercial message a caller has to wade through to take care of business. Further, this greeting is prosaic to the point of sounding forced and cheesy to both the caller and the employee answering the phone.

It's clear that companies often either don't give the concept of a phone greeting any thought at all or way over-think it. To illustrate my point, consider the business phone calls you've made over the past few weeks.

Recently, I called a small service company and got an abrupt, "Yeah?" on the other end of the line. On another, I got a "Hello, this is Bob," and then Bob started talking to a co-worker who was interrupting the call with his own question. Neither company has given a thought to professional phone etiquette.

On the other end of the spectrum, I called a discount retailer to check if they had a widget in stock. The greeting went something like this: "Hello, thanks for calling (insert major retailer name here), where we give you the best deals on everything, every day. We're open 24 hours a day to serve you better. My name is Amber. Where can I direct your call?" The greeting took longer than the rest of the call. And, as you can imagine, Amber didn't sound the least bit enthusiastic after saying the same thing 244 times that morning.

IT DOESN'T HAVE TO BE THIS HARD

I think the company my friend works for is guilty of over-thinking the new phone greeting. Being a huge corporation, the greeting was probably the subject of several executive-level meetings, scrutinized by a consulting firm and reviewed by a sizable marketing department. The result is a message that says nothing of importance and wastes the customer's valuable time. I can't imagine hearing "We write the words that speak to you" will generate new business or improve service to existing customers.

The good news is all of that hullabaloo was unnecessary to craft a useful business phone greeting ... Which is a good thing, because portable restroom operators don't have the time and manpower to sit around thinking too much about phone greetings. Consider these suggestions when developing your company's phone greeting:

THINK LIKE THE CALLER

Why is a customer calling your business? It might be to order a restroom. It might be to complain about a restroom in need of service. Either way, they want to get right to the point and make sure they're talking to the person who can handle their questions. The last thing they want is a flowery or drawn-out commercial for your business.

KEEP IT SHORT AND SIMPLE

There's nothing wrong with the old-fashioned, "Hello, Ralph's Restrooms, Ralph speaking." But there are ways to present a friendly voice or an interest in providing quality customer service. As you develop a few options to consider, take your watch and time them. Keep your new greeting to three ticks of the second hand and make sure it's easy enough for all of your workers to remember.

CONTENT IS KING

What must the greeting include? How about the company name (if a receptionist doesn't answer first) and your name and a pleasant greeting? Here's a no-nonsense sample: "Hello, COLE Publishing, this is Jim." Maybe add an invitation to be of service: "How can I help you?" This is all basic stuff, but I'm surprised that many businesses don't require a standard greeting like this.

You can go beyond the basic without creating a ponderous greeting or a 30-second advertisement for your business. Consider a phrase like this: "We care about customer service." It emphasizes a top priority of your company without belaboring the point.

A specific offer to customers is also a possibility at different times. For example, let's say you're going to run a special on individual restroom rentals for parties over a holiday weekend. Here's your greeting in June: "ABC Restrooms, Ask about our Fourth of July party discount. This is Joe."

UPBEAT BUT SERIOUS

You want to convey enthusiasm for your work without sounding like a cheerleader. Stay away from something like, "It's a great day at John's Jons." The hazard with too much happy talk is that the caller might not be particularly happy. And their mood might have something to do with your company's service. Be upbeat and courteous with your new greeting, but beware of coming off as saccharine sweet. That will only throw fuel on the fire of a customer complaint.

PAY ATTENTION TO THE CALLER

When you settle on a brief greeting that covers all the necessary information, it's time to focus on delivery. When the phone rings, take a breath, make sure there are no distractions around you and answer the phone. Be polite and treat every ringing phone as if a major customer is on the other end of the line. As part of any employee training about phone greetings, stress that interrupting a phone conversation is forbidden.

A FINAL WORD

For any phone greeting to be effective, it has to be used by your staff. This means employees need to understand why consistent greetings are good for the business. If the greeting you select is logical and straightforward, it will sell itself to those who have to use it every day.

Give it your own litmus test. Try the greeting yourself for a few days and see if it feels right ... Or if it feels like saying, "We write the words that speak to you." ■

Pump it out! Wash it down! Fill it up!



Sutorbilt Model 4MP



RIV Brass Valves



Masport Model HXL4V



Reelcraft 7850



Plastiflex Hi-Vac



Burks DC10, Shurflo 2088, Pumtrec 356

An honest price, excellent service and premium tools are signs of a professional. On these things, successful businesses tolerate **"NO COMPROMISE"**.

Only the business owner can control the price and quality of his service, but, when it comes to the tools, Armstrong Equipment, Inc. can help. We are proud to offer the best quality pumps and components available. Sutorbilt and Masport are two of the most recognized and respected names in the industry. Couple them with Shurflo, Burks, Pumtrec, Reelcraft, RIV and Plastiflex and you have all the tools needed to assure a smoothly operating service truck.

**ARMSTRONG
EQUIPMENT
INC.**

800-699-7557

11200 Greenstone Ave. • Santa Fe Springs, CA 90670
562-944-0404 • Fax: 562-944-3636
www.vacpump.com

NUCONCEPTS

MANUFACTURER OF QUALITY PORTABLE RESTROOMS AND SINKS



Booth 8187

Dual VIP Restroom Trailer

From \$9,841

Ideal for:

- Weddings / Parties
- Sporting Events
- Food Festivals
- Community Events
- Restroom Remodeling
- Movie Production

Features:

- Solar Powered
- Self-contained
- Flushing, china toilet
- Enclosed sink
- Power Converter (option)
- Air-conditioning (option)
- Interior Heater (option)
- Sink Water Heater (option)



1737 S. VINEYARD AVENUE • ONTARIO, CA 91761
PHONE 909-930-6244 • TOLL FREE 800-334-1065 • FAX 909-930-6237
WWW.NUCONCEPTS.COM



820 Oasis
\$29,900 Show Special

This year's most popular Events grade model! Special PSAI Convention Pricing

Rugged and stylish Event grade restroom trailer with a large 800 gallon waste tank. Upgrade Oasis interior décor package featuring oak cabinets and trim, Corian style countertops, color coordinated luxury finished wallboard, music system with iPod dock, hot water system, custom exterior colors and much more! Women's room with four private stalls. Men's room with two stalls and three urinals. Hand wash in both rooms with hot and cold water. All the functionality and quality of an Ameri-Can restroom trailer with terrific good looks.

- Woman's room with four private stalls
- Rugged steel frame construction
- Low flush ceramic toilets
- High efficiency ducted air conditioning system
- Brass termination valve with cam lock fitting
- Choice of interior and exterior colors

- Men's room with two private stalls with three urinals
- Large 800 gallon steel waste tank
- Solid surface countertop and sink in designer cabinet
- 20 amp electrics
- Dual Dexter Tor-Flex axles
- Fold up step assemblies

Built to last. Easy to service and set up. The best value for your money.

America's premier restroom and shower trailer manufacturer since 1988! Ameri-Can offers over 75 models of restroom and shower trailers. Each is custom crafted, stick-built construction. Not RV style or cargo trailer refit. Built to provide many years of rugged and dependable service. Visit our website or call us for more information!

AMERI-CAN
ENGINEERING
574-892-5151
www.ameri-can.com

Flexible and Affordable Financing Options

Financing for New and Used Equipment

Trucks • Tanks • Trailers • Toilets • Cameras • Jetters
Computer Hardware & Software



7 Church Road, Hatfield, PA 19440
Phone: 800.422.1844
Fax: 888.883.9380
Visit our website: www.libertyfg.com

Call Michael DeGroat (ext 12)

Commercial Equipment Financing Call 800-422-1844

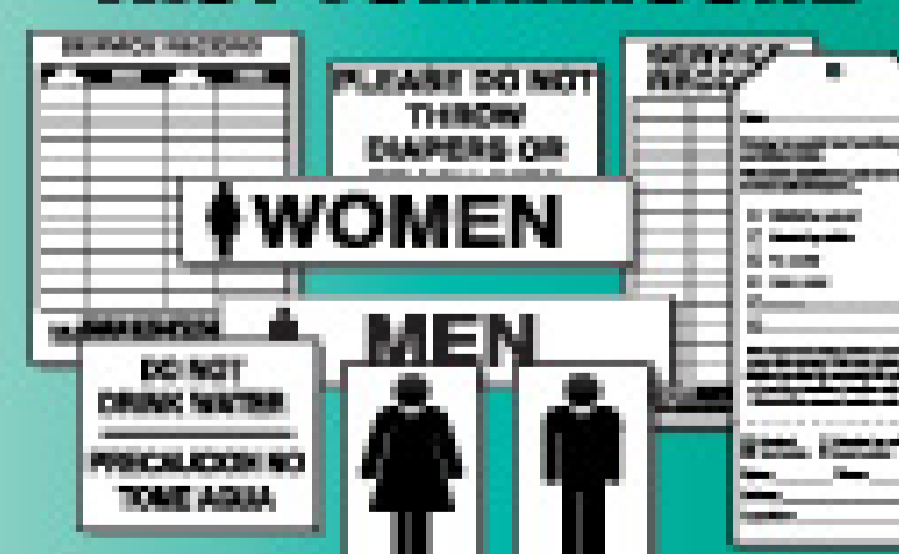
DECALS

FOR ANY TOILET ANY SIZE ANY COLOR



12 FREE DECALS
(Pertaining To Your Industry)
On Orders Exceeding \$100.
WHEN YOU MENTION THIS AD

**LOW COST
HIGH QUALITY
FAST TURNAROUND**



- Service Records
- Custom Decal Designs
- Die-Cut Shaped Decals
- Large Selection of Stock Decals
- Lack of Service Tags
- Caution/Warning Decals
- Signs & Safety Products

1.800.829.3021
www.screentech.com

ScreenTech
IMAGING
a division of Roeda Signs, Inc.

16931 S. State St. • South Holland, IL 60473 • Fax: 708-333-0209

ABERNETHY

Call Bill Abernethy at **1.800.545.0324**

Fax: 828.324.2401 • E-mail: abernethyinc@charterinternet.com

authorized distributor for:

WELDING & REPAIR INC.

Vale, North Carolina 28168



Wittig

Masport

www.abernethywelding.com



2008 Chevrolet, C7500 with 8100 gas engine, 5 Spd. trans, 2 Spd. rear, air brakes, AC air ride driver seat, 33000 lb GVW. New 2500 gallon tank, HXL15 Masport air cooled pump. air shift PTO, many other standard features. **\$64,500**



2008 International 4400E Series, 260 hp diesel DT 466 engine, 6-spd. trans. and world class auto, air brakes, 33,000 GVW, air conditioned, 2500 gal. tank, Masport HXL400 pump. **IMMEDIATE DELIVERY!** Also, 2500 and 3500 gal. tanks **READY FOR IMMEDIATE DELIVERY.**



2008 International 4300, 220 hp DT466, Allison auto. trans., air brakes, 25,999 GVW, air conditioned, total tank capacity: 1100 waste/400 fresh, Masport HXL75V pump. **IMMEDIATE DELIVERY!** Also, 1500 gal. tanks **READY FOR IMMEDIATE DELIVERY.**

Check with us on financing for the purchase of a new truck!

COMPLETE PARTS AND IN-HOUSE SERVICE

AIC Vanes • Moro • Battioni • Jurop • Masport • Fruitland • NVE • Powerflo • Plus many other brands

OVERNIGHT DELIVERY ON PARTS • SAME DAY SHIPMENT ON PUMPS

WE SPECIALIZE IN PORTABLE SANITATION AND SEPTIC PUMPING EQUIPMENT

• **International • Ford • GM**

2008 PETERBILT

2500 gal. tank, 10-spd., 330 hp

2008 KENWORTH T300

2500 gal. tank, auto transmission, 260 hp

(2) 2008 INTERNATIONAL 4400

2500 gal. tank, (1) 6-spd. transmission & (1) auto transmission

NEW PORTABLE TOILET UNITS:

2008 HINO

1500 gal. portable toilet service units, auto transmission

(2) 2008 INTERNATIONAL 4300s

1500 gal. portable toilet service units, auto transmission

2008 5500 CHEVROLET

1000 gal. 700 waste / 300 fresh, 2 Wheel Drive & 4 Wheel Drive available

2008 KENWORTH

1500 gal. portable toilet service unit, auto transmission

2008 PETERBILT

1500 gal. portable toilet service unit, auto transmission

WE WILL CUSTOM BUILD YOUR TANK UP TO 5000 GALLONS!

600-1500 Gallon Portable Toilet Trucks: Our Truck or Yours

SEVERAL GOOD, OLDER TRUCKS TO CHOOSE FROM:

- **2001 International**
2000 gal. tank, good condition
- **1999 International**
2500 gal. dump tank
- **1998 Volvo** - 4000 gal. tank
- **1997 Volvo** - 4000 gal. tank
- **1995 Chevrolet**
2500 gal. dump tank
- **1995 International**
2500 gal. tank
- **1991 Chevrolet**
2000 gal. tank, low miles, low hours

PORTABLE TOILET UNITS:

- **2004 7550 Chevrolet**
1000 gal. tank
- **2004 International 4300 Series**
1100/400 gal. tank
- **2002 International**
NEW 1500 gal. tank, 1100/400 tank
- **2002 International**
1500 gal. aluminum tank
- **1999 Sterling** - 1500 gal.
- **1997 Ford F450** - 800 gal. tank
- **1994 UD** - 1200 gal. tank

MANY OTHER UNITS IN STOCK! CALL FOR UPDATE

Complete Line of Masport Pumps Available



Immediate Delivery

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.

Advertising: How Much is Enough?



**Getting your message out is necessary for success;
having a budget and a plan makes it easier**

By Judy Kneiszel

Oh the places you'll go ... Yellow Pages, newspapers, magazines, billboards, TV, radio, Internet ... if you say yes to every advertising opportunity that comes along. Being everywhere isn't necessarily the best strategy, however, and few companies can afford to be everywhere these days.

Each business needs to establish its own rule of thumb as to what percentage of gross sales is spent on marketing and promotions. The next step is to take that budgeted amount, create an effective plan and then, most importantly, stick with that plan and track the results.

SETTING A BUDGET

Unfortunately, there's no magic number for how much every business should spend on advertising and marketing. Spending on promotion, advertising and marketing varies by industry, from less than 1 percent of sales for industrial business-to-business operations to 10 percent or more for companies marketing consumer packaged goods.

To get a new product off the ground, consumer packaged goods companies may spend 50 percent of sales in the first year, and then lower the percentage spent to a stable 8 to 10 percent once the product has been successfully introduced in the marketplace. Retail stores spend, on average, 4 to 6 percent of sales for marketing; most service businesses spend between 2 and 5 percent of the previous year's gross sales on advertising.

Many small businesses use an informal — and often ineffective — method of calculating how much to spend on marketing. It goes something like this: estimate sales revenue, subtract cost of goods, overhead, salaries and desired profit, then spend whatever is left on marketing.

What you should be spending on advertising, or what you need to spend to be competitive, depends a lot on your market. The size and location of your service territory makes a difference, as does the amount of competition out there and how hard that competition is working to promote itself.

It makes sense to try and match — or slightly surpass — the amount your direct competitors are spending as a percentage of sales. Of course, they probably won't come right out and tell you that figure, but you can make an educated guess based on what you see them doing in the marketplace.

It might also help to ask successful non-competitors what percentage of sales they allocate to advertising. You could pose the question on industry Internet forums like the *PRO Online Discussion Forum*, accessed at www.promonthly.com; or person-

ally at trade events like the Pumper & Cleaner Environmental Expo.

HAVING A PLAN

Your advertising budget should answer the following questions:

1. How much will I spend?
2. When should I spend it?
3. Where should I spend it?
4. What media should I use?

Let's look at how to answer these questions:

HOW MUCH

Because your advertising budget will be based on expected sales, you first have to set sales goals. How many restrooms do you expect to rent out each month, season or year?

It can be a guessing game, but looking at past sales should help you make a fairly accurate estimate of future sales. By multiplying the projected volume for the year by the percentage allocated for advertising, you will arrive at the dollar amount of the advertising budget for the year. For example, if you decide you should spend 3 percent of an estimated \$100,000 in annual sales volume, the result will be an advertising budget of \$3,000.

WHEN TO ADVERTISE

While marketing is most effective when it is continuous rather than done in fits and starts, you probably won't want to divide your advertising dollars evenly by month.

Consider how far out your customers make decisions. Those who plan large summer events like art fairs and music festivals can work as much as eight months to a year out. Builders are making decisions throughout the construction season as they go from project to project. And those who plan smaller events, like weddings or graduation parties, often make decisions only weeks before. When you advertise should be based on the type of business you are trying to attract.

WHAT MEDIA TO USE

You probably already have some fixed advertising costs like phone book listings and Web site maintenance, so subtract those from the budget first. Also decide if any permanent advertising elements need replacing: signage on your building or trucks or decals on restrooms. The cost of those items should also be subtracted from the budget. Now you are ready to allocate what's left

in the budget. Do this by considering how you've spent these discretionary advertising dollars in the past and what you'd like to try in the future.

That last step is crucial. For your advertising program to be successful, you must track your efforts and invest more in what works and less in what doesn't. This can be as simple as asking every new customer how they heard of your company and keeping track of the answers. Of course any advertising program benefits from being kept fresh and fluid. Continue to experiment with some new marketing ideas each year and you may be surprised at the results.

TELL YOUR STORY

If you'd be willing to divulge your "magic number," i.e. the percentage of sales you allocate toward advertising, with other PROs, or just share advertising ideas that have worked (or not worked) for your portable restroom company, send me an e-mail and I'll work them into a future column. ■



100% Portable Sanitation

FREE to Qualified Industry Professionals!

Subscribe online at www.promonthly.com



PUT THE LELY ADVANTAGE TO WORK FOR YOU Custom Built At Lely



Thank you
Mid East Services

300 + 100 Gallon Ready to go unit that will fit in the back of your pick-up

Sales Reps: **John Minnis** 540-547-2463 **Roy Coffey** 828-312-9545



P.O. Box 789
Wilson, NC 27893 **800-334-2763**

—partners in wastehandling—

E-mail all inquiries to Sales@lelyus.com

www.lelyus.com

Wow Your Clients...with Absolute Luxury!



Elegant

MOBILE RESTROOM SUITES

FROM BLACK TIE MANUFACTURING
877-253-3533
WWW.BLACKTIEMANUFACTURING.COM



CUSTOMIZE YOUR TRAILER
OR CHOOSE FROM OUR MANY STANDARD FLOOR PLANS!

© 2008 BLACK TIE MANUFACTURING, INC.

EXTEND Your HAND

The people you meet at the Pumper & Cleaner Expo might help you solve a nagging problem or give you business ideas worth their weight in gold

By Ted J. Rulseh



A friend of mine calls it the Three Foot Rule. It means that when he's at a trade show, if you come within three feet of him, he's offering to shake your hand.

It's a good rule to observe at the 29th Annual Pumper & Cleaner Expo, Feb. 25-28 in Louisville. You don't go to the Expo (or any other trade show) just to take classes and kick tires. A big reason to go — maybe the biggest — is to meet people who can help your business and who may become your friends.

The most helpful person you meet at the Expo may not be an

"The person standing next to you at an exhibitor's display may have the answer to a problem you're been struggling with for years. Or maybe an idea that you can put to work when you get back home and start earning more profit. You'll never know unless you introduce yourself."

Bob Kendall

exhibitor or a seminar presenter. He or she may be another attendee you meet while standing in line, grabbing lunch at a food stand, or enjoying an evening meal at a downtown nightspot.

You'll have lots of chances to extend your hand at the Expo, which again includes more than 600,000 square feet of exhibit space, a full education lineup, top-quality entertainment, and tailor-made opportunities for networking.

ALL-DAY NETWORKING

"The great thing about a trade show is that you get to meet people who are in your business, but are not your competitors," says Bob Kendall, owner of COLE Publishing. "You'll meet people from other states or even other countries who have the same challenges and the same problems as you do.

"The person standing next to you at an exhibitor's display may have the answer to a problem you're been struggling with for years. Or maybe an idea that you can put to work when you get back home and start earning more profit. You'll never know unless you introduce yourself."

Networking starts on the exhibit floor, where you can meet the people who design and build the equipment you use and the new technologies you're considering. A member of an exhibitor's team could become an informal advisor who helps your business for years.

On Education Day and at other seminars, don't just walk out when the presentation is over. Stick around for the questions and answers. Then go talk one-on-one with the presenter.

All day, whatever you're doing, take every reasonable chance to say hello. Don't just hang out with your own team. Mingle. Shake hands. Sit down at a lunch table with someone you've never met. Start a conversation. See where it leads.

THE PLACES TO BE

Besides on-the-fly networking, the Expo gives you venues made for bringing business people together.

COLE Pub. This popular feature of the 2008 Expo is back, better than before. Here, in the open space outside the exhibit hall, you'll find a perfect place to share a snack and refreshments after show hours and before you head back to the hotel.

A bar will encircle the custom-built Whiskey Runner truck with its 2,000-gallon wooden bourbon barrel. Vendors will serve a variety of finger food and appetizers. Seating will be set up in clusters. It's an inviting place to strike up a conversation.

Industry Appreciation and Networking Party. This Expo tradition opens after show hours on Thursday evening in the

COLE Pub area. For two hours, you can enjoy beverages and light snacks while looking up interesting people you've met in the previous two show days.

Wine and Cheese Party and Fashion Show. Here's a first-time event designed for women, to be held on Thursday afternoon in a meeting room on the upper floor of the convention center. It's a chance to share the special challenges of being a woman business owner or manager, or working in a business with a spouse.

Hospitality Events. Many Expo exhibitors hold private hospitalities throughout the days of the show. Most are by invitation only — but if you're invited, by all means, go. You can bet that most invited guests are leaders in their fields. Enjoy their company, find out what they can teach you, and share your secrets, too.

REMEMBER THE RULE

The Expo is the largest annual show of its kind for environmental service professionals, and it only comes around once a year.

"Networking helps you make the most of the time and money you spend," Kendall observes. "In fact, just one good contact can return your investment many times over. Many regular Expo attendees know this from experience."

Look for details about the Expo in the special pages in this magazine. The early Expo registration fee of \$40 applies until Jan. 23. Registration at the door is \$60. To find out more, visit www.pumpershow.com or call 800/257-7222.

Start making your Expo plans now. And remember the Three Foot Rule. ■

PRODUCT NEWS

November 2008

Hannay Introduces Grounds Maintenance Reel

The GHAT1200 reel from Hannay is engineered for portable use in grounds maintenance. The reel provides continuous hose flow with a swivel joint inlet, fluid hub and outlet riser and features a permanent direct-crank rewind. The reel is designed to operate at up to 1,000 psi. The standard inlet is a 90C ball bearing swivel joint with 1-inch female NPT threads and male GHT standard outlet. For more information: 877/467-3357; www.hannay.com. ■



It's A Bag Full

promonthly.com

- > Classifieds
- > Used Equipment
- > E-zines
- > Product Categories

Experience Matters.

Custom vacuum tanks built to your specifications.

For nearly 50 years, our tank builders have been setting the industry standard for innovation and value. Everything we build is customized to your exact specifications. Start with a bare tank and add only the options that are suitable for your application. What about service? Our technicians can rebuild pumps or furnish parts such as vanes, seal kits, housings, and rotors for most pumps. Whatever you need, let us put our experience to work for you.



Slide In Units:

One or two-compartment tanks. Custom sizes available. Fully configured for service. Ask us about our 12 volt electric option for smaller units.



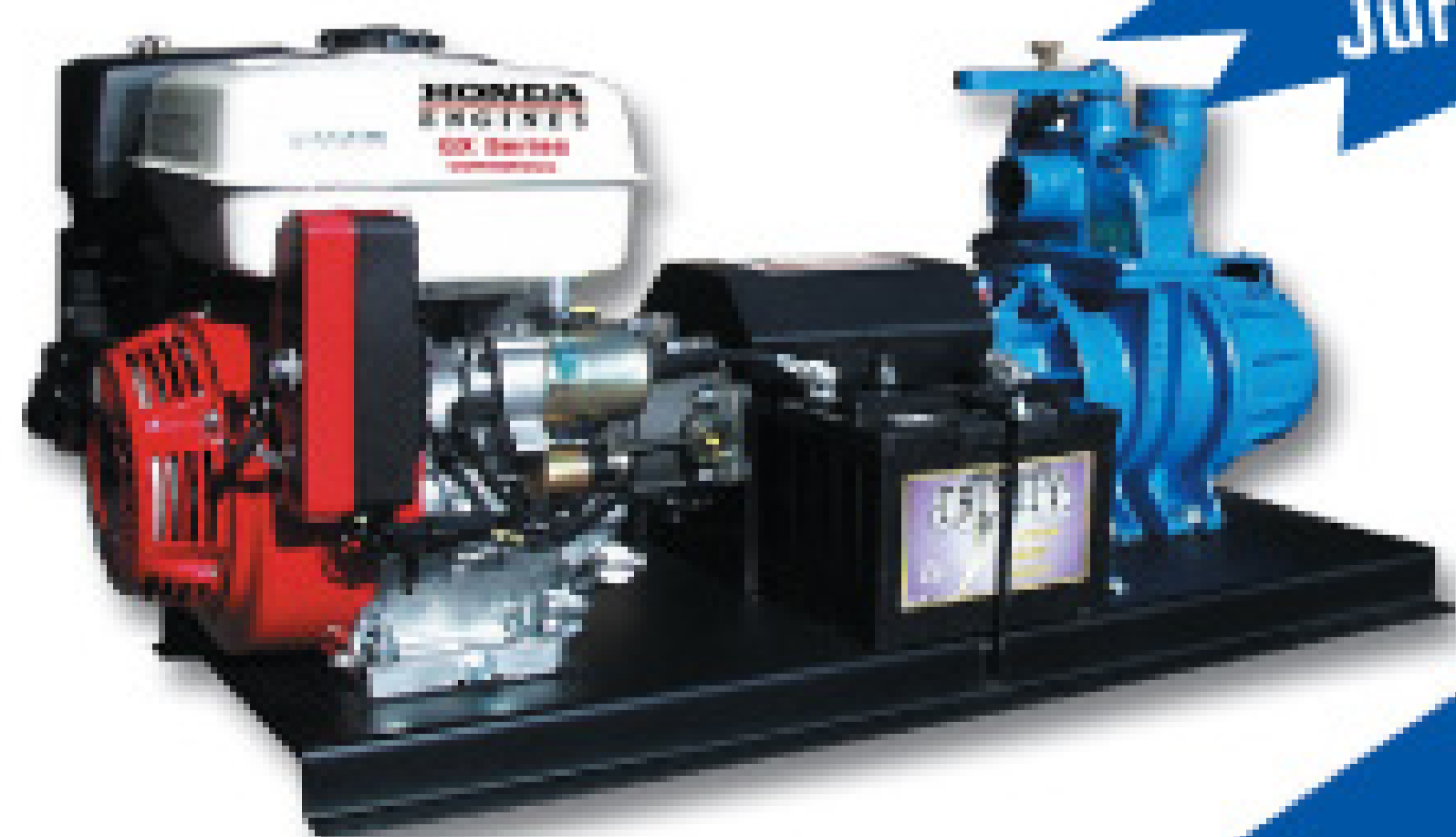
Truck Mounted Units:

Basic configuration includes primary shutoff, full length rails (straight or tapered), 4" discharge nipple and 3" intake valve.

Check out some of the options:

- ✓ Manways (20", 25", 36")
 - ✓ Full open door (2 types)
 - ✓ Primary & secondary shutoffs
 - ✓ Valves for loading & unloading
 - ✓ Oil catch mufflers
 - ✓ Suction hose & couplings
 - ✓ Mounting rails & kits
 - ✓ Vacuum pumps (Jurovac, Masport, Moro, Fruitland, and others)
 - ✓ Hosetrays and hangers
- And more...

Juro-Vac Direct Gearbox Drive



Guaranteed Lowest Price on Featured Juro-Vac Models



Call us at 800-545-0174 before you buy!

LMT Inc. - Custom Vacuum Tanks

Tel: 309.932.3311 • Fax: 309.932.3155 • info@tanksandpumps.com

www.tanksandpumps.com

BIG 10



The PRO Survey

Fill it out. Send it in. We'll slice and dice the answers into the latest trends for the portable sanitation community

We thought you would.

So we've developed a simple, confidential 10-question business survey for PROs to track industry trends across the country. The survey is fast and easy; so fast

and easy, actually, that you should be able to complete it and get it back to COLE Publishing during your next coffee break.

By tallying the portable sanitation community's answers to these basic questions, and then repeating the survey every year in *PRO*, we can help spot trends in areas of efficient operation, employee compensation and emerging technologies. Then you can apply the annual industry snapshot to your own company practices ... and hopefully the outcome will be a real business-building shot in the arm.

But we can't do it without you. Your participation is key to an effective survey. And you choose the way you want to do your part:

1) Go to www.promonthly.com/big10 and complete the survey online, or

2) Fill out this form by hand, then either fax it to us at 715/546-3786 or pop it in the mail to Big 10: The PRO Survey, P.O. Box 220, Three Lakes, Wis. 54562.

Please submit your survey by Dec. 5. We'll share the results in the January issue of *PRO*. And thanks for helping us provide more news you can use.

Some of your most critical business decisions may be made on hunches. You have a hunch that you're utilizing your staff and service vehicles to their greatest potential. You have a hunch your disposal costs are in line with other portable restroom operators. You have a hunch what you should offer employees in wages and benefits.

How would you like to turn those hunches into up-to-date, industry-specific information to help you make better decisions the next time you crunch budget numbers or hire a new worker?

questions

Big 10: The PRO Survey

1 How many portable restrooms are in your company's inventory?
 0-150 151-500 501-1,000
 1,001-2,500 2,500+

2 On average, how much does your company charge per unit for a monthly rental fee?
 \$0-\$60 \$61-\$80 \$81-\$100
 \$101-\$120 \$120+

3 On average, how many times per month does your company service units that are out on long-term rental?
 1 2 3 4 5 or more

4 How many restroom service trucks does your company have in its fleet?
 1 2-3 4-7 8-10 10+

5 On average, what is your company's waste disposal cost per 1,000 gallons?
 \$0 \$1-\$40 \$41-\$80 \$81-\$120
 \$121-\$160 \$160+

6 How many employees does your company have, including yourself?
 1-3 4-6 7-9 10-12 12+

7 What employee benefits does your company offer? (Choose all that apply)
 None Health Insurance Retirement Fund Paid Vacation
 Paid Sick Days Flexible Spending Plans (Cafeteria, HSA, etc.)
 Uniforms Flexible Schedule Company Parties
 Health Club Membership/Wellness Program Daycare
 Holiday Bonus Other _____

8 How does your company compensate your employees? (Choose all that apply)
 Salary Hourly Commission Bonus Other _____

9 Other than portable sanitation, what services does your company provide?
 Residential Septic Pumping
 Commercial Septic or Grease Trap Pumping
 Construction Site Services Party/Special Event Planning
 Powerwashing/Miscellaneous Cleaning
 Other _____

10 What is the single most important issue facing your company in the coming year?
 Disposal Costs Fuel Costs Employee Retention
 Keeping Existing Customers Finding New Customers
 Other _____

What state or province is your company located in? _____

BEST ENTERPRISES, INC.

It's all about the Stainless

2009 F650 with a 400/200 SS Tank



DT466 International with a 1100/400 SS Tank



2009 Kenworth & a 1100/400 SS Tank



2008 International & a 3000/600 SS Tank



*A full line
of trucks
for all of
your
pumping
needs.*

2008 Kenworth & 1100/400 SS Tank



Peterbilt & 3200 Gallon SS Roll Off



Slide In Unit
300 Waste & 110 Water



Slide In Unit
400 Waste & 200 Water



www.bestenterprises.net 1-800-288-2378 Located in Cabot, Arkansas



WISCONSIN SANITARY LICENSEE

TOP-FLIGHT SERVICE

With 11 vacuum trucks, including this 2000 International, and 1,100 portable restrooms on hand, Waste Management's Port-O-Let is ready to serve 700,000 visitors to the EAA AirVenture fly-in. Pictured (from left) are Rob Herriges, Ralph Tuttle, Dennis Lindquist and Randy Berg. (Photos by Don Stolley)



The able crew of Waste Management of Wisconsin pilots the restroom pump trucks to keep the EAA AirVenture fly-in fresh and clean

By Richard Ryman

THE TEAM

Waste Management of Wisconsin's Port-O-Let division is managed by Dennis Lindquist from offices in Germantown, Wis. The division consists of 15 people, including Lindquist, full-time mechanic Rob Herriges and lead driver Ralph Tuttle. They operate 11 vacuum trucks, one flatbed delivery truck and 11 delivery trailers of various sizes. Port-O-Let has 4,000 Satellite Industries Tufway portable restrooms.

Waste Management entered the portable restroom business in Wisconsin in 1985 and since then has been providing services to the Experimental Aircraft Association's AirVenture fly-in at Oshkosh, about 80 miles north of the Port-O-Let headquarters. The PRO provides services

for large events throughout southeastern Wisconsin, including Milwaukee's Summerfest and all the ethnic festivals, PGA golf events and Alpine Valley music theater, but its biggest task, year in and year out, is the fly-in.

THE MAIN EVENT

AirVenture was held July 28-Aug. 3 in 2008 at the festival's permanent grounds, which include, for the days of the event, the world's busiest airport. "I like to say there are special events and then there is EAA," says Lindquist. "It's the world's largest convention. There is nothing like it."

The numbers are impressive: 12,000 airplanes, 700,000 visitors, 1,100 portable restrooms, eight

upscale restroom trailers, six portable showers and 1.4 million gallons of waste water pumped in one week. One other number is equally impressive: one. That's the number of written complaints EAA gets each year about sanitation services at the event, Lindquist says.

The event is always a study in contrast, from homebuilt aircraft and biplanes to Concorde supersonic jets; from World War II fighters and bombers to state-of-the-art military craft from around

Ralph Tuttle refills a hand-wash station during the 7-day fly-in.



THE JOB: EAA AirVenture Fly-In

LOCATION: Oshkosh, Wis.

THE PRO: Port-O-Let division of Waste Management of Wisconsin

"I've always told my guys, when somebody approaches you, positive or negative, let EAA know. They are the ones paying the bills."

Dennis Lindquist

the world. It draws air enthusiasts of every stripe, from regular folks to astronauts; famous aviators such as Gen. Chuck Yeager to celebrities such as actor/pilot Harrison Ford.

GET READY

Planning for EAA is a year-round task. Lindquist has been involved with the event for 19 years, the last 14 in his supervisory role. He says there are always small changes to the layout, especially near the flight line, but for the past seven years the overall layout has been consistent. That will change next year because EAA has major plans for upgrades at the site.

"From year to year, I have my notes. Obviously, you do forget things," he says. "Once you start with the setting up, it just falls into place. Lindquist and Herriges go to Oshkosh in May each year, spending a weekend at their compound checking equipment and inspecting the grounds. They also check the spare parts inventory kept on site. They meet with EAA representatives and vendors in the months before the event, with the frequency of meetings accelerating as they get closer to July.

GET SET

Lindquist and part of his crew move in on July 4 for three weeks of setup, and if all goes smoothly, they get to go home the first Friday in August, a week after the fly-in ends. They arrive three weeks early to



Wittman Regional Airport in Oshkosh, Wis., is host to approximately 12,000 airplanes, from the latest aviation technology to homebuilt craft.



clean and repair the 1,100 portable restrooms they own and keep on site.

Also stored on site are six custom-built portable shower trailers manufactured by Miller Building Systems of Elkhart, Ind. The trailers range in size from 10 to 16 showers each. EAA is charged a flat rate for shower availability.

The individual restroom units and shower trailers are stored outdoors in a fenced compound.

The eight restroom trailers, built by Ameri-Can Engineering, are stored in Germantown and used by the company throughout the year. The 34-foot trailers have three toilets, eight urinals and two sinks on the men's side and seven toilets and three sinks on the women's side.

"We'll have to do minor repairs. There might be a door-spring broke or cracked roof from sitting outside," he says. Lindquist admits that is a lot of inventory sitting unused most of the



year, but says it's justifiable, given the size and importance of the event.

Setup is done in stages. The campgrounds are the easiest because little changes there from year to year. "When you get to the flight line, that's where the changes are. One vendor might go for a larger tent than the year before or you might have more vendors," he says.

GO!

Work begins at 6 a.m. and continues until it's done. Visitors are usually on the grounds until 8:30 p.m. or so. Each restroom is serviced three times a day. It's a constant process, though Lindquist says they get to take a break now and then to eat.

They have a fleet of 11 vacuum trucks on hand, with steel and aluminum tanks ranging in size from 750 to 1,500 gallons. There are Internationals, Sterlings and



Ralph Tuttle and Randy Berg (foreground) service a bank of restrooms using a pair of International vacuum trucks.

Rob Herriges ensures the cleanliness of a shower unit at the EAA site.



"It's really a natural high, if you will. It comes from within, knowing that you've done it safely with no injuries or accidents. When it's all over, it's a total emotional drain after all the hours and the intensity of the event. Then it's time for a long, long nap."

Dennis Lindquist

notify EAA representatives and move on, checking back later.

LET'S BE SAFE OUT THERE

The biggest issue is safety. Lindquist emphasizes to his workers an important point: This is an

in-the-air event. "Everybody looks at the sky, so they are not paying attention to what is going on around them on the ground. Our guys have to be very, very aware that these folks are not paying attention to their surroundings or any of the big trucks," Lindquist says.

Drivers are uniformed and wear all appropriate identification and safety equipment, including vests, glasses and helmets. Lindquist says his crewmembers are approached by attendees, though usually with compliments, not complaints. "I've always told my guys, when somebody approaches you, positive or negative, let EAA know. They are the ones paying the bills," he says.

TEAMWORK TIME

The goal is to get everyone done at the same time so they can eat together and get a good night's sleep, because the night pretty much consists of take a shower, eat, go to sleep. "I tell the teams that if they get done, make sure you call me because I want to know who needs help," he says. "I'm not going to leave one guy hanging out there by himself. The team won't stay focused and one guy will get a real negative attitude."

Lindquist has a partial crew on site for the first half of the convention. The others

stay behind and run the company's regular routes until Thursday, when everybody makes an appearance at EAA. "The big weekend is that second weekend," Lindquist says.

LIVING ON SITE

Port-O-Let has its own fenced compound on the EAA grounds. It consists of a bunkhouse, several mobile homes and a storage area for its EAA-dedicated portable restrooms. The bunkhouse sleeps 10 and has air conditioning, a living room, kitchen, bathroom and showers.

Hourly employees get overtime for their EAA work and a per diem for being away from home. "Oh, they get quite a bit of overtime," Lindquist said, laughing. The workers cook for themselves.

HAPPY LANDING

It takes a week to clean up and stow what takes three weeks to set up. As soon as the event is over, about half the crew goes back to Germantown to resume regular duties while the rest stay behind. After 19 years, Lindquist still looks forward to the event. He says it's like a reunion now, with all the friends he's made among vendors and EAA volunteers.

He says finishing another successful event provides a good feeling. "It's really a natural high, if you will. It comes from within, knowing that you've done it safely with no injuries or accidents," he says. "When it's all over, it's a total emotional drain after all the hours and the intensity of the event. Then it's time for a long, long nap."

WORDS TO LIVE BY

"Sanitation can make or break a special event, top to bottom," says Lindquist. "We pride ourselves in the fact we give quality, quality service. That's why they keep signing contracts with us." ■

Fords among them from as wide a variety of builders. Their two newest are Freightliner M2 Business Class trucks. The 2008 model, with 1,500-gallon steel tank, was built by Glendale Welding Co. The 2005 model has a 750-gallon steel tank and was built by Keith Huber Inc.

Lindquist said wastewater is stored in a dozen holding tanks around the grounds ranging from 8,000 to 30,000 gallons. Lakeland Cartage Inc. of Port Washington, Wis., uses 5,000-gallon tankers to transfer the approximately 1.4 million gallons per event to the Oshkosh municipal treatment plant.

Crews have assigned areas, with Lindquist overseeing the portable restrooms and Herriges the restroom and shower trailers. Each crew is responsible for three-a-day cleanings in its area. Lindquist says the days generally run smoothly. They have two or three minor mechanical breakdowns per show, usually having to do with vacuum pumps. "Rob will have to come in and work his magic and get it going again," Lindquist says.

And occasionally an airplane will be parked too close to a unit, and it's not always easy to find someone to move it. Lindquist says they will add extra hose and pump anyway if they can; otherwise they

More than 1.4 million gallons of wastewater is pumped during the convention.



MORE INFO:

Ameri-Can Engineering
574/892-5151
www.ameri-can.com

Keith Huber
800/334-8237
www.keithhuber.com

Glendale Welding
623/937-7414
www.glendalewelding.com

Satellite Industries Inc.
800/328-3332
www.satelliteindustries.com

Quality People Doing Quality Work



650/300 Portable Toilet Restroom Service Unit mounted on a Ford 550

**IN STOCK:
Slide-In
Portable
Restroom
Units**



650/350 Portable Toilet Restroom Service Unit. IN STOCK. Priced at \$55,500



2500 Gal Septic Service Unit



P.O. Box 1107 • 135 E Mile Road • Kalkaska, MI 49646
p: 231.258.4870 • f: 231.258.2019 • sales@marshind.com
800.952.1537 • WWW.MARSHIND.COM



**Are you ready for winter?
JAG Mobile Solutions is.**

With comprehensive heat packages available now on all JAG units, your JAG mobile restroom will keep your profits warm all winter long.



Mobile Restrooms • Shower Trailers • Custom Combinations



(800) 815-2557

www.jagmobilesolutions.com



**Be Cool, But
Nev-R-Freeze**



Nev-R-Freeze, the Environmentally Friendly Toilet Anti-Freeze.

Safely Keeps Your Toilets Serviceable Even in the Coldest Environments

Can be used in hand washing stations in winter to keep from freezing.



250 Old Marlton Pike
Medford, New Jersey 08055
609-714-2424 Fax: 609-714-3030 www.delvel.com
Toll Free: 800-699-9903 E-mail: cgiusti@delvel.com
Call For Pricing



LOOKING FOR AN



IT'S A FACT:

Well engineered, quality-built restrooms are important to the success of a thriving business – not to mention your customer's satisfaction.

When the storage yard starts to fill up with worn out, un-usable, out-of-service units, it's not hard to figure that cheap restrooms aren't such a good buy after all. And

the temporary models that looked so pretty just a few months ago are now sitting idle, costing you money and customers, too.

The advantages of Vantage. The double-walled Vantage (right) is a top-of-the-line PolyPortables' restroom. It's engineered with common sense and built rock-solid, just like the rest of the PolyPortables' models.

ADVANTAGE?



Here are the advantages:

CUSTOMER-FRIENDLY

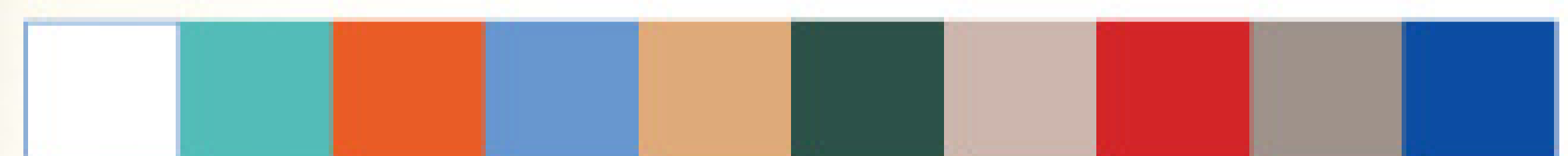
- Look at the size of that door! Tall, wide – easy for customers to enter and exit – even with bulky work gear.
- Keystone roof lets in plenty of light. The unit is brighter and feels more spacious.

SITE-FRIENDLY

- Easy to move and handle. 8 oversize handholds, corner strap-down guides and reinforced corners with no corner molds.
- Smooth easy-to-clean interior walls

EASY TO KEEP IN ACTION

- Most of the Vantage parts are interchangeable with PolyPortables' Standard and Integra models.



10 colors available now! Call about other available colors.

All this means you'll keep more units in the field, for longer periods of time, with less maintenance and hassle. The result: Happier customers and more money on your bottom line. Now that's an advantage!

PolyPortables: Good sense.



POLYPORTABLES

Listening. Learning. Delivering. Since 1972

Nothing keeps restrooms clean and fresh like Green Way Products deodorizers, cleaners and air fresheners.



99 Crafton Drive, Dahlonega, GA 30533 USA • Phone (800) 241-7951 or (706) 864-3776 • Fax (706) 864-8111 • www.polyportables.com



Louisville '09

YOUR PLACE. YOUR TIME.

EDUCATION DAY

Wednesday
February 25th, 2009

- Full day of seminars
- Exhibit hall closed
- Schedule subject to change

ROOM C201 & C202

LRN Leaders Resource Network

- 8:00 - 9:00 How to Become a Value Leader
- 9:30 - 10:30 Credit Collections: Getting Paid
- 11:00 - 12:00 The Value of Internet Marketing
- 12:00 - 1:00 **Lunch Break**
- 1:00 - 2:00 Selling Value
- 2:30 - 3:30 How to Add Value to Every Customer You Have and Future Customers
- 4:00 - 5:00 How to Determine Your Operating Costs

ROOM C203

WJTA / PSAI / CBSA

- 8:00 - 9:00 What an Air Mover Can Do For You
- 9:30 - 10:30 The Basics of High Pressure Waterblasting
- 11:00 - 12:00 Waterjetting Applications
- 12:00 - 1:00 **Lunch Break**
- 1:00 - 3:30 Understanding Your Cost to Insure Profitability (PSAI)
- 4:00 - 5:00 Cross Bores of Gas Lines in Sewers (CBSA)

ROOM C204 & C205

SSCSC Southern Section Collection Systems Committee

- 8:00 - 9:00 Trenchless Pipe Rehabilitation
- 9:30 - 10:30 CCTV Pipeline Inspections
- 11:00 - 12:00 The Nuts and Bolts of GIS
- 12:00 - 1:00 **Lunch Break**
- 1:00 - 2:00 The Nitty-Gritty on Pipeline Cleaning
- 2:30 - 3:30 Confined Space and Protective Equipment Safety Requirements
- 4:00 - 5:00 Manhole Inspections

ROOM B101 & B102

NAWT National Association of Wastewater Transporters

- 8:00 - 9:00 What are My Disposal Resources
- 9:30 - 10:30 Treatment Processes, What is Out There?
- 11:00 - 12:00 Evaluating Costs as Part of the Decision Making Process
- 12:00 - 1:00 **Lunch Break**
- 1:00 - 2:00 Meeting Part 503 Requirements
- 2:30 - 3:30 Turn Grease Trap Waste Into Gold
- 4:00 - 5:00 Developing a Business Plan

ROOM B103 & B104

NOWRA National Onsite Wastewater Recycling Association

- 8:00 - 9:00 NOWRA Overview & Industry Trends
- 9:30 - 10:30 Soil & Site Evaluation Overview
- 11:00 - 12:00 Septic Tanks: Function, Inspection, Installation & Trouble Shooting
- 12:00 - 1:00 **Lunch Break**
- 1:00 - 2:00 Aerobic Treatment Units & Filters
- 2:30 - 3:30 Pumps & Controls
- 4:00 - 5:00 Operation & Maintenance of Systems

ROOM C101 - C104

NASSCO National Association of Sewer Service Companies

- 8:00 - 9:00 Robotics For the Future, What Does it Mean for You?
- 9:30 - 10:30 Small Diameter Epoxy Coatings
- 11:00 - 12:00 Root Control, How Does it Work and Why is it Needed?
- 12:00 - 1:00 **Lunch Break**
- 1:00 - 2:00 OSHA Regulations
- 2:30 - 3:30 Choosing the Correct Chemical Grouts
- 4:00 - 5:00 Trained Technology Inspectors

ROOM C105 - C108

NEHA National Environmental Health Association

- 8:00 - 9:00 How to Work With Regulators and Regulations
- 9:30 - 10:30 Pumpers: Operation and Maintenance
- 11:00 - 12:00 Routine Maintenance Inspections
- 12:00 - 1:00 **Lunch Break**
- 1:00 - 2:00 Using the Certified Installer Credential to Help Your Business
- 2:30 - 3:30 T.B.D.
- 4:00 - 5:00 T.B.D.

ROOM C109 - C112

SCOTT HUNTER Business Track

- 8:00 - 9:00 The Art of Personal Sales
- 11:00 - 12:00 The Art of Personal Sales (Part 2)
- 12:00 - 1:00 **Lunch Break**
- 1:00 - 2:00 Yes, We Have to Work Together, but Does it Have to be So Painful?
- 4:00 - 5:00 The Art of Being Outrageously Successful!

FEBRUARY 25-28

Kentucky Exposition Center
LOUISVILLE, KENTUCKY | 09



THURSDAY

February 26th, 2009

ROOM B101 & B102

Portable Toilet Track

- 8:00 - 9:00 Portable Sanitation Start Up
Hampel
- 9:30 - 10:30 Selling Portable Restrooms Services
Satellite Industries
- 11:00 - 12:00 T.B.D.

ROOM C105 - C108

Liquid Waste Track

- 8:00 - 9:00 Decentralized Wastewater Sustainability - **Aquatest**
- 9:30 - 10:30 T.B.D
- 11:00 - 12:00 Modular Waste Water Treatment
Big Fish Environmental, LLC

ROOM B103 & B104

Municipal Track

- 8:00 - 9:00 Why Measure Sewer Flows from Private Services? - **City Meter**
- 9:30 - 10:30 Polymer Solutions for Wastewater Treatment - **Fort Bend Services**
- 11:00 - 12:00 Rotary Jets for Material Removal
StoneAge

FRIDAY

February 27th, 2009

ROOM B101 & B102

Sewer Cleaning Track

- 8:00 - 9:00 High Pressure Hose Safety & Proper Use
Spir Star
- 9:30 - 10:30 The Better Jetter, Secrets to Jetting
US Jetting
- 11:00 - 12:00 Chemical Root Control
Douglas Products

ROOM B103 & B104

Business Track

- 8:00 - 9:00 Maintenance Agreements for Commercial Accounts
Spartan Tool
- 9:30 - 10:30 First Rate Customer Service
RooterMan
- 11:00 - 12:00 Insurance and Risk Management
Heffernan Insurance

ROOM C109 - C112

Miscellaneous Track

- 8:00 - 9:00 Keys to Proper Power Take-Off
Muncie Power Products
- 9:30 - 10:30 Vacuum Tank, Chassis and Pumps
Amthor International
- 11:00 - 12:00 Lateral Replacement Program
TT Technology

For detailed course information please visit

www.pumpershow.com



Louisville '09
YOUR PLACE. YOUR TIME.

HOTEL ACCOMMODATIONS



Louisville has many great hotels to choose from. Some hotels are in walking distance to the expo and some are a quick 10 minute drive from downtown – the choice is yours!

Call the Louisville Housing Bureau for help with your reservation.

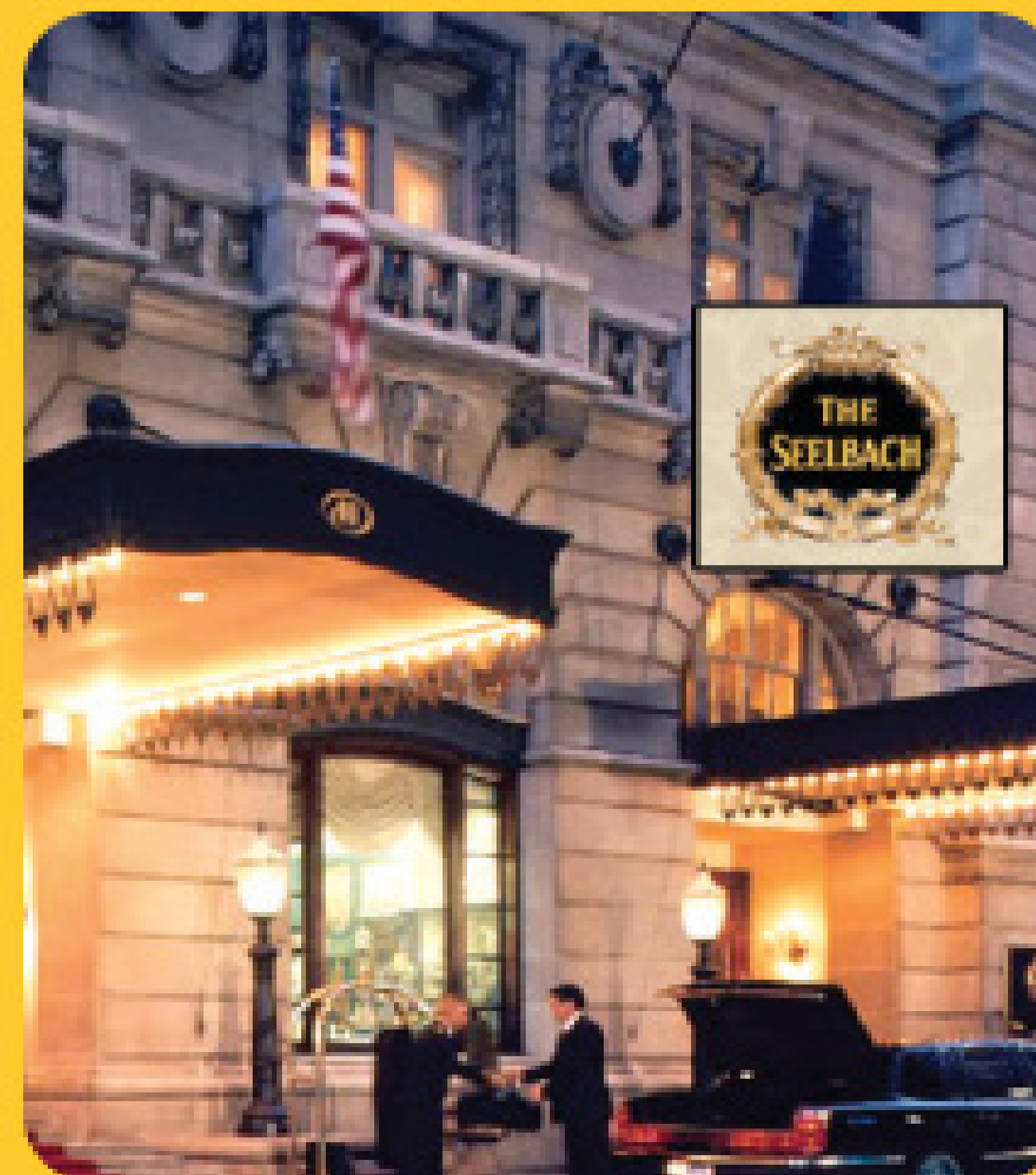
Monday -Friday 9:00 am to 5:00 pm EST

1-800-743-3100 (TOLL FREE)

1-502-561-3100 (INTERNATIONAL)

Or you can make reservations quickly online at **www.pumpershow.com/hotels**

Most official Expo hotels have shuttle bus service to the Expo hall. Please refer to the website for details.



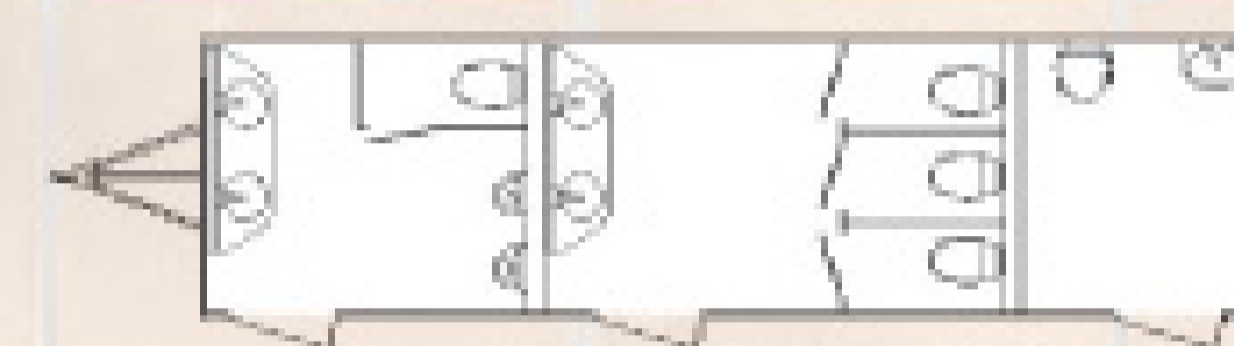
Comforts of Home

Services, Inc.

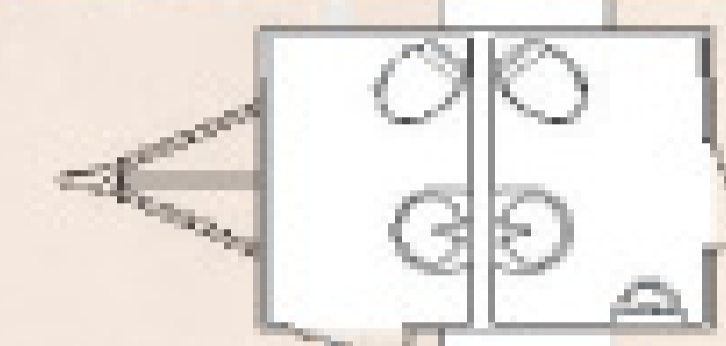
LUXURY
TRAILER
SALES

- Restroom & Shower Trailers, including 53' Semi Units
- Lowest Interior Floor Height in the Industry
- High Privacy Partitions are Standard for Added Comfort
- Unlimited Floor Plans from 8' to 53' Trailers
- ADA wheelchair accessible units.
- Rigid Steel Shell Construction from top to bottom to resist rot and warping.
- Rigid Platform, our smallest wide body trailers start out with Dual 10" ASTM I-Beams.
- 24/7 Tech Support for the best customer service available.
- Full 3 Year Warrantee, excluding normal wear and tear items.
- Free Nation Wide Lead Program for our customers.
- Dexter Torsion Axles for stable towing.

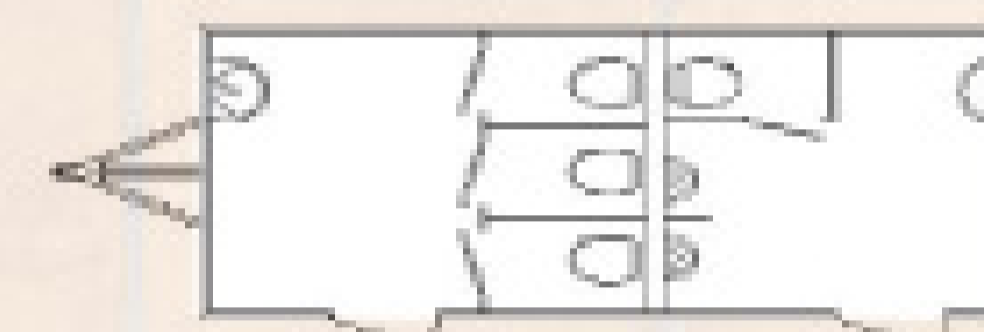
UNITS COME WITH A/C, HEAT, HD STEPS AND LARGE WASTE TANKS.



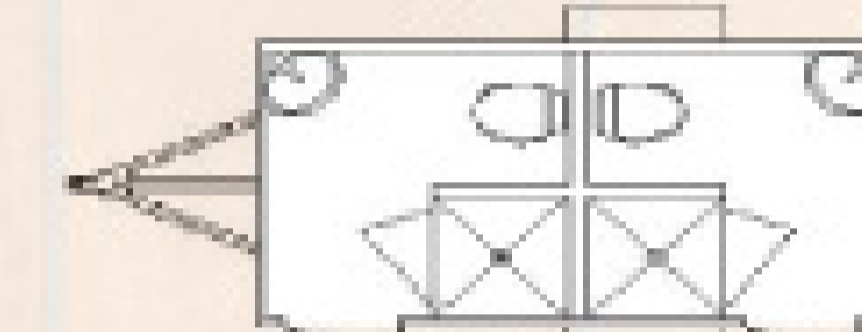
24' 7-Station ADA
w/AC & Heat - 750 gal waste



8' 2-Station
w/AC & Heat 300 gal waste



20' 6-Station
w/AC & Heat - 600 gal waste



12' 2-Station Combo
w/AC & Heat - 450 gal waste Includes Showers

See our website for more layouts and options.

CALL FOR MORE INFO AND ADDITIONAL OPTIONS

P: 877.382.2935 • EMAIL: INFO@COHSI.COM • WWW.COHSI.COM

Sanitation Station
"Commercial Quality"
Running Water Restroom
WATER PUMP

No out of pocket expense
Immediate revenue generation
New product to your rental fleet without a major investment

Three business model offers with the Sanitation Station are:

OPTION 1

- You buy it!
- You rent it!
- You pump it!

OPTION 2

- You have a six month minimum rental...
- We rent the unit to you at a discounted rental rate...
- You mark the unit up and re-rent it to your customer...
- You enjoy the revenue from pumping the unit...

OPTION 3

- You have a six month minimum rental...
- Call DropBox and we land the business for you...
- We rent the unit to your customer...
- You enjoy the revenue from pumping the unit...

DROP BOX

1.888.388.7768
www.dropboxinc.com

MORO 100+ Years Of Quality Innovation.
The Next Generation To Be Unveiled At The Pumper and Cleaner Expo in Louisville.

Booth 6099

Ask for a quality Moro pump from your truck builder, or call us for the dealer nearest you.

Pittsburgh, PA | 1-800-383-6304 | fax 412-269-4172
www.morousaeast.com | moroeast@attglobal.net
St. Louis, MO | 1-866-383-6304, 636.584.8844
fax 636-583-2044 | www.morousaeast.com | moro@charter.net

Happy Thanksgiving

Scott Yinger often puts in 10- to-12-hour days servicing 400 units in an eight-county area surrounding Columbus, Ohio. (Photos by Lisa Marie Miller)

ROCK Around the CLOCK



Working day and night and utilizing new technologies help an entrepreneurial young Ohio couple build a name for their portable sanitation business

By Sharon Verbeten

Just a toddler, Lilly Yinger has no idea how multi-talented her parents are. Young entrepreneurs Scott and Lindsay Yinger are growing their fledgling portable restroom business, Jet Set PTS, all while raising a family and running another unrelated business on the side.

"When asked, 'How do you do that?,' there's not really a straightforward answer. I don't really know how I do it; I just do," says Lindsay Yinger, 27, co-owner of the Sunbury, Ohio, company with her husband, Scott, 28.

The duo, married four years, previously worked for Scott's parents at their septic/portable restroom business, Bob's Septic and Jet Set. While building up a portable sanitation business is challenging enough, Lindsay also runs an established equestrian training business nearby.

JUST STARTING OUT

Scott's parents, who also run a custom home construction firm, had purchased the septic and portable restroom business in 2000. "I was just getting out of college and decided I'd like to try it," says Yinger, who studied construction management. "They kind of came to me first to see if I was interested in managing it."

Last year, Scott and Lindsay purchased the portable restroom portion of the business, retaining the Jet Set name and adding the PTS, short for Portable Toilet Service.

"That was kind of the plan from the beginning," Yinger says. "I kind of wanted to be an entrepreneur of my own."

Purchasing the restroom side of the business seemed the likely answer to provide the young couple with both financial

security and business control, but it has required a lot of juggling.

"The way our lifestyle is run, we have to have flexibility and control," says Lindsay. "It's been a struggle figuring it out."

The Yingers have 400 units (most from PolyJohn Enterprises, Satellite Industries and Hampel Corp.), which they use to service an eight-county region around the state capital, Columbus. They have three service trucks with Masport pumps (a 2002 Isuzu NQR has a 600-gallon waste/300-gallon freshwater steel tank from Keith Huber Inc.; a 2003 Chevy Z5500 has a 650-gallon waste/350-gallon freshwater steel tank from DynaVac, and a 2005 Ford F-550 has a 1,000-gallon waste/350-gallon freshwater aluminum tank from Progress Tank). A 2001 Ford F-450 with 16-



Co-owners Scott and Lindsay Yinger of Jet Set PTS with employee Jerry Strider (right) stand outside the shop with their fleet of four service vehicles.

foot stake body hauls their units. Scott does 90 percent of the maintenance on the trucks, farming out more challenging tasks.

CLEANLINESS COUNTS

Since they took over the restroom business in 2007, the Yingers worked hard to maintain their footing in a busy market with two larger competitors. They serve a slightly more rural area than some of their metropolitan competitors, but Scott notes that the city is quickly encroaching upon them.

Focusing on cleanliness and customer service has been their forte. "Mostly, we've prided ourselves on (keeping) our units very clean. Our service is very timely, reliable," Lindsay says.

Jet Set also takes a definite approach to pricing — even in times of recession. They charge a flat rate for units. They don't charge extra for delivery or pickup based on location.

"It's easier to just flat rate everything ... for bookkeeping, and it helps us be a bit more competitive," she says.

Still, like other portable restroom businesses, Jet Set has felt the crunch of a flagging economy. "Construction is way

"We text (message) and e-mail (each other) probably 30 times a day ... The iPhones are phenomenal. We got them for each other for Christmas bonuses."

Lindsay Yinger

down right now; we're down about 25 percent," Lindsay says. Construction makes up about 50 to 60 percent of Jet Set's business, but in the potentially wicked Ohio winters, "It's cut in half," she says.

In addition, rising fuel costs have added to the burden. "The price of fuel is really killing us," says Scott, who adds that fuel costs have almost doubled since they took over. Although it looks like fuel prices are backing off somewhat.

"We made an increase in price at the first of the year; we just added onto our regular costs. We don't have any fuel surcharges," Scott adds. To stay viable in a competitive market, Jet Set doesn't plan on raising prices.

"No one can afford to lose customers," Lindsay says.

One wrinkle Scott is investigating to quell rising fuel costs is production and use of biodiesel fuel. He plans on attending a workshop on how to turn waste vegetable oil into fuel — something he hopes might have future and long-term potential for his business.

GIDDYUP

While the Yingers have devoted much of their time to portable sanitation — he runs the routes and cleans restrooms with one other employee; she runs the administrative end — Lindsay has always had an equestrian interest.

"I've always done the horses ... my whole life," she says. In addition to her responsibilities at Jet Set, Lindsay trains "jumpers and hunters" in her horse barn, only a few miles from the Jet Set offices.

"(The discipline) entails a very high level of precision from horse and riders. I teach the riders from basics to the precision; I also



Yinger uses a Ford F-450 with 16-foot stake body to haul units.

Jet Set PTS, a division of Yinger Services Inc. Sunbury, Ohio

Owners: Scott and Lindsay Yinger

Founded: 2007

Employees: 3

Services: Portable sanitation

Service Area: 100-mile radius, eight counties





Lilly Yinger, with her mother, Lindsay, at her side, shows a pony in the lead class for children age 6 and younger. (Photo courtesy Lindsay Yinger)

train the horses to respond to the cues," she says.

"Besides just making up income, it is my love and passion," she adds. "The original intention was I would do horses part-

time. I did that for a while, but it doesn't really work," she says. "In order to keep customers happy, you can't just do it part-time."
Her equestrian duties also require frequent travel. "I show a lot; I'm also a judge, so I'm gone most weekends," she says. And while Lindsay used to travel to horse shows in Florida for three months each winter, she hasn't made the trip since Lilly was born almost two years ago. "Same thing with horses and portable restrooms — no one does

Jet Set PTS uses the Apple iPhone to enhance communication

For Scott and Lindsay Yinger, the busy entrepreneurs at Jet Set PTS, it's unlikely they'd conduct business as efficiently without their ties to technology.

"We text (message) and e-mail (each other) probably 30 times a day," says Lindsay, who runs the business end of the company from her horse barn, about 10 miles from the Jet Set PTS offices. In fact, even when teaching a riding lesson, she's connected to her iPhone.

"The iPhones are phenomenal. We got them for each other for Christmas bonuses," she says.

When a call comes into Jet Set PTS, it rings on her phone; she then does all the scheduling, communicating frequently with Scott. "A lot of my (customers) leave a message."

The first generation iPhones enable the Yingers to communicate via e-mail as well as by voice. "It makes it a lot easier so I don't have to write stuff down when I'm driving," says Scott.

And the Google Maps feature allows them to simply type in an address and retrieve a map or detailed directions. At this point Scott says he doesn't require GPS mapping technology, a feature in the recently released third-generation iPhone, since he knows the area so well.

To further utilize 21st-century technology, Lindsay designed and maintains the company's Web site, www.JetSetPTS.com. "I built the Web site myself," she says. "One of our relatives is very much involved with big business, and he kind of helped me. He guided me to tell me what to do and how to do it."

While she wasn't sure exactly how much business has come in via the site, she adds, "We definitely picked up a lot after going on the Internet."

What's the key to creating an effective Web site? "Get your point out there," she says. "Be simple, be honest."



Lindsay Yinger

MORE INFO:

Dyna-Vac Equipment
315/865-8084
www.dynavacequipment.com

Hampel Corp.
262/255-4540
www.hampelcorp.com

Keith Huber
800/334-8237
www.keithhuber.com

Masport Inc.
800/228-4510
www.masportpump.com

PolyJohn Enterprises
800/292-1305
www.polyjohn.com

Progress Tank
888/543-2121
www.progresstank.com

Satellite Industries Inc.
800/883-1123
www.satelliteindustries.com

anything in the winter (in Ohio)," she says.

To monitor the Jet Set business, Lindsay keeps her Apple Inc. iPhone on at all times — fielding customer calls even during lessons or training. "I'm typically at my horse business," she says. "The Jet Set phone number is a cell phone." Her other constant companions? Her order book and laptop computer.

Lindsay typically spends mornings with her daughter, while also doing office work. "Lilly has a keyboard, and we sit in the office together. She kind of entertains herself," Lindsay adds, admitting to pangs of parental guilt at times.

When she leaves the office — with Lilly at a sitter — Lindsay heads to her horse barn. "I'm typically at my horse business until at least 9 p.m." Then it's home to play with Lilly — who dad often keeps up so they can enjoy some family time — and then more office work. "I don't go to bed before 3 a.m. a lot," Lindsay says.

A DESIRE TO GROW

With so many balls in the air, Lindsay is often asked why she does it all. Right now, she says, it's a financial consideration. Jet Set can't afford to hire another employee, although hopefully that will happen in the future, she says. But the Yingers aren't looking too far ahead too fast.

"We're certainly planning on growing the business, and we would definitely love to add office staff," Lindsay says. "But we're not even close to it; we haven't even figured it out ... probably like five years down the road."

"We've been hit pretty hard by the economy," Scott adds. "I don't see the point in trying to expand too much right now."

For the time being, the couple might have what Lindsay calls an "unconventional family life," but she says that despite the hectic pace, there are few regrets. "I try to always keep a very positive outlook," Lindsay says. "I own my own business, and I do what I love."

And if that means "doing it all," then she's prepared and ready to make the appropriate sacrifices.

Scott adds that even with the long days — sometimes 10 to 12 hours — he's in it for the long haul.

"I enjoy working for myself, and I have no one to answer to except myself," he says. "That keeps me going to do the best job I can." ■

Supplying your Business for Seasons of Success



- One-Stop Shopping**
 Our wide selection of products makes shopping at several different places for all of your needs a thing of the past.
- Very Competitive Pricing**
- Huge Selection**
 We carry a wide selection of portable restroom parts and accessories to take care of all your needs. Including toilet parts, pumps, pressure washers, hoses, valves, fittings, tank components, chemicals, dispenser systems, hand sanitizer, deodorizers and odor control products, engines, sink parts, cleaning supplies, and much much more.
- Two Locations for Faster, More Economical Shipping**
 Our warehouses in Utah and Georgia are strategically placed to service every state.
- Custom Pump Trucks**
 If you can imagine it, we can build it. We pride ourselves on our ability to work with our customers and design an efficient and effective pump truck designed around your custom applications.



TOICO Pump Trucks



CALL TODAY for your FREE product catalog!



1-888-935-1133
www.toico.com



YOUR ONE STOP SOURCE FOR PORTABLE RESTROOM PARTS AND SUPPLIES

CUSTOM SIGNS AND DECALS

 877-340-0004 800-638-1233	 (800) 446-4669 www.a-throne.com	 Another... ANDY GUMP FENCE 1-888-263-9486
 1-888-744-7191	 1-800-427-2873	 800-222-3337 haulaway.com

- All Of Our Custom Manufactured Products Are Quality Engineered For Long Term Outdoor Durability.
- Very Competitive Pricing
 - Knowledgeable, Helpful And Courteous Customer Service Staff.
 - Dependable Delivery.
 - Digital Print And Vinyl Cut Lettering
 - Generic Signs And Decals
- And Much More!

DURABLE, AFFORDABLE AND BUILT TO LAST SINCE 1949

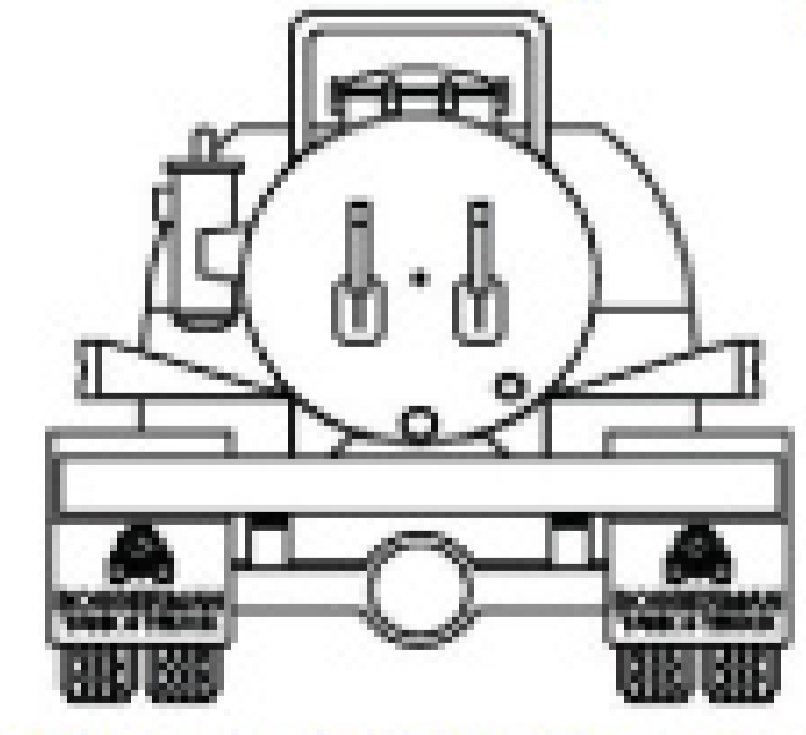
J.C. Gury Company Inc.

530 East Jamie Ave, La Habra, CA 90631 Call (800) 903-3385 or (800) 556-5576
www.jcgury.com



Innovative vacuum truck manufacturer of the Midwest!

BOSSERMAN Tank & Truck Equipment, LCC



2327 State Route 568 Carey, Ohio 43316
 P: (419) 396-1570 F: (419) 396-0022
 E: info@BossermanTankandTruck.com
 W: www.BossermanTankandTruck.com



Break Out of a Slump

When sales go stale in a lagging economy, return to these eight golden strategies to promote your business

By Faye Kelley

Many portable sanitation businesses maintain their success using a few basic marketing strategies. They keep a Yellow Pages ad, they follow local construction project bids by reading *Dodge Reports* (McGraw Hill Publishing), they prospect with phone calls and sales visits, and they maintain visibility with a memorable company name clearly posted on all their units in the field.

This may be all you need to survive. However, when competition heats up, when the economy slides downward, and when gas prices, insurance or other expenses rise, you may be looking for more ways to keep your business thriving. Here are eight strategies for marketing a successful portable sanitation business.

1. Become Web savvy. You can get *Dodge Reports* online (the first five reports are free at www.construction.com). You can also access many city planning and purchasing departments online. Or, when you want to approach a company for a new business pitch, learn everything you can about them by visiting their Web sites.

2. Boost your Yellow Pages ad. Most everyone in this business has a listing in the local phone book. We would recommend testing display ads and even color ads. One portable sanitation operator we know claims to receive four new customers a month from his color Yellow Pages ad. Because he is the only one in his area spending the extra money on a color ad, his listing really stands out. Also consider expanding your geographic area by purchasing ads in books from outlying areas.

3. Use testimonials. A satisfied customer can be your best salesman. When a customer pays you a nice compliment, ask if you could put it in writing to use as a sales tool. Most people will be flattered that you appreciate their comments enough to use them in your own marketing. A few testimonials liberally sprinkled on your brochure or Web site tells potential customers that you deliver what you promise.

4. Join local service, church, political and business groups. The more people you know, the more word-of-mouth

Volunteer work helps you get to know the movers and shakers in your community. Attending governmental meetings helps you learn more about community plans for development, environmental regulations and building projects.

and relationship marketing you generate. The Chamber of Commerce, service clubs, your church, the country club are among community groups you could join. Join the ones that inter-

est you and the amount of time you put into helping the organizations will come back to you in new business relationships. Volunteer work helps you get to know the movers and shakers in your community. Attending governmental meetings helps you learn more about community plans for development, environmental regulations and building projects.

5. Develop your image. Hire a professional graphic designer to create your company logo, business cards, truck graphics and unit stickers. The cost is a one-time fee that can help you for many years to come. When developing your company's image, look for other logos that you admire and show them to your designer. Don't try to get too fancy. Bold, simple and memorable make a much better marketing tool than cute, complex or silly.

6. Learn "sign language." If your business is on a heavily traveled road, have an attractive sign built with your company name, services and phone number on it. A good sign on your building is like having your own advertising billboard, only better, because you only pay for it once.

7. Try telemarketing. Have a well-trained, friendly person available to answer your phone. You might call that person a receptionist, but you should think of them as a telemarketer. Teach your phone person how to begin the sales process by learning all about your products and services. Leave it up to your salesman to handle negotiations, closing the sale and follow-up.

Your receptionist can also use the second line to call leads and prospect for sales appointments. Have your best salesman develop a script for your receptionist. But make sure the main phone line isn't being tied up and that the script doesn't sound "scripted."

8. Stay in contact by mail. Every customer you ever served and any prospect you ever called on should be on your mailing list. An address book software program can easily print a personalized form letter or postcard from your desktop computer to your printer. Once you have a good list of addresses, printing a mailing is quick and easy. You should try to communicate with former and future customers at least every four months. Think of special promotions or one-time offers you can run to prospect for new customers and reactivate former customers.

A FINAL WORD

When it comes to promoting yourself and your business, everything you do should help brand efforts. When people see your ads, read your letters, talk to your salespeople or call your business, the impression they get should be the one you want to send. Does your current marketing program do that? ■



Comfort Elite Mobile Restroom Trailers



See what over 50 years of trailer manufacturing experience can do for a restroom. See what the other guys will be trying to keep up with next.

Ask Us About Our NEW:

- ◆ GPS Monitoring System**
- ◆ Negative Ion Air Purifiers**
- ◆ Lead Referral Program**
- ◆ Corian Countertops**
- ◆ New Platinum Edition**
- ◆ ADA Units**
- ◆ Arctic/Winter Packages**

Effective **Solutions.** Uncompromising **Quality.** www.wellscargocog.com **888.574.4222**

Merry Christmas!

PUMPER 101
The Complete Guide to Owning and Operating a Vacuum Truck
By Robert E. Carlson
30 years in the vacuum truck industry

Other great gifts for Christmas:

- *My Job Sucks*
- *The Pumper Gang Rides Again*
Music for and about Pumpers
By the Pumper Gang
- **MY JOB SUCKS** Tee Shirts
Sample the music and other great things at our web site: www.penbobpublishing.com

Pumper 101

\$39.95
plus \$5.00 S&H
This book is read around the world.
Do you have yours???

Order from:
www.penbobpublishing.com
OR CALL
623-640-6840
All major credit cards

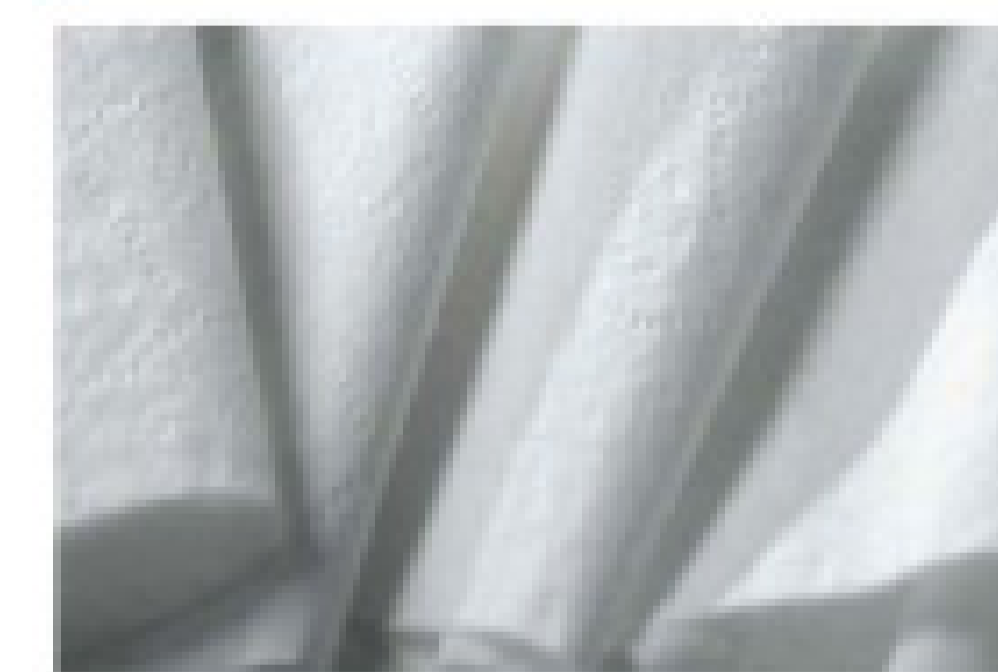
WWW.PENBOBPUBLISHING.COM

Something different for the Pumper in Your Life. Celebrate your job and celebrate the holidays with all the fun stuff from Penbob Publishing. Nobody applauds and celebrates the pumper more than Penbob Publishing.

Understanding the Portable Restroom Industry!

Start to finish we know:

Consistent



FROM BASE SHEETS

Quality



TO INNER PACKAGING

Performance



AND IN HIGH PERFORMING SYSTEMS

*Prices Held
Until the End of the Year!*

1-866-6KNOWTP
(1-866-656-6987)

www.hauleragent.com

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



The Efficient Rig, *Part III*

More than simply a tank and pump, a vacuum truck requires a system of components that ensure you'll be profitable over the long haul

Vacuum truck operator Hal Parker of Buffalo, N.Y., asked us to elaborate on the basic requirements for an efficient vacuum service truck. To create a primer for readers to use the next time they order a service vehicle, we decided to answer his question in three parts. Last month, we covered what we consider should be “standard” accessories on every vacuum truck. This month we look at what we consider “optional” accessories.

Handy Additions That Can Save Tech Time

A number of vacuum truck accessories are not absolutely necessary, but they can make a driver's/technician's job easier. And if these optional features save a few minutes per day on a driver's route, they'll pay for themselves over the life of the truck.

MANWAY

Many vacuum trucks have manways built along the top of the tank. Trucks with larger capacity tanks — those used in the septic tank-cleaning trade — often have more than one manway on top. The main purpose of the manway is to allow you to look inside the tank. You can evaluate the condition of your tank and baffles by shining a light and visibly checking things out. You can also clean the tank using a hose or a pressure washer.

Most manways, however, never get used. They are there just in case you need to access the tank. Some pumpers put a manway on the rear head for cleaning or more thorough dumping when necessary. This is probably a better idea than the manway on top of the tank because, you don't have to do any climbing and you can hose out the tank without any great risk of falling.

SIGHT GAUGE

Most trucks utilize a sight gauge. Some trucks use a clear hose, visible to the eye, for monitoring levels inside the tank. The down side of the clear hose is that it darkens quickly and you can't see the level. The most common type of sight gauge on portable sanitation service trucks is the sight bubble. Using two or three sight bubbles, you can judge when the tank is half full and then when it is getting nearly full.

You don't want your tank absolutely full, which will eventually cause damage to your pump. There are also electronic gauges for measuring the liquid levels, but they are generally expensive and require some maintenance. No matter what type you use, sight gauges are a good idea.

SAMPLE PORT

Many cities and states now regulate where you dump and what you can dump. They have built dump stations to monitor how much you are dumping and exactly what you are dumping. Before they let you dump, they often sample tank contents. The easiest way to allow for the monitoring is to install a sample port on top of the tank. We generally add a 6-inch fitting that allows for convenient sampling.

It's a good idea to have a sample port installed when the truck is built because, even if your disposal sites don't test your waste at this time, the day may soon be coming when they'll want to take samples. The sample port also can be used as an access point if you ever need to hose out the tank.

WORK LIGHTS

For working at night, work lights installed on top of the tank are absolutely necessary. But if you never work at night, they are worthless. It might be handy to have the work lights installed in the event you have an unexpected night job or if you need to add second-shift routes during the busy season. Don't lose work because you can't see the job.

SAFETY BEACON, REARVIEW CAMERA

Another option that is becoming more popular, and a requirement in some locations, is a safety beacon. Flashing beacons have become a standard warning for others that something is going on. It is for your safety and the safety of others. As time goes on, more and more cities and states are requiring them to be used when on the job. The option of rearview video cameras has become more affordable and can help prevent damage and downtime. They can now be installed on any truck.

CARRIERS AND TOOLBOXES

Almost every portable sanitation service truck has a restroom carrier. Some are heavy-duty and some are lightweight. The choice is up to the personal preference of the truck owner. Just make sure the lighting for brakes and turn signals is working if they are built into the carrier. Save yourself a ticket. Make sure you know the volume of supplies you need to carry for efficient service and have the right number and size of toolboxes to get the job done.

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. ■



Cold and Hot Water Pressure Washers

Simpson and Delco have been making top-quality pressure washer for decades. Available on trailers, skid mounts, or as portable models, our pressure washers give you the durability you want to keep cleaning on site, and the power you demand to clean your equipment back in the shop!

Call Bob Pligge at (847) 348-1573,
 email bpligge@simpsoncleaning.com
 or check out our websites
www.simpsoncleaning.com
www.delco-cleaning.com



TANKS

Holding And Fresh Water

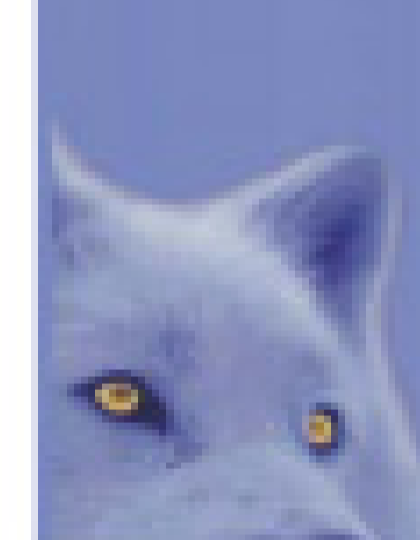
Visit our websites

www.ronco-plastics.com • www.ronco-plastics.net

400 Sizes Available

Wholesale Pricing Available

714-259-1385

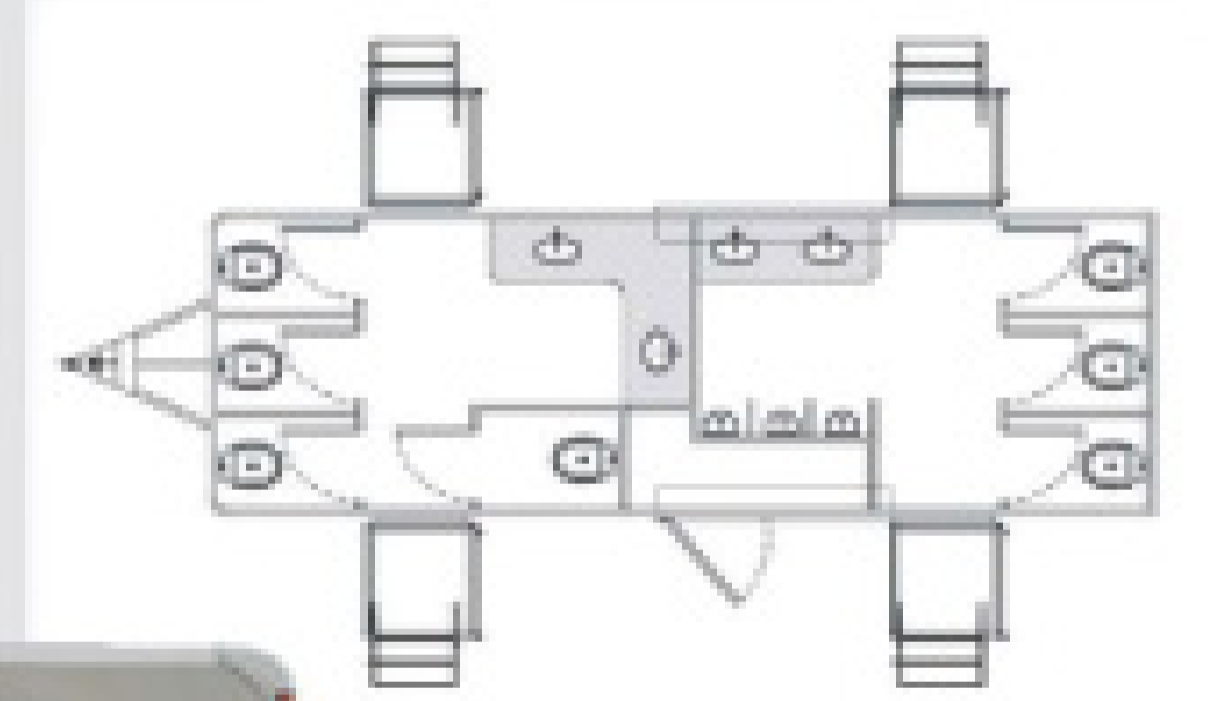


ALPHA

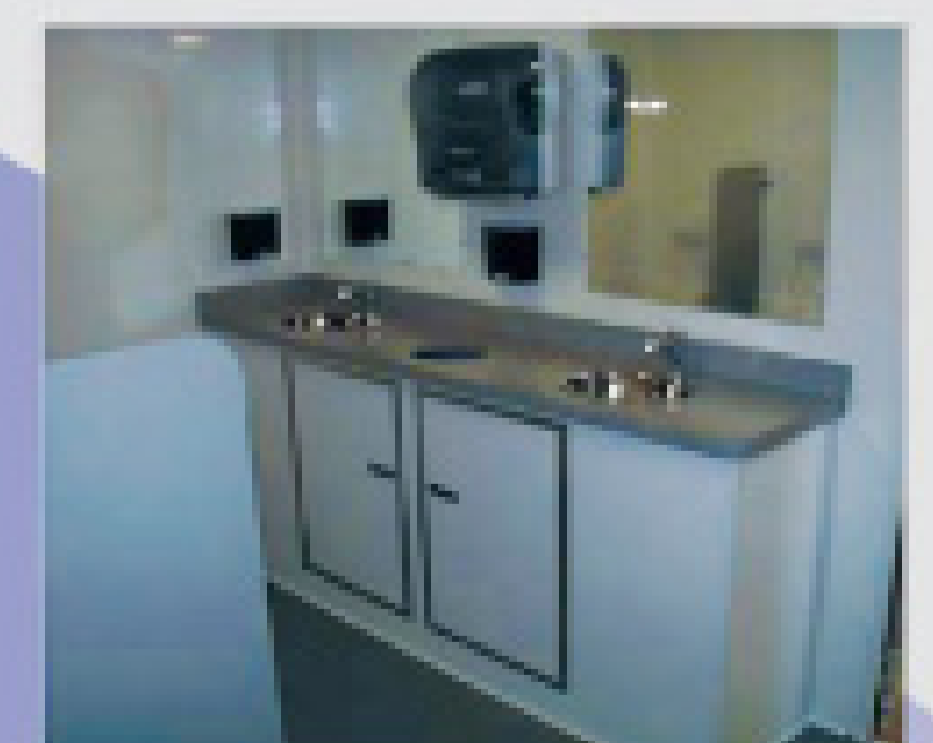
Mobile Solutions



Manufactured by
Forest River



- * Hot water heater
- * A/C and heat
- * 750 gal. waste tank
- * 200 gal. fresh water tank
- * Porcelain commodes
- * Porcelain urinals
- * Solid surface countertops
- * Automatic shut-off faucets
- * Stainless steel sinks



CALL FOR INFORMATION OR VISIT OUR WEBSITE

(877)-789-1213

www.alphamobilesolutions.com

Exclusive Portable Sanitation Software

One Touch:

Billing

Service Schedules

Order Entry

Reports

- ◆ Visual mapping and routing
- ◆ Automated timecard and inventory control

- ◆ QuickBooks integration
- ◆ Employee productivity reports
- ◆ FREE ONLINE DEMOS!!!

Only EZTRAKR offers positive service validation

Phone: 866-529-1938 Email: info@eztrakr.com Web: www.eztrakr.com

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



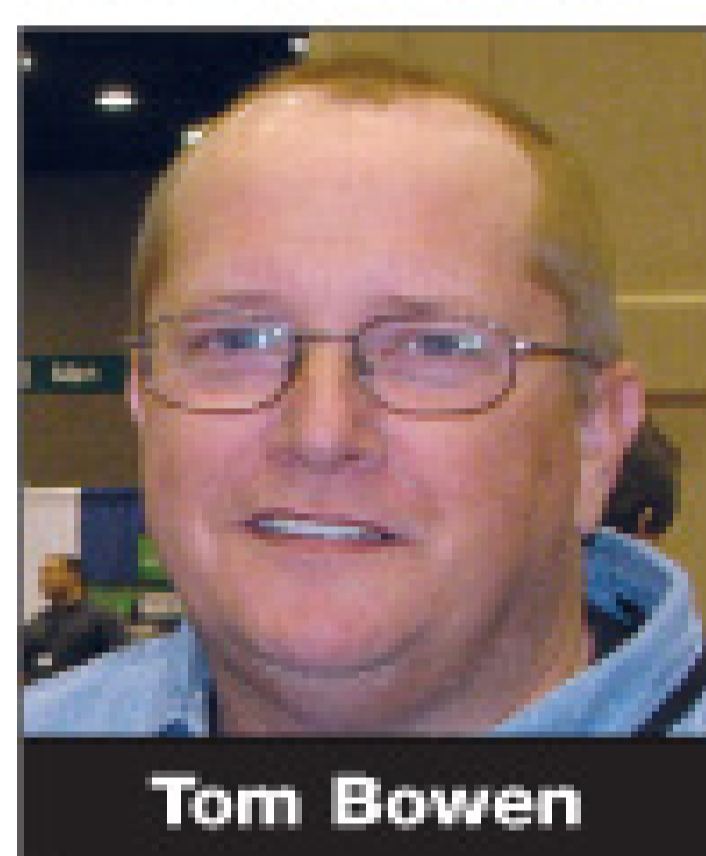
Time to Toot Your Horn

PROs share their most successful marketing strategies to generate new business

By Mary Shafer

About this time of year — as folks are winding down for the winter and thinking about the holidays — enterprising portable sanitation providers are planning for the success of the coming year. What better time than this seasonal slowdown period to consider how you'll get more business from your current markets, or perhaps move into a new one?

With that in mind, we talk with three PROs who take a distinct approach to their promotional efforts, and find out what works best for them.

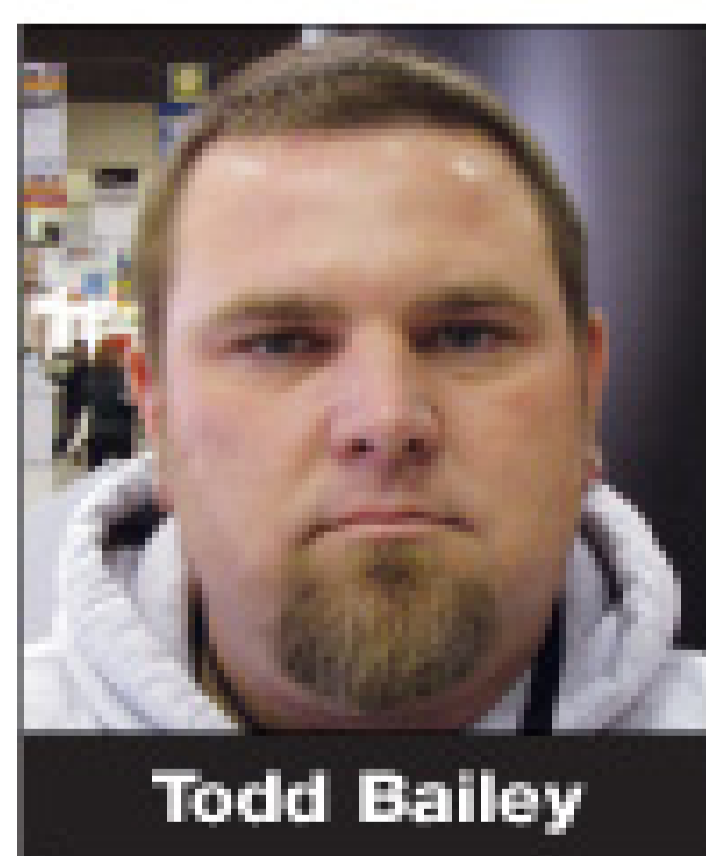


Name: Tom Bowen, owner
Company: TRB Portable Restrooms & Septic Service
Location: South Salem, Ohio
Employees: 7
Years in Business: 10

Tom Bowen remains a traditionalist when it comes to marketing. He mounts a consistent, steady campaign of letters and follow-up calls to new prospects.

"While I'm on my route, I'll notice signs on new construction sites. I write down the name and phone number from there. When I get back to the office, I'll look up the address and then write a letter introducing our company, services and territory."

After he sends the letter, if Bowen doesn't get a call, he'll follow up with a call of his own. Many times, he finds that the prospect is interested but simply didn't prioritize calling him, so it's important not to assume that lack of a call indicates lack of interest in doing business. He closes the majority of new sales this way.



Name: Todd Bailey, co-owner
Company: Bailey's Septic & Portable Restroom Services
Location: Reading, Pa.
Employees: 3
Years in Business: 14

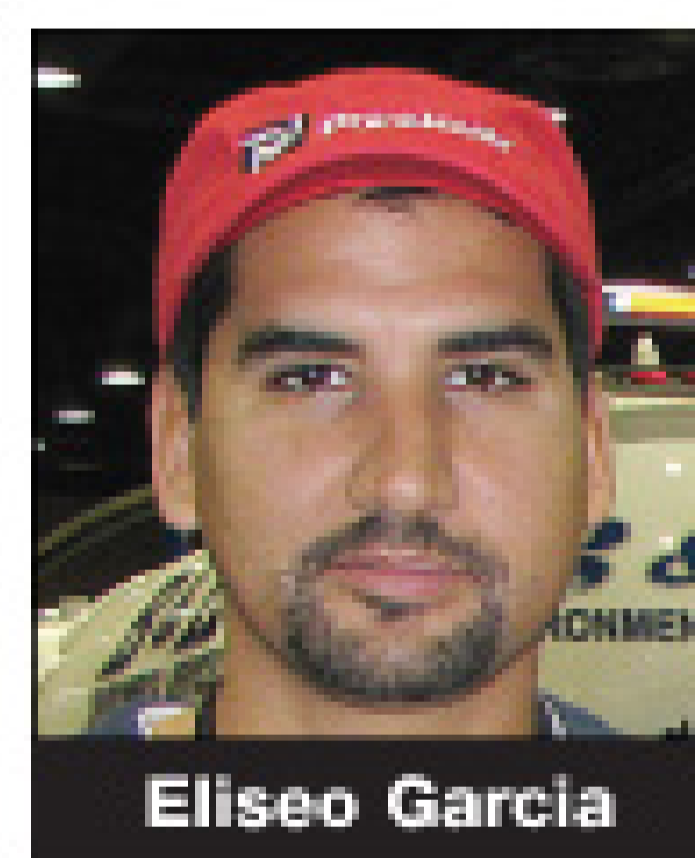
Todd Bailey, with one of his brothers, recently took over the newer portables side of the longtime family septic pumping business. A true Gen-X'er, Bailey fully embraces the wonders of the Web in marketing his services, but also understands that his chosen industry requires lots of old-fashioned "face time."

"A lot of my strategy is continuous contact with customers and word-of-mouth," Bailey explains. "I do a lot of networking through local chambers of commerce, homebuilders' associations, current

customers. I read local literature — magazines, newspapers, flyers — to monitor upcoming events." Then he'll make a phone call to determine an event's decision maker, and follow up with an introduction letter to that person. The purpose is getting an all-important personal visit scheduled.

"It's almost like a babysitting thing, especially in the portable restroom industry. In the springtime, with all the small organizations for youth and other groups getting active outside again, you really have to stay on top of them. With people changing positions, if they don't pass down information to the next person because they're not friendly or they had a bad split ... now that person doesn't know to contact you even if you're a current vendor. They'll go out and call someone else if you don't stay in front of them."

He also does mailings into new subdivisions around the growing area. "We had magnets made so when we're working an area, we might stick one of those on the outside of a mailbox so we don't break any laws. I'm also having door hangers made to have my guys hang on the doors of the houses on either side of any residence they're already servicing."



Name: Eliseo Garcia, owner
Company: Saniahorro Sanitarios Portatiles
Location: Ensenada, Baja California, Mexico
Employees: 3
Years in Business: 1

Eliseo Garcia is a new PRO serving the Baja Peninsula of Mexico, just south of the California border. Serving the capital city of Mexicali and nearby Tijuana, Saniahorro is approaching its second year in business, renting portables and pumping septic tanks and grease traps. Portables are rented primarily on long-term contracts to builders, agricultural concerns and the military. The company's largest contract is for 1,200 units with nearby army bases.

He and his staff are always on the lookout for special events prospects. "Because we've only been in operation for a year, we don't have a long track record," explains Garcia, so he must aggressively seek new customers. "We're new and nobody knows us yet, so we go directly to event organizers, calling to make an appointment for a personal visit. We check local events calendars and get a contact list from our tourism board."

They'll attend the events personally to survey the layout and logistics of the event grounds, so they can put together a realistic proposal for their visit. ■


NOW ONE VEHICLE DOES THE JOB OF TWO...

DELIVERY PLUS SERVICING



Finally, there's a solution to the expensive necessity of having a delivery vehicle plus a service vehicle. This all-in-one truck does the job of two! Use the entire bed to deliver portable restrooms, plus you can vacuum liquid waste and deliver fresh water – all at the same time. One truck – one stop. What could be more efficient?

Crescent vacuum/delivery trucks hold up to 8 portable restrooms, plus up to 1400 gallons of liquid. They are advantage-priced exclusively through PolyPortables. Ask your PolyPortables division manager for the details, or give us a call at 800-241-7951.

RESTROOMS • HAND-WASH STATIONS • RESTROOM ACCESSORIES • TRUCKS
GREEN WAY PRODUCTS DEODORIZERS AND CLEANERS  solutions for life



99 Crafton Drive, Dahlonega, GA 30533 USA • Phone (800) 241-7951 or (706) 864-3776 • Fax (706) 864-8111 • www.polyportables.com



Featured in an article?

Make the most of it!

REPRINTS AVAILABLE

We offer: Full copies of the original magazine
Hard copy color reprints
Electronic reprints

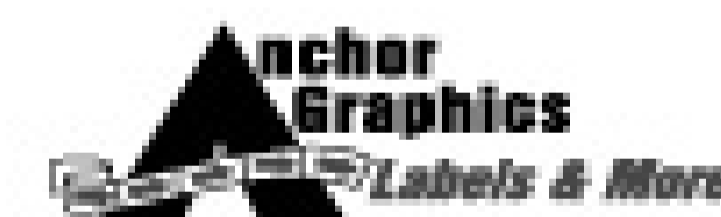
Visit promonthly.com/editorial for articles and pricing
E-mail jeffl@colepublishing.com or call 800-257-7222

* WASTE LABELS & DECALS RECORDS

We Specialize in Waste Management Labeling Solutions

- Service Records
- Lock out Tags
- NRC Records
- Warning Decals
- Logo Signs
- Gender Signs
- Service Call Forms

All Printing & Signs Can be Customized at No Additional Charge

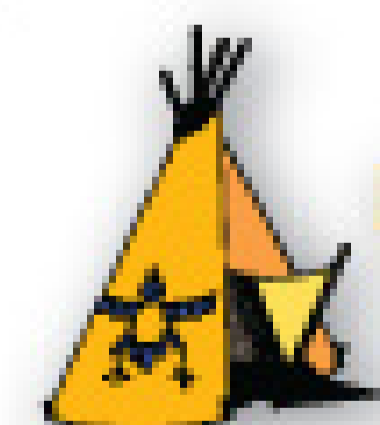


Tele: 972-422-4300 • 1-800-875-7859
Fax: 972-422-4311 • www.anchorgraphics.com

SERVICE RECORDS * SERVICE CALL FORMS

CUSTOM SIZES * SPECIAL COLORS *

*** WARNING DECALS * CUSTOM DIE CUTS * SERVICE RECORDS**



TP Re-Roller Co.

Turns waste paper into profits!

**Call Milton Foss
360-385-1333**



EASILY MOVE RESTROOMS

Super Mongo Mover®

- Move ADA Restrooms
- Available with 2, 4, 6 or 8 wheels
- Aluminum Frame
- Ships UPS



DA Deal Assoc. Inc. **TOLL FREE: 866.599.3325**
www.dealassoc.com

Come in We're
OPEN
www.promonthly.com

CALL 1-800-994-7990
to advertise in
PRO Marketplace

BUY DIRECT AND SAVE!

- Self-Mixing Tablets
- Fragrance Enhancers
- Portion Control Deodorizers
- Biodegradable Graffiti Removers & Cleaners

BIO Degradable

MANUFACTURED IN OUR PLANTS

J&J

1-800-345-3303
www.jjchem.com
Athens, GA | Moab, UT

BUSINESSES

WELL ESTABLISHED PORTABLE RESTROOM BUSINESS located in Massachusetts. Includes 7 pumper trucks, 1000+ portable restrooms including handicap, deluxe, trailered VIP units, as well as hand washing stations, urinals, and trailers. Established client base with over 75% of units out on rental at this time. Serious inquiries only directed to Juan.acc@comcast.com. (PT112)

HEALTH DICTATES SALE OF INVENTORY: 200+ fiberglass toilets, holding tank, 2 Crowd Pleasers, tanks, trucks and trailers. Columbus, GA. 706-888-9900. (T12)

FOR SALE: ESTABLISHED 15 YRS., SEPTIC PUMPING BUSINESS in Eastern Massachusetts. Excellent reputation, 3000+ client list includes residential and commercial customers. Solid income, excellent growth potential. In the midst of busy season now. Sale of business includes a 1995 Ford L-9000 vacuum truck with 330 hp Cummins engine, 3600 gallon tank, 4 years new. Serious inquiries only @ masepticco4sale@gmail.com. (CPT112)

PORTABLE TOILET BUSINESS located in Albany, NY. 600+ units, 3 service trucks, 2 P&D trucks. 20 years family built business. Excellent growth potential. Call Stanley @ 518-441-7222. (CPT11)

FOR SALE: Portable restroom company in Southeastern CT. 500+ units. 3 trucks: 2004 GMC, 2006 Isuzu w/ Crescent tank, 2008 Ford F-550. Serious Inquiries only. 860-887-6542. (P11)

FOR SALE: Septic and Portable Toilet Business located in White Mountains, Arizona. 150 toilets, 2 ADAs, 3 trucks. For more info, respond to: 11448 East Monte Ave., Mesa, AZ 85209. (PBM)

BUSINESS OPPORTUNITIES

ELIZAJ Franchise Opportunity - Nationwide accounts ... Looking for team players who want to be part of the "go to" company for quality portable restroom rentals. Turn key operation. Apply online at www.elizaj.com or call 800-437-1139. (PT01)

DRAIN/SEWER CLEANING EQUIPMENT

ALL EQUIPMENT NEEDED TO START SEWER AND DRAIN CLEANING COMPANY. Equipment includes: Spartan Model 2001, Mainline machine, Spartan 100, Spartan 81, 2-3000 psi jetters, 1 electric, 1 gas misc. augers, heads, cables, tapes, etc. Complete Ridgid camera and locator equipment. Large utility truck. Take all or none. Call Tom 303-591-0980. (CMIPT11)

JET VACS

2000 VAC-CON V350/850 ON INTERNATIONAL 2554 CHASSIS, 109,000 miles, 5-yard debris tank, 3-stage fan, hydrostatic drive, 180 D articulating hose reel, 50 gpm, 3000 psi water pump. \$75,000. Contact Julio Cisneros 623-980-8063. (CPT12)

PORTABLE RESTROOMS

300 USED POLYJOHN Fleet Units for sale. Brown, good condition. \$150 each. Call Gina 352-369-5411 ext. 206 or email gina@floridaexpress.us. (CPT11)

PORTABLE TOILETS (regular and handicap units) and two service trucks for sale. Visit aplusportapotty.com for pictures and to e-mail or call 352-266-0183. (PT11)

PORTABLE RESTROOMS

MUST SELL: 400 grey PolyJohn PJ-III toilets. All less than 4 yrs. old. Asking \$300 each OBO. All ready to use. Will discount for quantity purchases. FL 941-473-5419 or erin@amberjack-inc.net. (PT01)

500 OLYMPIC FIBERGLASS units for sale. Units are older construction grade. Located in Albuquerque, New Mexico. \$100 each. Call 505-345-3965. (PT12)

PORTABLE RESTROOM TRAILERS

TRAILERS FOR SALE, separate or together. Must sell, reasonable. View pictures at www.comfortcoaches.com Contact: Don 443-867-9883 or dsauer1751@aol.com. (PT12)

2006 WELLS CARGO COMFORT ELITE III. Light use, stored indoors. 573-896-8665. (PT11)

PORTABLE RESTROOM TRUCKS

2004 FORD F550 SUPER DUTY diesel pump truck. White with gray interior, Best built with a 1050 gallon stainless steel tank, PTO driven Masport pump. Perfectly maintained by Gabrielli Ford in Jamaica, NY. Wholesale price of \$29,500. 800-634-2085. (PT12)

2007 FORD F650 SATELLITE 1250 SERVICE TRUCK. 850 waste/400 fresh with 2-unit toilet carrier. Conde pump, purchased 11-07, low miles, \$49,900. NW. Illinois 815-946-2813. (PT11)

2008 Ford F550 truck, brand new, tank 3 years old. New vacuum pump, new water system. \$54,000. 860-887-6542. (P11)

PORTABLE RESTROOM TRUCKS

2001 F350, auto trans., 125,000 miles, cold AC, no rust, 7.3 diesel, Imperial unit, 400/100, Honda engine w/new rebuilt Juroop pump. \$13,000. 304-429-5218. (P11)

NEW 2007 ISUZU NQR with a 1,250 gallon aluminum portable toilet service unit. (Stock #43580V) www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648). (PBM)

1995 FORD 4 WHEEL DRIVE SUPER DUTY: 500 gallon waste, 200 gallon galvanized water tanks. New brakes, clutch, rebuilt Masport, dual service. Aluminum boxes, excellent truck. Driven daily. \$16,500. 360-431-7864. (T11)

2005 INTERNATIONAL 4300 with a 2000 US gallon, 2-compartment (1500/500 split), aluminum, portable toilet service unit. \$58,000. **In stock!!!** (Stock #9153C) www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648). (PBM)

SEPTIC TRUCKS

2007 MACK CTP713B pump truck. 20 front and 44 rear, 5,363 miles. AM/FM, CD player. 4000 gallon tank with 506 Challenger pump. \$145,000. Kevin 850-333-1651. (PTIM12C01)

TRAILERS: VACUUM/TANKER

ABSOLUTE PUBLIC AUCTION SURPLUS from Metropolitan Sewer of St. Louis on November 20th including vac-trucks, jetters, compost turner and other heavy equipment. www.jjkane.com. (CMPT11)

Come In
We're

PROMOTED

www.promonthly.com

Introducing... 

MOONLite

exclusively from **Dr.Shrink+**

Booth 18055



- Solar Powered**
 - LED lasts 4 days on one charge
- Safety First**
 - See where you're going!
- Easy to Install**
 - No wiring or maintenance



Brilliant
Solar-Powered LED



Top View Installed

Safety. Security. Simplicity



Dr.Shrink+
INTERNATIONAL SHRINKWRAP SUPPLIER

www.dr-shrink.com • drshrink@dr-shrink.com

Manistee, Michigan
Phone: (800) 968-5147
Local: (231) 723-2685

One Complete Package

promonthly.com

cleaner.com

pumper.com

mswmag.com

onsiteinstaller.com

pumpershow.com

pumpertrader.com

eq-mag.com

septicyellowpages.com

sewerpages.com

COLE Publishing
1.800.257.7222 | 715.546.3346

Pluto3 - Mobile urinal unit

Transport up to 1600 liter capacity instead of one portable toilet to your event site!




www.atlas-psi.nl

SOFTWARE FOR THE INDUSTRY

Summit™ XP Rental Profit Builder™

- Automatic Billing
- Pro-Rations & Sales Tax
- Automatic Credit Card Processing
- Routing & Mapping
- Inventory Control
- QuickBooks® Link
- ...and much more!

Ask about our other software for:

- Service companies, such as: Pumping, Drain Cleaning, etc.
- Sales contacts for sales personnel
- Employee incentive tracking
- Fleet maintenance & service tracking

NEW!

Let us transfer the data from your old program!

Easiest to use!
...Over 25 years experience

DEMOS ON LINE! or call for a Demo DVD or personal guided tour

Ritam Technologies, LP
Sales: USA 800-662-8471 • Int'l: 208-629-4462
Email: info@ritam.com • Web: www.ritam.com



Membership Has its Benefits

Join the PSAI and network with representatives from 750 portable sanitation companies

By Ron Crosier

This is one in a series of columns by committee chairs for the Portable Sanitation Association International.

The Membership Committee of the Portable Sanitation Association International is comprised of individuals who greatly value their connection with this organization — so much so that they feel an obligation to share the benefits of membership with other portable restroom operators.

The committee's goal is to grow PSAI membership through increasing awareness of the organization's benefits, not only to the industry as a whole but, more especially, to individual companies.

These benefits are substantial and are outlined in PSAI literature.

Another function of the Membership Committee is to make sure all new members are properly welcomed and introduced when attending a PSAI event. Everyone remembers some level of jitters attending their first event, and we want to make sure everyone is comfortable. Our past presidents are active in this endeavor as well.

We believe some of the best companies in this business

belong to the PSAI. The knowledge gained at our roundtable discussions and seminars, along with knowledge shared during the social functions, when put into practice, may have helped make these companies the successes they are today. All this is from the personal testimony of many owners and their employees.

Typical Membership Committee projects include planning PSAI advertising schedules and developing the text for various mailings. The committee also coordinates sundry membership drives and other programs intended to encourage current members to discuss the merits of PSAI with non-member companies. Committee members represent PROs of all sizes and from every region around the world, as well as associate members (suppliers).

Currently, membership in PSAI stands at approximately 750 companies. This represents 23 percent of PROs nationally. At the international level, we have several members from most continents.

PSAI has a very good level of participation. This is especially true considering that many PROs do not use the Internet and a significant number still do not have fax machines, thereby making them more difficult to reach. Also, people in the portable sanitation industry tend to be an introverted bunch, although you'd never believe it after attending one of our socials. Evidently, once someone comes to a PSAI function and realizes that others share in their trials and troubles, they become very talkative.

In more than 35 years, the PSAI has done many things to raise the value of the industry, and this has greatly benefited all who provide portable sanitation services. These gains have been made through the efforts of association members working together under a spirit of cooperation and respect, both for each other and the industry.

While too numerous to list here, an accounting of PSAI's accomplishments is impressive. The committee believes that by educating PROs on the benefits of membership — on working together — we can attract those operators most interested in improving our most challenging and essential industry.

Ron Crosier of Crosier's Sanitary Service Inc., Lansing, W.V., is the chair of the PSAI Membership Committee. For more information on membership, go to www.psal.org. ■

**Paying too much
for Toilet Paper?
We Can Help!**



Minimum order one 40' Container
(Approximately 500 cases of small rolls or 1000 cases of Junior Jumbos)

Split Core Rolls | Special Diameter Cores | Special Sizes Available

ASINO, Inc.

1.800.295.1670 | email: asinodeva@yahoo.com

INDUSTRY NEWS

November 2008

Pump Systems Offers Pump System Guidebook

Optimizing Pumping Systems: A Guide to Improved Efficiency, Reliability, and Profitability from Pump Systems Matter and the Hydraulic Institute is a 250-page reference guide based on the efforts of 22 industry experts. The book includes graphics, illustrations and reference tables covering a range of topics, including pump fundamentals, pump and system interaction, calculating cost of ownership, improving the performance of existing pump systems, optimizing new designs and pumping system economics. For more information: 973/267-9700; www.pumps.org. ■



49 YEARS OF DEPENDABILITY

TUFF-JON

- One-Piece Construction
- Lightweight
- Rust-Free Hardware
- Wood and Poly Skids
- Large Variety of Colors



60 Gallon Rinse Tank



Tuff-Jon



Tuff-Jon III



90 Gallon Free-Standing Sink



Tanks in 60, 105, 225, 300 and 440 Gallon Sizes

— OPTIONAL ACCESSORIES —



7-1/2 Gallon Handwasher



Tuff-Jon with Lifting Bracket Assembly



Sky Heater



Sinks available for the Tuff-Jon III

The TSP Company Inc. | 2930 S St. Phillips Rd. | Evansville, IN 47712
 Toll Free: **1-800-843-9286** | **812-985-2630** | Fax: **812-985-3671**
 E-mail: **tsftuffjon@sbcglobal.net** | Web Site: **www.tuff-jon.com**



PORTABLE TOILETS | HOLDING TANKS | HAND WASH UNITS | ACCESSORIES



Blue Works 150
is made to handle your
toughest conditions.
Try a **FREE** sample.

Blue Works 150 for true blue performance!

Nothing measures up to the pure concentrated power of **BlueWorks 150**.

- Pure concentrate formula, no water
- Concentrated liquid cuts shipping cost and storage space
 - More fragrance and blue dye
 - Stronger every day in every way

See for yourself. Try a **FREE** sample. Call Cindy or your PolyPortables regional manager at **800-241-7951**.



POLYPORTABLES

Listening. Learning. Delivering. Since 1972

99 Crafton Drive, Dahlonega, GA 30533 USA • Phone (800) 241-7951 or (706) 864-3776 • Fax (706) 864-8111 • www.polyportables.com

Only PolyPortables offers high-performance Green Way Products

TOILET DEODORIZERS • TOILET CLEANERS • AIR FRESHENERS • INSECT REPELLANT

All Green Way deodorizers, cleaners and air fresheners are earth-friendly, people-friendly products. They are developed and manufactured in our facilities in Dahlonega, Georgia by Green Way Products, a PolyPortables sister company.



Green Way Products
solutions for life