

# P R R O

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December 2008  
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## A HAPPY TUNE

Go Potty shines  
at music festival

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2009 EXPO

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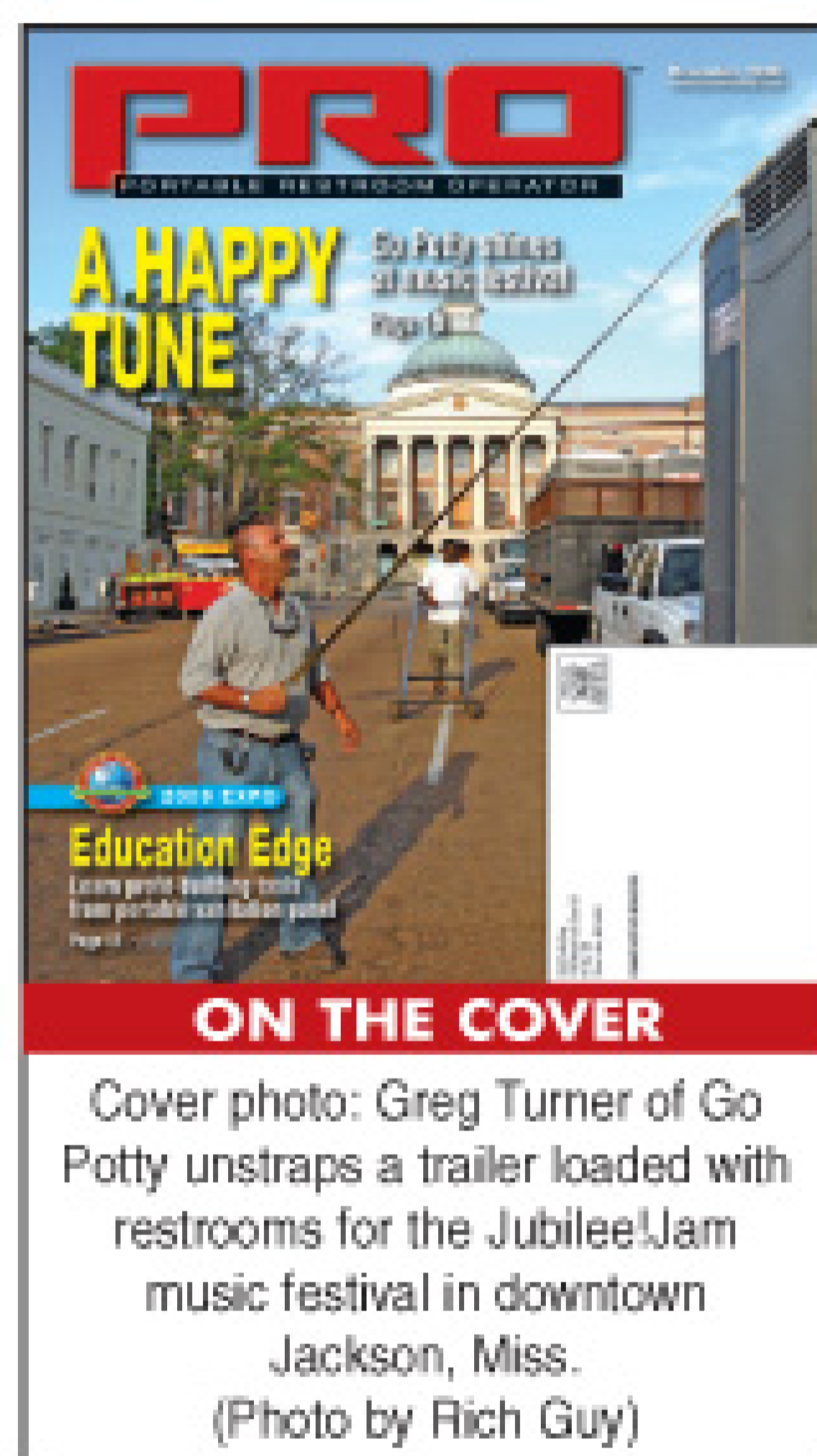
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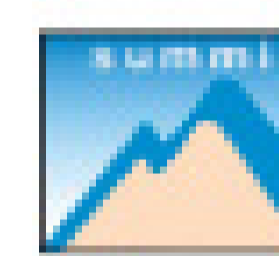


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## Turning the Pages

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

**From the Editor** reviews the business challenges of 2008 and looks for the silver lining moving into 2009 in the world of portable sanitation. Editor Jim Kneiszel summarizes the negative trends over the past year: 1. Diminished construction accounts mirroring the housing bust; 2. The human resources nightmare of having too many workers and not enough restrooms to clean; 3. Rising fuel bills that test the very profitability of every job; 4. Skyrocketing healthcare costs; 5. A bruised bottom line. Then he makes some suggestions to revitalize the industry, one portable restroom operator at a time.

**PROfile** visits experienced PRO Josh Campbell of Fresh and Clean Restrooms in Park Hills, Mo. Public perception begins with the way a company is represented in the marketplace, and Campbell chose the name Fresh and Clean as a statement about his service philosophy. This is indicative of his understanding of proactive and strategic marketing. To start, he launched a Web site the day he started the business. "I knew the Internet would be the way to go. I know I hate looking at a phone book for anything, and I figure many of my prospects feel the same way. People are going to the Net for everything." He drives use of the site by mentioning the Web address on all promotional pieces, including extensive phone book advertising.

**Truck Corner** writers Bob Carlson and Jerry Kirkpatrick have heard just about every question imaginable about vacuum truck operation and maintenance. But over several years on the beat, Bob and Jerry say three questions keep resurfacing. One deals with clogging hoses. Another asks about poor pump performance due to waste mucking up the works. The third is a head-scratcher about why a bigger pump isn't always the better choice for contractors. Enjoy reviewing the "Big 3" issues from past *Truck Corners* and don't forget to contact Bob and Jerry the next time you have a problem or an issue with your fleet.



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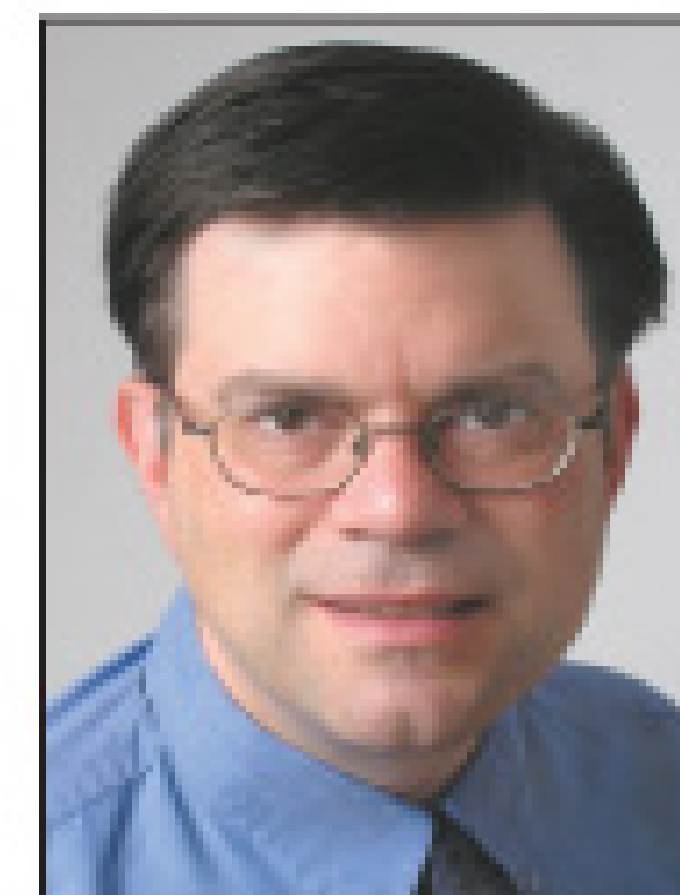
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## Forward Thinking

**Let's roll with optimism as we move from the troubling economy of 2008 to a new year with brighter possibilities**

*By Jim Kneiszel*

**M**y father used to tell me, "If you can't say anything nice, don't say anything at all." The advice has served me well in social situations where biting your tongue means something doesn't come back to bite you in the backend at some point.

But how does the advice work when you're trying to write a column looking back at the business climate in 2008? If I listened to my dad's advice ringing in my ears, some might say this page should be as white as a polar bear on a glacier.

But I think there is room to say nice things about business developments over the past year. No, I think it's imperative for us to look for the silver lining in these tough times.

*Remember that hard-charging marketing and sales efforts now will pay big dividends when the business climate improves. While competitors are drawing back, you can be out there nailing down new business with the right equipment and diversified services.*

As an industry, how are we going to benefit by dwelling on the difficult economic challenges that sprang to life in 2008? I think the best business owners — you know who you are — are spending their days looking for ways to turn the bad news to their advantage.

To stimulate that positive thought process, let's first list a few of the toughest things PROs had to face in the past 12 months:

1. Diminished construction accounts mirroring the housing bust;
2. The human resources nightmare of having too many workers and not enough restrooms to clean;
3. Rising fuel bills that test the very profitability of every job;
4. Skyrocketing healthcare costs;
5. A bruised bottom line.

Now let's put a productive spin on the negative news as we head into 2009. Direct the energy away from worrying about what's gone and focus it on solutions to help your business.

### **BUILD BACK THE NUMBERS**

While construction accounts drooped all over the U.S., PROs in some markets noted an uptick in large commercial construction projects and steady demand from special events. If you haven't done so already, spend time researching commercial con-

struction in your area and revisit special event customers you've failed to land in the past to see if they're happy with the service they received in '08.

Perhaps your market is ripe for higher-end services. Are there enough backyard weddings and small company events in your area to justify a few upscale restrooms or a restroom trailer? It seems counter-intuitive to buy equipment when business is down, but it's the same strategy successful investors follow by adding shares of stock in a bear market.

Remember that hard-charging marketing and sales efforts now will pay big dividends when the business climate improves. While competitors are drawing back, you can be out there nailing down new business with the right equipment and diversified services.

### **USE RESOURCES WISELY**

No one wants to cut staff because of a lagging workload. People's livelihoods are at stake, and there's no happiness in letting employees go. But being forced to cut back on the workforce also gives you the opportunity to look for new efficiencies in how the remaining jobs get done.

With fewer hands on deck, is now the time to refine your route planning and streamline your office operations? Consider adding routing software to tighten up the time it takes to service all the units out on location. Rely on faster, more efficient reporting through business software programs and eliminate a costly and time-consuming paper trail. Always ask, "how can I do more with less?"

If you're able to maintain staff levels until the economy strengthens, use this time to pay special attention to your loyal customers. Ask drivers with reduced workload to spend more time making sure units are thoroughly cleaned. Have your staff interact more with customers, looking for ways to provide better service. Have drivers take along a toolbox and replacement parts and repair units with nagging problems they ordinarily don't have time to address.

### **BE A MISER WITH FUEL**

Tighten up your routes to travel the least distance possible every day. Instruct drivers on ways to curtail fuel use. That might include keeping your pedal off the metal, looking for the most fuel-efficient highway speed for your service vehicles.

Make your drivers accountable for wasteful driving habits.



Start checking the diesel bills against the truck odometer. Find ways to reward drivers for more frugal route-running. Park the trucks that get poorer fuel economy in favor of smaller, more efficient trucks whenever possible. If you need a new truck, buy the smallest, most fuel-efficient rig that will still do the job.

If you have a driver that now finishes his routes in four days rather than five, have him spend the fifth day getting the truck in tip-top shape. Routine maintenance like oil and filter changes and checking for proper tire inflation can contribute in small ways to improved fuel economy. Regular detailing preserves a truck's good looks, making for a better resale.

#### **TRIM THE FAT OFF YOUR INSURANCE PREMIUMS**

If you haven't reviewed your healthcare coverage in a while, it's time to take a look at what's out there. Health insurance is expensive for everyone, but often the major carriers don't consistently cater to small businesses because they don't bring in thousands of premium-paying members.

Insurance companies tend to offer attractive introductory rates to gain market share, then raise rates every year. As a result, you may find it advantageous to consider switching carriers every few years to get a better deal. An independent insurance agent specializing in small business coverage can help you navigate this complex issue.

Depending on the level of benefits you offer employees, it may also be time to ask them to take on a little more of the health-care burden. If taking on higher doctors' office visit co-pays or a greater percentage of the monthly premiums will ensure the business keeps going, employees may not mind the cost.

#### **RAISE THE BOTTOM LINE**

Don't dismiss the idea of raising your prices. If your cost of doing business goes up, you may have to pass those costs on to the customer. I know you love the industry, but not so much that you want to clean portable restrooms for free. This is hard work, and you should be paid fairly for it.

Other ideas to put more money in your pocket at the end of every day: Try marketing through a Web site rather than automatically buying that big ad in the phone book. Network with other PROs on business building ideas through the *PRO Online Discussion* forum at [www.promonthly.com](http://www.promonthly.com). Lobby your county and state health department officials to enforce stricter regulations on sanitation at construction sites and special events, which could bring in more business. Meet with your accountant — or hire one if you don't already have one — and look for new ways you can use the ever-more-complex tax code to your advantage.

#### **ONE MORE THING**

Keep in mind that a tough economic period actually strengthens the industry in one way: It weeds out those contractors who, through poor service or unprofessional practices, have a tendency to reflect poorly on the rest. The strong and principled PROs will survive these times and be stronger for it. Have a happy and prosperous new year! ■



*From home to home, and heart to heart,  
from one place to another —  
The warmth and joy of the Season,  
bring us closer to each other.*

*Best wishes for a healthy and prosperous 2009!*

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## Satellite Industries Acquires Five Peaks Technology Product Line

Restroom manufacturer **Satellite Industries** will take over sales and operation of the **Five Peaks Technology** product line from **Ameriform, Inc.**, according to a joint agreement announced by the two companies Nov. 11. The agreement ensures the continuation of the Five Peaks product line for existing and new customers, according to **Todd Hilde**, president and CEO of Satellite.

"Five Peaks products will remain as a popular choice for restroom operators with this joint agreement," Hilde said in the announcement. "Five Peaks' customers who may not be familiar with Satellite will find that we work hard at becoming a valuable partner by providing a high level of customer service through our area managers and internal support staff. That will certainly be our goal with Five Peaks' many loyal customers."

Ameriform, a thermoforming company in Muskegon, Mich., will focus on the core business of manufacturing, while transferring the sales and operations of Five Peaks to Satellite, based in Plymouth, Minn.

Satellite Industries adds the Five Peaks line to both Satellite and Synergy World branded products it already produces. Satellite celebrated its 50th anniversary this year.

For more information regarding Five Peaks, Satellite or Synergy World restrooms, trucks and deodorizers, contact Satellite Industries at 800/328-3332 or visit [www.satelliteindustries.com](http://www.satelliteindustries.com).

## RIDGID Releases Product Catalog

The latest 234-page product catalog from **RIDGID** features a variety of new products and expanded product information. Helpful tool tips are located throughout. To obtain a copy, call 800/769-7743, or visit [www.ridgid.com](http://www.ridgid.com).

## Bradbury Joins Capital Connection

**Pat Bradbury** has joined **Capital Connection** and will be responsible for its East Coast operation, working with manufacturers and business owners to assist with equipment financing needs.



Pat Bradbury

## The Service Program Names Ipolito Director of Training

The **Service Program**, developer of the **QuickBooks** add-on service and routing software for sanitation and rental companies, has named **Melody Ipolito** director of training.

### obituary

## McDonald Published Journal, Was Industry Sales Exec

**Steven McDonald**, publisher and editor of industry trade publications *Sanitation Journal* and *Septic Biz*, passed away Oct. 26 in Hanford, Calif. He was 52.

Involved in the portable sanitation industry since the 1970s, McDonald served as a sales executive for **Olympia Fiberglass Industries**, **PolyPortables Inc.** and **Satellite Industries** before starting *Sanitation Journal* in 2002. He launched *Septic Biz* recently.

Shortly before his death, McDonald was awarded the 2008 M.Z. Andy Gump Distinguished Service Award by the **Portable Sanitation Association International**. The award was officially announced at the annual **PSAI** conference in November.

"He was able to receive the award and was excited about it," says **Kathy McDonald**, his wife. "He felt it was an honor to receive that award. The industry was like another family to him. He met so many people through the years, and he loved the industry."

The 2007 Gump Award winner was the late **Ed Cooper** of **PolyJohn Enterprises Corp.**, **Whiting Ind.** The award has been given since 1993, when it was started in honor of portable sanitation pioneer **Andy Gump**.

McDonald made his home in **Lemoore, Calif.** He is survived by his wife, eight children and seven grandchildren. ■



Steven McDonald

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

# Sick of Employees Calling in Sick?

**Maybe it's time to take a look at what's keeping employees off the job, and what you can do about it**

*By Judy Kneiszel*



**W**hen I was a youngster, the rule in our house was that kids had to go to school unless they could prove a fever or had thrown up in the previous several hours and were likely to again. No exceptions.

In the past, I think most workers held themselves to a similar standard. Today however, there are a growing number of life situations keeping people away from work even though they maintain a steady 98.6 and haven't thrown up for years.

As 2008 winds down, take some time to look back at how many days you were short a worker or two and the reasons they gave for their absences. Turns out, despite what they told you, many of them weren't sick.

According to a 2007 survey by CCH, a leading provider of human resources and employment law information, two-thirds of U.S. workers who call in sick at the last minute do so for reasons other than physical illness.

Personal illness accounts for only 34 percent of unscheduled absences from work, while the rest can be attributed to other problems including family issues (22 percent), personal needs (18 percent), entitlement mentality (13 percent) and stress (13 percent).

Whether or not people lie about being sick to take care of family issues depends more on company policy than the actual situation. But unscheduled absences are always a problem for businesses because they reduce productivity. Cutting down on the number of unscheduled absences can improve productivity for the company and improve the work environment for all employees.

*Employee retention is crucial for the success of any small business. Doing all you can to keep good employees includes understanding their situations and building their trust and respect by accommodating them whenever possible.*

## **WHAT AILS YOUR SICK LEAVE POLICY?**

Traditional sick leave policies and inflexible scheduling may put an employee in the position of having to conjure up a cold and take an entire day off when he really needed only two hours to take an elderly parent to a doctor's appointment.

If the only way an employee can take time off is to call in at 6 a.m. sounding like they are at death's door, then you won't be able to go to Plan B until 6:02 a.m. It may have been easier to find a fill-

in driver or reshuffle the day's scheduled appointments if you had known several days in advance that the an employee would be taking off from 10 a.m. to 11:30 to go to an open house at their 4-year-old's preschool. The hassle for everyone is much greater if that employee calls in sick at the last minute to attend the event; and what kind of example is he setting for the 4-year-old by lying to his employer?

## **UNDERSTAND PEOPLE'S SITUATIONS**

Employee retention is crucial for the success of any small business. Doing all you can to keep good employees includes understanding their situations and building their trust and respect by accommodating them whenever possible.

Workers who are part of a dual-earning family with small children, single parents with custody of children or caregivers for aging parents might be stuck calling in "sick" when really their child is sick or their elderly parent needs to go to an appointment.

Then again, young singles are more likely to call in sick the Monday after a holiday weekend. You need to know who you are dealing with.

Your policy on taking time off should reflect the needs of your staff. Of course there are legal restrictions on what you can directly ask people about their personal situations when you are hiring them, but if you just spend a little time hanging out with your employees and keep your ears open, you'll get to know a lot about them.

If you hear single-mom Sue discussing her son's asthma and chronic allergies, it might dawn on you why she calls in sick so much during ragweed season. Bob the bow hunter, on the other hand, might be coming down with "the flu" a lot every fall. If, despite their occasional absences, Sue and Bob are talented, valued employees, maybe it's worth exploring how they can get the time off they need without robbing the company and inconveniencing their co-workers by taking unscheduled, full days off by calling in sick.

## **SEARCH FOR SOLUTIONS**

Most businesses have core hours of operations during which staff attendance is mandatory. Identify those hours for your business. Chances are they add up to only 20 or 30 hours of an employee's weekly schedule. Use the other 10 to 20 hours to offer flexible work hours to your whole staff; not just those who are caregivers.

The key is creativity. One employee may come in two hours



later than usual, but stay two hours later. Another might take off Tuesday afternoon and make up for it Saturday morning. Maybe someone takes a longer lunch break and makes up the hours later in the day. Some companies allow people to work four 10-hour days rather than five 8-hour days.

By allowing people to attend their kids' school events, take a parent to the doctor or occasionally arrange their workday around a passionate hobby, you'll relieve workplace stress, boost morale and increase productivity.

Remember, personal needs, entitlement mentality and stress accounted for more unscheduled absences than family issues, but if a company is more flexible in allowing workers to meet the demands on the home front, workers, in turn, are more appreciative of the company, more willing to go the extra mile for the company and less likely to take advantage of the company by taking "mental health days" at the spur of the moment.

### REDUCE "REAL" SICK DAYS

Of course, people do get sick ... for real. And when they do, they should be encouraged to stay home. You can make efforts to reduce sickness among your staff by offering free or inexpensive flu shots, making a hand sanitizer accessible and encouraging its frequent use, sponsoring wellness programs and working to reduce presenteeism.

Presenteeism is when a person comes to work even though they are ill. If a worker takes a sick day every time he has to do something for an aging parent, he might feel he can't justify any more days off and just suffer through his own, actual sick days on the job. But, as anyone who's ever been sick knows, he won't be doing a good job and in the process, he'll be spreading germs and getting co-workers sick too. The result: you've got four people off work with the flu rather than one.

So, in addition to a flexible, revamped policy regarding employee hours, you might just want to enforce the time-honored rule on fevers and throwing up a little more strongly. Because when it came to sick days, mom really did know best. ■

### What's Your Opinion?

PRO welcomes letters from readers responding to articles we publish or offering comments and opinions of interest to the industry. You can submit your letter by:

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# The EDUCATION EDGE



**Seminars during the 2009 Pumper & Cleaner Expo focus on improving the bottom line for portable sanitation businesses and other topics of interest for PROs**

*By Jim Kneiszel*

In a challenging business environment for portable restroom operators, every dollar coming in and going out is of critical importance. With that in mind, the Portable Sanitation Association International will present a panel discussion, "Understanding Your True Cost Analysis to Ensure Profitability," at the 2009 Pumper & Cleaner Environmental Expo International in Louisville, Ky.

The PSAI program is part of Education Day on Wednesday, Feb. 25. Education Day includes 46 seminars presented by industry experts across the full range of environmental service industries. Seminars are also offered on Thursday and Friday mornings. For a complete seminar schedule, see the Expo pages in this issue of *PRO*.

The PSAI panel will feature four speakers with vast experience managing portable sanitation companies, and will be moderated by Millicent Carroll, PSAI director industry/regulatory standards and marketing. Carroll says any PRO looking for ways to develop more accurate bids for jobs will benefit from the discussion.

"Through vast experience and knowledge, the panel will outline the ingredients necessary for other operators to understand the true breakdown costs associated with their business," Carroll says. "The goal is to give the portable sanitation operator easy-to-follow, step-by-step procedures and the 'reason' behind each procedure that constitute why most operations under-evaluate the true cost until it is too late and the bid has been submitted."

On the panel will be:

**Lee Sola, co-owner of S & B Porta-Bowl Restrooms Inc. in Colorado**

Sola has been in the portable sanitation industry since 1972, served as president of the PSAI in 1986, and is currently chairman of the PSAI Industry Standards/Legislative & Marketing Committee.

**Mike Holm, director, government and emergency**

**services for United Site Services Inc.**

Holm has been involved in the portable sanitation industry since 1979, managing the family portable sanitation business in Minneapolis. He has served as a design engineer for a portable restroom manufacturer and managing director of the U.S. division of an international portable sanitation service company.

**Michael McCarthy, president of Mr. John of Pittsburgh**

He started in the industry as a carpenter's helper in 1972, and bought the Pittsburgh branch of New Jersey-based Mr. John in 1985. He served two terms as president of the PSAI, 1990-92.

**Mike Pauling, CEO of Biffs Inc., Shakopee, Minn.**

He has been involved in the industry since 1974, eventually serving as vice president of sales and marketing for Satellite Industries. In 1986, he purchased a portable restroom company with 200 units and four trucks, growing the business and adding a roll-off container division. He served two terms as president of the PSAI, 1992-94, and is currently a representative on the Industry Standards/Legislative & Marketing Committee.

Portable Sanitation providers will find these additional sessions valuable:

## **WEDNESDAY, FEB. 25 (EDUCATION DAY)**

### **What Are My Disposal Resources and How Do They Fit?**

Tom Frank, general manager for Tim Frank Septic Tank Cleaning Co., Huntsburg, Ohio.

### **Treatment Processes: What is Out There?**

Therese Wheaton, owner of Crystal Environmental, Springboro, Pa.



### Developing a Business Plan

Ron Mueller, business planning consultant for the Small Business Development Center of St. Charles, Mo.

### The Art of Personal Sales

Scott Hunter, business consultant.

## THURSDAY, FEB. 26

Portable Toilet Track, industry manufacturers will present three seminars on portable sanitation business topics.

## FRIDAY, FEB. 27

### Keys to Proper Power Take-Off Selection

David Douglass, director of training for Muncie Power Products Inc.

### How to Choose Vacuum Tank, Chassis and Pump Configurations

Brian Amthor, marketing and personnel director for Amthor International.

### First Rate Customer Service Wins Customers For Life

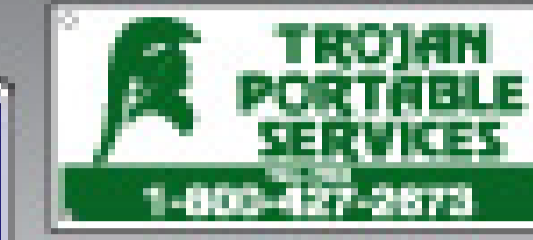
Donald MacDonald, franchise operations expert and business coach.

### Insurance and Risk Management

Mark Herring, Heffernan Insurance Brokers.

To find out more about the education program or any other Expo offering, visit [www.pumpershow.com](http://www.pumpershow.com). Register online or by calling 800/257-7222. ■

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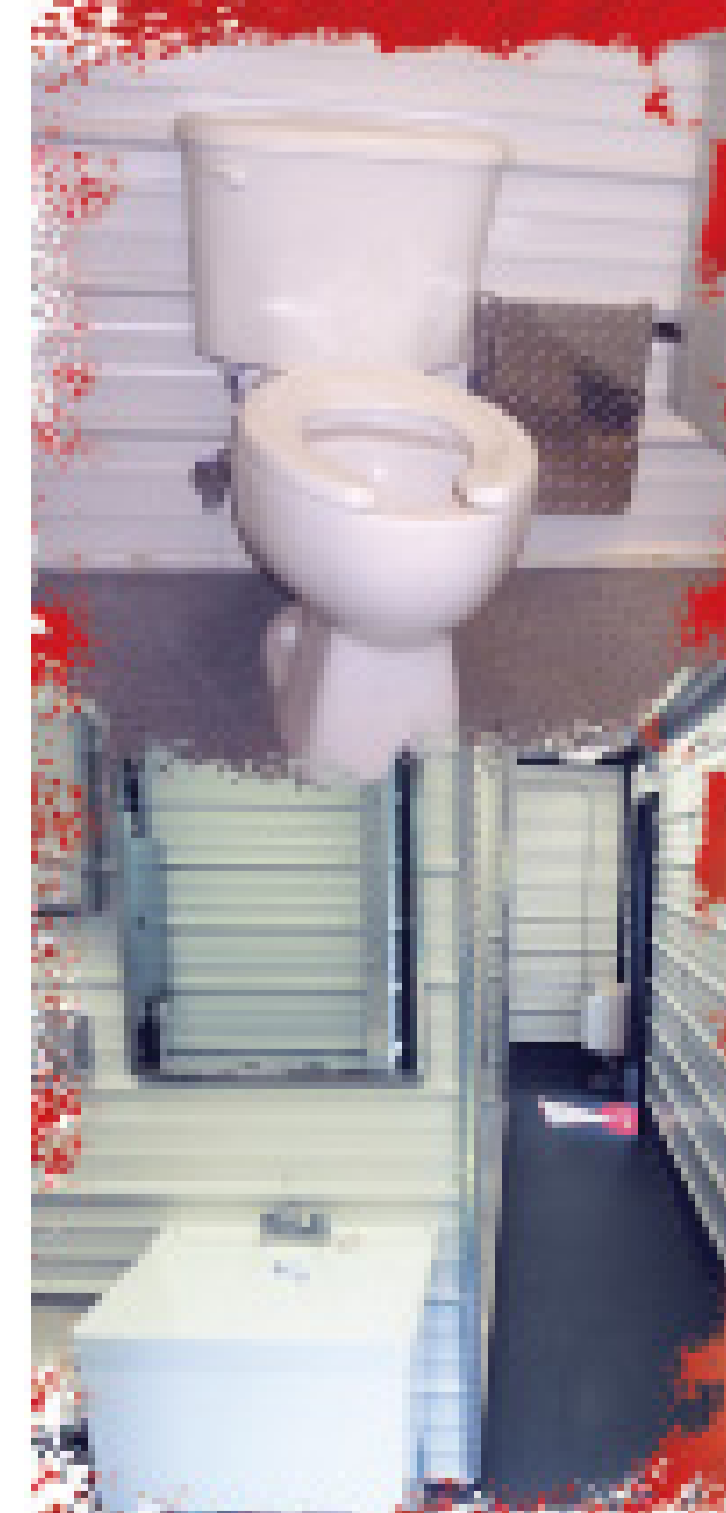
- You have a six month minimum rental...
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- You mark the unit up and re-rent it to your customer...
- You enjoy the revenue from pumping the unit...

### OPTION 3

- You have a six month minimum rental...
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- You enjoy the revenue from pumping the unit...



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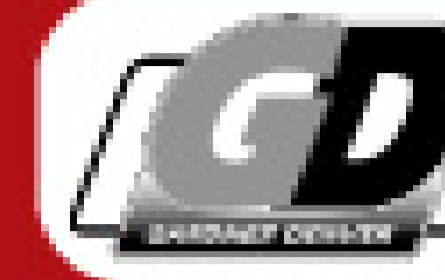
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## (4) 2008 PETERBILT

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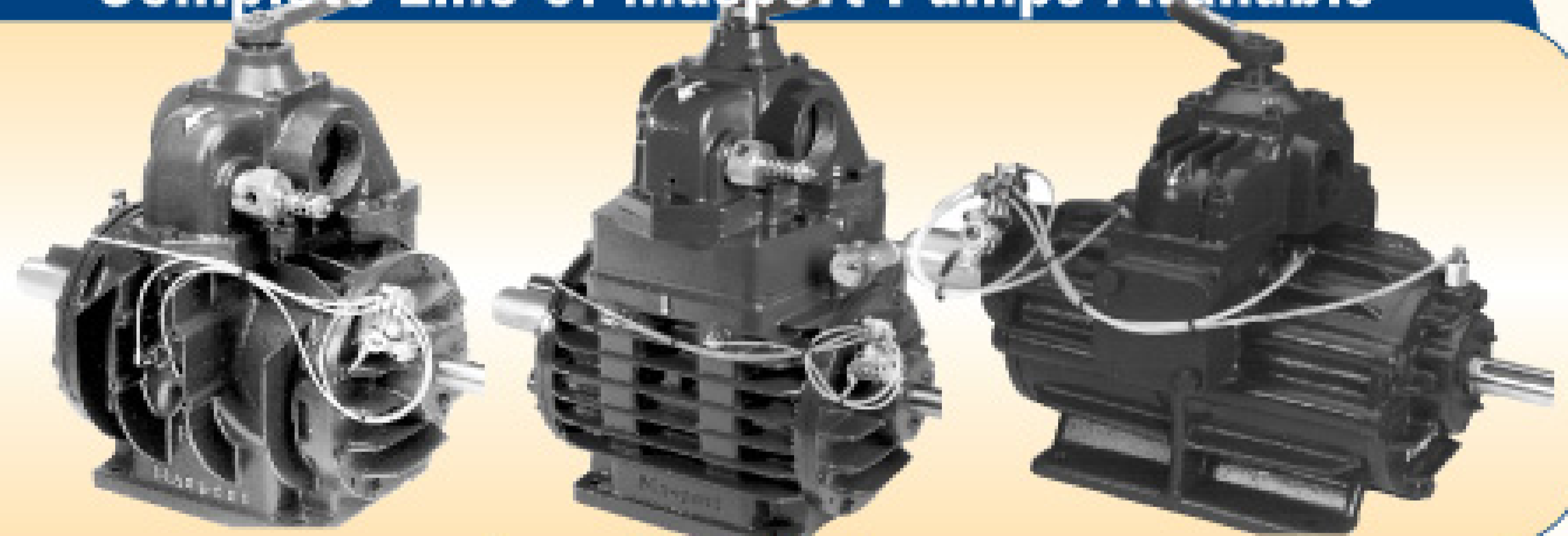
- **2006 International** - 2600 gal. tank, good condition
- **2001 International** - 2500 gal. tank, good condition
- **1998 Volvo** - 4000 gal. tank
- **1997 Volvo** - 3500 gal. tank
- **1995 Chevrolet** - 2500 gal. dump tank
- **1995 Chevrolet** - 1 800 gal. tank, gas, under CDL
- **1995 International** - 2500 gal. tank
- **1991 Chevrolet** - 2000 gal. tank, low miles, low hours

### PORTABLE TOILET UNITS:

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- **2002 International** - NEW 1500 gal. tank, 1100/400 tank
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- **1994 UD** - 1200 gal. tank

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Go Potty workers Marcus Walker (left), Richard Burton Jr. (right) and Ryan Montgomery unload units for placement on Capitol Street the day before Jubilee!Jam. (Photos by Rick Guy)



# A HAPPY TUNE

Go Potty hits all the right notes while serving the popular Mississippi music festival Jubilee!Jam

**THE JOB:** Jubilee!JAM Arts & Music Festival

**LOCATION:** Jackson, Miss.

**THE PRO:** Go Potty LLC

By Betty Dageforde

## THE TEAM

Rosemary Ramirez Barbour owns a number of businesses including Go Potty LLC, a mobile sanitation company with offices in Jackson, Flowood and Brooklyn, Miss. Lori Harris is the executive administrator for all three branches. Danny Ayers was the lead technician for the Jubilee!JAM festival. He worked with five other techs. Ayers is known as the company's go-to guy — "Whenever you have a problem, you call Danny," he says.

## COMPANY HISTORY

Barbour got into the portable sanitation business three years ago when a customer who had a contract with her mobile laundry and shower business asked if the company could also provide restrooms. She purchased 100 units,

started a new company and has been growing it ever since. Today all of the portable sanitation transactions are conducted under the Go Potty LLC business name — restrooms as well as trailers for restrooms, showers and laundry, which they build themselves.

Construction accounts for 60 percent of their business. The other 40 percent is special events such as a local marathon, the Crystal Springs Tomato Festival and company picnics. Their territory covers 300 miles in the Gulf Coast region and surrounding area.

## MAKING CONNECTIONS

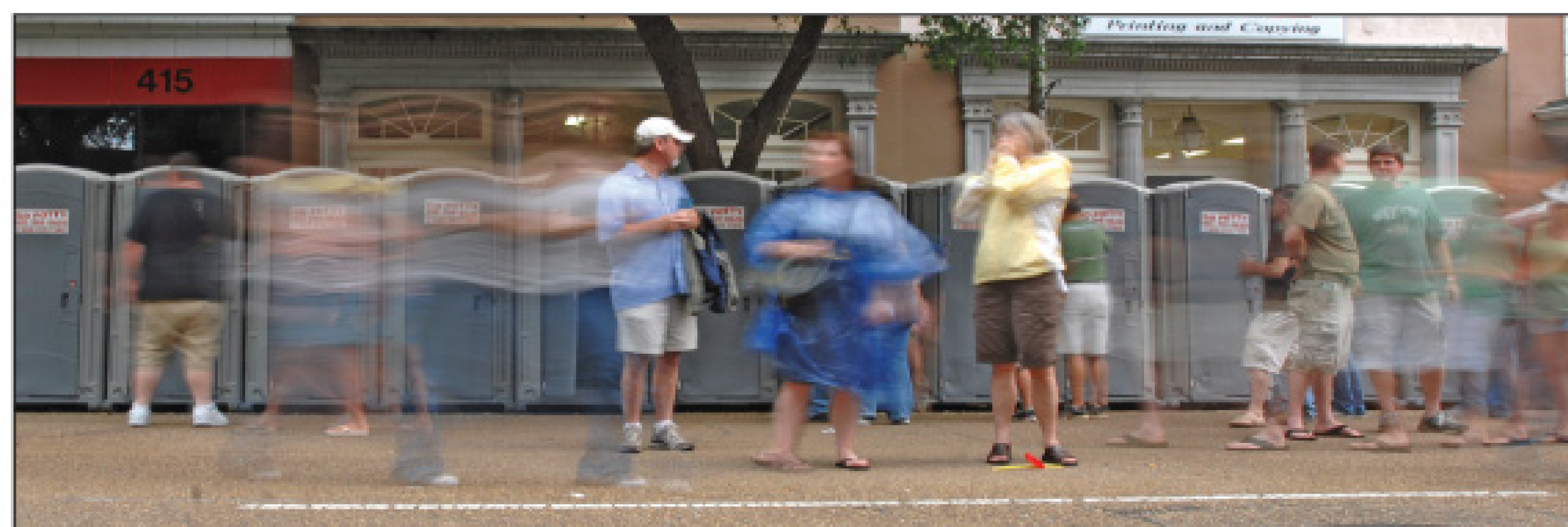
Jubilee!JAM is sponsored by the

Jackson Arts and Music Foundation in partnership with TCB Entertainment and the Jackson Convention & Visitors Bureau.

In 2007, Barbour contacted the event committee and was able to get Go Potty's name on the list of bidders. After winning the bid, they successfully serviced the event, giving them an edge in this year's bidding process. "I don't know that we were the lowest bidder this year, but they were extra happy with our service last year," says Harris.

## THE MAIN EVENT

For two evenings each year, since 1986, the streets of downtown Jackson have been turned over to the Jubilee!JAM



Jubilee!Jam fans brave a late afternoon shower as they wait for an open restroom along Capitol Street in downtown Jackson, Miss.



*“(Festival visitors) saw our number on the units and called. (But) it worked out well because now we’re able to show that to the organizers, so next year they won’t cut it short.”*

Lori Harris

Arts & Music Festival, featuring local, regional and national artists. This year the festival was held on Friday and Saturday, June 13 and 14, headlined by Rock and Roll Hall of Famers ZZ Top and Oscar-winning rappers Three 6 Mafia. Twenty-five bands performed on three stages: one for rock, another for roots and gospel and the third for R & B. In addition to music, 20,000 visitors enjoy sampling regional cuisine strolling through the Artists Village, and treating their kids to KidJAM, the children’s village. This is central Mississippi’s biggest outdoor music festival. It’s also the company’s biggest event to date.

#### BY THE NUMBERS

The company provided 55 gray-and-white Satellite Industries Inc. Maxim 3000s, all with hand sanitizers. They also brought in two wheelchair-accessible Satellite Industries Liberty units with automatic doors as well as four hand-wash stations. In addition, four 175-gallon holding tanks were needed for the VIP trailers used as “green rooms” for the entertainers.

#### LET’S ROLL

Setup was scheduled for Thursday night starting at 6 p.m. The other vendors were doing the same, which made for a long evening of maneuvering through slow traffic. Drivers also had to wait for the event coordinator to show them where to place units. They finished around 1 a.m.

The bulk of the hauling was done in two trips, with the company’s 2007 one-ton Chevy pickup pulling a 40-foot flatbed trailer carrying 20 units. Their 2007 Chevy four-wheel-drive pickup brought in 10



Greg Turner services a row of restrooms along Capitol Street.



Above, Go Potty worker Donna Bowen removes tie-down straps from the units along Capitol Street the day before the festival. At left, Marcus Walker unloads a restroom for placement.

units as well as the hand-wash stations, and the 2006 Chevy 3/4-ton pickup carried eight units on its trailer. The holding tanks were brought in on one of the service vehicles.

The hand-wash stations were placed next to the three stages, mainly for the benefit of the entertainers. The wheelchair-accessible units were located near two of the stages. “They were easy to see and easy to get to,” says Ayers.

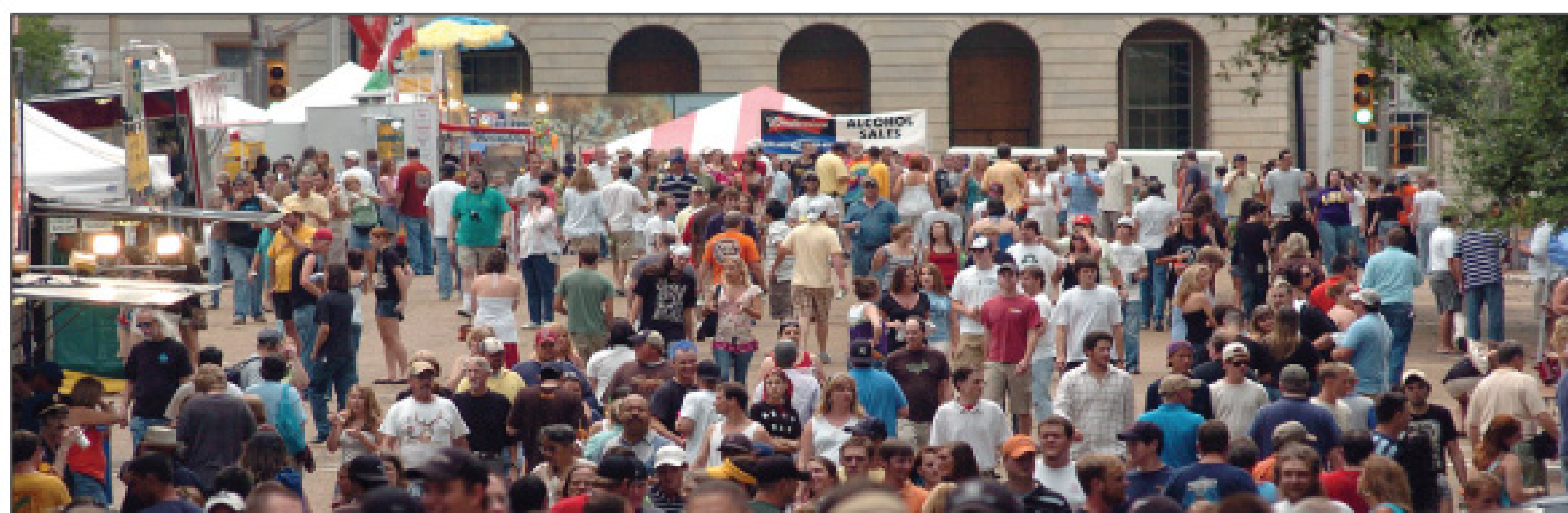
The restrooms were spread out in many locations throughout the downtown area, but were concentrated in rows near the entryway (in front of the Mississippi

governor’s mansion), the three stages, and in the food vending areas. One was placed behind the police stand for use by officers.

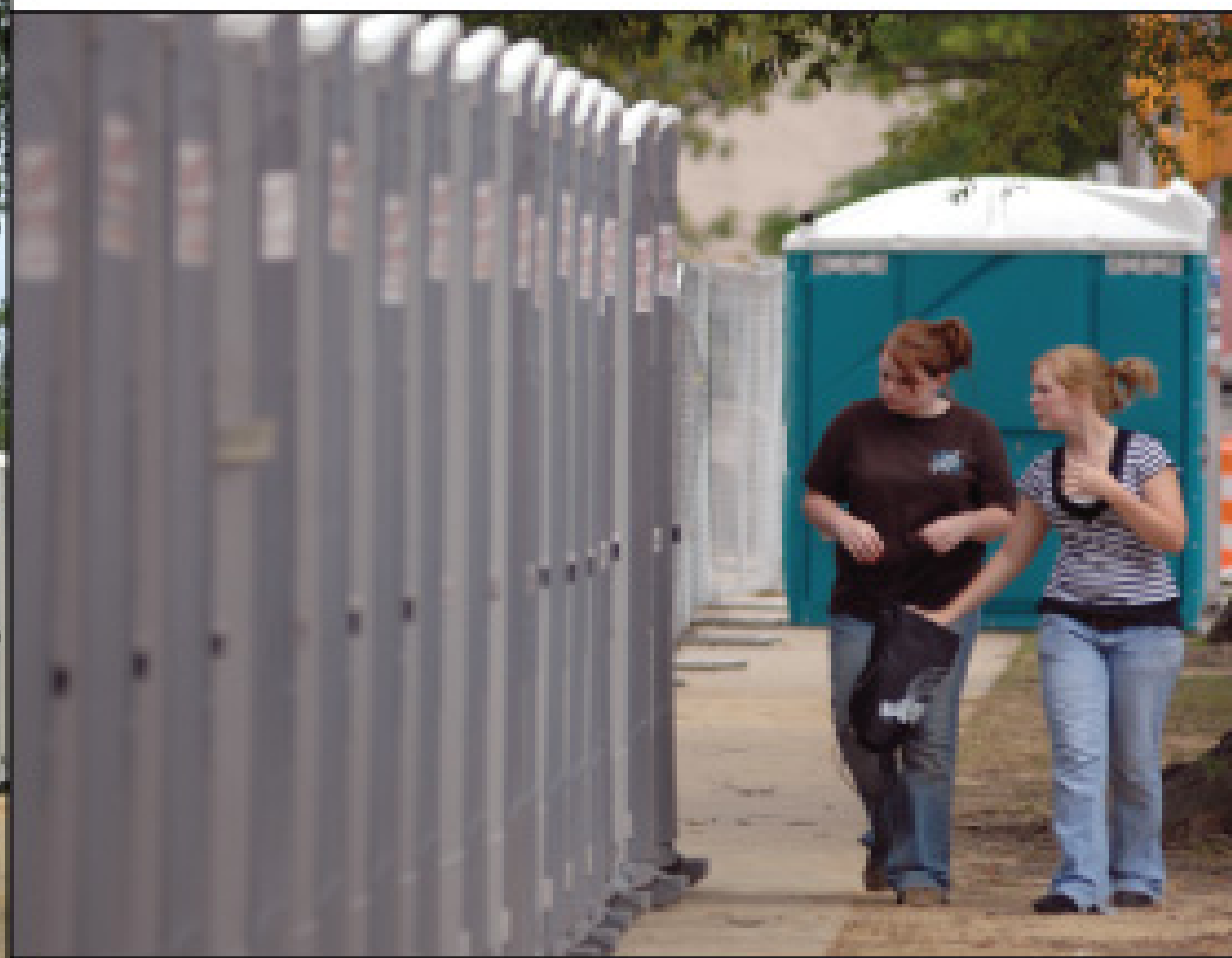
#### KEEPING IT CLEAN

Although the company was prepared to do so, the units did not require pumping until the festival was over. Every few hours, four uniformed technicians stopped by to sweep, freshen and deodorize units, and replenish the paper, hand sanitizers and urinal

Thousands of visitors fill the streets of downtown Jackson, Miss., for the two-day Jubilee!Jam Arts & Music Festival.







Rows of restrooms are placed near the Old Capital along State Street in downtown Jackson.

blocks. The company takes cleanliness seriously, not only for benefit of users but to increase the longevity of the units. "They clean up very well, and as long as we take care of them, they'll stay nice," says Ayers.

From midnight Saturday until 8 a.m. Sunday morning, units were given a final cleaning and then pumped out prior to removal. The company used two of its four service vehicles. "Plus we had one stand-

ing by as backup, just in case," says Ayers. "In events like this, you can't take chances. We also had extra restrooms available just in case something happened."

The company's 2006 Ford F-550 service truck, built by Satellite Industries, features a 1,500-gallon stainless steel tank (950 gallons waste/450 gallons fresh/100 gallons overflow). The 2006 Kenworth T300, also from Satellite, has a 2,000-gallon stainless steel tank (1,500 gallons waste/

500 gallons fresh). Both vehicles are outfitted with Masport Inc. pumps. Disposal was at the city's treatment facility.

### LOOKING AHEAD

The company enjoyed a repeat of last year's success for the festival. They met afterwards with event coordinators who were pleased with the service, although organizers realized they should have ordered more units. That's a change Go Potty expects to make next year.

"They cut themselves short thinking they could save some money, but they ended up needing more," says Harris. Units did not fill up, but lines were often unacceptably long and the company received several complaints. "They saw our number on the units and called," says Harris. But the company views that as a positive thing. "It worked out well because now we're able to show that to the organizers, so next year they won't cut it short."

### MORE INFO:

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**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:

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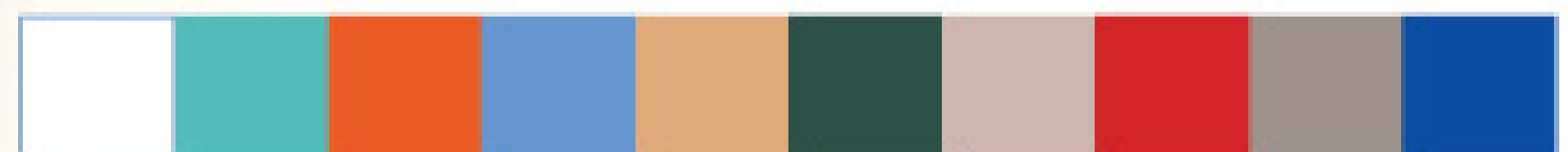
- Look at the size of that door! Tall, wide – easy for customers to enter and exit – even with bulky work gear.
- Keystone roof lets in plenty of light. The unit is brighter and feels more spacious.

## **SITE-FRIENDLY**

- Easy to move and handle. 8 oversize handholds, corner strap-down guides and reinforced corners with no corner molds.
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# 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 Pumps: Operation & 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

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## THURSDAY

February 26th, 2009

ROOM C101-C104

### 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 Discover the "GREEN ERA" and capitalize on it! - **Lenzyme**
- 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**

ROOM C109 - C112

### Sewer & Drain Track

- 8:00 - 9:00 Bacteria Mythbusters -  
**ProClean by Duracable**
- 9:30 - 10:30 Solutions for Nineteenth Century Manholes - **AP/M Permaform**
- 11:00 - 12:00 Manholes & Leakage Solutions  
**Sealing Systems**

## 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 C101-C104

### 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**



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# EXHIBITING COMPANIES

Current list of exhibiting companies as of November 6th, 2008. List subject to change without notice.

27th Trucks, Inc.  
A & L Systems, Inc.  
A Corp/Rooter-Man  
A Global Chemical Co.  
A.R. North America  
A.W. Cook Cement Products  
Abbott Rubber Company  
Abernethy Welding & Repair Inc.  
Accent Manufacturing  
ACE DuraFlo Systems  
Acro Trailer  
Adler Tank Rental  
Advance Pump & Equipment  
Advanced Containment Systems Inc.  
Advanced Drainage Systems  
Advanced Infrastructure  
Advanced Pressure Systems  
Advanced Tank Systems  
Advanced Tracking Technologies  
Advanced Wastewater Systems  
AGCO-Ag Chem Division  
AK Industries  
Allan J. Coleman  
AllGreen Manufacturing, LLC  
Allied Construction Products, LLC  
Allied Graphics  
Allied Tank Co.  
Alpha Mobile Solutions  
Alpine Leasing, Inc.  
AlturnaMats  
Ameri-Can Engineering  
Amerik Engineering  
AP/M Permaform  
Aqua Ben Corporation  
Aqua Blast Corporation  
Aqua Mole Technologies  
Aqua Test  
Aqua-Zyme Disposal Systems Inc.  
Arcan Enterprises Inc.  
Aries Industries Inc.  
Armal, Inc.  
Arthur Products  
Ashland Trap Distribution, Co.  
Ashtead Technology Rentals  
Asino  
Atlanta Rubber & Hydraulics Inc.  
Avanti International  
Bad Dog Tools  
Badger Truck Center/Badger VACS  
Baker Corp.  
Bakers Waste Equipment  
Bandlock Corporation  
Banjo Corp.  
BASE Engineering  
BDP Industries  
Benjamin Franklin Franchising  
Best Enterprises Inc.

Betts Industries  
Big Fish Environmental, LLC  
Bio Clean  
Bio Microbiotics Inc.  
Black Tie Manufacturing  
Blasters, Inc.  
Blue Angel Pumps  
Boatman Industries  
Bord Na Mona  
Bowman Tool Co.  
Brenlin Co., Inc.  
Bright Dyes/Division Kingscote Chemicals  
Bright Technologies  
BW Technologies by Honeywell  
Cadman Power Equipment  
Cam Spray  
Canplas Industries Ltd.  
Cape Cod Biochemical Co.  
Capital Partners  
Capital Rubber Corp.  
Cat Pumps Corporation  
Center Capital Corporation  
Century Chemical Corporation  
Champion Pump Company, Inc.  
Chandler Equipment Inc.  
Chelsea Products/Div. of Parker  
Chempace Corporation  
Chempure Products Corp.  
ChemStation International  
Cherne Industries Inc.  
City Meter, Inc.  
Clear Computing  
ClearPipe, Inc.  
Clearstream Waste Water Systems Inc.  
Cloverleaf Tool Co.  
Cobra Technologies  
Comforts of Home  
Compliance Solutions  
Concentric Enviro Inc.  
Consolidated Treatment  
Containment Solutions Inc.  
Control Chief  
Cook Compression  
Coon Manufacturing, Inc.  
Cougar Industries Inc.  
Coxreels  
Cretex Specialty Products  
Cross Bore Safety Association  
Crust Buster/Schmitz Bras.  
CUES Inc.  
CuraFlo Technologies Inc.  
Custom Biologicals Inc.  
Cyclops Electronics, Inc.  
Dahle USA  
De Neef Construction Chemicals  
Deal Associates  
DekoRRa Products

Del Vel Chemical Co.  
Delta Environmental  
DermaRite Industries Inc.  
Ditch Witch  
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Doug Meadows Co. LLC  
Dr. Shrink, Inc.  
Dragon Products  
Drainables Direct  
Dresser Roots Blower  
DropBox Inc.  
Dultmeier Sales  
Duracable Manufacturing  
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Dyna-Vac Equipment  
E.H. Wachs Company  
Earth Friendly Chemicals, Inc.  
Earth Tool Co.  
Easy Liner  
Ecological Laboratories Inc.  
Ecological Tanks, Inc.  
Elastec/American Marine  
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Eljen Corporation  
Engine & Accessory Inc.  
Environmental Products and Access.  
Envirosight LLC  
Enz USA Inc.  
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Evergreen Tank Solutions  
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Fergus Power Pump Inc.  
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FM Manufacturing Inc.  
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GapVax Inc.  
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Georgia Underground & Supply, Inc.  
Giant Industries Inc.  
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Global Tank Leasing  
Go For Digger  
Godwin Pumps of America Inc.  
Goldak Inc.  
Gorlitz Sewer & Drain, Inc.  
Goulds Pumps/ITT Industries  
Granite Leasing Company  
Green Leaf Inc.  
Guzzler Mfg.  
Hackney & Sons Inc.  
Hammelmann Corp.  
Hampel Corporation  
Hannay Reels  
Happy Feet by V.P. Marketing LLC  
Harben Inc.  
Hart Industries  
Haskel International, Inc.  
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High Pressure Equipment Company  
Highland Tank & Manufacturing  
House of Imports  
Hur Chemical Manufacturing  
Hurco Technologies Inc.  
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Hydro Engineering Inc.  
I.B. Moore Company  
IHI Compact Excavator Sales  
Imperial Industries Inc.  
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InfraTech  
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 Keith Huber, Inc.  
 Kentucky Onsite Wastewater Association  
 Kentucky Tank, Inc.  
 Key Commercial Corp.  
 KMT/Aqua-Dyne Inc.  
 Knight Treatment Systems, Inc.  
 Kroy Industries  
 Kuriyama of America Inc.  
 L.C. Tanks  
 L.M.T.  
 La Place Equipment Co Inc.  
 Lansas Vanderlans & Sons Inc.  
 Leaders Resource Network  
 Leaf Financial Corporation  
 Lely Manufacturing  
 Lenzyme Incorporated  
 Liberty Financial  
 Liberty Pumps  
 Liquid Environmental Solutions  
 Liquid Waste Technology  
 Little Giant DBA Franklin Electric  
 LMK Enterprises Inc.  
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 Longhorn Tank & Trailer  
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 Milwaukee Electric Tool  
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 Real-Tite Plugs, Inc.  
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 Roth Global Plastics  
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 RouteOptix Inc.  
 RR USA, Inc.  
 RS Technical Services Inc.  
 Rush Refuse Systems  
 Rush Sales  
 Safe-T-Fresh Deodorizers  
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 Safety Pumping Systems, LLC  
 Safety Vision  
 Salcor, Inc.  
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 Satellite Industries Inc.  
 Sauereisen, Inc.  
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 ScreenTech Imaging, a div. of Roeda Signs Inc.  
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 Sealing Systems Inc.  
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 Shamrock Pipe Tools Inc.  
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 Simple Solutions Dist. LLC  
 SJE-Rhombus  
 SludgeHammer Group Limited  
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 Snyder Industries  
 Spartan Tool LLC  
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# PRODUCT NEWS

December 2008

## Hannay Enhances N700 Reel

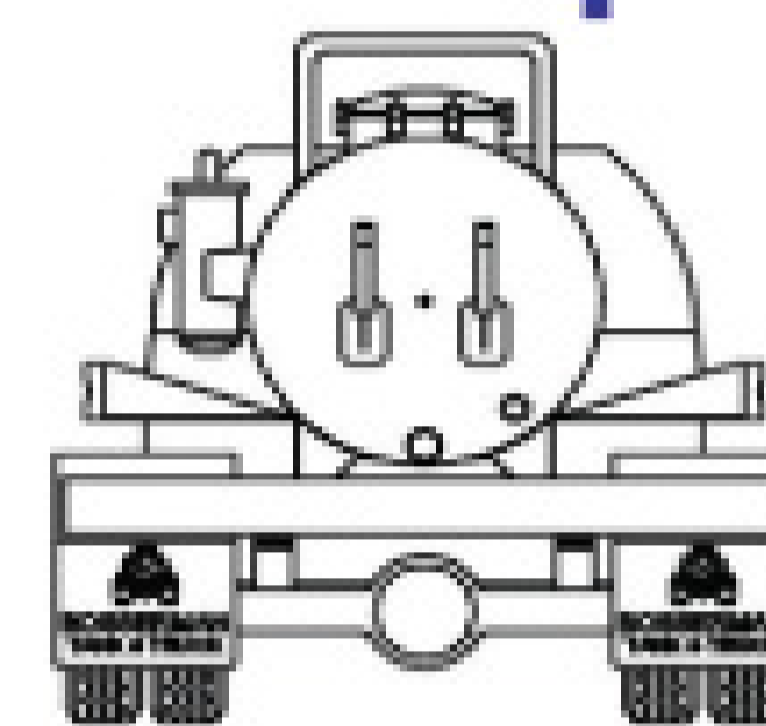
Hannay has added a separate non-sparking ratchet assembly unit to its N700 spring rewind hose reel. The new design provides better access to the pawl and pin, even in hard-to-reach machine applications. Redesigned seals in the heavy-duty spring motor and a redesigned arbor provide added protection in dirty environments and simplifies maintenance. The position of the hose riser also has been adjusted to improve alignment of the hose on the drum during retraction. The reel can accommodate single 3/8-inch or 1/2-inch I.D. hose and is designed to operate at up to 3,000 psi and temperatures from -20 degrees to 225 degrees F. The standard inlet is a 90-degree swivel joint with 1/2-inch female NPT threads. The standard outlet has 1/2-inch female NPT threads. For more information: 877/467-3357; [www.hannay.com](http://www.hannay.com). Expo booth 3161.

## Water Cannon Offers Replacement Pumps

Water Cannon has expanded its line of General Pumps, offering replacement units with flow rates up to 58 gpm and adjustable pressure up to 7,000 psi. The pumps feature a machined brass manifold designed to hold up in extreme use, including accidental freezing. The large capacity oil crankcase and triplex ceramic plunger design add durability. For more information: 800/964-9274; [www.watercannon.com](http://www.watercannon.com). Expo booth 8041. ■



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**Booth 7131**

**PORTA LISA**

# Damage Waiver Fees?

Posters discuss preventing vandalism, wiping down cleaned units and fuel surcharges

**QUESTION:**  
We are thinking of charging customers a monthly damage waiver fee for portable restrooms if they don't sign and return the customer service agreements. Have any of you ever done this? Do you have any suggestions?

**ANSWER:**  
I looked into customer agreements and service charges a while back and determined that the expense of the paperwork versus the actual amount of damage we receive in a year did not make it worthwhile for me. Another thing I noticed was the better service I provided and the cleaner I kept the toilets, the less damage I got.

At the end of the day it is better to have the customer than lose them over an extra charge. But go with your gut, and if you think they will damage your toilet no matter what, maybe it isn't worth your time.

## Do you dry serviced units?

**QUESTION:**  
How many of us dry our units after hosing them out? We dry our units to make it more comfortable for the users after we leave and it gives us one more chance to catch dust, dirt or grime that might not have come off in the scrubbing process. It requires more time, effort and supplies. If you are in a hot, dry climate where the unit will dry in a few minutes you might not want to bother with it. We are in Oregon and if we didn't dry the unit, it would stay wet for at least a day in most cases.

**ANSWERS:**  
We do not dry any of our units. If the customer asks, I tell them that taking a rag and rubbing it all over the unit just spreads germs that come from the truck, the rag, the technician or from the toilet itself, making sure the unit is covered in germs. Plus most disinfectants work best if left on for several minutes. If customers persist, I squeegee the seat area off.

I disinfect the inside, rinse off, chamois, and then buff with dry cloth. In the winter, I use a spray bottle with disinfectant mixed with washer solution to help avoid freezing before I'm done with the cleaning.

## Calculate fuel surcharges

**QUESTION:**  
How do you come up with a dollar figure or a percentage for a fuel surcharge? In the past, we have raised the rates due to increases in fuel costs, but in our current economy I feel presenting it as a fuel surcharge might be more understandable for the customer.

**ANSWER:**  
A standard formula for fuel surcharge calculation is to charge a 0.5 percent surcharge for each \$0.05 fuel climbs above your base rate. To determine your base fuel rate, check the Energy Information Administration Web site, which is part of the U.S. Department of Energy. This includes regional fuel cost data and history, which will tell you what your fuel price was at the time you set your current service prices. Take the current fuel price and subtract your base rate from it. Divide the difference by \$0.05 and multiply that amount by 0.005. This will be the percentage to multiply your service rate by in order to determine a fuel surcharge.

*I looked into customer agreements and service charges a while back and determined that the expense of the paperwork versus the actual amount of damage we receive in a year did not make it worthwhile for me. Another thing I noticed was the better service I provided and the cleaner I kept the toilets, the less damage I got.*

### Come Join Us Online

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All letters must be signed. Please limit your letter to 500 words or less. We reserve the right to edit all letters for length and clarity.



## Good Time to Buy?

The Economic Stimulus Act of 2008 may provide several tax breaks for purchasing new equipment in 2009.

By Paul J. Kahan

As the year ends, many owners of the 2008 personal property tax return are looking for ways to reduce their 2008 tax liability.

The Economic Stimulus Act of 2008 provides several tax breaks for purchasing new equipment in 2009.

These breaks include:

• **Section 179:** Allows for immediate expense deduction for new equipment purchased in 2009.

• **Section 179E:** Allows for a 50% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179F:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179G:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179H:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179I:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179J:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179K:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179L:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179M:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179N:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179O:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179P:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179Q:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179R:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179S:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179T:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179U:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179V:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179W:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179X:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179Y:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179Z:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AA:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AB:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AC:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AD:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AE:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AF:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AG:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AH:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AI:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AJ:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AK:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AL:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AM:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

• **Section 179AN:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

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• **Section 179AS:** Allows for a 30% bonus depreciation deduction for new equipment purchased in 2009.

Several engineering firms have been awarded contracts for the design and construction of a new water treatment plant in the city of...

The project is expected to be completed in 2010 and will provide a significant improvement in the city's water quality.

The new plant will have a capacity of 10 million gallons per day and will include advanced filtration and disinfection technologies.

The project is a major milestone for the city and will help ensure a safe and reliable water supply for its residents.

The city is proud to have selected these firms to lead the project and looks forward to the successful completion of the plant.

The project is a testament to the city's commitment to providing high-quality water to its citizens and to the expertise of the engineering firms.

The city is confident that the new plant will meet all regulatory requirements and provide a long-term solution for the city's water needs.

The project is a key part of the city's infrastructure program and will help improve the city's overall quality of life.

The city is grateful for the support and expertise of the engineering firms and looks forward to the successful completion of the plant.

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A well-maintained service vehicle reflects the Fresh and Clean name. (Photos by Doug Smith)

# 'SHOW-ME' SERVICE

Providing constant communication and crack service, Missouri's Fresh and Clean Restrooms proves its value to customers every day

By Mary Shafer

**W**hen Josh Campbell started working his first portable restroom route at age 11, his burning ambition was to own a Western Flyer bicycle he spied in a store window. He didn't know cleaning those

restrooms would start him becoming a fourth-generation liquid waste entrepreneur.

"That bike was \$275," says Campbell. "I wanted it bad, and Mom and Dad told me I had to work for it. After school let out for the summer, I got in the truck with the driver at 4 a.m. to clean out restrooms and restock paper at 10 cents per unit."

Campbell got his bike in time for school to start again in the fall, and had his first taste of success in the portable sanitation industry.

That was 1991, and he was working for his parents' business, a franchise office of his aunt and uncle's St. Louis-

based company, Johnny on the Spot. After the family business went through several incarnations, it was time for Campbell to make it his own. In February 2005, he bought 120 Taurus units and five World Care ADA restrooms from SynergyWorld, and a 12-unit trailer from Lane's Vacuum Tank to launch Fresh and Clean Restrooms.

## Fresh and Clean Restrooms

Park Hills, Mo.

Owner: Josh Campbell

Founded: 2005

Employees: 4

Services: Portable sanitation, septic system pumping and installation, waterjetting and power-washing, water hauling

Service Area: Southeast Missouri, 50-mile radius of Park Hills

Affiliations: Portable Sanitation Association International; Park Hills-Leadington, Arcadia Valley and Desloges Chambers of Commerce; Better Business Bureau



Owner Josh Campbell (left) discusses the upcoming day's schedule with driver Jerry Cloin.



*"Employees are your strongest or weakest link in the system. Mine happen to be the strongest link ... I think I can retain and have great cooperation from my employees because I don't expect them to do any more or less than I do."*

Josh Campbell

#### A NICHE IN PORTABLES

Currently, portable sanitation accounts for a majority of Fresh and Clean's business. Of that, 30 percent is construction, 40 percent is heavy industry (mines, quarries and rail yards), 30 percent is special events. Septic pumping, a service started in 2006, accounts for 10 to 15 percent of revenues, about 90 percent of that is residential. About 5 percent of the revenues come from water hauling, jetting and septic system installation.

Fresh and Clean fields 500 restrooms, mostly from Satellite Industries Inc. and Synergy World. The company also carries 15 300-gallon and 1,000-gallon Synergy World combination waste and freshwater holding tanks, 15 Satellite Wave sinks and 10 PolyPortables Inc. Super Twin sinks. There are also 10 PolyJohn Enterprises Corp. PJN3 single-unit trailers carrying orange restrooms.

The well-utilized fleet includes a 2001 Chevrolet 3500 1-ton supervisor/support services flatbed with 300-gallon waste/110-gallon freshwater tank and a Conde Super 6 pump from Westmoor Ltd. It also has a Deuce restroom carrier from FM Manufacturing. There are two Chevrolet C5500 vacuum trucks, a 2004 with homemade 500-gallon waste/250-gallon freshwater tank and Conde Super 6 pump and a 2005 from Keith Huber Inc., with a 600-gallon waste/250-gallon freshwater steel tank and a Masport HXL4V pump.

Campbell believes professional-looking employees are a company selling point.



Campbell also runs a 2007 International 4300 service truck from Satellite Industries Inc. with 1,600-gallon waste/600-gallon freshwater tank and Jurop R260 pump. The company's water hauler is a 2001 Ford F-650 with a 2,000-gallon poly tank. All trucks are equipped with the Masport Pumper/Scent system for what Campbell calls "improved public perception of the profession."

#### DISASTER SPURS BUSINESS GROWTH

"We travel an average of 250 miles on a daily route," says Campbell, servicing 40-50 units. They cover 80-90 miles, north to south, of clay soil territory in the Ozark Mountains. The highest point in the state is in Campbell's service area, next to the Taum Sauk Reservoir, about 110 miles south of St. Louis. This was the site of the company's first major job.

In December 2005, the reservoir collapsed, flooding a state park. "We were contracted by an engineering company to serve the cleanup," recalls Campbell. "At the high point, we fielded 35 units with three-times-a-week service. That job is still going on, now in the reconstruction phase.

In the meantime, they've opened the park back up June through Labor Day. We pump the 10,000-gallon holding tanks at the store and offices on the state park grounds. We still have 16 units there now, and they expect project completion by summer 2009."

On the reservoir reconstruction site itself, Campbell has 75 units spread over a work zone of about 10 acres, which receive three-times-a-week service. He also has eight 1,000-



Employees, such as driver Jerry Cloin, travel an average of 250 miles a day servicing 40-50 units.



gallon waste and freshwater tank systems hooked to a pump that supplies the engineering company's office trailer restrooms.

#### RESPONSIVE SERVICE PAYS

Every three years, the Civil War Battle of Pilot Knob is re-enacted about 90 miles south of St. Louis. The event is put on by the state's natural resources department, which contracts restrooms from Fresh and Clean. Last year, the company placed 22 standard units, four ADA units and four sinks at the 28-acre site for the Saturday/Sunday event. Setting up on Friday morning, Campbell's crew serviced both days at 10 a.m. and 4 p.m., picking units up on Monday morning. "We keep one guy on site in a truck during daytime activities for housekeeping," Campbell says. "He picks up trash out of restrooms, carries deodorizer and disinfectant, and cleans up any messes."

Campbell bills the maintenance as documented service. "It's really just a date sticker that says when we were there, but it sounds impressive and is a big selling point with our customers." He also tries to keep an extra person on staff to do his management



*“As soon as we started using uniforms, I could tell an immediate difference in the public and customers’ perception. We were no longer a ‘toilet company,’ but providers of ‘portable restrooms’ overnight.”*

Josh Campbell



Jerry Cloin makes sure restrooms are fresh and clean as he completes his rounds.

## Technology rocks the office

Along with employing the latest tools and techniques in the field, Josh Campbell of Fresh and Clean Restrooms, Park Hills, Mo., leverages the power of technology in handling the business end of his enterprise as well. “I use Microsoft Outlook religiously,” he reports. “An e-mail group is set up on the three consoles in our office. When we enter a call, we send it to the group so they all know what’s going on.”

All activity is tracked via shared Outlook calendars, which are color-coded: Green means delivery. Red means pickup. Freshwater is blue; wastewater pumping is gray.

“I need and have contemplated getting a dispatch program, but Outlook works for us right now. When we do make the switch, we’ll also go to GPS, because I want to know where my trucks are. Failure to communicate with your staff and your customers is your worst problem ... that’s when things go hay-wire.”

Campbell knows the value of being able to muster your fleet at a moment’s notice. His ability to do so when a competitor couldn’t recently garnered him some nice business.

“Last winter, a local correctional facility had a water main freeze break. We mobilized 80 units within about three-and-a-half hours. I called friends and people who used to work for me to get those units in there. We kept a large truck on site with supplies, and hauled units and serviced with the smaller trucks.”

Campbell knows with that one unplanned job, he served notice to the correctional facility’s administration that Fresh and Clean can be counted on. As service and reliability become more important to the institution, his company will become an increasingly attractive vendor option. It won’t surprise him when the phone rings again, offering a long-term, more comprehensive contract.

job so that if an emergency call comes in, he can respond immediately. “That way, I don’t have to make the customer wait. If they say ‘jump,’ we try to jump as high as we can.”

Employees are also a Fresh and Clean selling point. “Employees are your strongest or weakest link in the system. Mine happen to be the strongest link. We receive lots of compliments in the office from our customers on how our (workers) act at the site. I think I can retain and have great cooperation from my employees because I don’t expect them to do any more or less than I do.”

### BIG MARKET REACH

Public perception begins with the way a company is represented in the marketplace, and Campbell chose the name Fresh and Clean as a statement about his service philosophy. This is indicative of his understand-

ing of proactive and strategic marketing.

To start, he launched a Web site the day he started the business. “I knew the Internet would be the way to go. I know I hate looking at a phone book for anything, and I figure many of my prospects feel the same way. People are going to the Net for everything.” He drives use of the site by mentioning the Web address on all promotional pieces, including extensive phone book advertising.

Fresh and Clean recently ventured into broadcast advertising with great success. “I just started using radio ads about two months ago,” he says. “Three ads a day for a week. Our call volume went from about a dozen a day to 25 or more. I know it’s working because now people are actually telling us they’re calling off the radio ads.”

As comfortable as he is using technology to promote his firm, Campbell says his

most effective approach is time-honored “face time” with current and prospective clients. “I know all my customers by name, the things they enjoy doing, their hobbies. It’s just good, old-fashioned friendship. We’re the highest-priced company around, but we keep our customers because they appreciate the way we do business.”

### LOOK SHARP, BE SHARP

Employee appearance is another element that builds a professional image for Fresh and Clean. “I started issuing uniforms in 2007,” says Campbell. “As soon as we started using uniforms, I could tell an immediate difference in the public and customers’ perception. We were no longer a ‘toilet company,’ but had become ‘providers of portable restrooms’ overnight.”

Maintaining this high regard is part of what drives Fresh and Clean’s dedication to customer service. It feeds into Campbell’s strategy of communicating to his customers that their needs are the company’s primary concern. Borrowing this tradition from the family legacy and using modern technology to reinforce the message, Campbell is a member of the new breed of earnest young professionals committed to raising the standards of an industry he’s proud to belong to.

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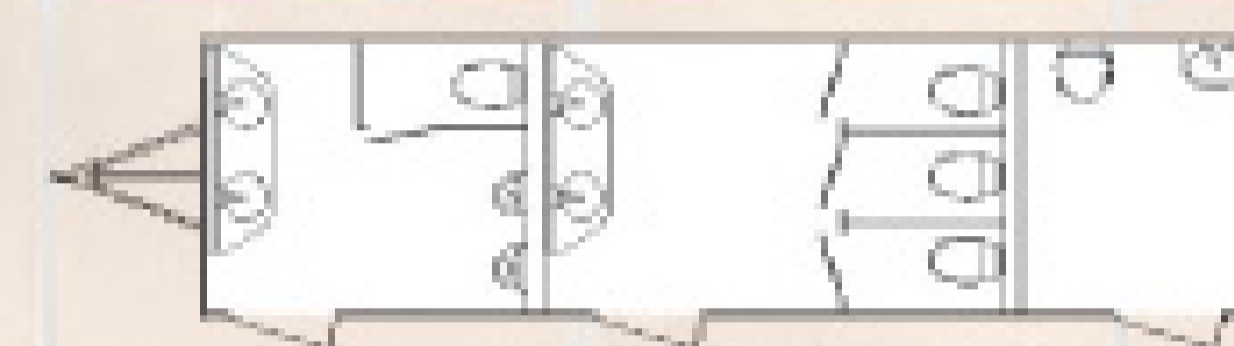
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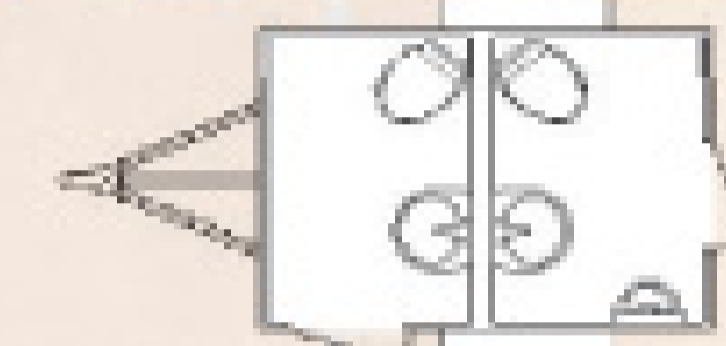


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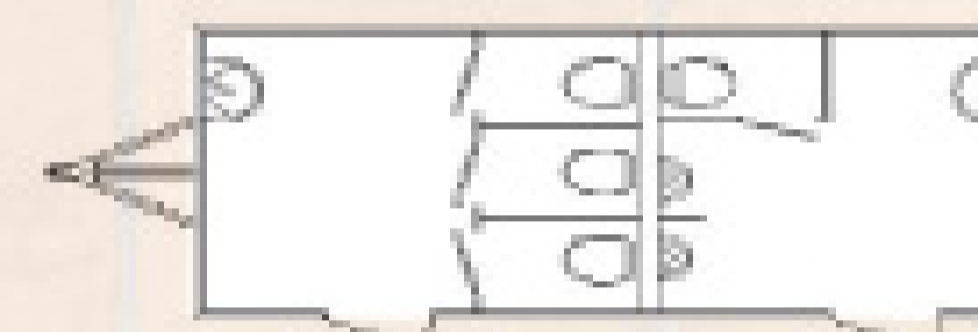
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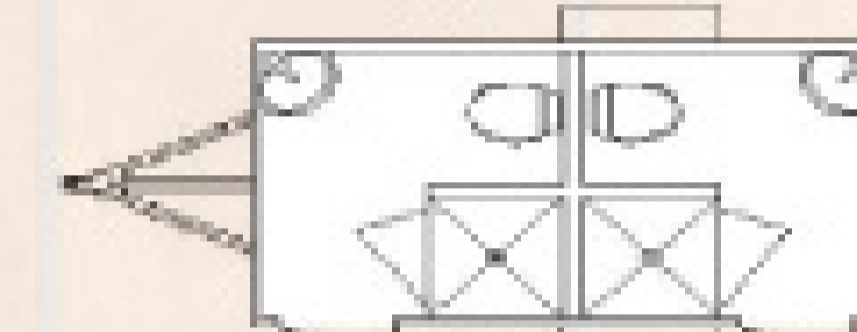
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# Two Heads are Better Than One

**Bouncing portable sanitation ideas off other local business owners or industry colleagues helps you make the best decisions for your company**

By David Wall

If you have ever read about how to be successful, you probably have heard of the author Napoleon Hill. He is the granddaddy of all business success writers. During the Great Depression, his book *Think and Grow Rich* sold over a million copies, and is still in print today, with over 40 million copies sold.

In the book, Hill lays out a system for fulfilling one's dreams called the *13 Principles of Success*. While one or two of these principles may strike today's readers as odd or old-fashioned, the book is mostly filled with good advice and common sense.

The ninth principle — *the Master Mind* — has become standard practice for people who want to get ahead and improve their lives. It is particularly helpful to remember if you start and run your own business.

The principle is summed up as: "When two or more individuals get together in the spirit of cooperative harmony to accomplish some goal, activity or result, they form a Master Mind." Essentially,

it means two heads are better than one. In practice, however, this principle is much more powerful than you would expect from an old proverb. When you have several people working together to help each other, the synergy is much

***A group of local business people can help you learn about upcoming events, construction projects or building plans. You can also discuss issues such as dealing with employees, sales strategies, customer service ideas, advertising, etc.***

stronger than the sum of its parts. What you create is a true TEAM — an acronym that means Together Everyone Achieves More.

This principle is particularly helpful for entrepreneurs because we tend to go our own way and make our own decisions as the leaders of our own companies. We may not work with anyone who can help with our decisions or give us advice. However, there are plenty of resources around if we just take the time to look.

## SEEING FURTHER

It is impossible to see the world from any other perspective than your own unless you ask others for their views. By adding other people's perspectives to your viewpoint, you get a much clearer picture of the world around you.

For example, an entrepreneur is like a pilot alone in an airplane high above the ground. He can see the weather around him on a clear day in approximately a 30-mile radius. However, if he gets on the radio, he can get weather reports from other pilots ahead of him and to either side. His perspective grows exponentially. With enough reports, he can determine the weather for his entire trip. For the pilot, it's like having super vision — as if he could see for thousands of miles.

The same can be said for a business owner who asks other business owners for their perspective. It can be very helpful to your business success if you form your own Master Mind group.

It is easy to start. You simply organize a group of friends or business acquaintances to discuss ideas, problems and other business issues. It doesn't matter why you get together; it could be a breakfast club, or you could get together to play golf, hunt, fish, bowl or play poker. However, you should all agree to discuss business for at least one hour before, after or during the fun. When you add their perspective and experiences to yours, the group becomes greater than the sum of its parts.

A group of local business people can help you learn about upcoming events, construction projects or building plans. You can also discuss issues such as dealing with employees, sales strategies, customer service ideas, advertising, etc.

Perhaps even more helpful would be to get together with other portable restroom operators. (Be aware that the Sherman Antitrust Act makes it illegal to discuss price issues with peers.) Although you could run into issues sharing too much information with local competitors, there are opportunities at the Pumper & Cleaner Environmental Expo or Portable Sanitation Association International trade shows where you can meet with operators from across the country.

Another way to take advantage of the Master Mind principle is through the PSAI-sponsored Areas of Knowledge program.

It provides members with a list of 66 topics of interest to portable restroom operators. The list covers everything from handling special events to creating a business plan to using GPS tracking systems. Behind each area of knowledge is a member/volunteer who has agreed to share his or her understanding and experience. If you are a PSAI member, you can get this list by calling their offices at 800/822-3020.

## MASTER MIND PRINCIPLE

There are at least seven benefits to taking advantage of the Master Mind principle. They are:

1. You get objective feedback from others before you try something new — saving time, energy and money.
2. Others will encourage you to be successful.
3. You dramatically increase the number of good ideas available to you.
4. Sharing plans makes you accountable to others.
5. You enjoy your success more because you have others to share it with.
6. You improve your leadership skills as you advise, support, and coach other group members.
7. You develop strong friendships. ■



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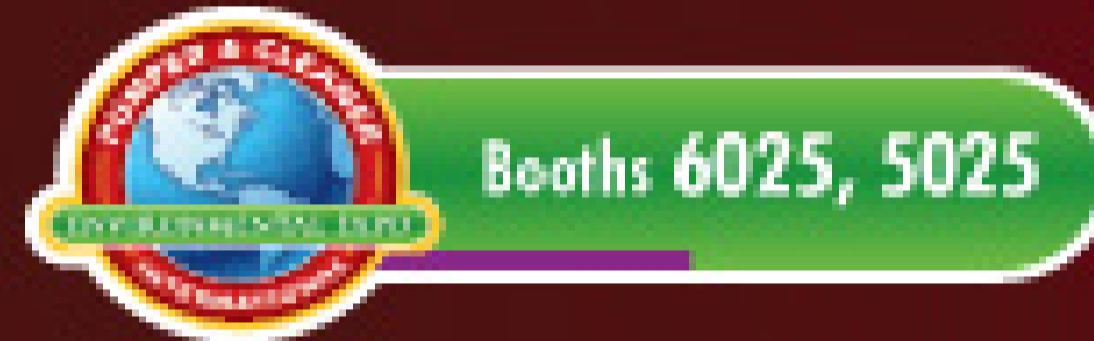


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Bob Carlson (left) and Jerry Kirkpatrick answer your questions in Truck Corner.



# The Big 3

They're not the most complicated questions we receive, but these are the most common queries from the *Truck Corner* mailbag

**O**ver the past few years, we've collected a lot of correspondence with questions touching on just about every aspect of pumping. With many new pumpers entering the industry — while others retire or move on — we tend to get a lot of repeat questions. To wrap up 2008, we've assembled the three most common problems and their solutions:

## Tennis ball anyone?

**Q** **QUESTION:** Something has screwed up my ability to pump. When I turn on the pump, the system refuses to create vacuum pressure. I've checked the system by disconnecting the hose and it seems to be operating just fine. What's my problem?

**A** **ANSWER:** This is one of the most common problems and the simplest to solve. If you disconnected the hose and you're getting plenty of suction, then obviously something is stuck in your hose. Whether it's a T-shirt, a tennis ball or random piece of large garbage, something has plugged up your hose. If you can't locate the blockage to remove it, try another hose and see how the system works. We think you'll be pleasantly surprised how well your system works when you have a clear path for the air to flow.

## The trap worked, the employee didn't

**Q** **QUESTION:** Yesterday, I had an employee run his route and everything was just fine. He reported that the pump was smooth, powerful, and effective. He even worked later and got some extra work done so there is less to do today. Today, however, the thing is sick. The pump doesn't have that same power and seems to want to overheat quickly. Why is it good to go one day and sick the next?

**A** **ANSWER:** Most likely you have gotten some debris or waste in your pump. Vacuum pumps are not designed to run efficiently when they are clogged with debris. First thing to do is check your secondary moisture trap.

We'll bet you a dollar that when your employee finished up that night, he returned to the shop, punched out and went home. What he should have done upon returning was empty the secondary moisture trap. During the course of pumping all day long, the tank filled up and debris got past the primary shutoff

and made its way to the secondary. And like a good secondary moisture trap, it did its job and trapped the stuff before it escaped to the pump.

But when the pump was started the next day, a lot of the debris that had been caught by the secondary the day before now got loose and rocketed directly into the pump. This bogged down the pump. Now it's time to remove the end plate from the pump and see what damage has been done.

## Remember your vacuum system basics

**Q** **QUESTION:** Maybe I'm not understanding vacuum truck basics, but why isn't a bigger pump always better? Don't you get more vacuum from a bigger vacuum pump?

**A** **ANSWER:** It's amazing how many times we get this or similar questions. The assumption is that a vacuum pump is like a car engine: the bigger, the more powerful. And in some ways there are similarities, but vacuum pumps are different.

A vacuum pump has one primary purpose: to evacuate the air out of the vacuum tank. You can get a large vacuum pump and evacuate the air out of a tank faster, but is that an advantage? Pulling up to a jobsite, getting the vacuum pump running, and then getting your hoses ready for pumping take a little time. So wouldn't the best of all possible worlds be to have your system ready to pump when you are in position and ready to work?

Remember, a small vacuum pump and a large vacuum pump will do the same thing: they evacuate the air from the tank to create vacuum. Once you have the vacuum you need to work, usually 18 inches to 20 inches of mercury, you're all set. So this is where buying and using the right size pump comes into play. Why spend more money for a big pump when perhaps a medium-sized pump will be more efficient? A pump that is too small will require more time to evacuate the pump so there is the possibility of overheating the pump.

So, remember that tank size and pump size go hand-in-hand when trying to pump efficiently and profitably.

*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](mailto:truckcorner@promonthly.com). ■*



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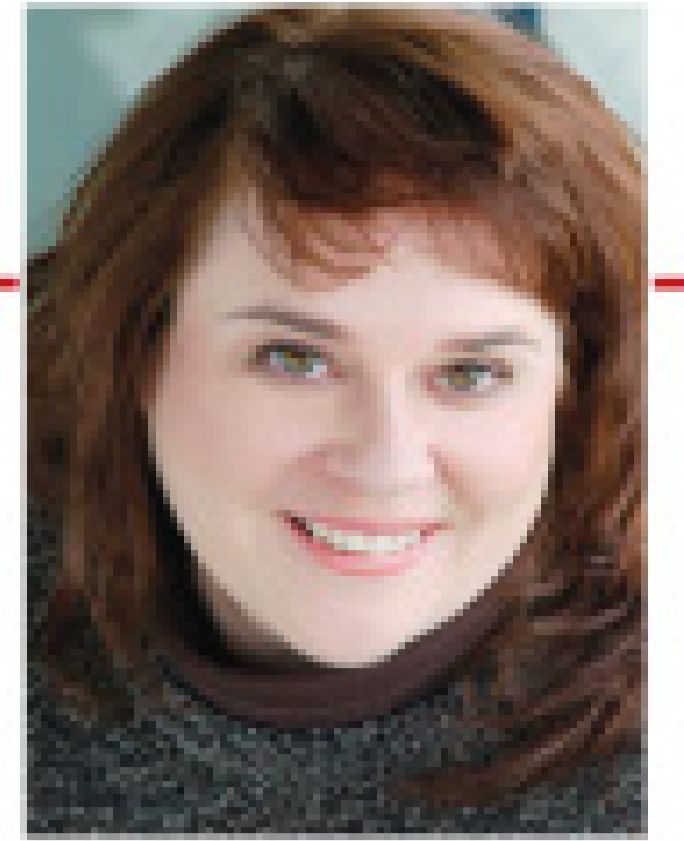
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Mary Shafer writes about issues important to PROs. Direct comments or questions to Shafer at [thinktank@promonthly.com](mailto:thinktank@promonthly.com).



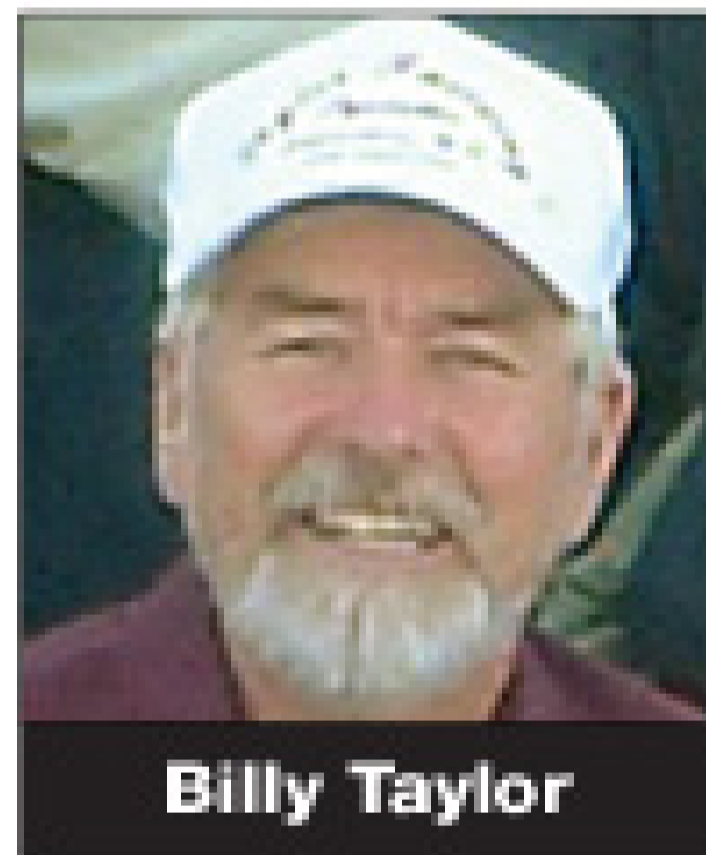
## On Top of Technology

### How do you keep yourself informed about and try new products?

By Mary Shafer

**N**o one will argue that new products, services and technologies are driving innovation and higher standards in the portable restroom industry. Research and development is migrating out of major labs and into the hands of entrepreneurs and small operations. Spinoffs of chemistry breakthroughs for military, government and food processing industries create advances in this industry. And nanotechnology shrinks the size — and price — of new equipment and tools at an astonishing pace.

The end result is a plethora of new products every year to help PROs do their jobs faster, better and with more efficiency. But how do busy contractors keep up with this dizzying array of possibilities? A few of your colleagues share their strategies for staying informed and not overwhelmed.



**Name: Billy Taylor, supervisor**  
**Company: The Outhouse**  
**Location: Greensboro, N.C.**  
**Employees: 3**  
**Years in Business: 4**

Billy Taylor

"I'd like to get some tips from my local competition," says Billy Taylor of The Outhouse portable restroom rentals. "But they're all pretty closed-mouthed about that. No one wants to give away their secrets." So Taylor turns to peers from farther away, along with trade publications and industry events to learn what's new and exciting.

"I read both *Pumper* and *PRO* magazines, and of course go to the (Pumper & Cleaner) Expo. I'll go to the Internet when I'm getting serious to do some research of my own, and then when I'm ready to buy."



**Name: Phillip Myers**  
**Company: Garner/Northern Ohio Sanitation**  
**Location: Sandusky, Ohio**  
**Employees: 5**  
**Years in Business: 9**

Phillip Myers

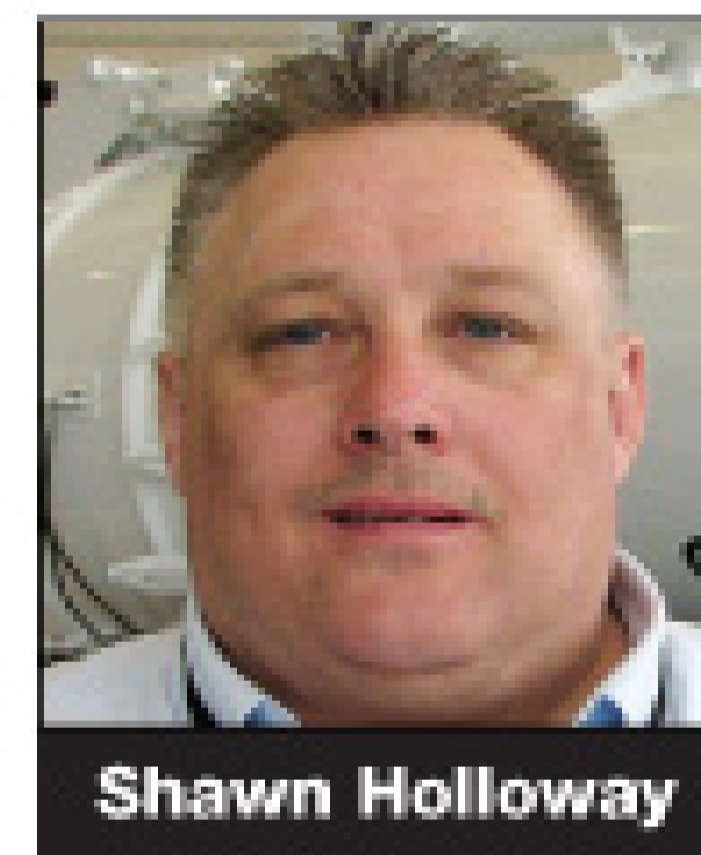
"We always come to the (Pumper & Cleaner Expo) and read the *Pumper* and *PRO* magazines," says Phillip Myers of Garner Sanitation. As a PRO with 500 units who services some unique

*"All the professionals are at the Expo, so I know I'll get to talk to them and learn a lot. And I'll be bringing my oldest son with me next year, so he can help me run the business."*

*Shawn Holloway*

sites (such as the Ohio State University Extension office on the islands at Put-In Bay on Lake Erie), Myers is interested in learning about anything new that might make challenging jobs a bit easier.

He also uses the COLE Publishing Web site as a portal to find out about new products that might appear between issues. From there, he'll contact manufacturers for samples. Myers and his crew also visit the COLE Publishing reader forums to see what others are talking about, since anything causing a buzz is likely worth looking at.



**Name: Shawn Holloway, owner**  
**Company: Holloway's Portable Restrooms**  
**Location: Ottawa, Ill.**  
**Employees: 3**  
**Years in Business: 1**

Shawn Holloway

"I worked for a guy for five years and I've been contemplating going out on my own for a few years. It's a straightforward business, and all the development is heading down our way, so I saw it as a good opportunity to hop into it for myself," says Shawn Holloway, who's just entering the industry. He wants to spend his startup budget in a smart way, so he went where he knew he could find the greatest concentration of people already making a success of the business.

"I'm looking to serve construction sites, agricultural businesses and events, and I want to find out how to do it right," Holloway says. That's why he began his research into equipment, products and vehicles earlier this year at the Pumper & Cleaner Expo.

"I went to check out the scene and see what's available. I knew I'd learn whether it makes more sense for me to start with a smaller pickup with a slide-in tank, or go with a big pumper truck.

All the professionals are at the Expo, so I know I'll get to talk to them and learn a lot. And I'll be bringing my oldest son with me next year, so he can help me run the business." ■





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