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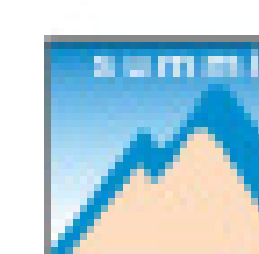


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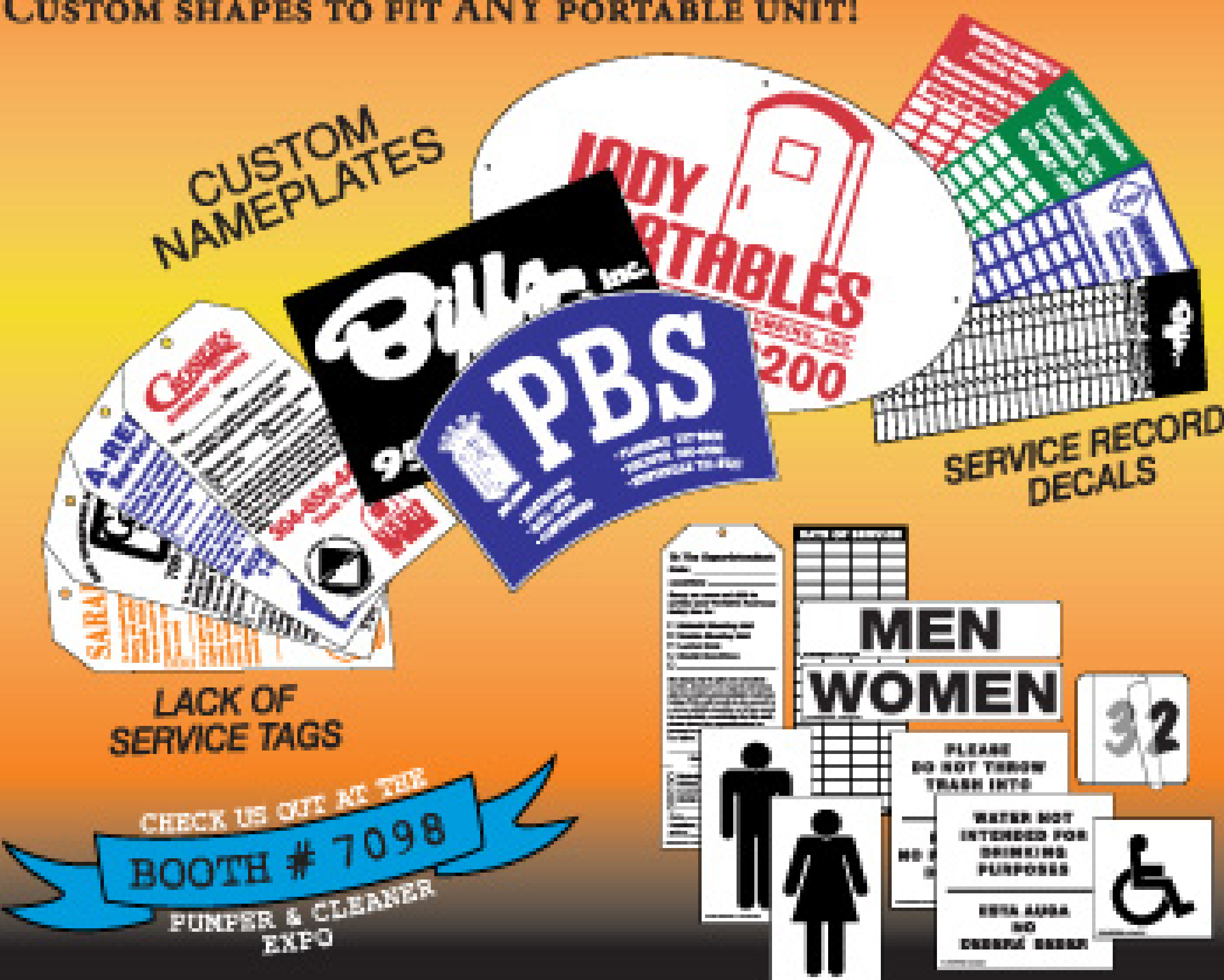


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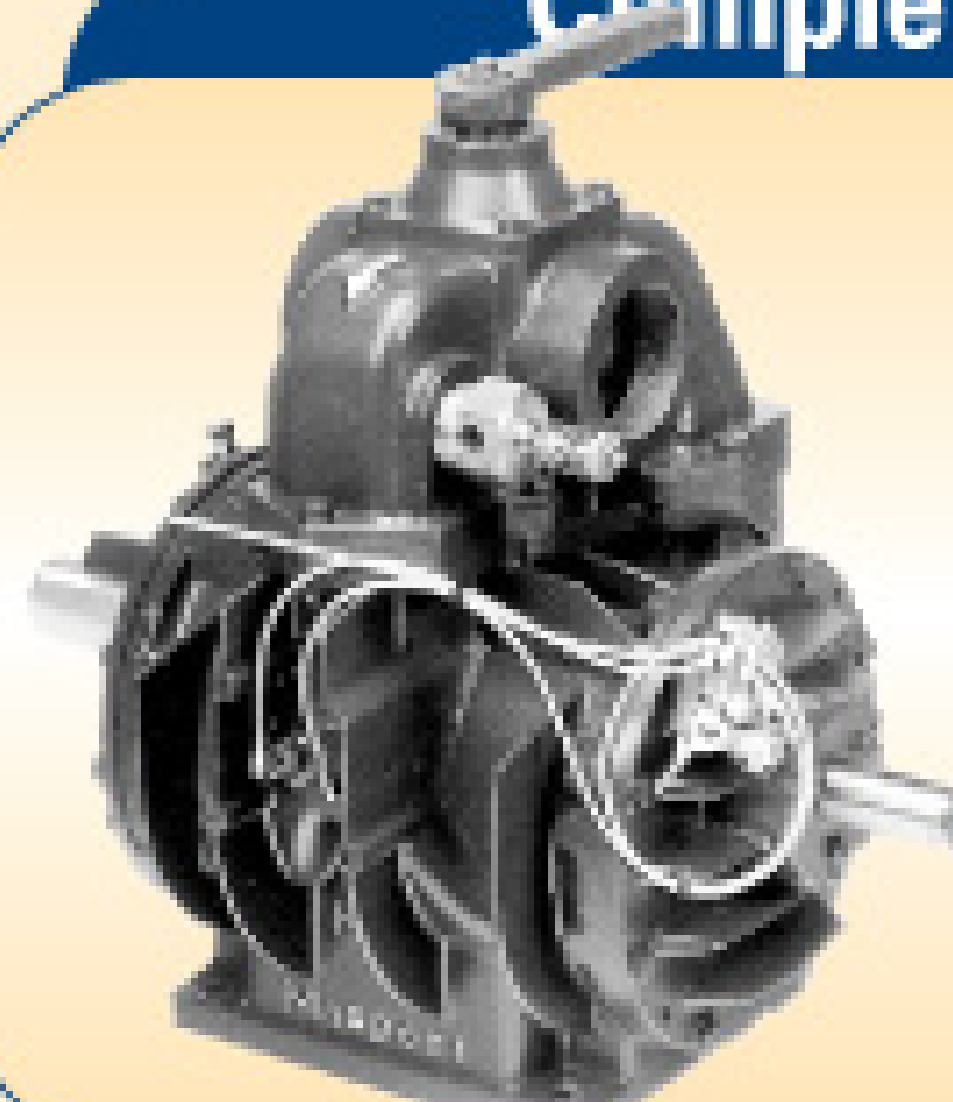
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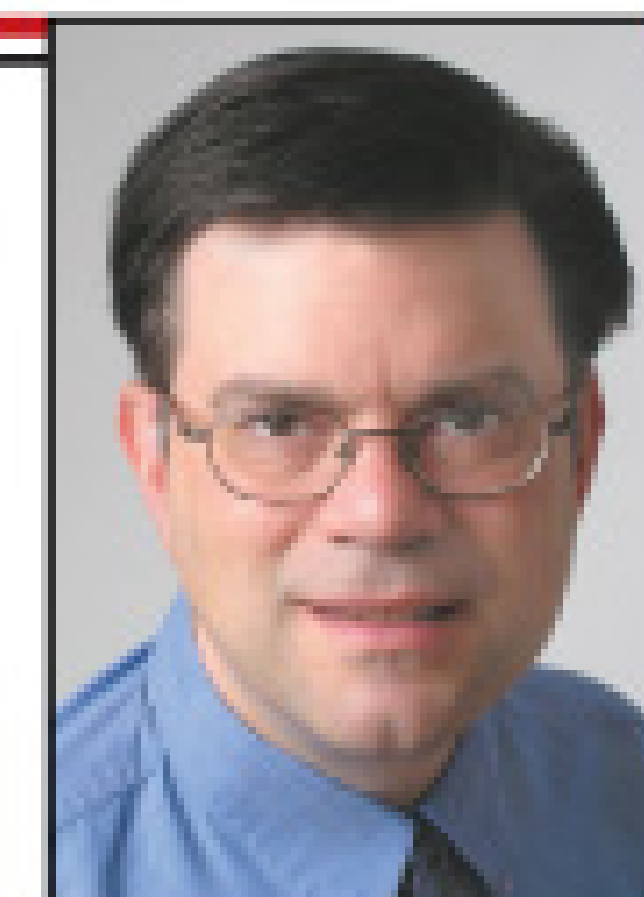
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# Reloading the Customer List

**With a continued economic slump, it's time to invest your resources in prospecting for new business**

*By Jim Kneiszel*

**C**hances are, attracting new customers is job one for you heading into 2009. The days of resting on an established customer list and taking on new jobs as they walk in the door are a distant memory in these challenging economic times.

Your customer database — once considered rock solid and your strongest asset — has eroded in tune with the meltdown experienced by lending institutions starting last fall. When mortgage money dried up, so did many of the homebuilders you'd come to rely on as loyal customers. When the stock market flopped, so did some of the special events and party clients who had thrived on the discretionary income of the general public.

The problem with prospecting — and the reason small businesses rarely spend enough time doing it — is that it involves working without pay. It feels better to have an employee running a restroom route all day than it does having that same worker putting together a mass mailing of sales brochures or cold-calling weak leads that might not pan out. When the service rig is active, the money pipeline is flowing. But when employees are sitting in the office tracking down work, the money pipeline is flowing the other way.

*If you want to bulk up the customer base to the point where it was a year ago — and beyond — you need to earmark at least a small percentage of your budget to marketing efforts that don't always have an immediate payoff.*

## **ESTABLISH CONSISTENT MARKETING**

But that's not really the way to think about ramping up your marketing efforts. A consistent sales program should be built into your work schedule just like the time you expect the yard man to be spending repairing damaged units or the office manager processing billing.

That's not human nature, though. For small business owners who work close to the margin, the route-running, accounting and truck maintenance translate to bringing home the bacon. This is the work that generates the revenue, gives the tangible results you want to see every day. It pays the bills, funds new equipment purchases — and if you're lucky — supports your retirement somewhere down the road.

It's time to start looking at prospecting the same way. If you want to bulk up the customer base to the point where it was a year ago — and beyond — you need to earmark at least a small percentage of your budget to marketing efforts that don't always have an immediate payoff. And the emphasis on building the customer list shouldn't only come at challenging economic times like these. When you start to ride that inevitable wave of prosperity again, keep working at growing that list. It'll make your company outlook healthier for years to come.

So let's say you decide to dedicate four hours of paid time every week to finding new customers. How are you going to spend that time? Here are a few ideas to get the ball rolling:

### **Send someone to the Pumper & Cleaner Environmental Expo Education Day**

Start the effort with a bang by attending or sending a representative to the slate of marketing seminars at next month's Pumper & Cleaner Expo. On Wednesday, Feb. 25, in Louisville, Ky., some of the most successful portable sanitation contractors in the country will participate in a panel discussion organized by the Portable Sanitation Association International. During and after the presentation, you'll be able to pick the brains of these industry leaders in search of good marketing ideas.

In addition to the PSAI session, there are valuable tracks of seminars planned by the Leaders Resource Network and by sales guru Scott Hunter that will touch on a wide array of topics, from perfecting the sales process to marketing your company via the Internet. Many great ideas come out of these seminars and the speakers are more than informative; they're inspiring to PROs.

### **Explore social networking sites for value marketing**

Just in the past several months, I've seen an increase in the number of portable sanitation companies seeking a presence on popular social networking Web sites, including YouTube, MySpace and Facebook. On YouTube, for example, PROs are posting commercials for their services on the site started as a vehicle for people to share their family videos with others. I've called a few of the companies, often finding out that their most recent Yellow Pages contract included a video commercial that is uploaded at YouTube and shared with the world.

These sites are free to use, and added to your own Web site, give you another new and creative way to tap into potential customers. They won't replace the traditional ways to market your business, including print advertising and direct mail, but they are an inexpensive complement to what you've been doing already.

The company owners I've talked to lately say they've been surprised by the response they get from these so-called "new media" marketing efforts. They've told me PROs who aren't on the Web shouldn't discount the impact this type of marketing can have as consumers migrate to the Internet as a first step to finding a service company. The Web can no longer be perceived as "gimmick marketing;" these PROs say it yields proven results in new customers.

### **Pitch a "pie in the sky" customer**

Never assume anything, my journalism professors used to say when they stressed news reporters need to ask the most obvious questions. As a small business service provider, you should never assume



that plum client in your area — be it a huge commercial construction company or a premier special event — is out of your reach.

Let's say that in your hometown, a huge summer festival has ordered 200 units from another PRO for the past 15 years. You've always assumed the festival and the PRO have a rock-solid partnership, so you haven't bothered to make a push for the business. Many factors could change that relationship and provide you an opening. There could be a new decision-maker on the festival's end. The PRO could stumble on providing good service or raise prices beyond the festival's budget. Make a new pitch for the client. Don't assume you can't snare that business.

#### Join a civic group for effective networking

If it's truly "who you know" that can get your foot in the door with businesses in your community, you need to make more friends. To reach the people with the power to help build your business, consider joining your local Chamber of Commerce or the most popular philanthropic civic organization in town, like the Optimists or the Rotary Club. These organizations offer the chance to network with other businesses and do good work in the community at the same time.

At our local Chamber of Commerce weekly breakfast meeting, for example, members each have the opportunity to pitch their services to the group. Attendance changes every week, and you never know when you'll meet someone who needs portable restrooms for their own business.

#### TAKE THE PRO SURVEY

In the November 2008 issue of *PRO*, we included the Big 10 PRO Survey. Our plan was to run the results of the survey in this issue, but we've decided to wait and give more portable sanitation contractors an opportunity to participate.

We've had a good response so far, but I'd like to encourage those who haven't filled out a survey to go online at [www.promonthly.com](http://www.promonthly.com), click on the Big 10 survey billboard and take a moment to answer a few basic questions about your business.

This is an anonymous survey. You won't be asked for your company name or precise location. The results will be published in future stories to help readers track important industry trends. If you've already taken the survey, thanks for your help. If you haven't, please go to the *PRO* Web site and add your voice. ■

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## Features to Consider for Units

**A new PRO wants to start out on the right foot; looks for restroom-buying advice**

### QUESTION:

I have decided to take my container-moving business in a new direction and start renting and servicing portable restrooms. I need some help deciding what manufacturer I should be going with. I think I am going to be one of those guys who finds a "deal" and sticks to it. I like the idea of buying all the same make, so I can carry fewer spares, just the one-part-fits-all kind of thing.

### ANSWERS:

For many, the efficiency of servicing and cleaning is why they choose a certain manufacturer. For others it's durability and value. Lastly, some folks are just tied to a brand. Most restrooms on the market today are of a decent quality and it really just comes down to personal preference. Perhaps consider buying a couple different brands to begin with and see which one fits your service needs the best.



When buying a unit, I would look for a strong door and hinge and parts on the door that can't be damaged or are easy to replace, because when people get in the unit they mess with what is right in front of them.

## Talking tissue

### QUESTION:

I use one-ply toilet paper for heavy construction sites and two-ply for special events. Does anybody use only two-ply? My supplier says studies show that people use less two-ply versus one-ply, however I tried that and construction sites use eight rolls per week. So now I use single-ply.

### ANSWER:

We switched from two-ply to one-ply. We use fewer rolls of paper per toilet, plus two-ply will cause mounding and an odor problem. Two-ply will not break down in the tank and is harder to vacuum through your hose. And people will steal good toilet paper.

*Most restrooms on the market today are of a decent quality and it really just comes down to personal preference. Perhaps consider buying a couple different brands to begin with and see which one fits your service needs the best.*

### Come Join Us Online

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

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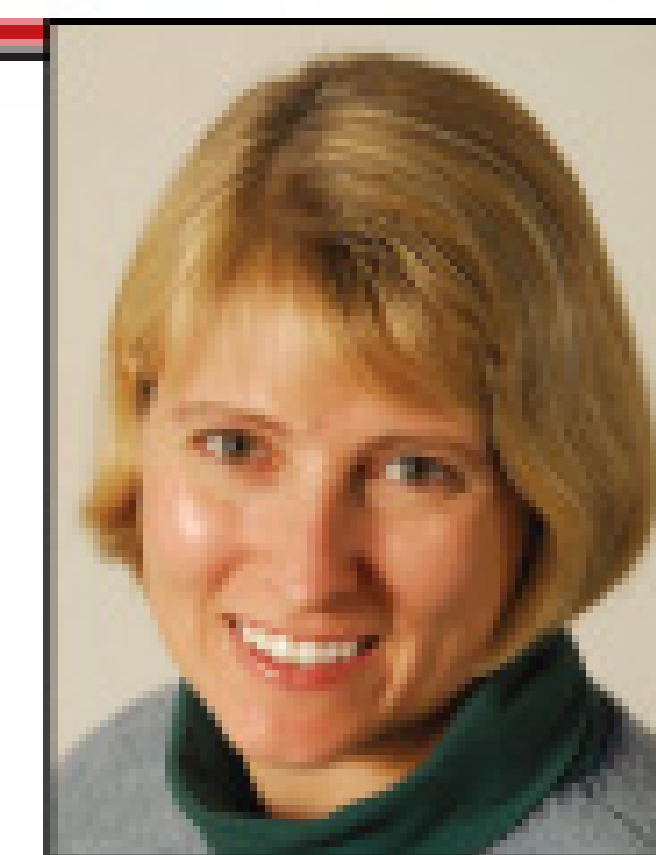
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# The Carrot and the Stick

**An incentive program can increase business for your company by motivating all employees to become salespeople**

*By Judy Kneiszel*

**T**eachers use the tried-and-true gold star sticker to motivate students in the classroom, and nothing gets a puppy to sit and shake a paw like a delectable liver-flavored dog treat. You may be trying to cut expenses in these tough economic times, but rewards can provide the incentive needed to motivate employees to land new customers for your business.

Sales incentive programs have been around for a long time because they work by appealing to the competitive nature of sales people. There's an entire industry devoted to coordinating and promoting incentive sales programs for large companies. But don't dismiss the idea of incentives just because you don't have a huge pool of salespeople out beating the bushes for your company. A simple incentive program can benefit your company too.

## TO SELL OR NOT TO SELL

Imagine this scenario: your receptionist overhears a mother and daughter arguing at lunch about the daughter's upcoming wedding. The daughter wants an outdoor wedding at the family homestead, but mom doesn't want "all those people traipsing through the house to use the bathroom after they've had too much to drink."

Now, if your receptionist knows that approaching these diners, handing them a business card and explaining how portable restrooms provided

by your company would be clean, nice-looking and keep the revelers out of the house could result in her next few lunches being on the company, she just might stick her neck out. If the only result she'll ever see from approaching them is more paperwork, she'll just keep on shoveling salad into her mouth.

Or how about this one: one of your route drivers is also a biker. He hears that the local motorcycle dealership where he hangs out after work

is planning a rally in the spring. He mentions this to you and you land the portable restroom contract for the event because you were the first company to call. Present him a nice reward in front of all your employees. You can bet they'll all be keeping their eyes and ears open for customers in the future.

## DESIGN AN INCENTIVE PROGRAM THAT WORKS

**Tell people about it.** Get people thinking like salespeople regardless of their actual job titles. Remind them frequently of the fabulous rewards you are offering for productive sales leads.

**Make sure the reward is something of value to employees.** Consider who your employees are when selecting rewards to offer. Don't offer ballet tickets to a group of NASCAR fans. Avoid a travel prize if most

employees would struggle to arrange for childcare to use it. A practical solution is to offer several options of equal value and let the employee choose their reward.

**Make sure employees' spouses and families know about the incentive program too.** Now you've doubled or tripled your "sales force."

**If you promise it; deliver it.** The quickest way to turn employees off to the whole idea is to announce that you'll reward them for referrals that pan out and then renege, saying the company can't afford the reward right now.

**Publicly recognize those who earn rewards.** People are naturally competitive. If Tom sees Bob getting a reward he'll want one too, so he'll search a little harder for potential customers.

**Don't set the goal so high that it's viewed as unachievable.** If you only reward new contracts for more than 100 restrooms, people might not even try.

**If the incentive is monetary, make it separate from the regular paycheck.** Present a separate check on a separate day. You want employees to understand that this reward is for going "above and beyond."

**Make the reward commensurable with the deal.** If an employee lands a 100-restroom contract for six months, a coupon good for a fast-food cheeseburger is not enough to inspire a repeat performance.

## RETICULAR ACTIVATING

The result of rewarding anyone who contributes to company sales is a sales force made up of everyone associated with your company. The reality is, anybody can be trained to sell your services, including employees, friends and family. Teach people to listen for key words in conversations — like "outdoor wedding," "event planning" or "construction project" to recognize circumstances where they can, through your company, provide a solution to someone's problem.

Once people start hearing of potential business opportunities, they won't stop. It's similar to what happens when you buy a new vehicle. Say, for example, you purchase a dark blue mini van. The minute you drive it off the car dealer's lot you will start seeing people driving dark blue mini vans everywhere you look. Suddenly there will be huge fleets of them that you never noticed before.

Why? You can chalk it up to your reticular activating system at work. A lot of research has been done on the reticular activating system of the human brain, and the bottom line is this: People see the things that are relevant to them; they don't see what's not relevant. The dark blue mini vans were there before, but you had no reason to notice them.

The same is true for potential customers. They are out there; you just have to inspire employees to start noticing them. Training everyone in the company to listen for comments relevant to your business by promising to reward referrals opens up new avenues of opportunity for the company. Just make sure the reward is worth the effort. ■

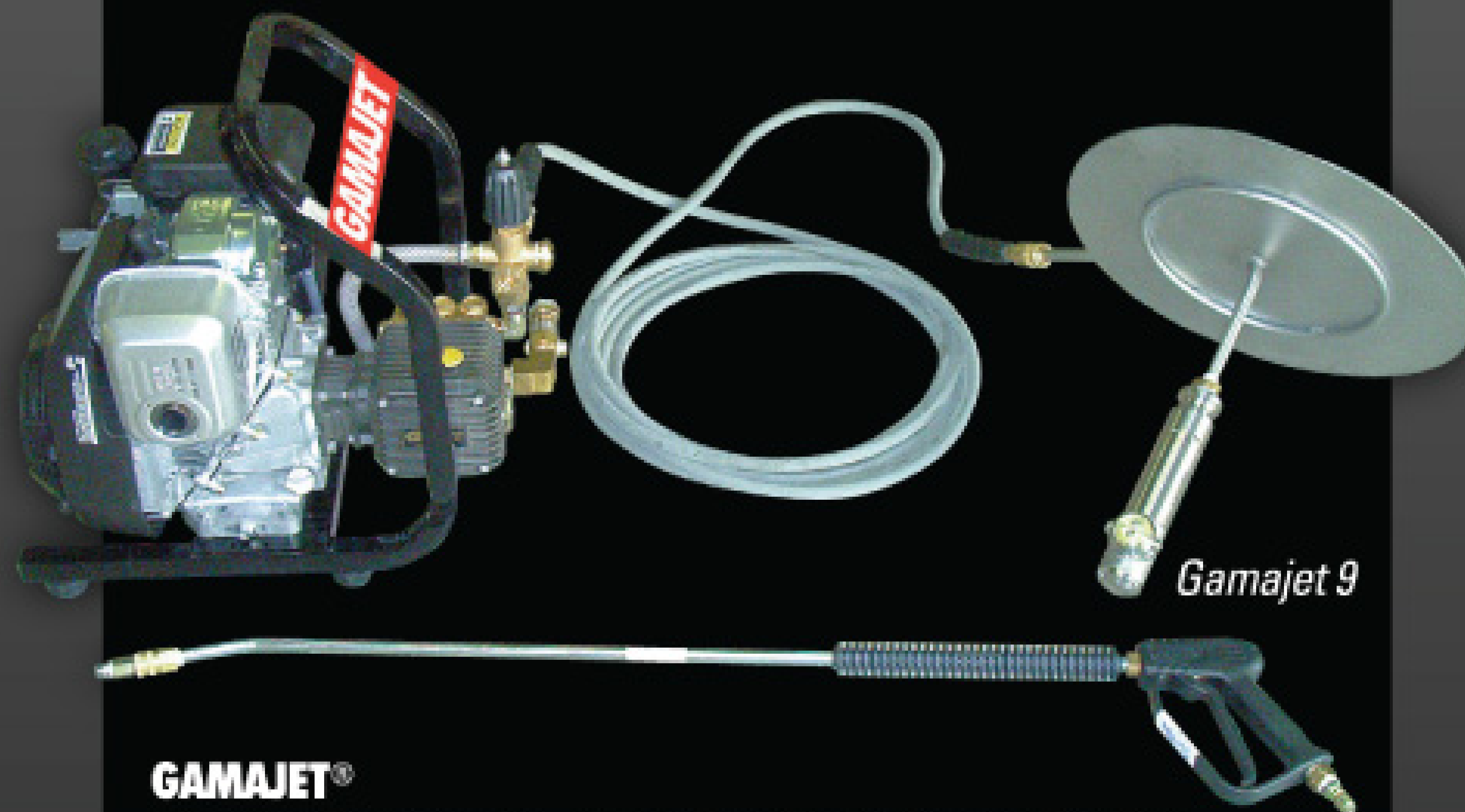
*The result of rewarding anyone who contributes to company sales is a sales force made up of everyone associated with your company. The reality is, anybody can be trained to sell your services, including employees, friends and family.*



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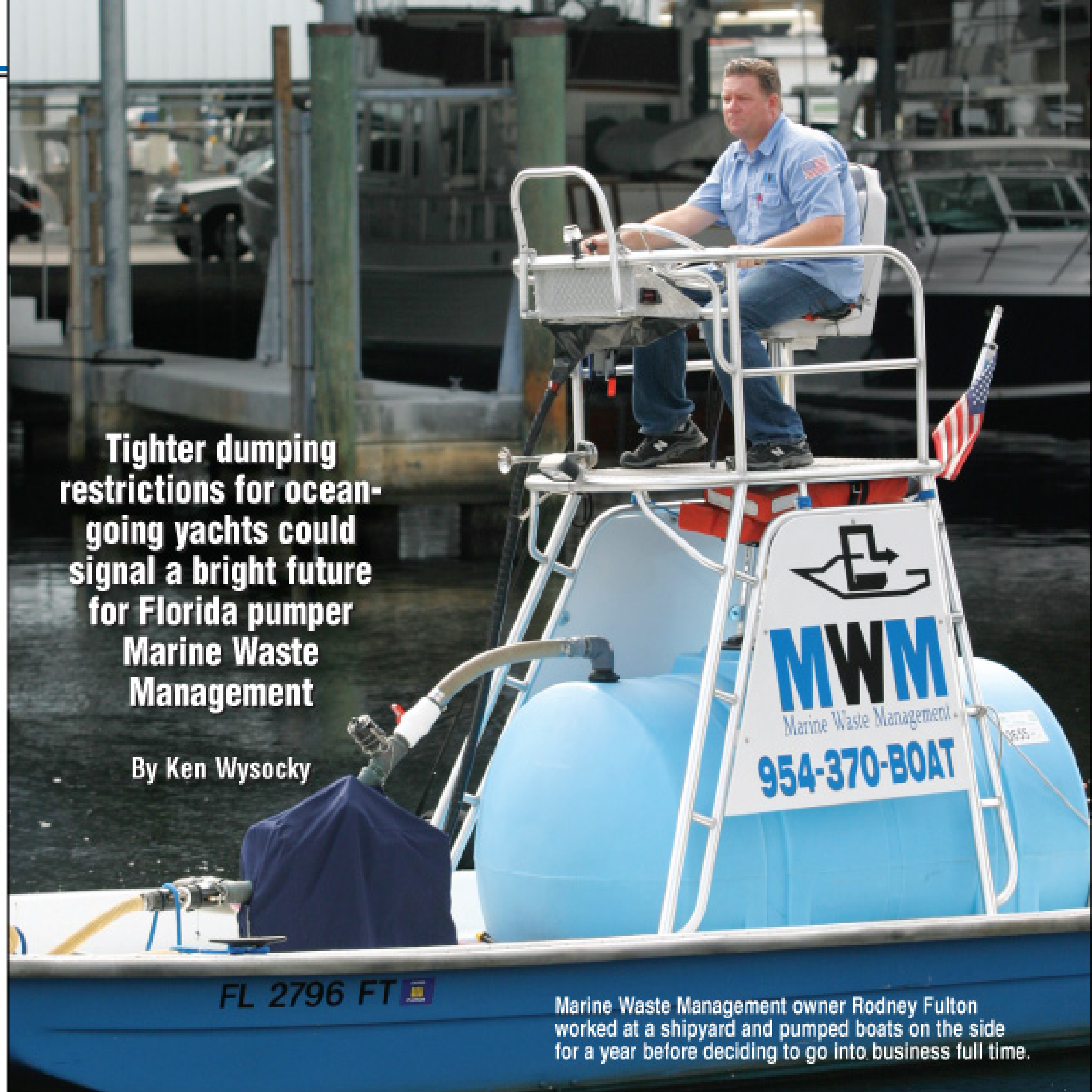
**S**ometimes being in the right place at the right time is all that's needed to jump-start a business. Just ask Rodney and Kenia Fulton, who expect their fledgling marine pump-out company to benefit from new federal regulations regarding boat discharge.

"It's definitely going to be a lot busier for us," says Kenia Fulton, who along with her husband owns Marine Waste Management in Davie, Fla., on the Atlantic side near Fort Lauderdale. "We're going to need more equipment. It was very good timing for us to get into this business when we did."

At issue is a longstanding regulation that allowed boaters to skirt the Clean Water Act of

**Tighter dumping restrictions for ocean-going yachts could signal a bright future for Florida pumper Marine Waste Management**

By Ken Wysocky



Marine Waste Management owner Rodney Fulton worked at a shipyard and pumped boats on the side for a year before deciding to go into business full time.

1972 and discharge into navigable waters "incidentals" such as bilge water, deck runoff and engine-cooling water. A federal judge recently struck down that regulation, which effectively bans those normal discharges from all vessels — including recreational boats, which are MWM's main customers — as of Sept. 30, 2008.

"For example, no discharge would be allowed here on our intercoastal waterway, even if the boat has a treatment system on board," Rodney Fulton says.

Kenia Fulton concedes that there'll always be boaters who will secretly dump things they shouldn't. But on the other hand, she believes that many boaters will comply because the ruling neatly coincides with the public's growing concern about environmental issues.

"Everyone's going green," she says. "Also, there'll be great awareness of this

new law because it's getting national attention — they're making a big deal of it. There's also supposed to be strict enforcement."

For the Fultons, the ruling is an unexpected reward for boldly seizing a business opportunity several years ago. For Rodney Fulton, the startup wasn't much of a stretch; he represents the third generation of his family to work in the yachting industry.

"I've been into boating since I was a kid," he says. "Since high school, I was the captain



Rodney and Kenia Fulton, owners of Marine Waste Management near Fort Lauderdale, prominently display the MWM logo on their trucks and boats.

## Marine Waste Management Davie, Fla.

**Owners:** Rodney and Kenia Fulton

**Founded:** 2005

**Employees:** 5

**Specialties:** Mobile pump-out of boat holding tanks

**Service Area:** Miami-Dade and Broward counties

**Associations:** Marine Industries Association







Troy Isley fills a 275-gallon plastic holding tank with waste that can be emptied as scheduling allows. The tanks, which take about 15 minutes to empty, enable Marine Waste Management to get maximum use from its two vacuum trucks.

of a yacht for 15 years, then worked as a project manager in a shipyard in Fort Lauderdale for six more years."

The stint at the shipyard led Rodney to form MWM.

"We always had a problem with the boat holding tanks," he says. "It was hard finding anyone who could come out and remove the waste, and that would hold everything up."

### STARTING FROM SCRATCH

At first, the Fultons pumped out boats on the side while Rodney still worked full time at the shipyard. During his spare time, he outfitted a 22-foot, flat-bottom boat, known as a Carolina skiff, with a 500-gallon tank, a hose and a pump.

The boat was necessary because Rodney quickly learned that a truck, even with a long hose, can't always access some vessels for pumping.

"We can't reach some boats because the truck is too big to fit on the slip," he says.

Word of the Fultons' service spread quickly, especially since many marinas don't provide either fixed or mobile pump-out services.

"After one year of doing it on the side, there was so much demand that Rodney left the shipyard to put more time and effort into the business," Kenia Fulton explains.

Soon afterwards, the Fultons bought a vacuum septic truck because the pump-out boat couldn't reach dry-docked boats. And



within a year after going full time, MWM's fleet included two vacuum trucks and two boats.

The equipment includes two used trucks; the Fultons don't know who built them: a 1999 Ford F-550 vacuum truck with a 900-gallon tank, 200 feet of 1 1/2-inch-diameter hose (standard size for boat tank fittings) and a Conde pump from Westmoor Ltd.; and a 2000 International 4700 vacuum truck with a 1,500 gallon tank, 200 feet of 1 1/2-inch hose and a Battioni pump; the 1989 22-foot Carolina skiff outfitted with a Titan trash pump, a 500-gallon plastic waste tank and 100 feet of 1 1/2-inch hose; and a 1989 24-foot Carolina skiff, equipped with a 300-gallon plastic waste tank, a Honda trash pump and 100 feet of 1 1/2-inch hose.

MWM's busy season runs from September through March. About 95 percent of MWM's customers are large ocean-going yachts kept at 45 to 50 area marinas. MWM

*"We try to coordinate our schedules as efficiently as possible ... but sometimes you drive 20 miles to make a dump, then get a call that takes you back to the slip you were just at. That's why I tell our drivers to drive around the marine like an ice cream truck and let boaters know we're there. Sometimes we get lucky and someone on the boat next to one we're pumping asks if we have time to do their boat, too."*

**Kenia Fulton**

pumps black water, or sewage, and graywater, which comes from showers, sinks and the like. The trucks handle about 90 percent of service calls, with the boats picking up the rest, Kenia Fulton says.

The larger boat can ride on a trailer, which comes in handy for pump-out calls that are far away and only doable by boat.

"Around here, it could take a boat three hours to reach a customer by water," she says. "And sometimes bridges can't open because trains are passing over them, or the boat's tower won't fit under a bridge. So you sit in the water and wait and wait and wait."

"But with the boat trailer, we just drive to the dock, put in and pump out."

### PUMPING ON WATER

The marine pump-out industry is unique in several respects. For starters, there are times when inclement weather prevents MWM from using its boats.

"The boat is designed to handle some rougher water," Kenia Fulton says. "But there just are some days when no one should be out







Rodney Fulton operates a 22-foot Carolina skiff with 500-gallon plastic waste tank and a 24-foot skiff with 300-gallon waste tank. Both are equipped with 100 feet of 1 1/2-inch hose. Waste is hauled to municipal treatment facilities.

*"Our prices are very reasonable. Everything in boating is expensive, yet a lot of people are surprised by the pumping fee ... In the beginning, we weren't too sure about what to charge, so we talked to other marine pumpers and did research. We juggled with it a bit."*

**Kenia Fulton**

## OVERCOMING CHALLENGES

Marine pump-outs often challenge Rodney Fulton's creativity. For example, there are times when a large boat's 2,000-gallon holding tanks require both cleaning and repairs, which can tie up an MWM truck long enough to create a domino-effect of scheduling problems for the day's routes.

"So we started to use temporary plastic, 275-gallon holding tanks (kept on the dock)," he says. "That way, instead of our trucks sitting there and sucking out cleaning water as the tank is washed, it goes into the holding tanks, which we can pump out later — it only takes about 15 minutes to suck out a full tank. It gives us a little more flexibility."

MWM disposes waste at treatment facilities in either Miami-Dade or Broward counties that are 20 or 50 miles away. Liquid waste haulers pay a 3-cent municipal fee for every gallon dumped, and the treatment facility imposes a \$45 fee regardless of how much is dumped. After-hours emergency waste disposal carries a flat fee of \$150, she notes.

"It benefits us to make sure our trucks are full," Kenia Fulton says. "We don't ever want to see our trucks going to the disposal facility only half full."

"We try to coordinate our schedules as efficiently as possible ... but sometimes you drive 20 miles to make a dump, then get a call that takes you back to the slip you were just at," she says. "That's why I tell our drivers to drive around the marina like an ice cream truck and let boaters know we're there. Sometimes we get lucky and someone on the boat next to one we're pumping asks if we have time to do their boat, too."

"We also ask the marina project managers if they know of anyone else who needs pumping," she adds.

Drivers typically make five to eight calls a day, Kenia Fulton says. If there aren't five calls on the board, then it's important for them to drive around the marinas to see who else might need pumping.

## PRICING IS CRITICAL

The Fultons learned quickly that the price of pump-outs can rile some boaters, especially those who see free pump-out stations at some public marinas.

"Our prices are very reasonable," Kenia Fulton says. "Everything in boating is expen-

on a boat. Weather can definitely put a damper on pump-outs, but customers are pretty understanding about it."

Another difficulty: When MWM services the roughly 25 percent of its customers who aren't docked at marinas, more often than not, the captain, not the owner, is on board.

"The owner pays us, not the captain. So sometimes we have to wait a while for a check from the owner, who might be in another state," Kenia Fulton says. "Cash flow can be chaotic."

The remaining 75 percent of MWM customers dock at marinas. All billings go through the marinas, which requires MWM to obtain a purchase order from the marina before providing service.

"The bigger marinas want us to bill customers through their billing system," she says. "Then the marinas send bills to the boat owners that include our pump-out fees. Then we get paid in 30 days."

During weekends when the marina office is closed, MWM is allowed to make emergency pumping runs without a purchase order, and obtain one retroactively the following Monday.

To expedite payment and as a convenience for customers, MWM accepts credit cards. "As soon as we started accepting credit cards, we experienced a jump in business," she explains. The company uses a PayPal online account to handle all transactions. While it's more expensive than using conventional credit card processing, PayPal automatically performs recordkeeping and is more reliable, Kenia Fulton says.

"With PayPal, you don't have to worry about the credit-card system being down or checks bouncing," she says.

As for fees, they're similar to pumping out a septic tank on land. The price is based on a technician's time, gallons pumped and disposal fees.



## Networking keeps business afloat

Word-of-mouth referrals are valuable to Marine Waste Management in Davie, Fla. But to supplement customer referrals, co-owner Kenia Fulton works hard to network in the marine industry.

"Every month, I go out to dozens of marinas to meet people and hand out goodies to project managers and office staff," she says. "It's for them to enjoy, or to share with their customers. Most times I take either bakery or candy, sometimes with a seasonal twist related to the Fourth of July or Halloween.

"It's just a way to say 'thanks for your business' and remind them that we're here."

Fulton says she always includes business cards in the basket or bag of treats.

In addition, she makes a point of attending networking parties sponsored by nautical publications for yacht captains and marine-industry business owners. It's a great way to meet potential customers and raise MWM's visibility.

MWM also prominently displays its logo on its two trucks and two boats.

"We try to brand MWM as much as possible in peoples' minds," she says, noting that new customers often say they've seen the company's trucks making service calls.

"When people see one of our trucks, we want them to instantly recognize that it's a Marine Waste Management truck," she says. "When boats go by, we want them to be able to see our logo."

Whatever the Fultons are doing, it's working; their business has grown 50 percent annually without any conventional advertising.

sive, yet a lot of people are surprised by the pumping fee.

"We charge a hookup fee and also charge by the gallon," she continues. "In the beginning, we weren't too sure about what to charge, so we talked to other marine pumpers and did research. We juggled with it a bit."

MWM tries to help on the cost by offering discounts to regular customers.

"If we can do five boats in a row once a week at a marina, we'll work something out," she says.

The best antidote for sticker-shocked customers is topnotch service, according to Kenia Fulton.

"We try to provide the best service possible," she says. "We schedule our appointments and get there on time, which is a big deal in this industry."

While the prospects for growth are exciting, the Fultons remain concerned about expanding too quickly. They don't want to get so busy that they disappoint existing customers or turn new business away.

"We don't want to get in over our heads and lose our reputation for good service," Kenia Fulton explains. "If you grow, you need another truck, which means another monthly payment, another driver's salary, and so on."

On the other hand, the couple feels good about doing their part to keep local waters cleaner.

"We have three daughters, so we have a strong vested interest in keeping water clean," Kenia Fulton says. "I grew up here, hydroskiing and tubing and water-skiing, and I'm disappointed that our daughters can't always do that because of the water quality."

MWM hopes to change all that, one boat holding tank at a time. ■

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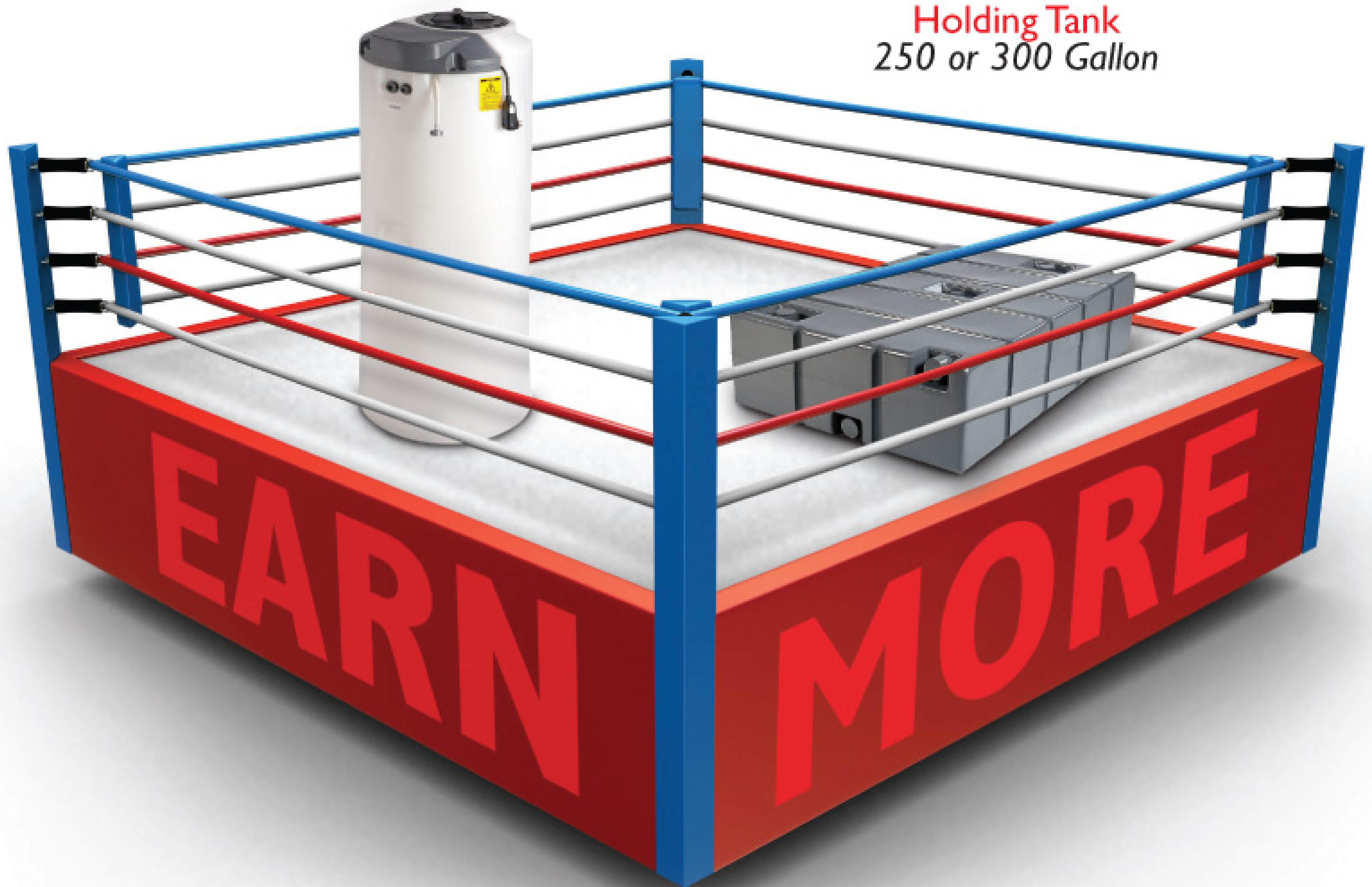


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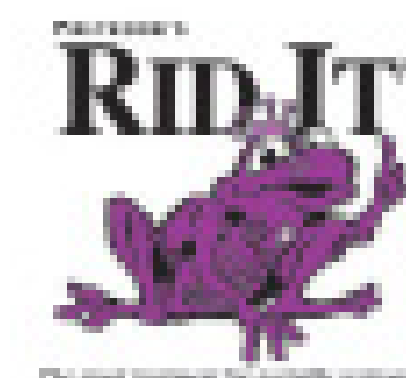
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By Jim Kneiszel

**Saturday Evening Jam headliner Montgomery Gentry will play a slew of hard-driving country hits, while opening act 38 Special will bring memorable '80s rock licks**

**M**ontgomery Gentry and the fun-loving attendees of the Pumper & Cleaner Environmental Expo International are a match made in honky tonk heaven. The headliners of the 2009 Expo Saturday Evening Jam in Louisville and environmental services professionals are both undaunted at the prospect of rolling up their sleeves and putting in a good day of work on the job.

One of Nashville's top duos over the past decade, Eddie Montgomery and Troy Gentry pride themselves on producing song after song recognizing the blue collar work ethic and small-town values that give flight to the American Dream ... be it selling millions of CDs and touring the country playing music or running a successful business in the liquid waste industry.

Montgomery Gentry stops at the Pumper & Cleaner Expo stage Feb. 28 in support of the 2008 CD release, *Back When I Knew It All*, and the megahit, *Roll With Me*. The popular Saturday Evening Jam will kick off with a hard-charging show by Southern rock legends 38 Special, whose memorable 1980s anthems including *Hold on Loosely* and *Rockin' Into The Night* will provide the perfect jumpstart to a night of hits.

The Jam starts at 5 p.m. at the Broadbent Arena, which is conveniently connected to the Kentucky Exposition Center, site of the Expo. The event is free to registered Expo attendees.

## COUNTRY ROCK

According to Steve Huey of *All Music Guide*, Montgomery Gentry "evokes the sound and spirit of Southern rockers like Lynyrd Skynyrd, the Marshall Tucker Band and Charlie Daniels, painting themselves as rowdy redneck rebels who still hold small-town values."

Both Kentucky natives, Montgomery and Gentry first played together as teens in a band called Early Tymz in Lexington. That band was led by John Michael Montgomery, Eddie's younger brother, who left and became a solo sensation in his own right. The duo went their separate ways, but

got back together and recorded a debut album, *Tattoos and Scars*, which spawned a No. 5 single, *Lonely and Gone*, and resulted in them winning the Country Music Association Vocal Duo Award in 2000.

The accolades kept coming. They won similar awards from the Academy of Country Music for Top New Vocal Group or Duo, the 2000 and 2001 Radio & Records Readers' Poll award for Top Country Duo and the American Music Award for Favorite New Artist-Country in 2000.

In 2001, they reached No. 2 on the country charts with the single *She Couldn't Change Me*, from their album, *Carrying On*. In 2002, they kept going with the release of *My Town*, with three more Top 5 hits, the title track *Speed*, and perhaps their most well known tribute to the honky tonk life, *Hell Yeah*. They hit No. 1 twice in 2004 with *If You Ever Stop Loving Me* and *Something to Be Proud Of* from the release, *You Do Your Thing*.

The flurry of hits led to bigger and bigger crowds on the road. Montgomery Gentry built their stage presence while performing for more than a million fans, both headlining and as part of feel-good extravaganza shows, *Kenny Chesney's No Shoes, No Shirt, No Problems* tours in 2002 and 2003, and the Brooks & Dunn *Neon Circus & Wild West Show* in 2001.

## CELEBRATE WORKERS

At their Web site, <http://montgomerygentry.musiccitynetworks.com>,





the duo say they share a rapport with their country music fans, rooted in sunup-to-sundown work ethics, God, country and family, and the ability to celebrate life and endure hardship.

"We've never sold out to anybody," says Montgomery, "What you see with us is what you get.

"We've always been consistent about choosing songs that deal with the working class, songs people can identify with," adds Gentry. "We've stayed true to that."

While Montgomery Gentry still likes hard-edged honky tonk themes in their music, Billboard recently noted that the melodic *Roll With Me* off their most recent release shows more mature artistry.

"Like their audience, the two are a little older and a lot wiser than they were a decade ago," Billboard observes. "And their new set reflects hard-earned maturity balanced with the desire (and ability) to get into a little trouble on occasion. That mix is perhaps best represented by *I Pick My Parties*, which features summer tour mate Toby Keith. All three singers, it seems, are a little more selective than they were in their wilder days."

Their wide-ranging charitable efforts in recent years also speak to maturity. Montgomery explains that they both want to do good and enjoy life, and bring that attitude to the stage.

"Life is very short and you'd better live every second of it, because you never know when your name's going to be called. That's the way I've always lived my life. My parents taught me to live that way," Montgomery says.

"We keep to our roots. We'll always talk about the good, the bad, the ugly and the party on the weekend. We'll always include the Man Upstairs and our American heroes."

**"WE KEEP TO OUR ROOTS. WE'LL ALWAYS TALK ABOUT THE GOOD, THE BAD, THE UGLY AND THE PARTY ON THE WEEKEND. WE'LL ALWAYS INCLUDE THE MAN UPSTAIRS AND OUR AMERICAN HEROES."**

**Eddie Montgomery**

## A ROCKIN' OPENER

The Saturday Evening Jam's first act, 38 Special, might seem like a departure from the country roots of headliner Montgomery Gentry and other recent entertainers to display their chops at the Pumper & Cleaner Expo. But in reality, the artistic chasm between the catchy guitar riffs from popular '80s rock bands and today's hottest country acts is often bridged ... with smash hit success.

Country acts like Montgomery Gentry, Toby Keith and Expo alum Trace Atkins frequently pay homage to the best rock bands of a generation ago, and 38 Special is on that short list. In fact, Atkins performed with 38 Special in a popular Country Music Television *Crossroads* episode, during which Atkins said his band was giddy to work with the band led by a member of a Southern rock royal family, Donnie Van Zant. The 38 Special founder is the brother of the late Ronnie Van Zant of Lynyrd Skynyrd fame.

The group named for a hot pistol was formed in Jacksonville, Fla., in 1975 at a time when Southern swamp rock — led by groups including Skynyrd, Molly Hatchet and Blackfoot — was extremely popular. But 38 Special cultivated a slightly more refined sound, with tight, pop-friendly guitar hooks on a series of rock classics from the early 1980s.

In its heyday beginning before the 1981 release *Wild-Eyed Southern Boys*, 38 Special recorded seven Top 40 singles, including songs that have endured, including the group's biggest hit, an uncharacteristic ballad, *Second Chance*. According to the Web site [www.digitaldreamdoor.com](http://www.digitaldreamdoor.com), the group produced three of the all-time best Southern Rock songs, with *Hold On Loosely* at No. 17, *Second Chance* at No. 49 and *Rockin' Into The Night* at the No. 59 position. Other songs from 38 Special to make top '80s hit lists include *Fantasy Girl*, *If I'd Been The One*, *Back Where You Belong*, *Somebody Like You* and *Like No Other Night*. ■





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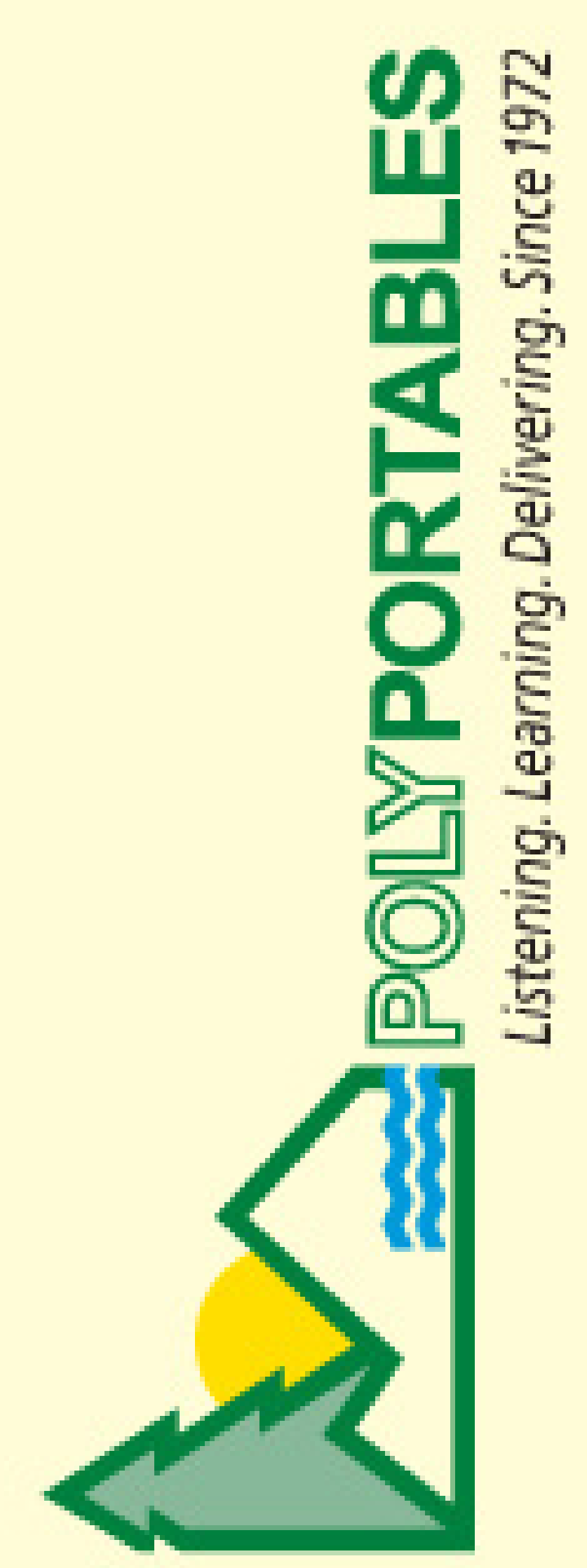
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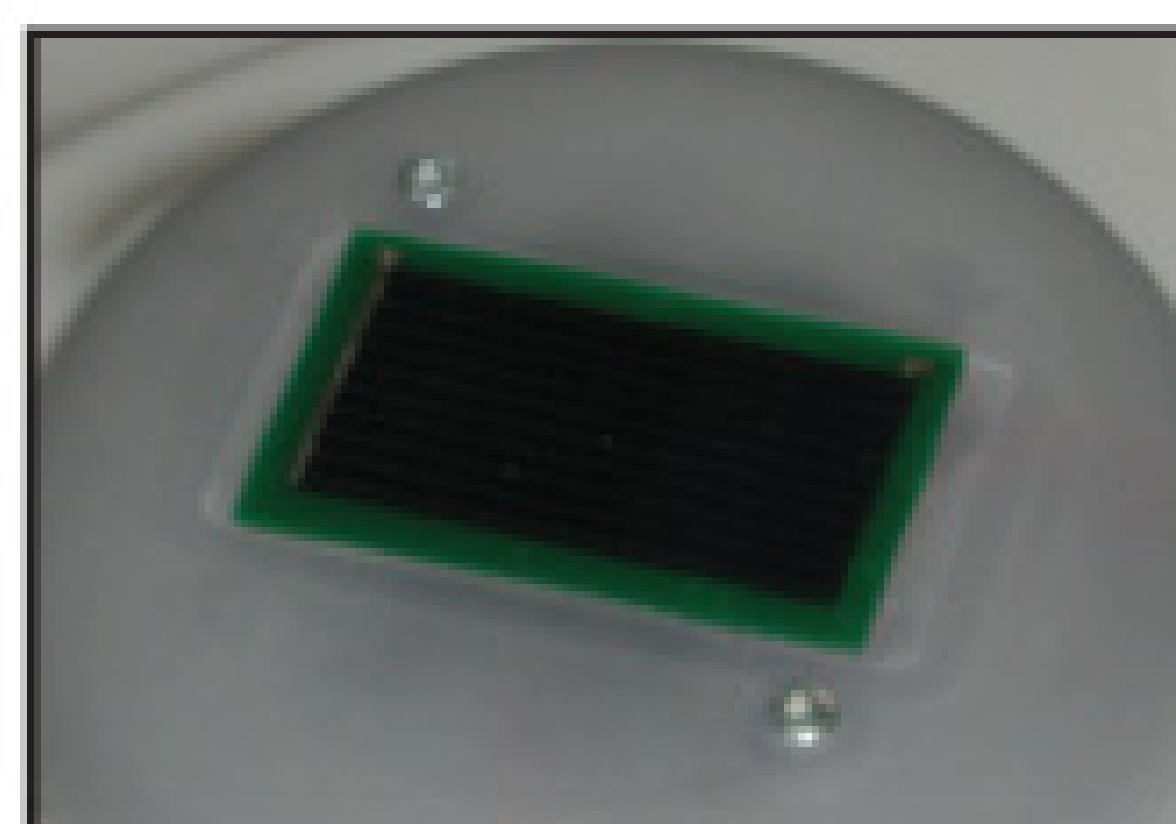
By Ed Wodalski

How do you improve on the environmental service industry's largest-ever environmental exposition? We believe it's by providing you with more ideas and more products than ever before. Whether you're a first-time visitor or long-time guest, the 2009 Pumper & Cleaner Environmental Expo is your opportunity to share concerns and seek solutions from experts around the world. With thousands of new products covering nearly one million square feet of exhibition space, Louisville, Ky., is your destination for the services and technologies needed to become more efficient and more profitable. To help plan your visit, here's a look at some of the products and services you don't want to miss.



## Dr. Shrink Inc.

The MoonLight solar-powered restroom light and vent installs in the top of the unit with a single 1 7/8-inch hole. The light automatically turns on at dusk and off at dawn, and contains one LED and two AA batteries. 800/968-5147; [www.dr-shrink.com](http://www.dr-shrink.com); Expo booth 18055.



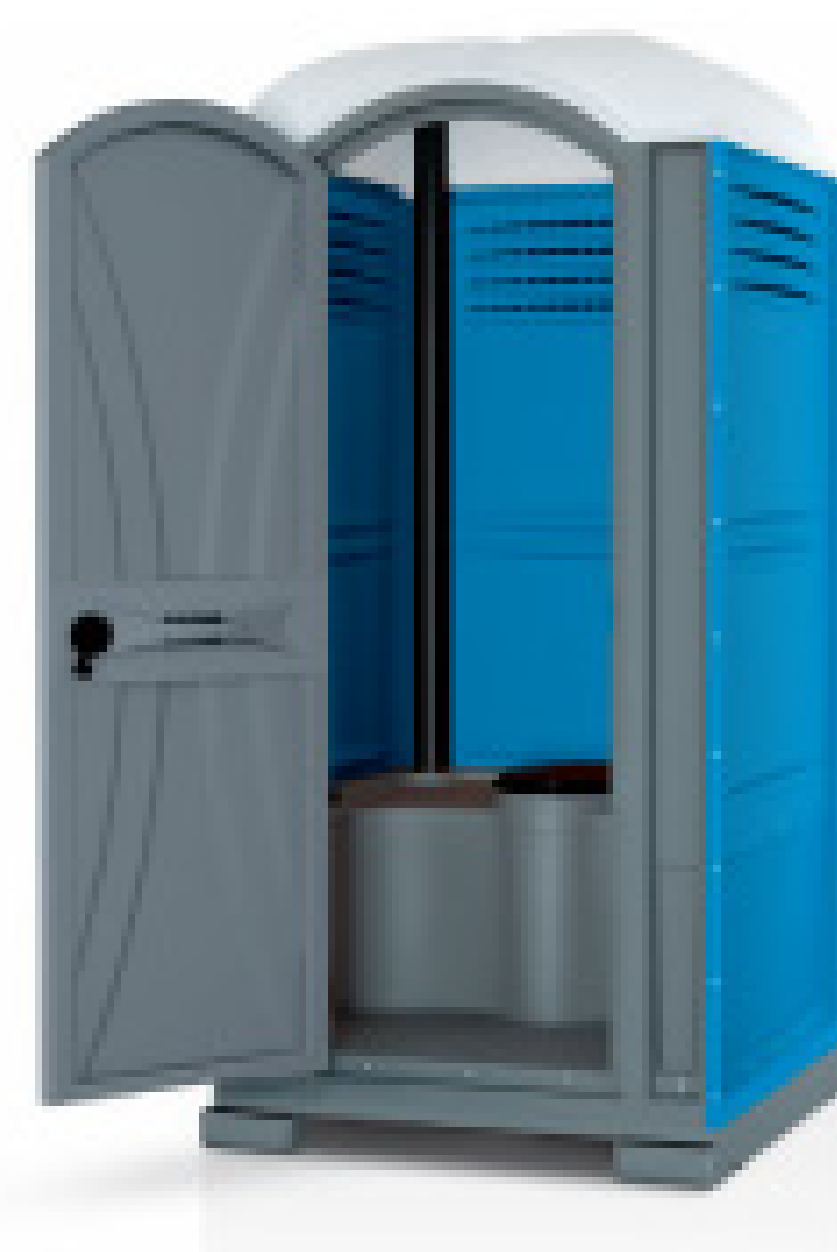
## Freightquote.com

Freightquote.com provides online comparisons of freight rates and service options for truckload and less than truckload shipping, intermodal, air freight services and international freight shipping. 800/323-5441; [www.freightquote.com](http://www.freightquote.com); Expo booth 132.



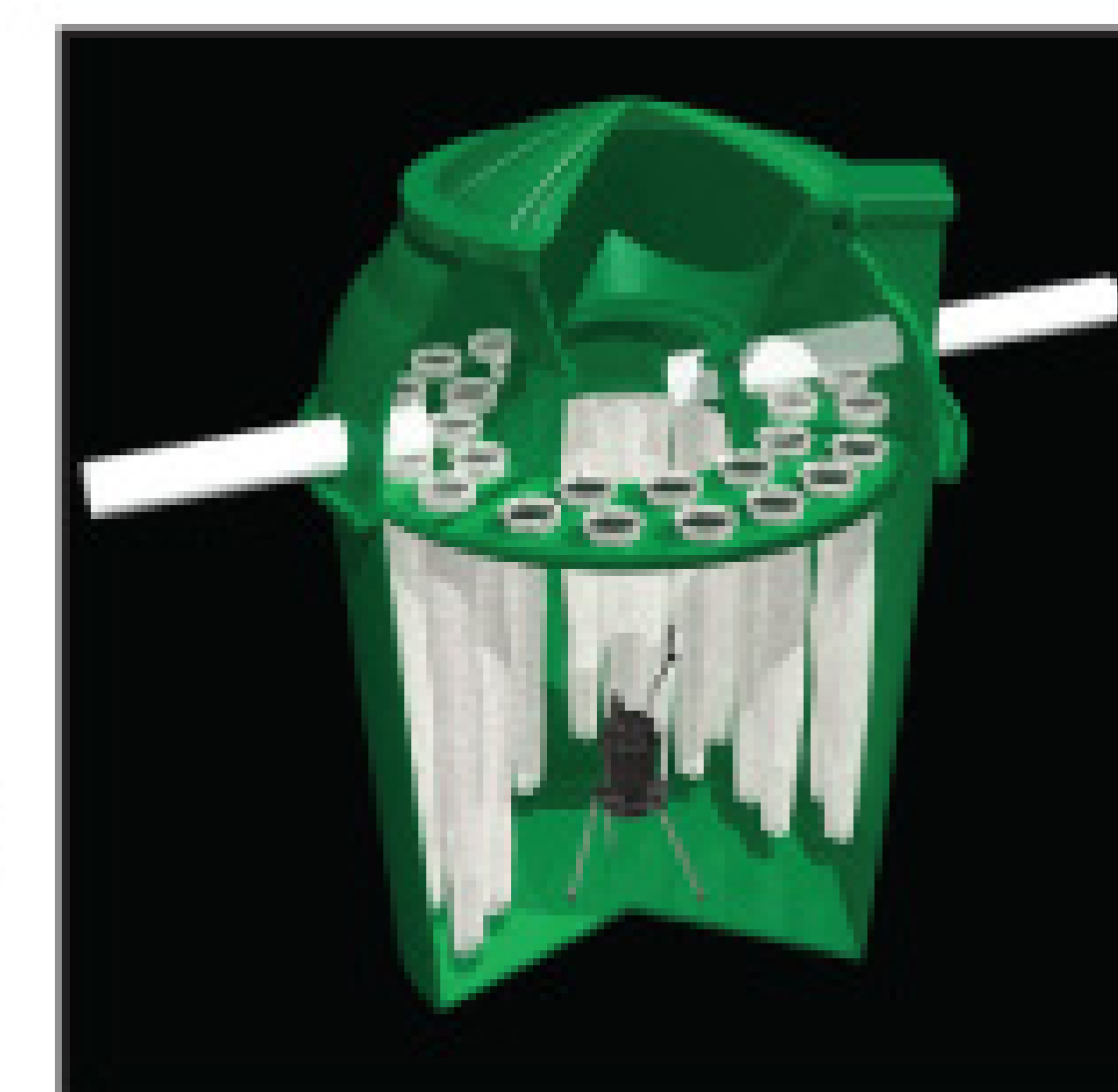
## Armal Inc.

Available in blue, dark blue, green, red, orange, yellow, caramel and grey, the Top Line portable restroom is designed to reduce maintenance and increase safety. Units feature smooth, easy-to-clean surfaces. Walls have overlapping corners to conceal rivets, while curved corners make for easier gripping. Doors have a heavy-duty spring coil and wind-resistant device to ensure closure when unlocked. The three-roll toilet paper holder doubles as a utility shelf while the urinal with drain cover includes lodging for the urinal block to help prevent obstruction of the pipe. 770/491-6410; [www.armal.biz](http://www.armal.biz); Expo booth 7069.



## Consolidated Treatment Systems Inc.

The compact, environmentally friendly Multi-Flo wastewater treatment system treats waste through 132 square feet of fixed film internal media and a submersible aerator. The no-bypass positive filtration system is designed to produce clear, odorless effluent that is more than 95 percent contaminant-free, and can be retrofitted to replace failing conventional systems. 937/746-2727; [www.consolidatedtreatment.com](http://www.consolidatedtreatment.com); Expo booth 9306.



## Quality Services Contractors

Business Management Coach provides an outside view of your company by an industry professional and recommendations for improvement. Services include business tune-up, management structure and implementation support. 800/533-7694; [www.qsc-phcc.org](http://www.qsc-phcc.org); Expo booth 9324.



## Heffernan Insurance Brokers

Offering business and personal insurance, Heffernan provides coverage for fleet equipment, whether in the field or in the yard. 800/208-6912; [www.heffgroup.com](http://www.heffgroup.com); Expo booth 6177.

## Nilodor Inc.

DeepBlue is a non-formaldehyde, super concentrated deodorizer designed to fight strong odors for up to seven days. Available in three fragrances, the concentrate can be used with Washdown deodorizer, Urine Digester and Fragrance Boost for complete odor control. 800/443-4321; [www.getdeepblue.com](http://www.getdeepblue.com); Expo booth 4220.





# EXPO PRODUCT PREVIEW

## PolyPortables Inc.

The oversized 5-foot by 5-foot Boudoir special-event portable restroom offers an optional baby-changing station and trash can, as well as flushing tank and hand-wash station. The unit also features 1/2-inch ground clearance, 35.5-inch extra-wide door and a user-friendly layout. 800/241-7951; [www.polyportables.com](http://www.polyportables.com); Expo booth 1140.



## AlturnaMats Inc.

Ground protection mats, available in 3-foot by 8-foot and 4-foot by 8-foot sizes, are designed to provide a workable surface no matter what the condition of the ground beneath. The mats can be used on manicured lawns to save on restoration or in wet, muddy conditions to provide traction. 814/827-8884; [www.alturnamats.com](http://www.alturnamats.com); Expo booth 7102.



## Alpha Mobile Solutions

The Denali public restroom trailer features entry and exit doors to move large groups through easily and quickly. Large, obscure windows in each door provide additional lighting. The men's room has three self-flushing porcelain urinals and three stalls with porcelain toilets. The women's room has four stalls with porcelain toilets. Both sides have two stainless steel sinks with auto shutoff faucets and locking cabinet doors. Other features include solid surface countertops, LED porch lights, key-locked doorknobs, roof mount air conditioning and heat, water heater, 750-gallon waste tank, 200-gallon fresh-water tank, LED waste tank monitor, porcelain toilets, fluorescent lighting and shatter-proof mirrors. 877/789-1213; [www.alphamobilesolutions.com](http://www.alphamobilesolutions.com); Expo booths 11052, 11055, 11057.



## Earth Friendly Chemicals Inc.

AllGone cleaner is made to remove stains, graffiti, unwanted paint, adhesives, rust and grease while remaining safe for the environment. 800/753-1548; [www.earthfriendlychemicals.com](http://www.earthfriendlychemicals.com); Expo booth 5041A.



## Odour Treatment Essentials

Biosorb from Johnny's Choice is a concentrated liquid portable restroom deodorant that utilizes natural bacterial deodorant agents for environmentally friendly service. Effective year-round, the deodorant's enzyme action breaks down waste. Its deep blue, non-staining color and fresh fragrances are available in a variety of package sizes. 888/729-6478; [www.odortreatment.com](http://www.odortreatment.com); Expo booth 133.



## J&J Chemical Co.

Environmentally friendly Art Blaster graffiti remover cleaner and protector is designed to remove paint, pen, pencil, marker, tar, mildew, soap scum, grease, calcium buildup and many more substances from portable restrooms. Available in assorted sizes, once applied, the cleaner and protector leaves behind a protective sheen that prevents new offensive graffiti. 800/345-3303; [www.jjchem.com](http://www.jjchem.com); Expo booth 2009.



## A Global Chemical Company Inc.

Wash It Down is a pleasantly scented, neutral orange oil cleaner that can be used either with pressure washers or manually. Its sudsing action takes out the dirt and grime and leaves portable restrooms fresh and clean. Packed in 5-, 55- and 275-gallon containers, the cleaner is available in ready-to-use concentrate or as a super concentrate. 800/433-5183; [www.aglobalchemical.com](http://www.aglobalchemical.com); Expo booth 4168.

## Del Vel Chemical Co.

The environmentally friendly, bio-based, all-natural portable restroom graffiti remover utilizes a non-toxic, non-hazardous, non-flammable formula. Available in grit and no-grit formulas, the cleaner, when used in combination with the Cam sponge, is made to remove pencil, paint and marker. 800/699-9903; [www.delvel.com](http://www.delvel.com); Expo booth 7122.



## Satellite Industries

The Liberty wheelchair-accessible portable restroom features a flat-floor system to help users enter and maneuver freely, while adding structural integrity to the entire unit. For special events, the spacious interior provides more room for added accessories. 800/328-3332; [www.satelliteindustries.com](http://www.satelliteindustries.com); Expo booth 1122.



## PolyJohn Enterprises Corp.

The Bravo hand-wash station includes two, 30-ounce soap dispensers, 1,000-sheet paper towel capacity and a 22-gallon water tank. An optional heating unit provides warm water on demand. The station fits most portable restroom units for easy transport. 800/292-1305; [www.polyjohn.com](http://www.polyjohn.com); Expo booth 4031.



## Comforts of Home Services Inc.

The restroom trailer has three women's stalls, high privacy partitions, hands-free faucet and an oversized cabinet and top. The men's side has one toilet, two urinals, high-privacy partitions and a hands-free sink. Features include 600-gallon waste tank, all-aluminum fold-down steps, low floor-height design, aluminum exterior and heavy-duty structural frame. Each trailer also includes air conditioning, heat, and porcelain fixtures and is built as a steel cage with a welded steel roof and wall beams. 877/382-2935; [www.cohsi.com](http://www.cohsi.com); Expo booth 10003.



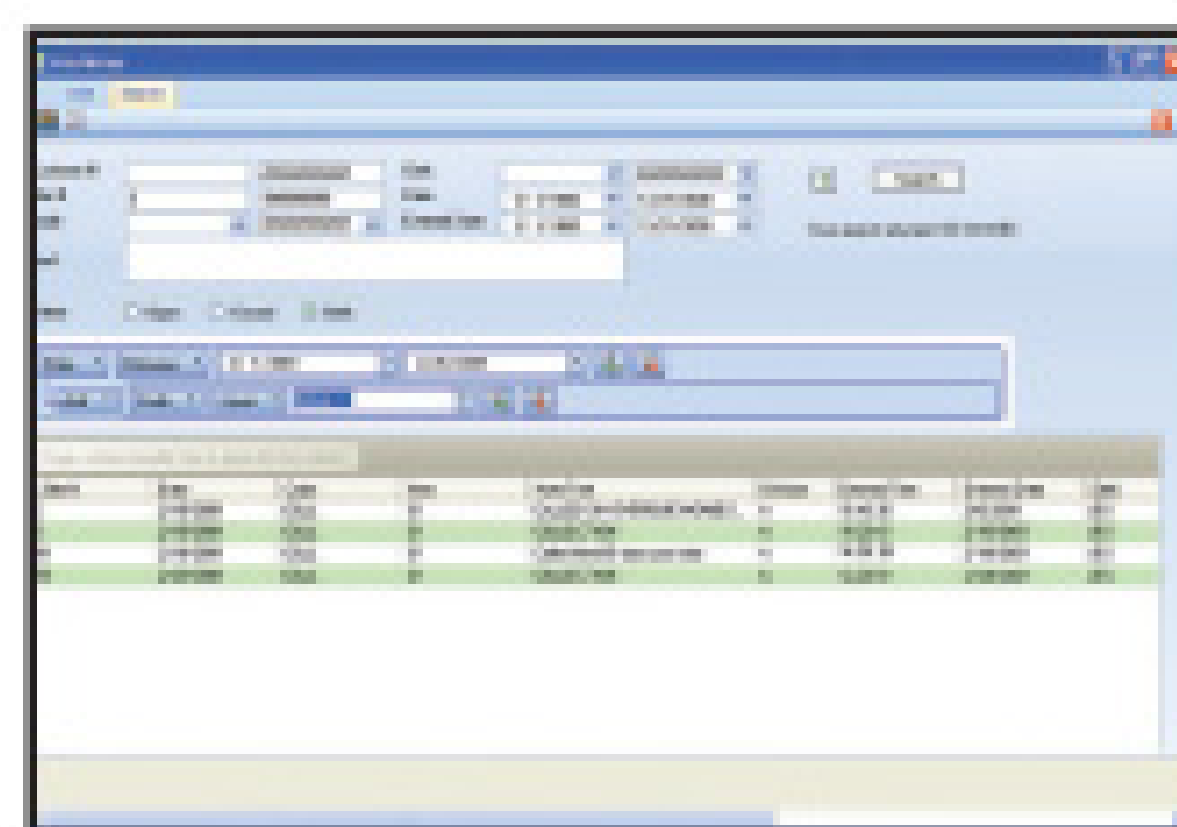
### Kentucky Tank Inc.

The Brine-Max system offers an alternative to methanol for portable restroom freeze protection down to -6 degrees F. Made of heavy-duty parts for long service, the system includes a plumbed salt brine mixing tank, storage tank, salometer and instruction manual. 888/459-8265; [www.kentuckytank.com](http://www.kentuckytank.com); Expo booth 6179.



### Clear Computing

Total Activity Control 2009.Next features a bright new look, making it easier to learn and use. The release enables users to schedule and dispatch jobs onto route or driver calendars, search to find customer or system information, sort, customize and save grids. The software also includes full audit logs on all transactions and integrated Google Maps. 888/332-5327; [www.clearcomputing.com](http://www.clearcomputing.com); Expo booth 3177.



[www.pumpershow.com](http://www.pumpershow.com)

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Brilliant  
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## 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!

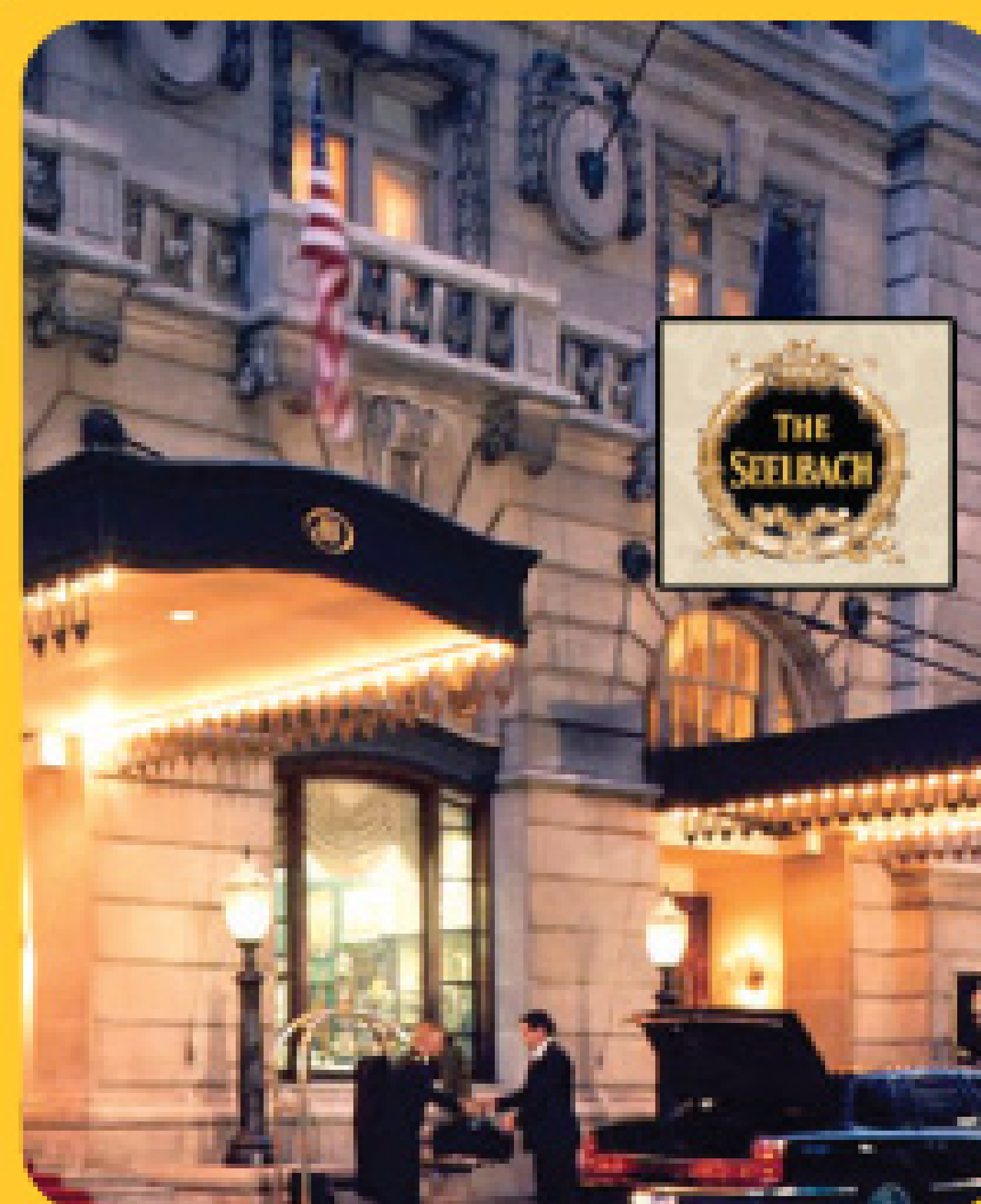
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Monday -Friday 9:00 am to 5:00 pm EST

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





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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	<b>Lunch Break</b>
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	<b>Lunch Break</b>
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	<b>Lunch Break</b>
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	<b>Lunch Break</b>
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	<b>Lunch Break</b>
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	<b>Lunch Break</b>
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 & Maintenance
11:00 - 12:00	Routine Maintenance Inspections
12:00 - 1:00	<b>Lunch Break</b>
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	<b>Lunch Break</b>
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 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 Durable**
- 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**



**Certified Onsite Installer Course**  
**Thursday February 26th**

All Day Course - 8 a.m. - 5 p.m.  
Dave Gustafson, P.E., Jim Anderson, PhD

For detailed course  
information please visit  
[www.pumpershow.com](http://www.pumpershow.com)



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# EXHIBITING COMPANIES

Current list of exhibiting companies as of December 5th, 2008. List subject to change without notice.

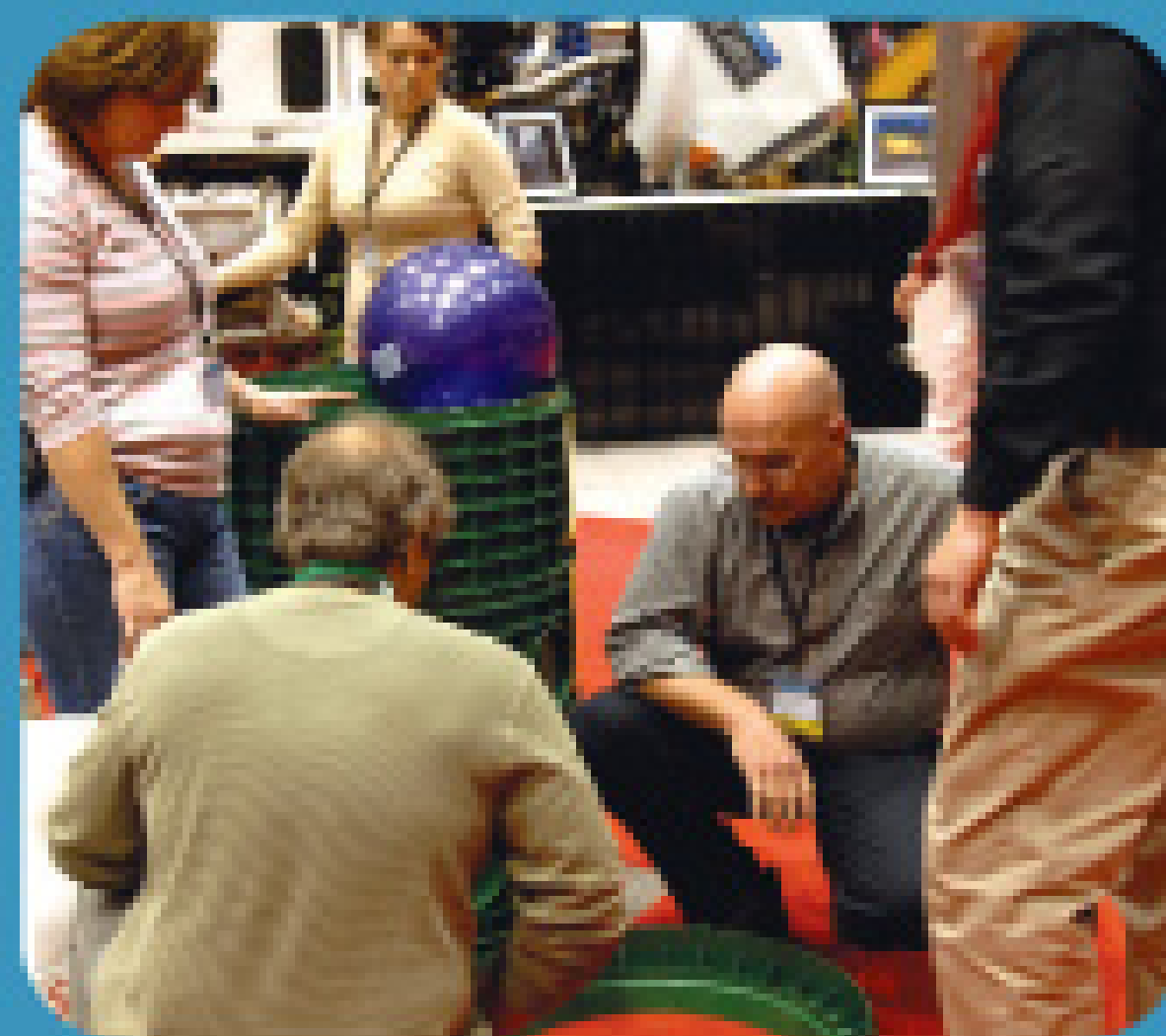
27th Trucks, Inc.  
A & L Systems, Inc.  
A Corp/Rooter-Man  
A Global Chemical Co.  
A.R. North America  
A.W. Cook Cement Products  
Abbott Rubber Company  
Abernethy Welding & Repair Inc.  
Accent Manufacturing  
ACE DuraFlo Systems  
Acro Trailer  
Adler Tank Rental  
Advance Pump & Equipment  
Advanced 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 Graphics  
Allied Tank Co.  
Alpha Mobile Solutions  
Alpine Leasing, Inc.  
AlturaMats  
Ameri-Can Engineering  
American Liquid Waste Magazine  
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.  
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Avanti International  
Bad Dog Tools  
Badger Truck Center/Badger VACS  
Baker Corp.  
Bakers Waste Equipment  
Bandlock Corporation  
Banjo Corp.  
BASE Engineering  
BB & T Insurance Svc. Inc.  
BDP Industries  
Benjamin Franklin Franchising

Best Enterprises Inc.  
Betts Industries  
Big Fish Environmental, LLC  
Bio Clean  
Bio Microbics 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  
Chempac Corporation  
Chempure Products Corp.  
ChemStation International  
Cherna 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.  
Conjet AB / National Hydro, Inc.  
Consolidated Treatment  
Containment Solutions Inc.  
Control Chief  
Cook Compression  
Coon Manufacturing, Inc.  
Corpo-Track Systems LLC  
Cosmic Tophat LLC  
Cougar Industries Inc.  
Coxreels  
Crete Specialty Products  
Cross Bore Safety Association  
Crust Buster/Schmitz Bros.  
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  
Dometic Sanitation Systems  
Doug Meadows Co. LLC  
Dr. Shrink, Inc.  
Dragon Products  
Drainables Direct  
Dresser Roots Blower  
DropBox Inc.  
Dultmeier Sales  
Durable Manufacturing  
Durand-Wayland, Inc.  
Dyna Flex Inc  
Dyna-Vac Equipment  
E.H. Wachs Company  
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Evergreen Tank Solutions  
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Goldak Inc.  
Gorlitz Sewer & Drain, Inc.  
Goulds Pumps/ITT Industries  
Granite Leasing Company  
Green Leaf Inc.  
Guzzler Mfg.  
Hackney & Sons Inc.  
Hammelman Corp.  
Hampel Corporation  
Hannay Reels  
Happy Feet by V.P. Marketing LLC  
Harben Inc.  
Hart Industries  
Haskel International, Inc.  
Hauleragent  
Hedstrom Plastics  
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Hi-Vac Corporation  
Hibon, Inc./Div. of Ingersoll Rand  
High Pressure Equipment Company  
Highland Tank & Manufacturing  
House of Imports  
Hulls Truck Bodies  
Hur Chemical Manufacturing  
Hurco Technologies Inc.  
Hy-Flex  
Hydro Engineering Inc.  
IHI Compact Excavator Sales  
Imperial Industries Inc.  
Industrial Diversified Products  
Industrial Fabrics  
Industrial Magnetics, Inc.  
Infiltrator Systems Inc.  
Infrastructure Repair Systems, Inc.  
Infratech  
Insight Vision  
ISCO Industries, LLC  
ITI Trailers & Truck Bodies Inc.  
IVS Hydro Inc.  
J&J Chemical Company





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 Jag Mobile Solutions  
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 Jet Inc.  
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 KeeVac Industries Inc.  
 KEG Kanalreinigungstechnik GmbH  
 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.  
 Lane's Vacuum Tank 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  
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 Logiball Inc.  
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 NAWT Inc.

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 Netafim USA  
 NewTech Inc.  
 Nexstar  
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 NLB Corp.  
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# REVERENT SERVICE

**Maryland United Site Services team provides portable restrooms for historic visit of Pope Benedict XVI**

*By Betty Dageforde*

## THE TEAM

All 25 employees of United Site Services of Maryland Inc. in Waldorf, Md., were pressed into service for the events surrounding Pope Benedict XVI's visit to Washington, D.C., in April 2008. James Norris heads up the division. Roy Morris, the sales manager who procured the job, worked closely with his brother, Ronnie Morris, operations manager, on logistics. He also handled the extensive paperwork required for this high-security event.

## COMPANY HISTORY

With a vision to create a nationwide portable restroom business, Terry McNabb and Scott Lemay created United Site Services in 1999. Their growth was through acquisitions — 68 so far — and today they service most states either through company branches or a network of subcontractors. Headquartered in Westborough, Mass., the company employs 1,500 people, has over 125,000

Roy Morris, sales manager for United Site Services of Maryland, says serving the 2008 American visit of Pope Benedict XVI was "truly a great experience." Above, Nationals Park was filled for the papal visit. At right, Pope Benedict addresses the crowd. (Photos courtesy of United Site Services)

portable restrooms, and more than 1,000 service and delivery vehicles.

In 2002, USS acquired Southern Maryland Sanitation, which services the Maryland and Washington, D.C., markets in a customer mix of 40 percent special events and 60 percent construction.

## THE MAIN EVENT

In 2008, Pope Benedict XVI, head of the Roman Catholic Church, made his first visit to

the United States, arriving at Andrews Air Force Base on Tuesday, April 15. The following day, he received a 21-gun salute and a welcome at the White House by President George



**THE JOB:** Pope Benedict XVI's visit to America

**LOCATION:** Washington, D.C.

**THE PRO:** United Site Services of Maryland Inc.



*"When I got the initial call that the pope was coming to town through GEP (Global Event Partners), I knew right then and there that he would be dealing with the university and the archdiocese, so I did some cold calling and was able to get some contacts."*

**Roy Morris**

Bush, as well as children singing Happy Birthday in honor of his 81st birthday.

Later that afternoon, the pontiff traveled via his bulletproof Mercedes-Benz popemobile to the Basilica of the National Shrine of the Immaculate Conception, the largest Catholic Church in the country. The parade was brief — 5 minutes — but a large crowd was on hand along the route, and around the Basilica and adjacent Catholic University.

The next morning, 46,000 people witnessed the pope celebrating Mass at the new Nationals Park baseball stadium, opened only two weeks earlier. The event included a performance by Placido Domingo singing Panis Angelicus. The following day the pope left for a three-day trip to New York City.

#### THE JOB

The company was tasked with providing portable restrooms around the National Shrine for clergy, the media and the public. And for the Mass at the baseball stadium, portable restrooms were needed for the 1,500 cardinals, bishops, priests and nuns on the field, as well as the pope. These units were also used by the stage crew before and after the event.

#### MAKING CONNECTIONS

Roy Morris learned of the pope's visit from an Internet lead, and in February 2008 submitted a bid to Global Event Partners, the production company organizing the stadium event. By mid-March, USS learned it had the winning bid.

Morris then pursued contracts with the Catholic University and the archdiocese for the National Shrine events. "When I got the initial call that the pope was coming to town through GEP, I knew right then and there that he would be dealing with the university and the archdiocese, so I did some cold calling and was able to get some contacts." Both organi-

USS workers placed 32 Satellite Industries Maxim 300 units in the bullpen at Nationals Park for use by work crews before and after the event, and Catholic Church leaders during the papal visit.



The United Site Services Maryland team includes (kneeling, from left) James Smith, Carlos Suarez, Mike Washington, Magdiel Velasquez, Jeff Martin and Mike Jones. Standing (from left) are Mike Woodall, Matt Norris, Ron Queen, Lionel Johnson, Harold Deshong, Ronnie Morris, Roy Morris, James Norris, Sherri Marshall and Kathy Kaplan.

zations had worked with USS on other special events, so no bid was required.

#### MAXIMUM SECURITY

USS worked closely with the D.C. Metropolitan Police Department and the United States Secret Service. Background checks were performed on all employees, a process they were very familiar with having also done the presidential inauguration a few years prior. To gain access to the site, employees had to be uniformed and credentialed.

The portable restrooms went through their own security check by the canine division of the Secret Service. "There was more security for the pope than the president," says Morris.

#### BY THE NUMBERS

For the stadium, the company placed 32 Satellite Industries Maxim 300s, a blue and gray deluxe unit with hand sanitizer and mirror. Two wheelchair-accessible units with sinks — Liberty models from Satellite







Construction workers assembled an imposing dais for the pope's address to more than 40,000 visitors at Nationals Park.

Industries — were provided, one especially for the pope. "But I don't think he used it," says Morris.

At the National Shrine, USS supplied 128 Maxim 3000s, 16 Liberty units, and 50 cardboard trash boxes.

#### LET'S ROLL

Four delivery vehicles were put into service for these events, all 2005 and 2006 Ford F-350 pickups, each with a carrying capacity of 22 units.

It was a busy week says Morris. "There

was such a variety of things — delivery times, locations, service." On Sunday, the crew dropped off five units to the parking lot of the Washington Nationals baseball stadium for use by the catering company that fed the staging crew. Tuesday, units were delivered to the bullpen at 6 a.m. This was done two days before the Mass for use by the crew. This also provided time for the canine unit to do a security sweep.

On Wednesday morning, 4 a.m., units were delivered to seven locations around the National Shrine and along the short parade route. These were removed at 9 p.m.

On Saturday, the company picked up the units from the bullpen. Again, these had remained in place for two days after the event for the crew. And, finally, on Sunday the remaining units in the stadium parking lot were removed.

#### KEEPIN' IT CLEAN

Units at the stadium were serv-

iced twice a day, 7 a.m. and 8 p.m., by one technician. He used a 2007 International 4300 from Progress Tank, with a 1,200-gallon waste/300-gallon freshwater aluminum tank and Masport Inc. pump. The company uses deodorant products from J & J Chemical Co. No service was required on the units at the National Shrine.

#### ONCE-IN-A-LIFETIME

Being present for the pope's celebration of Mass, and having the opportunity to be a part of this event, is something Morris and the other members of the crew will never forget.

"This was truly a great experience," says Morris. "The place was packed. Buses were already in line at 5 a.m. It was a beautiful day."

Everything went according to plan. "We met with the event company afterward, after everything calmed down, to double-check any issues. They were very happy with us." ■

#### MORE INFO:

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



# Use the Right Replacement Primary

**If you have a carbon steel tank, stick with a carbon steel primary shutoff when it's time to replace an existing unit**

**Q QUESTION:** Does it make any sense to put stainless steel or aluminum primaries in my steel tank? Wouldn't that make for a longer-lasting primary shutoff?

Bill O'Roark  
Little Rock, Ark.

**A ANSWER:** Let's first discuss whether an aluminum or stainless steel primary can be installed into a steel tank. First, cross off the aluminum primary. Aluminum and carbon steel are not copasetic with each other. Aluminum cannot be welded to carbon steel. In recent years, they have been able to "fuse" aluminum to carbon steel, but most of that application has come from the space industry. And as you might imagine, it's probably cost-prohibitive. So forget the aluminum primary.

Stainless steel and carbon steel can be welded together with no problems. The question is, does it make "cents" to replace a carbon steel primary with a stainless steel primary? In recent years, the price of both carbon and stainless steel has risen dramatically. Currently, stainless is approximately six times higher than carbon steel. It's true that carbon steel primaries will rust over time and eventually they simply rot away. But,

*What purpose is served if your stainless steel primary outlives your carbon steel tank? When you get ready to replace your tank you're going to be giving up an expensive primary.*

depending on your environment, some primaries have a reasonably long life.

Let's assume a few things. Suppose over the life of your vacuum tank that your primary has to be replaced once or even twice. It still will be cheaper to replace the primary using carbon steel. Some primaries actually will last as long as the tank. A stainless steel primary

will definitely last forever, but why do it, when even your tank will not last forever?

Our rule of thumb is to match carbon steel with carbon steel. What purpose is served if your stainless steel primary outlives your carbon steel tank? When you get ready to replace your tank you're going to be giving up an expensive primary. On the other hand, if you've got more money than you need or want (and we don't know many people in this boat) then go ahead and put the stainless steel primary in your tank.

A side note: The same rule holds true on your secondary moisture trap. Generally, the secondary is bolted to the side of the tank, so an aluminum or stainless model could be installed to replace a carbon steel unit. But why spend the extra money?

The other down side of mixing and matching metal parts is fairly obvious. When repairs are needed, and/or replacement parts, it will be easier on you and your repair shop knowing the materials involved.

## Don't mess with the gearbox ratio

**Q QUESTION:** I recently bought a used vacuum truck and the former owner told me that the pump was driven by a 2:1 gearbox. What exactly does that mean? I don't know much about what's underneath the truck. Is that something I have to change?

Rodney Latham  
Tustin, Calif.

**A ANSWER:** No. Don't change anything. The gearbox is installed on the truck to make sure the vacuum pump runs at the right speed. The gearbox is connected to the transmission and basically bumps up the rpms coming out of the transmission. For example, many vacuum pumps are designed to run at around 1,100 rpm. If the power coming off the transmission is turning at 550 rpm, then that rotation speed needs to be doubled when connected to the pump. With a 2:1 gearbox, the rpm going into the gearbox is 550 and the rpm going out of the gearbox would then be 1,100. This will properly run the pump.

Some of these gearboxes also change the angle of the drive by 90 degrees. That is, the power coming out of the transmission is connected to the gearbox, and then that power is shifted 90 degrees over to the pump. By way of information, there are also 1:1 gearboxes and 1 1/2:1 gearboxes.

Unless you develop problems, don't fool with the gearbox.

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



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New 2007 Isuzu NQR with a 1,250 gallon aluminum portable toilet service unit. (Stock #43580V) [www.VacuumSalesInc.com](http://www.VacuumSalesInc.com), (888) VAC-UNIT (822-8648). (PBM)

2004 4300 International, 25,500 GVW, DT466, Allison, A/C, air-brakes, 3-compartment aluminum tank (450/1400/250), M-10 Water-cooled pump, spot lights, 2 Burk water pumps for fill and spray down, restroom carrier. Pictures [www.acoinc.com/classified](http://www.acoinc.com/classified). Located Phoenix, AZ. \$45,000. 208-362-3193. (P1)

(2) 1994 Ford with Coleman 700 waste, 300 water toilet service units. (Stock #6084V) [www.VacuumSalesInc.com](http://www.VacuumSalesInc.com), (888) VAC-UNIT (822-8648). (PBM)

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## Seasonal Slowdowns

**How do you modify staff during slower months and what activities occupy you during that time?**

By Mary Shafer

For at least half of the Lower 48, the winter months represent a marked slowdown in business for most PROs. For some of these businesses, that means annual layoffs, long vacations and a significant decline in revenue.

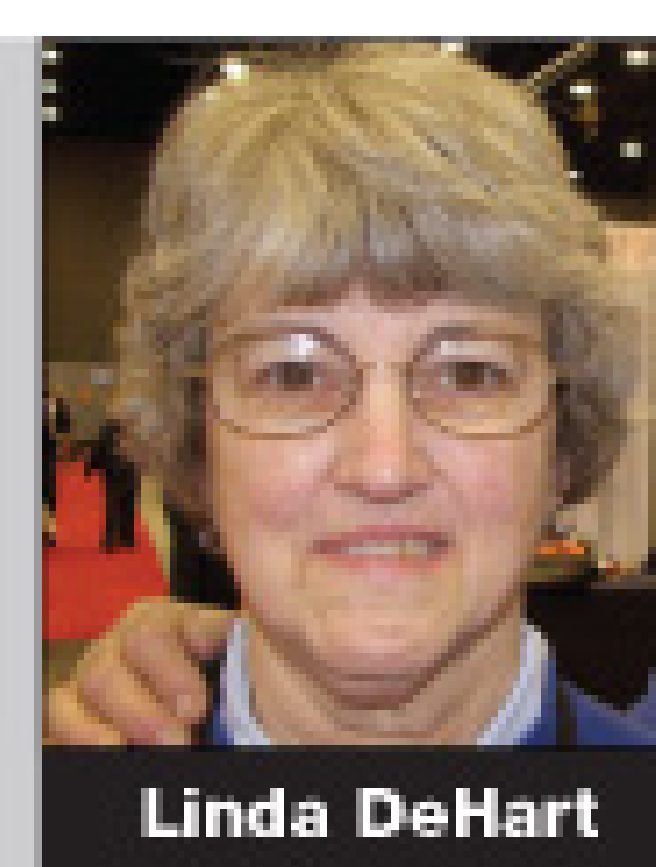
Those in the Sunbelt states have something of the opposite problem. When the sun once again warms the northern climes and the snowbirds depart for home, tourist traffic slows at some of their busiest customer locations.

These PROs tell us how they handle seasonal swings in business volume to remain profitable into the next busy season. It's clear that a strategy of intentional, planned diversification of services can be an effective buffer against profit-breaking slowdowns.

"We usually put them in the garage and they repair any portable toilets that have been damaged over the summer months," says Linda DeHart, of AAA Wastewater Services, Franklin, Ohio. "We cross-train everyone, so they just fill in wherever they're needed."



Gene DeHart



Linda DeHart

**Name:** Linda DeHart and Gene DeHart, owners  
**Company:** AAA Wastewater Services Inc.  
**Location:** Franklin, Ohio  
**Employees:** 15  
**Years in Business:** 54

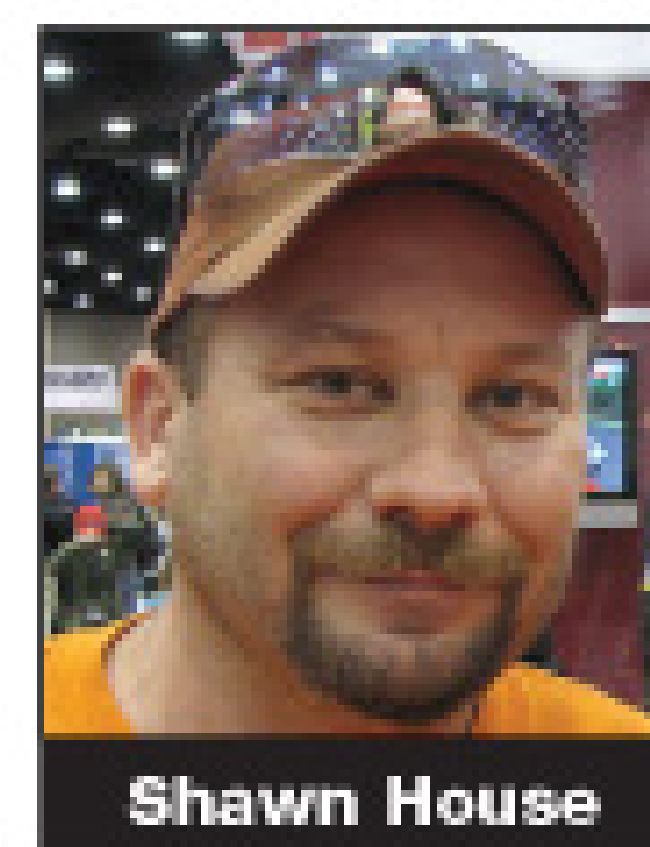
DeHart's business is quite diversified, offering septic pumping, installation and repair as well as sewer and drain cleaning and portables. Offering a large menu of services is an approach that has served the company well for over half a century.

Slow times will also find employees cleaning graffiti and stains off the walls of portables and the company's special events trailer unit, says Gene DeHart. "Everybody knows every part of the business, and slow times are always used to prepare the equipment for the summer months. We're fortunate that we've always found enough work to do that we haven't had to lay anyone off."

*"Everybody knows every part of the business, and slow times are always used to prepare the equipment for the summer months. We're fortunate that we've always found enough work to do that we haven't had to lay anyone off."*

Gene DeHart

Shawn House and his wife, Shannon, of All Star Septic Tank Pumping, Bonne Terre, Mo., recently added 100 units to the 15 they started out with on the portables side of their business. Since they've been moving into a new revenue stream, laying off workers during the slow months hasn't



Shawn House

**Name:** Shawn House, co-owner  
**Company:** All Star Septic Tank Pumping  
**Location:** Bonne Terre, Mo.  
**Employees:** 4  
**Years in Business:** 45

been an issue, according to Shawn House. Having two sides to the business has helped insulate them somewhat from such doldrums.

"We still work on septic field installations and repairs when it's cold, and we also manufacture our own concrete septic tanks," he says. "That's some significant work that keeps part of the crew pretty busy. When they're not working on the pumping side of the business, we use the slow months to cross-train everyone into the portables side."

"We show them how to do thorough inspections of the units, and true maintenance work that looks at all the details on the restrooms. That includes deep cleaning of all surfaces and any repairs needed to doors and other parts. We'll replace anything that's too far gone to get the units looking as good as possible" for when they're re-deployed to the field. ■

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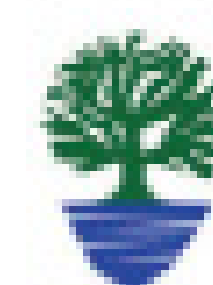
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