

Texas panhandle contractor racks up miles, happy customers

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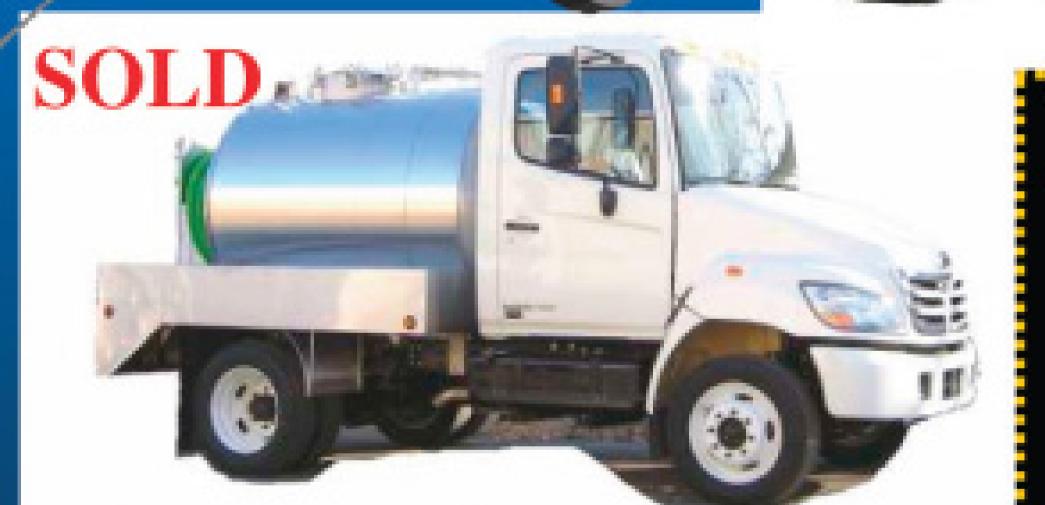
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he inauguration of President Barack Obama was a watershed moment for the portable sanitation industry. With the historic event promising millions of people descending on the nation's capital on and around Jan. 20, media scrutiny turned toward portable restroom operators in an unprecedented way.

> The Wall Street Journal, the New York Times and all the major network television news shows asked if there would be enough portable restrooms to serve the masses. Media pundits and government officials fretted about the amount of waste generated during inauguration week and how it would be disposed of safely. Service providers were called on time and again to explain the basics of portable sanitation for curious reporters.

> The stakes for the industry couldn't have been higher.

> If the mother of all special events jobs went smoothly, the working PROs would go a long way toward erasing negative connotations the public has about using portable restrooms. Users from across the nation repeatedly encountering fresh and clean restrooms would boost the reputation of an often-maligned product and service. Moving forward, fewer people would resort to industry-stifling "potty" humor or feel a familiar trepidation about using a portable restroom.

If the portable sanitation service

didn't go well, it would further entrench longheld negaative perceptions many people have about swinging open a portable restroom door and walking inside. If users found unsanitary conditions and a foul odor, how many thousands of inaugural visitors would refuse to use portable restrooms at the county fair or an outdoor concert when they returned home?

POSITIVE OUTCOME

The many service technicians who braved the crowds, challenging logistics and unpleasant weather to serve the inauguration were certainly laboring for all of us in the portable sanitation industry. It was up to the PROs in D.C. to put the industry's best foot forward.

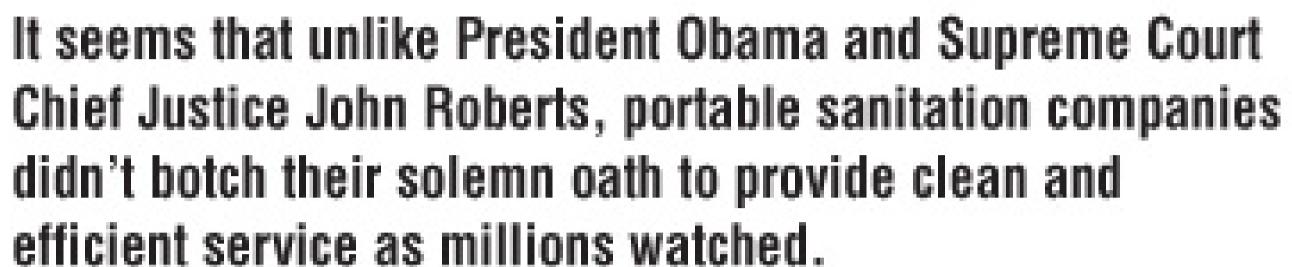
And based on early returns, what was billed as the biggest single portable sanitation job ever in the U.S. went off without a hitch.

Negative reaction from event planners and government officials has been absent, and the same media that worried that the sky was falling has been mum following the inauguration. It seems that unlike President Obama and Supreme Court Chief Justice John Roberts, portable sanitation companies didn't botch their solemn oath to provide clean and efficient service as millions watched.





Crowds pack Washington D.C. for President Obama's inaugural address (left). Below, Don's Johns workers deliver some of the thousands of restrooms that lined the Mall.



Is the old adage, no news is good news, appropriate in this case? I think so, and so do the industry folks who helped plan the sanitation response for the inauguration. They say that while there were a few letters of complaint from users, the lack of negative news coverage shows their response to the historic event was probably handled about right.

"Because this went over as well as it did, the industry as a whole didn't get a black eye," said Millicent Carroll of the Portable Sanitation Association International. "If it would have gone the other way, it would have been horrible for the image perception of the industry. It would have gone back to the perception that all portable restrooms are dirty."

"In all of the post-inaugural reporting, there were no reports of deplorable conditions of restrooms," said Bob Barton, vice president of marketing for United Site Services. "There was a lot of media attention before the event and none afterward ... I figure if we don't hear from a customer, we're doing a good job."

RESTROOMS AS FAR AS THE EYE COULD SEE

Depending on whom you talk to, the total number of restrooms and restroom trailer stalls was between 6,500 and 8,600 for the inauguration, which Carroll explained puts the inauguration second only to an event with the pope in Germany several years ago. The high-end number was based on United Site Services' estimates of total requests for proposals received prior to the inauguration.

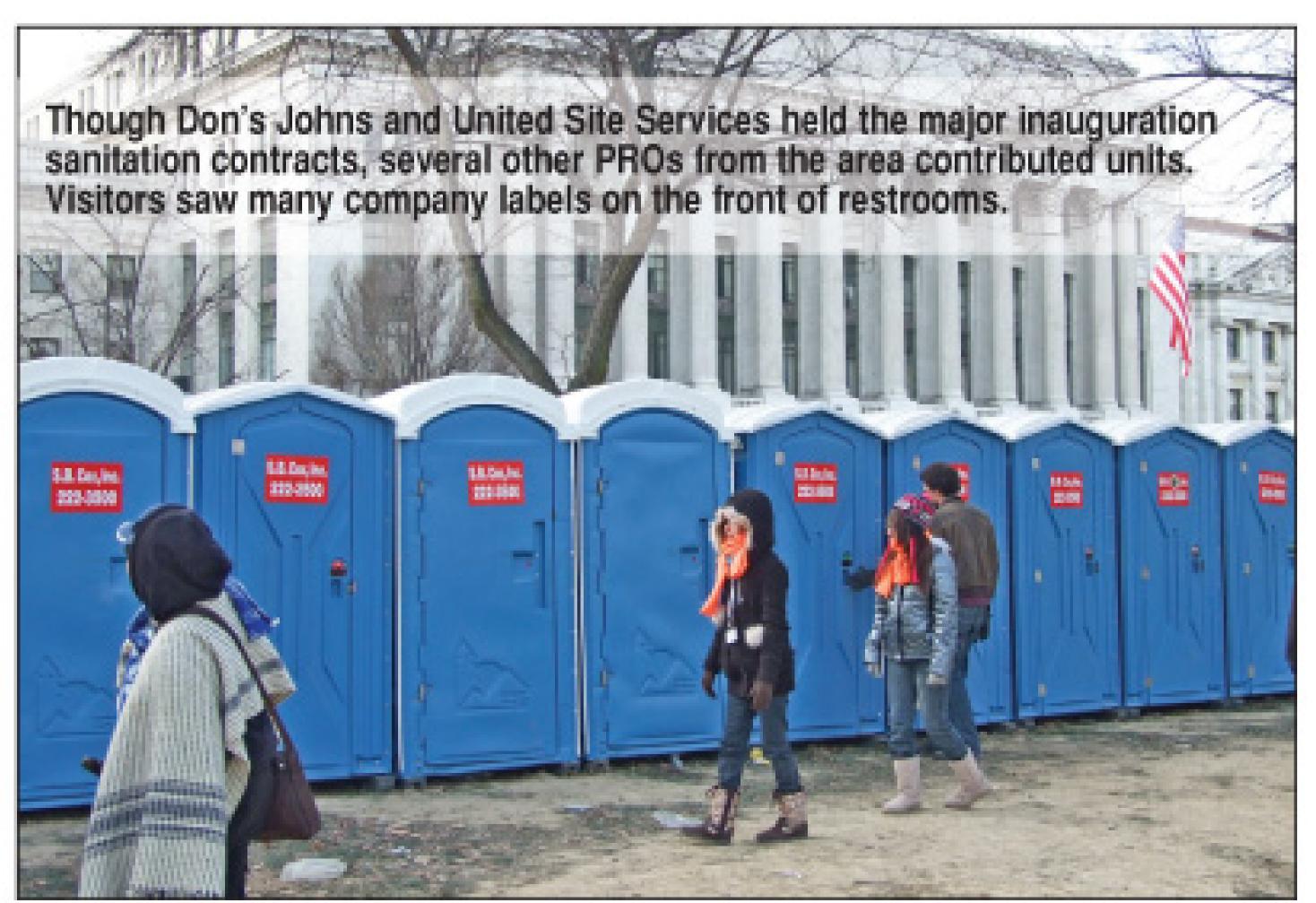
Portable sanitation was coordinated by two companies, with help from subcontracting PROs up and down the East Coast. Chantilly, Va.-based Don's Johns provided the majority of restrooms, about 5,500, working with event planner C3 on behalf of the Presidential

> Inaugural Committee. Don's Johns worked

with about 10 contractors to place restrooms up and down the National Mall reflecting pool and many other locations. United Site Services had a contract with the Architect of the Capitol, placing about 2,300 restrooms along the inaugural parade route and at the Capitol building.

Restrooms and special event trailers from virtually all manufacturers were deployed to handle crowds Carroll said were estimated to reach 2.2 million for two days of events. Network news interviews with Don's Johns vice president Conrad Harrell featured products from Satellite Industries, Hampel Corp., NuConcepts, and Ameri-Can Engineering. Harrell said his company also used trailers from ACSI Inc. and Black Tie Manufacturing. United Site Services augmented its inventory with 375 new Satellite Maxim 3000 and 40 Satellite Liberty restrooms and pulled units from its local and New England divisions for the event.

Carroll said the contracts called for pro-







These are among the 1,000 handicap-accessible units ordered by event planners to make sure they adequately served people with disabilities and families.

viding one restroom for every 300 people at the inauguration, while the PSAI had recommended providing a unit for every 200 people. Considering post-event crowd estimates, Carroll said the actual number was probably close to the contracted ratio. One interesting stipulation in the contracts was ordering more ADA-compliant or handicap-accessible units than PSAI recommendations. While the association set the mark at 5 percent, about 20 percent of the Don's Johns order, or about 1,000 units, were handicap-accessible, a figure that surprised and impressed Carroll.



ADA UNITS EVERYWHERE

"They said, 'We have to take care of people with special needs and go over and beyond' what was needed. And they did it, which was fabulous," Carroll observed. With so many families attending the inauguration, she said the roomier units offered greater convenience.

Carroll said early indicators were that

National Parks officials and others in the decision-making process got started late on the planning and had little understanding of the logistics required to provide portable sanitation for a large crowd. She was particularly struck by one official who asked the companies to place all of

their units on the Mall the night before the inaugural events, a process that eventually took numerous drivers — working overtime — several days to accomplish. Carroll said officials eventually somewhat yielded to the expertise of the PROs who'd been serving events on the Mall for many years.

Security constraints did cause some concern, as you might imagine. Barton said his company was required to supply two technicians for every service vehicle, and that at least one worker had to stay in the cab at all times. Truck movement was heavily restricted, and Harrell said a National Parks official had to oversee the placement of every portable restroom on the Mall property. That included the four rows of units placed along the massive reflecting pool at the Lincoln Memorial.

Harrell said delivery drivers could not turn around after placing units along the reflecting pool, and had to back out between narrow rows with long flatbed trailers in tow.

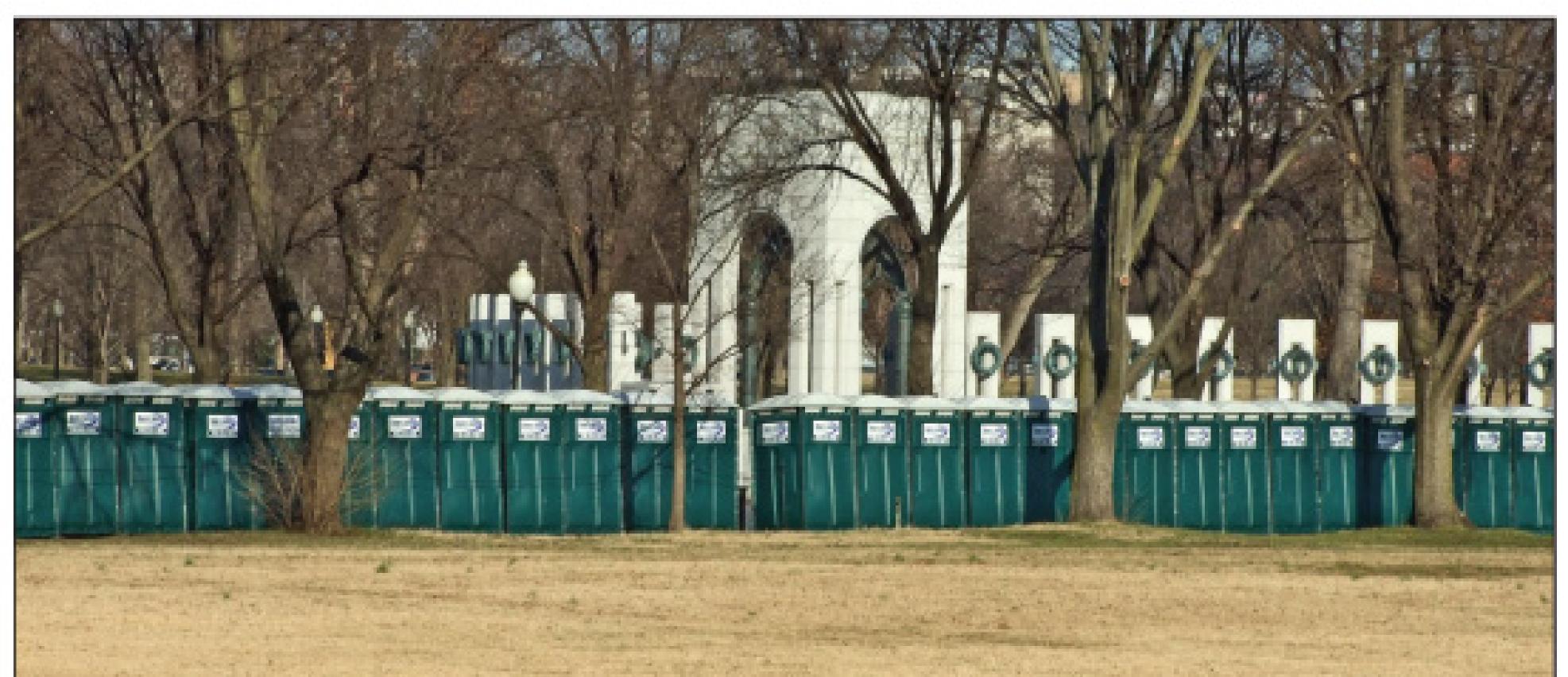


A Don's Johns worker adjusts a row of units before the big crowds arrived for the inauguration of President Obama.

Despite detailed placement instructions, Harrell said the long rows had to be moved slightly on two occasions. And 450 units placed near the Washington Monument had to be moved when the U.S. Secret Service decided to create an emergency helicopter landing area.

Despite questions about how much the restrooms would be used and predictions of traffic snarls when the restrooms were slated to be picked up, Harrell said the job was completed smoothly and faster than anticipated. He said the units were generally 20 to 25 percent full, and removing the units was complete several hours before anticipated departure.

"It was very well-organized," he said.
"The crowd predictions were much more
accurate than anyone anticipated. When we
got done ahead of schedule and exceeded





Police officers patrol the National Mall on horseback in preparation for the inauguration.

expectations on the biggest job ever, that makes everybody happy."

In addition to crack service by the PROs involved, it's pretty clear that the ceremonial tone of the event itself contributed to the success of the sanitation service. Both Harrell and Barton said the relatively short duration of the biggest crowds, cold weather and the fact that no beer and little other refreshments were involved result-

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ed in cleaner, lightly used restrooms. There was no vandalism to speak of, and despite the huge numbers of people, no arrests were made, according to media accounts.

A FINAL WORD

Perhaps with the blitz of media attention surrounding the inauguration, portable sanitation will no longer be an event-planning after-thought. Maybe this newfound awareness about the importance of portable sanitation will trickle down to the special event decision-makers in your hometown this summer. To borrow from President Obama, I have the "audacity of hope" that people everywhere will have an increased understanding of the critical public health role played by PROs.









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.



Take Charge of Your Inventory

Having the right amount of supplies on hand can make a difference in your company's bottom line

By Judy Kneiszel

Remember the day last summer when your portable sanitation company came dangerously close to running out of toilet paper? Or maybe that time you doubled your usual order on deodorizing chemicals to get a "deal" and then you couldn't walk through your warehouse without bumping into a 55-gallon drum?

Inventory control is a tricky challenge.

A LITTLE STOCK

Keeping a low inventory of supplies has advantages. You don't need much storage space and you can quickly and easily change products without having to "use up" a large quantity of something that no longer meets your needs.

Of course, you risk running out of stock if there's a hitch in the system. You have little room for negotiating with suppliers about price or delivery if you're in an emergency situation. Do you really want your drivers to have to stop at a convenience store to buy paper towels on the way to a jobsite?

To avoid situations where you end up buying emergency inventory at high prices (like paper towels from the convenience store) build a safety margin into basic inventory figures, even if your goal is to keep the amount of supplies in storage relatively low. To figure out the right safety margin for your business, try to think of all the outside factors that could

If a company does not pay close attention to purchasing, its cost of doing business can go up, because as operating expenses increase, profit margins shrink. The choice then is to either accept lower profits or raise prices, and neither of these is appealing. contribute to delays, such as suppliers who tend to be late, problems with goods being shipped from overseas, a large job that comes up with a short lead time, etc. If you've been in business for a while you should have a feel for delivery times and be able to calculate your safety margin.

A LOT OF STOCK

Too much inventory can be almost as expensive as too little. Excess inventory costs money in extra overhead and even debt service on

loans if money was borrowed to purchase the inventory. Buying excess inventory also reduces the liquidity of your business.

Keeping lots of supplies in stock increases your storage and insurance costs. You may save money buying in bulk, but more of your capital is tied up. You have the security of knowing you'll never run out of something, but if you find a product you like better or one that costs less, you have to use up the old supply first, and that could take months.

Having a huge inventory might suit your company if business fluctuates a lot, making it difficult to predict how much stock you need and when. It may also make sense if you can store plenty of stock cheaply, and the products you buy are unlikely to change much in price or quality.

KEEP IT UNDER CONTROL

If a company does not pay close attention to purchasing, its cost of doing business can go up, because as operating expenses increase, profit margins shrink. The choice then is to either accept lower profits or raise prices, and neither of these is appealing.

Controlling costs can help a company keep prices at competitive levels and maintain a desirable profit.

To keep costs under control, large businesses often have highly streamlined purchasing systems utilizing specialized computer software for both inventorying product and ordering. Small business may rely on a paper checklist and a clipboard, or simply the memory of the owner, as several PROs revealed in this month's "Think Tank" column. Is your system as effective as it could be?

WHO'S JOB IS IT ANYWAY?

There is more to purchasing than just placing orders, and large company or small, it helps to have one person delegated to the task. Otherwise, multiple orders could be placed unnecessarily or everyone could assume someone else ordered, when, in fact, no one did. Even if it's only a small portion of their job duties, appoint one person in the company (or appoint yourself) as "purchasing manager" and let everyone know that any requisitions must go through that person. All inquiries from current or potential vendors should be directed to the purchasing manager.

Your designated purchasing manager should keep track of inventory and be informed of any changes in supply needs. He or she should also regularly take the time to contact a number of suppliers and compare prices and delivery options. This can be done by talking with suppliers at tradeshows like the Pumper & Cleaner Environmental Expo, by contacting suppliers directly, or checking out their Web sites. Trade publications like *PRO* are good sources of information. Your purchasing manager may want to look into joining a buying group to benefit from the purchasing power of a large group.

A good purchasing manager will ask vendors if they offer discounts for buying in volume or for paying the entire invoice within a specified amount of time. Your company might get a significant discount for buying all supplies from the same vendor. But keep in contact with other vendors too, so if the primary supplier fails to ship your order on time or has to suspend operation because of a natural disaster, there is another vendor waiting in the wings ready to fill the order.

In these turbulent economic times, when every dollar gained or lost is crucial, looking at how your business handles purchasing and inventory can mean the difference between profit and loss. And by taking control of your inventory, you'll never be caught without a "square to spare" again.

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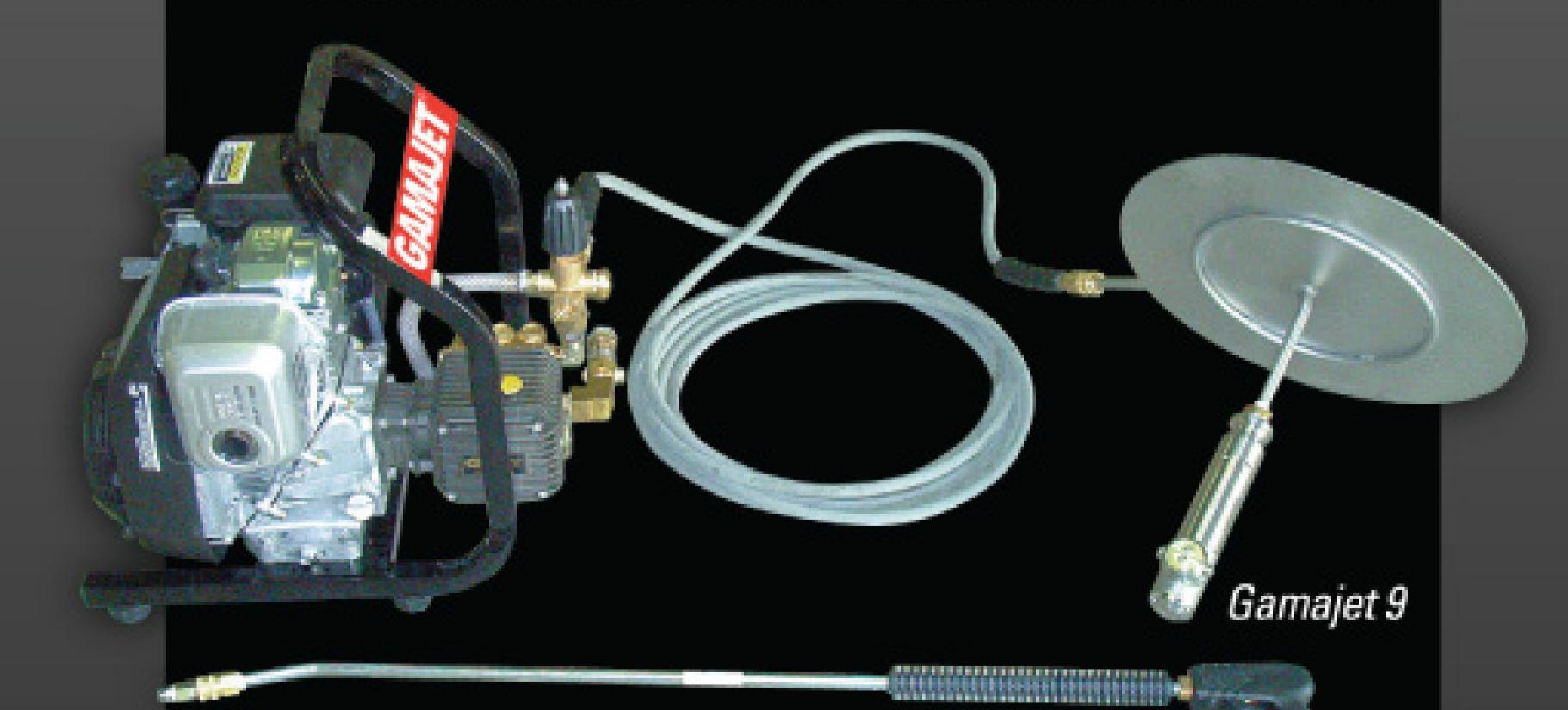


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Members of the B & C team (front) include owner Charlotte Ison and her grandson Tyler Smith. In the back are (from left) daughter-in-law Ronna Smith, grandson Coby Smith and son Brian Smith. (Photos courtesy B & C Portable Toilets)

he population of Pampa, Texas, is only 18,000, but that makes it the second-largest town in the Texas Panhandle.

This sparsely populated area is oil country.

Charlotte Ison, owner of B & C Portable Toilets LLC, says the company does some interesting special events — election day at The Little Red Schoolhouse, fiddle playing at the Woody Guthrie Museum, Judge Cook's Cow Calling, a "Blessing of the Land" ceremony. "But at the end of the day," she says, "it's the oil and gas producers and servicing companies that keep us going — and they're running us ragged."

B & C began in 2001 when Ison bought an existing company from its retiring owner. It's a family business. Ison handles finance and accounting, her son Brian Smith is operations manager, and his wife, Ronna, is the Internet technician and does electronic data invoicing. Their son Coby, a high school senior on the football team, works around his school and sports schedule. Son Tyler, 12, started in the business as an infant, riding along with his dad in the truck.

The kids are familiar with every county and farm-to-market road in the Panhandle and understand every aspect of the company, from cleaning units to working the 1999 Freightliner service truck with its 2,200-gallon Ibex Industries Inc. stainless steel tank.

The company's 500 blue Satellite Industries Inc. units (mostly Tufways), and all vehicles are stored at their two-acre facility. Portable restroom rentals are 60 percent of their business. They also do septic tank and grease trap cleanouts, and have a fleet of specialty vehicles including backhoes, dump trucks, trenchers, and tractors. The company builds its own service vehicles with tanks from Best Enterprises Inc.

They work within a 180-mile radius of Pampa, across the Texas and Oklahoma panhandles, most of it fairly desolate territory. Employees often drive one or two hours to get to service locations.

WINDSHIELD with Charlotte Ison The Charlotte Ison

Serving the sparsely populated Texas Panhandle, B & C Portable Toilets' drivers endure long, lonely drives, violent summer storms and dangerous oil-field work sites

By Betty Dageforde

EXPLORE FIVE CHARLENGES that affect CHARLOTTE'S PORTABLE SANITATION BUSINESS:

SEVERE WEATHER

The Texas Panhandle is in an area known as Tornado Alley. "The winds blow every day in Pampa," says Ison. The company lost a dozen restrooms last year. On one occasion, Ison and her grandson, Coby, delivered two brand new units to an oil and gas field near Sweetwater, Okla., when a tornado struck the town. They survived the heavy rain and wind, but watched helplessly as the units imploded from the impact.

"It was like watching a candle melt," says Ison. The company constantly emphasizes the importance of tying everything down, but in heavy winds that's not always effective. Several tied-down units were recently sent crashing to the bottom of a mesa when a tornado hit. Ison is adamant that all vehicles have working AM/FM radios so employees will be alerted to weather warnings wherever they are. She also insists air conditioners and heaters be working.



FOSTERING TEAM SPIRIT

The four service techs and five drivers go out alone on their routes and are usually gone all day. Although they're isolated, the company works hard to make sure everyone feels like they're part of the team. The staff gathers first thing each morning for a quick meeting where assignments are handed out. In addition, once a month, everyone meets at Ison's home where she serves up a bacon-and-egg breakfast. She calls it a "Breakfast Safety Meeting," but it's much more than that. "This helps the team members bond and it gives them a chance to just shoot the breeze with each other," she says. It's also a good time to talk about issues, con-

cerns and policies so everyone's working from the same set of instructions.

To help with loneliness, techs and drivers are allowed to bring along an unusual companion — their dogs. "The women especially love it. They just feel more secure," says Ison.



SMALL TOWN SPIRIT

The company is community-oriented and always looking for ways to get involved. Summers, they hire high school students. "We like to help the teenagers," says Ison. "A lot of them want to earn money." B & C's logo appears on mini footballs thrown out as gifts at high school football games. The company name also appears on county maps that are handed out to visitors. The company occasionally donates portable restrooms for community or charitable events such as a free fishing day for kids.

B & C's relationship with its competitors is friendly and supportive. "They all have different strengths, so they send each other work and watch out for each other," says Ison. "There's more than enough work for all of us."



Take 5 is a feature in which one PRO or industry leader shares unique business challenges with the entire portable sanitation community. It's a chance for service providers to meet over the back fence — and across the country — to learn more about each other and promote industry excellence. If you know a PRO who would be an interesting subject for Take 5, send their contact information to editor@promonthly.com.

Michael Young and Terren Smith rescue a restroom that was blown off a drilling site by a tornado.



SAFETY PRECAUTIONS

Oil fields, rigs and refineries are hazardous locations subject to numerous mandated state and federal guidelines. To step foot onto these sites, B & C employees must suit up in fire-retardant coveralls, hardhats, safety glasses, and steel-toed boots — despite the sometimes brutal heat. "They have to do it so they won't get hurt and we won't get fired," says Ison. "If they (fail to wear appropriate gear), the company will call us."

Those boots are also useful in protecting employees from rattlesnakes that occasionally take up residence under the units.

Safety guidelines and policies are reviewed with the staff on a regular basis. "We tell them, 'Don't put your guard down. Make sure you're watching your tie-downs, your trailers, and your chemicals," says Ison. A recent fatality involving a competitor drilled home the message. A vehicle struck the driver when he tried to retrieve a unit that fell off a trailer onto the interstate.

DEALING WITH DISPOSAL

The expense, inconvenience, and time involved in waste disposal finally got to Brian Smith. The company was spending four hours a day driving the 10 miles to the Pampa treatment facility to empty their six service vehicles, each vehicle using close to three gallons of gas. This year he came up with a better plan. The company installed a metered disposal line at their yard, licensed by the city. It's a 2,000-gallon modified septic tank with a pipe connecting to the city sewer system. "It's

helped us tremendously," says
Smith. "I can dump 24 hours a day,
seven days a week." It cost \$8,000
but with the savings in fuel, he
expects it'll soon pay for itself.

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OUR PROBLEM, TOO

ONE TRUCK SHORT OF GOOD SERVICE

July 2005. Hurricane Dennis had just struck the Florida panhandle, and one of Jim's customers was moving his operation to the Pensacola area to set up for the Forest Service and FEMA. The customer's entire crew was on the panhandle, yet he was short one pump truck. The truck was in Atlanta.

Jim packed a bag, and took off with the truck toward the disaster area. He got as far as Montgomery,
Alabama the first night. Due to the crush of evacuees, there were no hotels available so he slept in the truck cab. He arrived at the staging area the next day, and then spent a couple more nights in the truck, coordinating deliveries for his customer, and generally helping out any way he could.



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- Business and marketing tips





en Taylor has come full circle from traveling the entertainment circuit as a road band's sound technician to selling electronic systems so he could stay home, to hitting the road again as co-owner of All About Comfort, a mobile restroom service that deals strictly in upscale executive trailers. Along the way, he built his technical and management skills while collecting a wide network of personal contacts that served as the foundation for his latest venture.

Making the most of an ability to see the big picture while keeping dozens of balls in the air as an event planner and producer, Taylor now consults as a logistics manager under the auspices of his business, Tayken Enterprises Ltd., located in Regina, Saskatchewan, Canada. His largest client is Craven Country Jamboree, one of Canada's largest country music festivals. Hosting 25,000 people each of four midsummer days, the seasonal event allows Taylor time to produce other events, as well.

"We never say no. We say yes and then figure out how to make it work. We're not really a rental company, we're an event service company. We're about getting things done."

Ken Taylor

Most of these events require some form of portable sanitation, so Taylor launched a division of Tayken — All About Comfort — to fill that need. This evolution is a study in planned niche specialization that Taylor believes will keep his companies flexible enough to ride out the winds of current economic volatility.

BUILDING ON STRENGTHS

Having volunteered as the Jamboree's planner and producer for several years, Taylor was hired as a paid general manager by the event's new owners in 2004. From there, he networked his way into similar projects, such as the Canadian Country Music Awards.

RENTAL ENQUIRIES 347-2320

www.allaboutcomfort.ca

Taylor realized the Jamboree festival site was in a floodplain, so building permanent facilities was inadvisable. Yet he knew if the show was to maintain a good reputation, it needed to offer upgraded restroom facilities for performers and corporate sponsors. By 2006, he started researching the Internet, con-

Ken and Janna Taylor set up outside Mosaic Stadium in Regina for a Canadian Football League game as Brian Poole (in blue coveralls) of Provincial Hydroexcavation empties a restroom trailer.

cluding that executive restroom trailers were the way to go.

"Over many hours of research, I developed likes and dislikes about the different units. I talked a lot with Janna (Taylor, his wife and business partner) and we slowly developed what we thought would work best." The couple realized that to do it right, they'd have to become true PROs, a daunting idea at first.

MAKING THE LEAP

"How do you make the jump from event coordinator to restroom provider? Face it, we're in Saskatchewan. We're always a couple years behind the trend in any field, and we really had no idea where to even start," he recalls.

"Then he found the Pumper & Cleaner

Expo online, and we realized there was this whole world of professionals out there doing this," interjects Janna Taylor. "I need to be able to see and touch things to make good decisions," so they decided to attend the Expo in Louisville in 2008. "It was so affordable to get on the show floor and to take

courses. It was so important and valuable to be able to sit in all the classes and talk with people in the industry. We learned a lot about what works, what kinds of challenges to expect." Ken Tayken agrees. "We got to do

hands-on inspections and walkthroughs of the trailers. You could get inside and say, 'This isn't going to work and here's why.' To be able to talk with manufacturers and ask as many questions as we needed was just phenomenal."

DIVING IN

After a few days of intense study at the Expo, they ordered three Forest River trailers from Alpha Mobile Solutions. They chose a Denali model, with two doors on either side to allow walk-through service. The ladies' side has four stalls, two sinks and an L-shaped counter. The men's has three stalls and three urinals. They also purchased two smaller Century II models, with a single station on each side.

The Taylors chose All About Comfort as their business name not just for the pleasant connotation, but also because it would put them at the front of the phone book and in alphabetical Web listings. By May, the trailers were delivered and they were in business.

They created a brochure and Ken Taylor mailed it to a contact in the Saskatchewan Roughriders pro football organization. This colleague had been talking about getting a trailer for their upcoming Labor Day Classic, during which the team would host the archrival Winnipeg Blue Bombers from Manitoba. The Riders had decided to add temporary seating so they could sell more tickets. The team's search for restroom trailers made it onto the radio news, where the Taylors heard it.

They approached the Riders, who signed

Ken and Janna Taylor own two Denali and two smaller Century II model trailers, purchased in 2008 from Alpha Mobile Solutions.



a contract "right off the brochure picture," according to Janna Taylor. As game day drew near, "they hadn't actually phoned us to confirm it was a go, so we were panicking because we didn't have enough trailers," she recalls. "So we went out and bought another Denali before we were even through our first year."

MOMENTUM BUILDS

The reaction to the trailers was immediate and positive, and the company has yet to advertise. The visibility of the Riders contract allows the company to put brochure and business card holders on trailer countertops during each game of a 10-game home season. "We've got so many bookings we can't afford to advertise!" says Janna Taylor.

People come from across the province to see the Riders, so All About

All About Comfort

Owners: Ken and Janna Taylor

Specialties: Portable sanitation

Service area: 500 square miles

and special event consulting

Year founded: 2004

Employees: 3

Comfort gets calls asking if they'd come to Saskatoon and other outlying towns. "We're upfront in our quotes that transportation costs are built in, so the customers decide if it's worth it."

Mosaic Stadium

When such requests are made, says Ken Taylor, "We never say no. We say yes and then figure out how to make it work." Part of this can-do attitude stems from the fact that, as Taylor says, "We're not really a rental company, we're an event service company. We're about getting things done."

Special events are about 80 percent of their business, volume-wise. The company also services the Western Canadian Farm Progress Show and the Regina Exhibition (akin to a state fair in the U.S.) on an annual basis.



"We also allow dream time. Any time we're on a trip of more than half an hour, I get out my notebook and we throw out ideas to each other; what would we do, what are the opportunities and the dangers."

Janna Taylor

RENTAL ENQUIRIES 347-2320 www.allaboutcomfort.ca Ken and Janna Taylor

CHARTING A COURSE

For a lot of their events, the Taylors deal with another PRO in Regina that has about 300 portable units. "He's been a great friend and mentor," Ken Taylor says. "We didn't want to go into competition with him. He had the market served well, and for us it would have been a race to the bottom, price-wise. We wanted to go specifically with the higher end trailers because that's the kind of clientele we'd be serving."

"We do all the transport, cleaning and setup," explains Janna Taylor. "When we take the job, you know you don't need to worry. That part of your event is going to work the way it's supposed to. The water will run, the lights will operate, the units will flush and be clean."

The company adds little extras like hand lotions and baskets, a "pampered guest" kind of treatment, according to Ken Taylor. "People are happy and it leaves an impression."

"It's great to hear the comments people make," says Janna Taylor. "I expect women to get excited about them, but when the guys do, that's really something."

EXECUTING A BUSINESS PLAN

When they returned from the Pumper &

we see it wasn't that aggraneed to reconsider our plan reality plays out."

All About Comfort provides the transport, cleaning and setup. Pumping is provided by Provincial Hydroexcavation.

Cleaner Expo, Janna Taylor wrote a five-year business plan to get bank financing. She identified decisions the couple expects to run into, but believes it's also good to be flexible enough to go with opportunities as they come up. "For instance, when do we need to buy new units to accommodate opportunities to grow the business? We also allow dream time. Any time we're on a trip of more than half an hour, I get out my notebook and we throw out ideas to each other; what would we do, what are the opportunities and the dangers."

Her husband agrees. "A smart businessperson is always looking for what the market wants and how it could grow. We stepped out on a ledge in Kentucky and created what we thought was an optimistically aggressive projection, but now we see it wasn't that aggressive. We always need to reconsider our plans based on the way reality plays out."

MORE OPPORTUNITIES KNOCK

surround yourself with."

With this approach in mind, the Taylors are looking at handwash trailers, shopping different manufacturers. Ken Taylor wants to offer something more

Finding good support services is critical to Tayken's success

While Ken Taylor continues to consult on event logistics as well as running Tayken Enterprises Inc., Janna Taylor remains an auditor for the Saskatchewan provincial government's social services branch. She plans to move full time into the family business within 3-5 years. Meanwhile, she also helps with Tayken, and the couple work together in All About Comfort. He handles the bookings and logistics; she does the marketing and cleans the trailers with help from their 13-year-old daughter, Jadeyn.

The portable sanitation business operates out of a home office and in a space in back of Ken Taylor's office at the Craven Country Jamboree headquarters, where he serves as the logistics manager. "We're looking for a shop with indoor storage," he says. "It gets cold up here and we want to add life to our trailers."

The Taylors hire a good accountant to keep them on track with the emerging business.

"We're evolving the archaic paper style and we have an amazing accountant," says Janna Taylor, who recommends all PROs seek professional help with issues of finance. "Invest in one! They'll save you from making bad decisions and are very helpful and encouraging. We don't worry about the technical side of things because we know we have him, so we haven't had to get accounting software."

"It's true," Ken Taylor says. "You're only as good as the people you

One bit of luck has the Taylors surrounded with good local suppliers. Their trailer tanks are cleaned by Provincial Hydro, an area pumping contractor. "They've been awesome to us," says Janna Taylor. "They'll come out at 10 o'clock at night after the games when we need them."

For consumables, "Everything is basically here in town," Ken Taylor explains. "We have a great paper supplier who stocks all our janitorial supplies. I can call them in a heartbeat and ask for something, which is great because in the beginning we miscalculated usage and had to call a few times with emergency orders."

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Provincial Occupational Health & Safety requires that a hand-washing unit accompany any portable restroom. "It presents a real opportunity for us," he says.

"I can also ask callers about their need for other services, and the trailers have served as a lead for Tayken Enterprises' logistics services. I'm going to start doing a bit more research. I think there are other areas we could pursue, such as emergency services like shower trailers for forest fire workers. We think our government will soon mandate handicapped units, so that's something we'll explore."

One thing is certain for Tayken and All About Comfort: There's no lack of forward-thinking... and no moss will be growing under those trailer wheels.







Too Extreme? Or About Time?

The National Safety Council proposes a blanket ban on cell phone use while driving

By Ted J. Rulseh

he National Safety Council has not only called on motorists to stop using cell phones and messaging devices while driving — it is urging businesses to enact policies prohibiting those practices, and asking governors and legislators in all 50 states and the District of Columbia to pass laws banning them.

In a January news release, NSC president and CEO Janet Froetscher observed, "Studies show that driving while talking on a cell phone is extremely dangerous and puts drivers at a four times greater risk of a crash. Driving drunk is also dangerous and against the law. When our friends have been drinking, we take the car keys away. It's time to take

the cell phone away."

"Studies show that driving while talking on a cell phone is extremely dangerous and puts drivers at a four times greater risk of a crash. Driving drunk is also dangerous and against the law. When our friends have been drinking, we take the car keys away. It's time to take the cell phone away."

Janet Froetscher

It would be a mistake to underestimate the NSC's credibility or effectiveness. The council led the adoption of the "Click It or Ticket" seatbelt campaign from a one-state pilot project to a 50-state program. "We believe the same kind of culture and behavior change must — and can — be achieved to stop cell phone use while driving," Froetscher says.

ANOTHER DISTRACTION

The NSC puts cell phone usage in the larger category of distracted driving. The council observes that driver inattention is a leading cause of traffic crashes. The National Highway Traffic Safety Administration says driver inattention is responsible for about 80 percent of all collisions.

And cell phone use, hands-free or not, is a major source of distraction, the NSC argues. The council cites a study from the Harvard Center of Risk Analysis estimating that cell phone use while driving contributes to 6 percent of crashes, which equates to 636,000 crashes, 330,000 injuries, 12,000 serious injuries and 2,600 deaths each year.

The study also put the annual financial toll of cell phone-related crashes at \$43 billion.

Talking on a cell phone may be less distracting than some other activities people engage in while driving, but the use of cell phones and texting devices is much more pervasive, making it more dangerous overall, Froetscher states.

The NSC also points to studies from the University of Utah showing that hands-free devices do not make it safe to make cell phone calls while driving safe. "Another study demonstrates that talking to passengers, as opposed to talking on a cell phone, actually makes adult drivers

safer, because passengers help alert drivers to potential driving risks," the news release says.

Froetscher adds, "When you're on a call, even if both hands are on the wheel, your head is in the call, and not on your driving. Unlike the passenger sitting next to you, the person on the other end of the call is oblivious to your driving conditions. The passenger provides another pair of eyes on the road."

BIG USE IN BUSINESS

The NSC acknowledges that a significant amount of vehicular cell phone use occurs on the job. "Many businesses have already acknowledged the injuries and costs associated with this behavior by adopting policies that ban cell phone use by employees on the roads," the council states.

Among NSC member businesses that responded to a survey, 45 percent said they have company policies prohibiting on-road cell phone use. Of those, 85 percent said the policies make no difference in business productivity.

"Anyone with a busy job knows the temptation to multi-task and stay in touch with the office while driving," Froetscher says. "Believe me, I've been there. I didn't realize how much risk I was taking. Most people don't. Employers understand how dangerous the behavior is and their potential liability. We are asking all businesses to join us by adopting policies banning calling and texting while driving on the job."

Froetscher has sent letters to all governors and state legislative leaders encouraging them to adopt statewide bans. She acknowledged that achieving and enforcing bans in all states will be a challenge, but she said the NSC has successfully faced similar challenges in the past — including seatbelt enforcement.

'THERE WILL BE A DAY ...'

"It may be hard for some people to imagine how certain laws, such as those concerning drunk driving, teen driving, seatbelt use and booster seats, can be enforced by observation alone," Froetscher said. "Smart people in law enforcement get together to address such issues. They develop creative and successful measures to identify violators, such as high-visibility enforcement strategies."

The NSC will take a three-fold approach to leading change: advocating legislation; educating the public and businesses about the risk of cell phone use while driving, and supplementing distracted driving content in its training of 1.5 million people annually in defensive driving.

"The change we are looking for, to stop cell phone use while driving, won't happen overnight," Froetscher says. "There will be a day, however, when we look back and wonder how we could have been so reckless with cell phones and texting devices.

For a fact sheet, data resources and other information concerning cell phone use while driving, visit the NSC website at www.nsc.org.







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INDUSTRY NEWS

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Hope and Kevin Anthony of Discount Portable Toilets of North Carolina were winners of the 2008 Expo Vacation Giveaway from Ritam Technologies. The couple received seven nights lodging at the Mayan Palace, Cancun, Mexico.

PRODUCT NEWS

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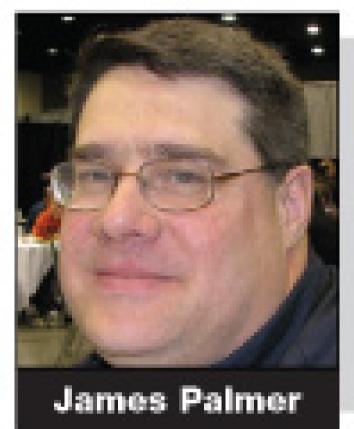
Taking Stock

When it comes to ordering consumable goods, some PROs have a sophisticated system, while others simply walk past the back room and have a peek

By Mary Shafer

he really big purchases — vehicles, heavy equipment, restrooms, expensive tools — happen sporadically for every PRO, but purchasing consumable supplies is an ongoing effort throughout the year. For smaller outfits, the process can be pretty informal: a peek around the corner at the pallet on the garage floor, or into the cabinet in the back room.

But for larger concerns, knowing what's on hand when and making sure it's there when it's needed can become complex enough to require some help from enterprise management software. And then there are the companies that fall somewhere in between the tiny mom-and-pop and the corporate buyer. Many companies have developed a system that works for them. We'll take a look at a few.



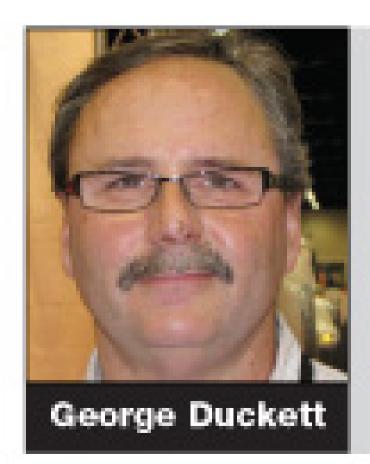
Company: Frantz & Russell
Sanitary Service
Location: Jamestown, N.Y.
Employees: 6-7 seasonally
Years in Business: 23

"We usually order in bulk, a pallet (55 cases) of toilet paper at a time. We'll use a concentrated chemical where one 55gallon drum will make three drums total. We don't use packets or any-

thing as far as chemicals, nothing pre-mixed," says James Palmer, who operates his business in far southwestern New York State.

As for tracking this inventory, Palmer says his company doesn't use any formal system. "After 23 years in the business, you kind of just get a feel for what you're going to need and when. You keep an eye on everything ... we're big, but we're not that big." He stays educated on new products, mostly through word-of-mouth with colleagues and reading industry trade magazines.

"I've switched paper in the last year. Obviously, you shop for whoever has the best price relative to quality. The (Pumper & Cleaner Environmental Expo) is our biggest research trip of the year ... that's why we come. You always see stuff in the magazine, but it's another level to see it all here in person, in one place."



Name: George Duckett, operations manager Company: Drop Zone Portable Services Inc. Location: Joliet, III. Employees: 15 Years in Business: 24

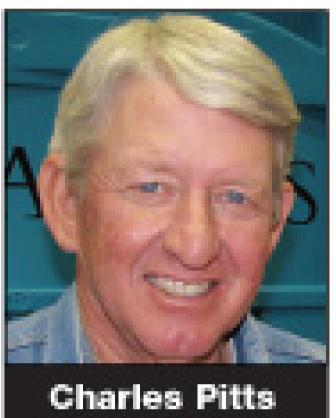
George Duckett oversees ordering for Drop Zone Portable Services Inc. The business performs physical inventory on supplies on either a daily or weekly basis, depending on the product. Ordering is done ahead, with

lead time again depending on the product, and everything is tracked in

an Excel database. Bathroom tissue is purchased by the trailer load.

"We're always price shopping," he says, "and if a product

changes so it doesn't suit us anymore, we'll change products."





Name: Charles and Mona Pitts, owners
Company: Charles Pitts Portable
Toilets

"We're always price shopping,

and if a product changes so it

doesn't suit us anymore,

we'll change products."

George Duckett

Location: Brownwood, Texas

Employees: 2

Years in Business: 25

"We order our supplies in bulk to save money," says Charles Pitts, who fields 200 units in central Texas. His wife and business partner, Mona Pitts, takes care of most of the ordering.

With 25 years in on the job, "we know how it runs," she says. "Plus we see our stock as we load our trucks up every week. So we just order ahead." In true mom-and-pop fashion, she doesn't use any type of written system, but keeps track of what's needed in her head.



Name: Randy Risner, owner Company: Arnold's Royal Flush Septic & Portable Restroom Service Location: West Liberty, Ky. Employees: 3 Years in Business: 29 "We stay on a 'buy-asyou-go' basis, keeping two months ahead on our supplies," reports Randy Risner of his portables company that serves primarily contractors, flea markets and government

maintenance sites in northeast Kentucky. He doesn't use a formal tracking system. "I walk right by the storage area every day, so I see it. I'm sure one of these days I'll think I have something that I don't. It's not a very professional way to do it, but it's easiest." Risner does have a back-

up, though, in his effort to stay ahead of ordering needs. "My drivers keep up with it. They always have their trucks stocked for a week or two," he says, so he doesn't think he'll ever really get stuck.





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2000 International Portable Toilet Truck: 750 gal. waste, 250 gal. freshwater, 5-spd, 7.3 diesel motor with 125,000 miles. Located in Maryland. \$11,000. Doug 410-310-5151. dougpierson@piersoninc.com. (PT3)

1994 International 4700 with a Keith Huber 1,500 carbon steel portable toilet service unit. (Stock #6499V) www.VacuumSalesInc. com, (888) VAC-UNIT (822-8648). (PBM)

1998 F-800 w/stainless 200/100, 5.9 Cummins w/Allison auto, 80,000 miles, holds 10 units. \$20,000 OBO. 334-319-1412.

(P14

2000 Ford F-550 Pumper Truck, 700 waste, 300 fresh. Needs some work. \$10,000. Call 317-440-1206.

(T5)

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

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

Many Ways to Secure a Tank

Plan the connection between your vacuum tank and truck frame

based on your typical working environment



QUESTION: I'm in the market for a new truck. I've attended the Pumper & Cleaner Expo and it seems like everybody makes a good, solid truck. In looking underneath the tanks and studying how they are mounted to the truck frame, I've noticed everyone seems to do it differently. Is there such a thing as a best way to mount a vacuum tank to a truck chassis?

> Raymond Helms Gary, Ind.

ANSWER: Lots of people never look to see how tanks are mounted to trucks. So here's a pat on the back to you for noticing that manufacturers all have their own way of doing this. Rather than tell you which way is "best," let's talk about the various possibilities for tank mounting.

When it comes to setting the tank on the frame, there are three popular techniques:

- 1. Some manufacturers mount the tank directly to the frame. That is to say, the tank skid sits directly on the metal frame. There is nothing separating the tank and the truck.
- 2. Some manufacturers use a hardened wood, sometimes referred to generically as an apitong (the name derives from a variety of hardwood trees in Malaysia). This looks like the standard 2-by-4 board and lays on the frame with the 4-inch-side down. The theory is that it provides a degree of cushion between the frame and the tank when the truck is bouncing down rough roads. The downside of this technique is that, over time, the wood wears down and the tank becomes looser on the truck. This can lead to damage in many ways.
- 3. Some manufacturers install reinforced rubber belting the full length of the skids. Generally the rubber is up to an inch thick and has steel wire running through it to add durability. This rub-

ber belting gives the tank a softer ride and allows less twisting stress to transfer to the tank.

Setting the tank on the frame is one thing that needs to be considered. Now that we've seen the three ways to do that, let's look at how to secure the tank to the truck frame. Again there are basically three ways to do this.

- 1. The four corners of the tank are hard-tied to the frame. This means that clips from the tank are bolted directly to the frame. The downside of this technique is that all the stresses from driving down the road are transferred to the skids of the tank, then upward to the tank. The fatigue eventually causes cracks in the skids and shows major troubles are coming for the tank.
- 2. Tie down the front end of the tank with springs and hard mount the tank in the rear. This spring loading allows the tank to float near the front of the tank. The twists and bounces of a truck occur mostly in the midsection. This technique does a great job, for the most part, of holding everything together. Cracks are rare using this method.
- 3. Some manufacturers spring load all four corners. This is done primarily when the tank is going to be used in rough environments. Dirt roads on construction sites can be brutal on vacuum trucks. Spring loading all four corners allows little stress to transfer up to the tank. However, if you have a truck with this arrangement, you need to check the springs from time to time to make sure they still have life and are not fatiguing. Troubles can occur if the springs weaken.

All these combinations are used in the industry. Some manufacturers use rubber belting and hard mount all four corners. Others use wood apitongs and spring-load it in various ways.

There are times when bolsters are used to secure tanks to truck frames. Generally, bolsters are either large clips on the side of tanks or they are similar to skids, only they run perpendicular to the tank. They are then mounted using springs, or in some cases, they are hardmounted to the frame. More often than not, springs are the way to go.

Seek out the opinions of other experienced truckers to find out which technique is best for your circumstances. Each tank should be mounted and tied down to suit the environment in which it will be operating. Some trucks never leave smooth roads, while others do nothing but live and bounce on bumpy, dirt roads. How the tank is mounted and tied down can ultimately determine the life of that tank and even have detrimental effects on the truck itself.

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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