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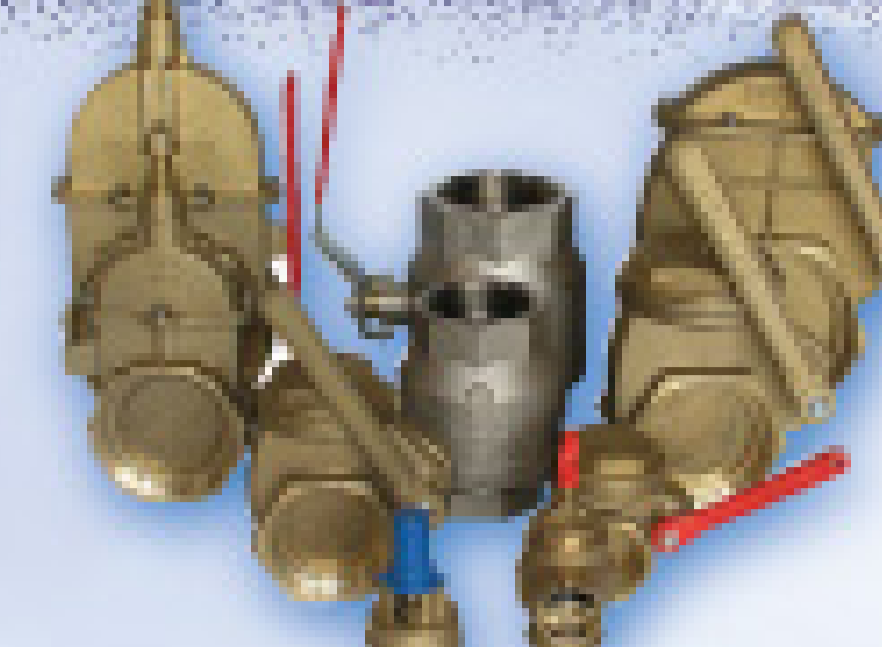
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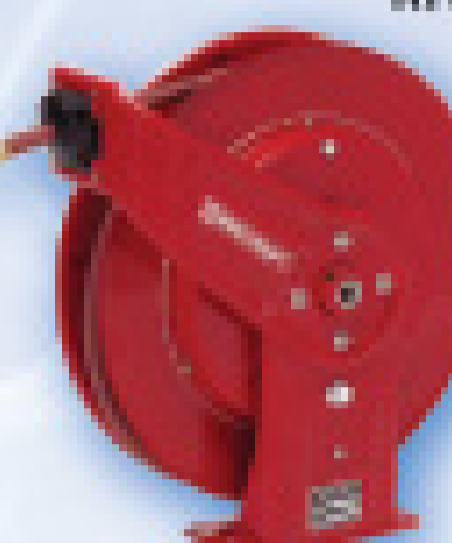
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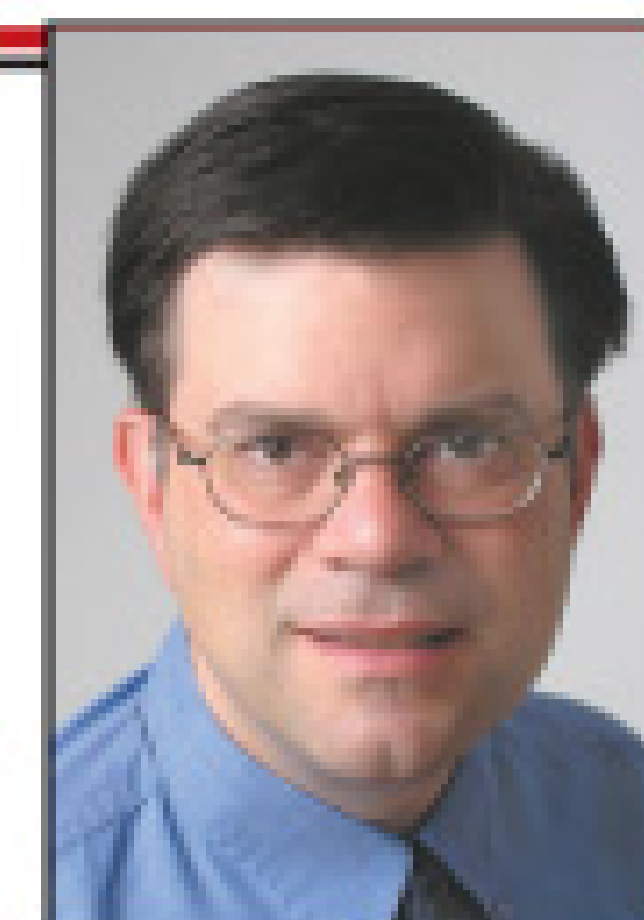
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Curbing Restroom Vandalism

FACED WITH ESCALATING REPAIR COSTS, NORTH CAROLINA PROS WORK TO PUT TEETH IN STATE PROPERTY DAMAGE LAWS

By Jim Kneiszel

Three years ago, I used the space in this column to write about how restroom vandalism was spiraling out of control, costing portable sanitation providers thousands of dollars every year in replacement parts and worker hours to repair and clean up damaged units.

By January 2007, it seemed like restroom vandalism was becoming a popular sport, especially among teens and college students, who brazenly posted videos of their destruction on the Web site, www.youtube.com. At that time, you could type the words "portable restroom," "portable toilet" or "portapotty" in the search field at the Web site and see young people smashing, mashing, toppling, burning and blowing up restrooms from coast to coast.

Nothing has changed. If you take another look today, you'll see even more explosive videos, showing kids using pipe bombs to obliterate restrooms. They have no regard for the damage they're causing, typically stopping to celebrate their homemade pyrotechnics on camera. These pranksters are oblivious to the dangers of their stunts and the financial losses the owners of the restrooms incur.

ECONOMIC ISSUE

On these videos, you can often clearly see the faces of the perpetrators. You can see the name of the restroom contractor on the unit stickers. And if the authorities wanted to, they could probably track down the vandals who posted the video to YouTube. Yet with all that evidence, I haven't heard of many vandals being prosecuted for this type of senseless property damage.

Well, the portable restroom operators of North Carolina are trying to change that. The North Carolina Portable Toilet and Pumper Groups spent the past year lobbying for legislation that will strengthen property damage laws as they pertain to portable sanitation businesses.

Last month, a state statute approved by the North Carolina legislature went into effect, specifically addressing damage to restrooms and liquid waste vacuum trucks. It raises the penalty for restroom vandalism from a Class 2 to Class 1 misdemeanor. Restroom contractors hope the law raises awareness that it's not OK to think of restroom vandalism as a joke; and conveys that the damage is especially crippling to an industry suffering through a lengthy economic recession.

"The way the economy is now, our companies cannot continue to sit back and absorb these costs and let people have the attitude that this is just the portable sanitation business and it's just the way it is," says an exasperated Carey Mack, operations manager for Raleigh-based Readilite & Barricade Inc. Mack — whose company has an inventory of 4,000 restrooms — says that everyone from the vandals to legislators to law enforcement needs to understand that portable restrooms are a valuable tool for companies, not the butt of a joke.

NO LAUGHING MATTER

While he was helping promote the vandalism legislation, Mack encountered snickers and laughter everywhere he went. He agreed to do a television news interview about the law as long as the reporter took the subject seriously. He was disappointed when the reporter led into the interview with a joke about portable restrooms. He was greeted with the same response at the state capitol.

"The first thing people want to do is laugh. I went around and talked to several subcommittees and even the senators, at first, thought it was funny," Mack said. "We had to illustrate to them how (vandalism) isn't funny to the end-users and it's not funny to the operators. It's a lack of appreciation and understanding about how important this equipment is."

Operators are concerned about escalating costs of new units and repair parts, according to Mack. He forecasts that as restrooms inevitably become more technologically advanced, the costs of replacing and repairing units will skyrocket. It's time to reverse the trend and hold vandals responsible for their actions, he said.

"If we don't get the vandals in check now, it's going to continue to cost our operations and customers huge amounts of money," Mack said. "If there would be vandals brought to justice, maybe people will stop thinking it's so funny."

The North Carolina effort began two years ago, when the trade groups held hearings for contractors to air their biggest concerns. Vandalism emerged as a major threat to the viability of a few hundred member businesses, according to Joe McClees, a lobbyist working for both groups.

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Carey Mack

ENVIRONMENTAL CONCERNS

Though laws already addressed personal property damage, they weren't protecting portable restroom operators who were seeing no prosecution for vandalism of restrooms and vacuum trucks. McClees and operators decided a law targeting restroom vandals would raise awareness and encourage law enforcement to give the issue priority.

To round up legislative support, their message was not just about property damage, but environmental concerns raised by incidents of tipped-over restrooms.

"These businesses are focused on trying to protect the environment and public health, and they need to be taken seriously," McClees said. "It would be wise if states protected the portable sanitation industry."

The legislature listened. The measure passed last summer, and McClees and the membership are planning to meet with law enforcement officials across the state, asking them to pursue vandalism cases more aggressively. At the same time, they're developing a warning sticker that can be affixed to restrooms, explaining the enhanced penalties for vandalism.

Both Mack and McClees would be happy to discuss the North Carolina efforts with PROs from different states. They can be reached through the North Carolina Portable Toilet Group at 252/249-1097, or through the Web site, www.ncportabletoiletgroup.org. McClees said he'd like to see several major states enact similar laws, then shoot for national regulations aimed at stopping restroom vandalism.

GETTING STARTED

What can each of us do on a local level right now? Start by pressing your police or sheriff's department to pursue the vandalism complaints you file. Maybe you can print your own restroom warning stickers reminding vandals of existing property damage laws.

And I'll renew my call for you to visit YouTube and look for videos of restroom vandalism involving your units or those of other contractors in your area. If you recognize a company sticker, send the video to local police and ask them to investigate. If even one of these cases leads to prosecution, it's a positive step in the battle to end restroom vandalism. ■



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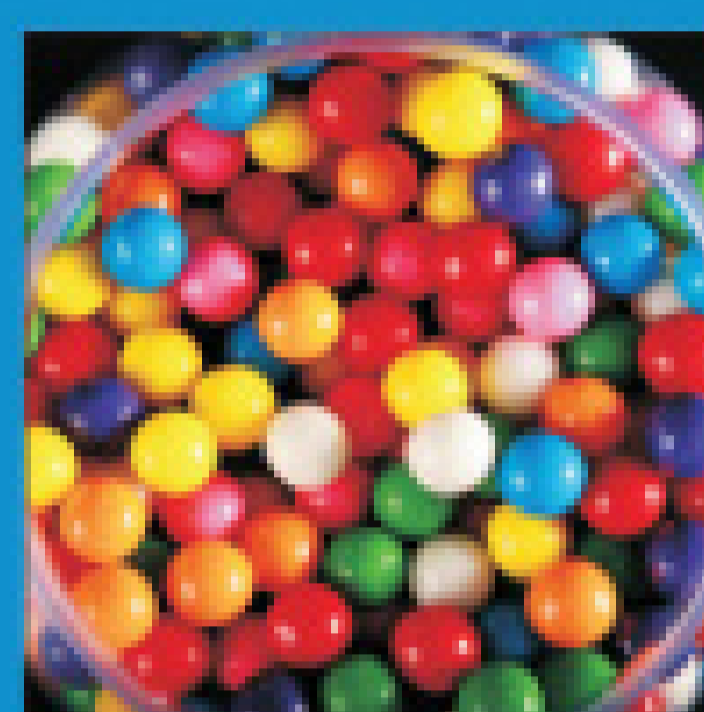
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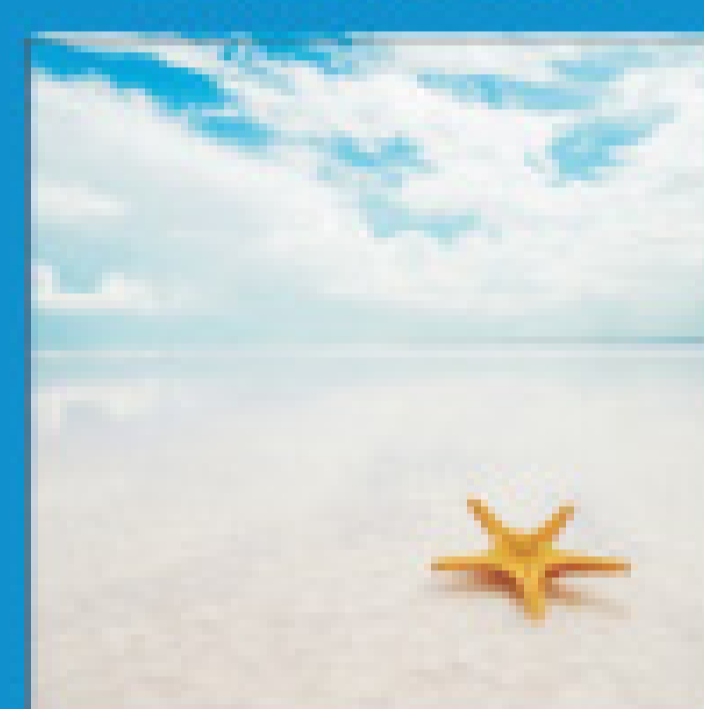
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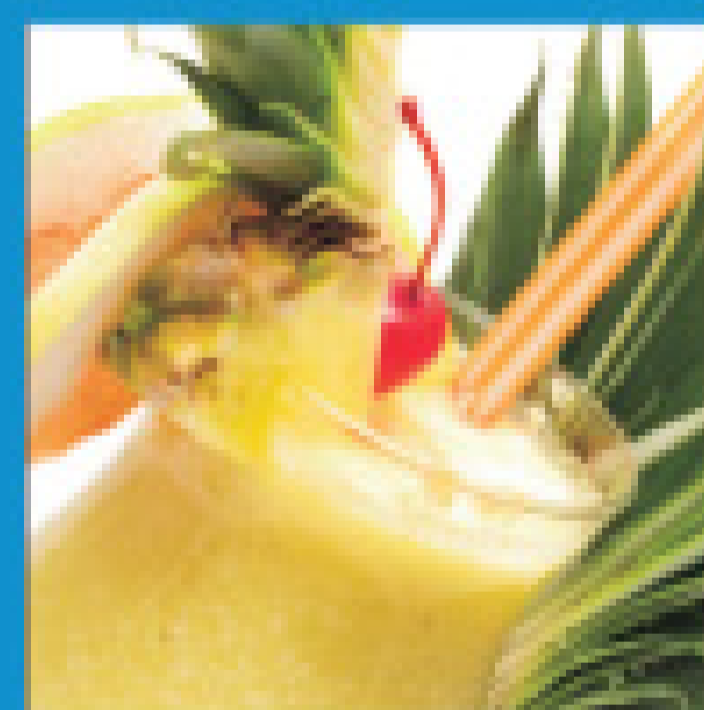
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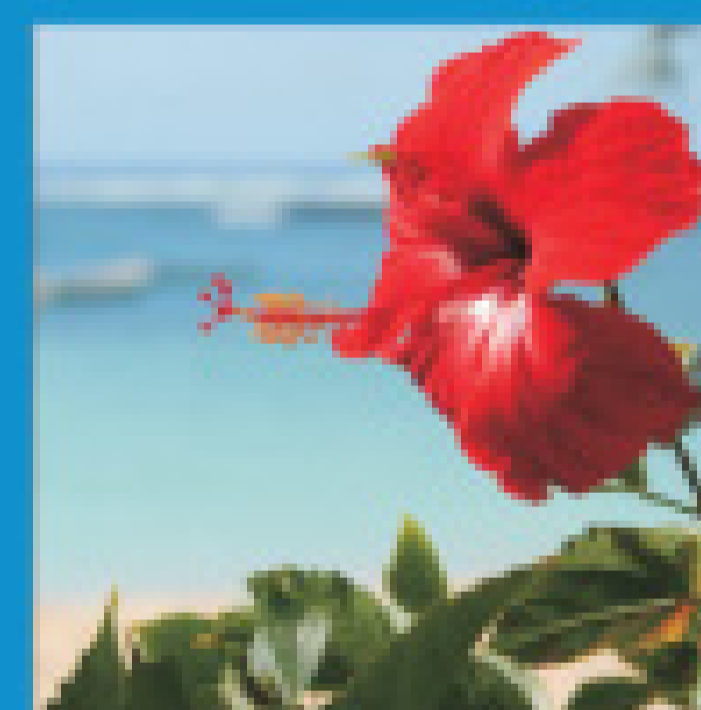
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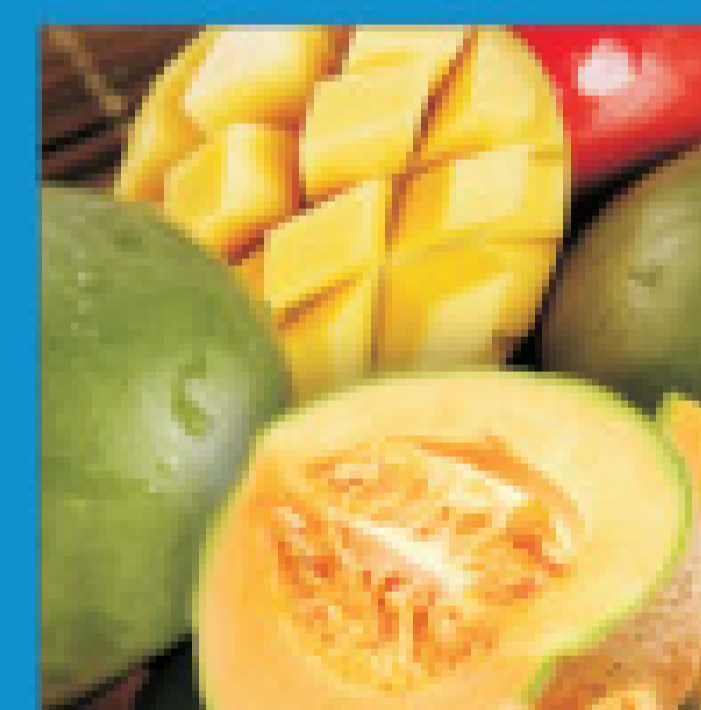
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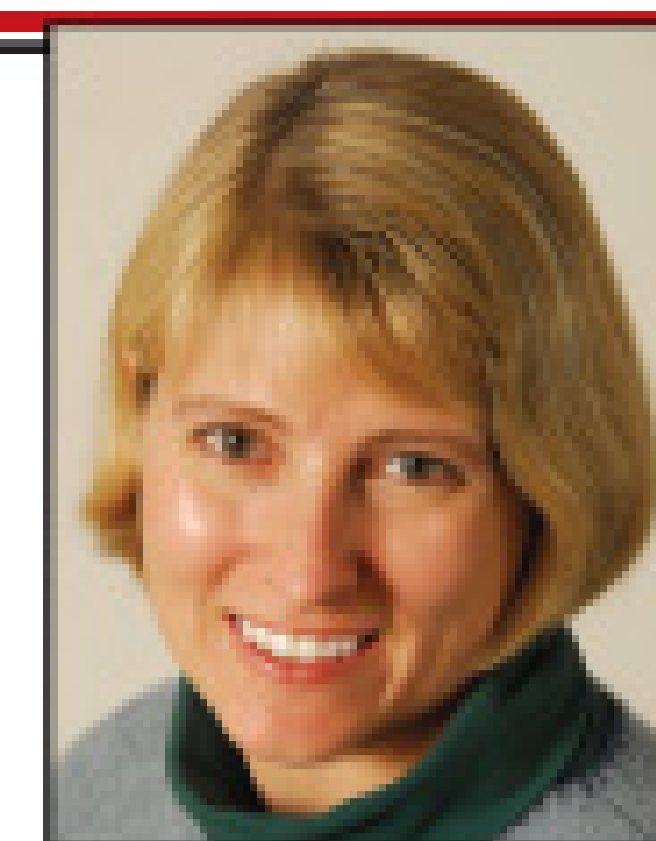
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Meet, Greet (and Take Care of Your Feet)

A LITTLE PLANNING MAKES THE DIFFERENCE BETWEEN MERELY ATTENDING A TRADESHOW AND AN EXPERIENCE THAT WILL HAVE A REAL IMPACT ON THE SUCCESS OF YOUR BUSINESS

By Judy Kneiszel

As you probably know, there's a huge event scheduled in Louisville next month. Whether this will be your first ever trip to the Pumper & Cleaner Environmental Expo International or you're an Expo veteran, steps you take now can ensure you get the most out of attending.

Over 30 years, the Expo has grown to feature hundreds of vendor exhibits and educational opportunities to help you discover new ways to work better and smarter. Education Day, held the Wednesday before exhibits open, has matured into a "can't miss" slate of seminars taught by industry experts.

A tradeshow provides more than one-stop shopping with industry vendors and access to industry experts. It's a great way to learn informally from peers in the field, too. At the Pumper & Cleaner Expo, you will meet people who face the same day-to-day challenges you do. And since attendees come from all over the world, most are not your direct competition, so they will be willing to share information on how they meet those challenges.

But if you want to learn, you can't be shy when it comes to walking the show floor, and you shouldn't come unprepared. Here are some tips on how to get inside the heads of your fellow show attendees and get the most from the whole experience:

DIVIDE AND CONQUER

If you attend the show with a spouse, employee or co-worker, explain that it's nothing personal, but you'd rather walk the floor alone. Why? For one thing, the two of you can cover twice the territory in the same amount of time if you go in opposite directions and, more importantly, it gets you out of your comfort zone. If the two of you are together, you'll talk to each other. Go it alone and you're more likely to make conversation with the exhibitors and other attendees. Take two business cards from every person you talk to and then meet up with your buddy later to swap cards and share information.

COME ARMED

Make sure you've got plenty of business cards with you to hand out to

new industry friends or vendors you may want to hear from in the future. Also, the show is a lot to take in, so bring a notebook, a small digital recorder or MP3 player with voice recorder, or PDA — whatever tools you're most comfortable with — because you'll want to take notes, write down new contacts and schedule future meetings.

A digital camera will help

you document your experience as you take photos of products you might be interested in. This can be a great help if you are going to be presenting a recap of your experiences at the show to people back home or if you are simply a visual person. Having a photo of a vendor and/or their product may jog your memory as to what you were interested in at their booth when you come across their business card days or weeks after the show.

Of course, these days no one goes anywhere without a cell phone, but don't spend your time walking the floor talking on the phone. Just like having another person with you, it keeps you from engaging with the exhibitors and attendees.

SCHEDULE, BUT DON'T OVER-SCHEDULE

Put together a list of people you'd like to meet with at the show: key vendors, friends from past shows, etc. You may want to set up a time and place to meet ahead of time. But don't overbook yourself. Tradeshows are somewhat informal. Having every minute of your time scheduled doesn't leave time for impromptu meetings with new acquaintances who may have information you could benefit from.

MEET THE EDITORS

Take a few minutes to visit the COLE Publishing editors' area and introduce yourself. They'd appreciate your feedback on *PRO* and any suggestions for content that you might have. And, after learning a bit about your company, they might have some tips on how you can make the most of your time at the show.

BE THE TEACHER'S PET

Arrive at Education Day and other seminars early and stay late. The minutes before the formal presentation can be filled chatting with other attendees whom you already have at least one thing in common with: an interest in the particular speaker or topic. Afterwards, introduce yourself to the presenter, offer feedback and ask questions. If you have a question they can't answer, they may be able to refer you to someone who can.

PARTY

There are opportunities to socialize at the Expo, including the annual Industry Appreciation Party and the Saturday Evening Jam concert. Not only are these events fun and relaxing, they provide a great opportunity to network with industry peers.

And finally ... possibly *the* most important key to Expo success:

PAMPER THOSE FEET

Make sure to pack comfortable shoes, cushiony socks and perhaps some foot powder or lotion so sore, tired feet won't interfere with your positive attitude. You'll be on those feet a lot — walking, walking, walking — and you can't put your best foot forward if it hurts. ■

Arrive at Education Day and other seminars early and stay late. The minutes before the formal presentation can be filled chatting with other attendees ... Afterwards, introduce yourself to the presenter, offer feedback and ask questions.

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An Event Solutions' Isuzu service vehicle loaded with PolyJohn PJN3 restrooms and towing a Comfort Elite III trailer by Wells Cargo, pulls up to the Cajundome convention center in Lafayette, La. (Photos by Jay Faugot)

DOUBLE TROUBLE

When Louisiana's Party Central acquired a portable sanitation company, beneficial piggyback business and disaster relief work followed

By Mary Shafer

Fifteen years ago, Lafayette, La.'s, Party Central event rental company was born. A dozen years later, sales manager Frank Gerami III noticed a growing trend in requests for restroom trailers. "We were using trailers every once in a while for weddings and corporate events, but we had to rent them from another company, Deluxe Johns."

Doing some research, he discovered a much larger market than he thought possible. About a year after Party Central started offering trailers, he looked at actual orders and realized it would pay to bring the business in-house.

"We ended up acquiring the assets of Deluxe Johns. We never really intended to get this deep into single portable units, but he wanted to sell us his whole inventory in addition to the trailers." What Gerami couldn't know at the time was how that acquisition would change the entire company, including opening up a new channel of business: disaster recovery services.

The acquisition prompted

the launch of Event Solutions Sanitation Services as a separate company. That move led to a streamlining of operations through the introduction of electronic asset management technology. Several extreme hurricane seasons in a row prompted unplanned but profitable diversification into disaster recovery work. The result is a diverse but

focused pair of companies that thrive on referral business and service efficiencies.

SISTER ACT

"It's worked out great, complementing our sister company in many ways," Gerami reports. "We can do more turnkey events like festivals, corporate fundraisers and barbecues. Any event

that uses Party Central's products is often in need of portables and hand-wash sinks. Our customers are really pleased. We can now provide more services, and that's one less person they have to talk to."

Customers especially like knowing they have the option of high-end, air-conditioned trailers for weddings and nicer events along the muggy Gulf Coast.

Not surprisingly, Party Central is one of Event Solutions' biggest clients on the events side, Gerami says. "They already have their foot in the door with the customer, so referrals to us for any portable sanitation need is a no-brainer." Event Solutions also gains referrals from equipment on location that bears company logos, Web site and phone contact information. Inside the trailers, brochures are displayed, and the company monitors lead generation.

"We keep track of how many brochures get taken so we can anticipate whether there might be a call. When we get a call from a new customer, we ask people



Cruz Regalado, Frank Gerami III and Chris Wesley unload units at the Cajundome.

Event Solutions Sanitation Services

Lafayette, La.

Co-owner: Frank Gerami III

Year founded: 2006

Employees: 16

Service area: Gulf Coast

Affiliations: Portable Sanitation Association International

Web site: www.mobileeventrentals.com

Louisiana



"We can do more turnkey events like festivals, corporate fundraisers and barbecues. Any event that uses Party Central's products is often in need of portables and hand-wash sinks. Our customers are really pleased. We can now provide more services, and that's one less person they have to talk to."

Frank Gerami III



how they heard of us. They almost always remember, and that lets us know if our advertising is working."

DRIVING BUSINESS

Events business includes festivals, corporate events, weddings, golf tournaments and other sporting events, and concerts. Of course, the Gulf Coast offers up plenty of Mardi Gras festivals, making spring a busy time.

Executive trailers account for 40 percent of sales volume, with portables making up the remaining 60 percent. The company maintains construction and industry-related business routes consisting of an average of 300 single units at any one time, and extending about 60 miles around



Event Solutions' fleet includes an International 4300 built by Best Enterprises, an Isuzu built by Crescent Tank and a Ford F-350 built by Best Enterprises.

Lafayette. Gerami makes these sales mostly through cold calls to residential, commercial and industrial clients, including oil and gas refineries and manufacturing plants. The single units are working constantly, while trailers are usually sent out for brief stints at special events, typically for 2-7 days.

"We've had some longer-

term contracts for disaster recovery jobs, where they're out for a couple months cleaning up after hurricanes," Gerami says. Since the 2005 Atlantic hurricane season, emergencies and disaster recovery have accounted for about 25 percent of billings.

The devastation of Hurricane Katrina was Event Solutions' first foray into disaster work. The company got on federal, state and local government-approved vendor lists. "To maintain that approved status, we have to keep up with regulations, but it's mostly paperwork," Gerami explains. "Everything else we do anyway, such as holding certain licenses and maintaining an agreement with a couple public and private treatment plants for disposal."

The company has since provided portable sanitation for cleanup efforts for hurricanes, including Gustav and Ike, all



along the Gulf Coast.

BUILDING THE FLEET

As the company has moved further into the disaster recovery niche, its vehicle fleet and equipment inventory has grown to meet its diversifying needs. The portable restroom inventory consists of 350 PolyJohn Enterprises Corp. PJN3 Standard units, 10 PolyJohn Comfort Inn wheelchair-accessible units, four PolyJohn We'll Care ADA-compliant restrooms and 10 Fleet Series flushable VIP portables.

These are joined by seven restroom trailers: three Wells Cargo Comfort Elite III models; one Wells Cargo Comfort Elite II model; and three ACSI trailers, one each 16-foot Advantage Plus, 24-foot Advantage Plus, and 24-foot Prestige Plus. Two Wells Cargo Comfort Elite Shower Plus trailers round out the main equipment.

This is supplemented by 20



John Edwards loads PolyJohn PJN3 restrooms for delivery.



When Disaster Strikes

When heading into a disaster scene, Frank Gerami III and his crews have learned that everyday necessary work resources — communications, fuel, water, computer systems — are always in short supply.

"We've overcome those obstacles by providing our own. We bring in fuel tankers from a local distributor who supplies us with a mobile trailer. We also fill our delivery trucks with extra fuel cans secured on the truck bed. Then, if the cleanup area is out of fuel or the electricity's out and pumps don't work, we can still do what we need to."

Holding tanks are filled in advance when there's access to clean water. They flush and fill units in staging, determining how much water they'll need based on the amount of equipment. "Longevity of the job and severity of conditions can also affect that, but we try to have enough to get through the first few days while everything's still real bad," Gerami says.

On distant jobs, crews hook restroom trailers directly into existing sewer lines so they don't require pumping. Then all they have to do is replenish supplies. With portables, they subcontract service to local pumpers. "We keep lists of companies we've worked with in the past. After a while, we all get to know each other and make a point to maintain friendly working relationships with other companies we see repeatedly on disaster cleanup sites."

Above: A Comfort Elite III restroom trailer from Wells Cargo serves a private party. At left: Frank Gerami III (from left) and technicians Chris Wesley and Cruz Regalado lower the trailer's steps.

1,000-gallon freshwater tanks for long-term use.

All service vehicles are dual-service, equipped with rear racks for unit pickup and delivery. They also carry a complete set of tools and parts for doing field

repairs. The newest is a 2007 International 4300 with a Best Enterprises stainless steel 1,500-gallon (1,100 waste/400 freshwater) tank and a Conde (Westmoor Ltd.) SDS-12 pump. A 2001 Ford F-350 with a 300-gallon (200 waste/100 freshwater) Best Enterprises stainless steel tank and Masport HXL3F pump rounds out the fleet.

SERVICE DATA SOLUTIONS

All this equipment has required a streamlining of management, which prompted the adoption of The Service Program by Westrom Software. It handles nearly all aspects of a service business — scheduling, route planning, dispatching and invoicing — and generates necessary paperwork.

Route data feeds in through a truck-mounted GPS system provided by Sprint. Nextel phones allow voice truck tracking and identification of location units. Drivers manually enter service information on a form, which is given to the office manager at day's end. The information is then entered into the computer system.

The company is looking into a mobile module for the software that will enable drivers to use a PDA to enter data on site and immediately update service information. All data is eventually fed through the software to QuickBooks for billing and financial management.



PolyJohn Bravo two-sink hand-wash stations; five PolyJohn Applause high-capacity double sinks; and five PolyJohn four-person wash stations. When needed, Event Solutions can also provide 15 PolyJohn 250-gallon wastewater holding tanks and five

repairs.

A 2006 Isuzu NRR diesel is

At left: Chris Wesley ensures units are fully stocked. Below: Cruz Regalado unloads units at the Cajundome.





Derrick Felix installs a cooling unit for a wedding.

TRACKING POTENTIAL DISASTERS

During hurricane season, Event Solutions management monitors approaching storms. When one looks threatening, they begin mobilizing according to what they hear on The Weather Channel. Employees are instructed to secure their own homes and families before reporting for duty.

"We pre-plan technology needs, since we know when storms are going to hit," Gerami explains. "Computers get backed up to external drives and taken outside of where we think the disaster will happen."

Equipment is prepared for

"When we get a call from a new customer, we ask people how they heard of us. They almost always remember, and that lets us know if our advertising is working."

Frank Gerami III

response and battened down. "We try to become as self-sufficient as possible, loading up extra fuel, spare parts and tires, preparing for every possible scenario." Then it's moved out of harm's way so if a call comes in, they can respond immediately.

"Sometimes we might move the equipment on location, in case we can't get there after the storm due to debris covering the roads. In that case, we do everything we can to position it where it will be safe from the storm's battering."

Event Solutions has an action plan that instructs employees where to go, what to do and when to do it in different situations, so everyone's on the same page. There is a checklist developed for operations divisions. Each secures its own property, charges cell batteries, and brings adequate supplies for

units in case trucking and shipping is down.

Everyone knows specific job responsibilities. The company is also purchasing satellite phones so crews can stay in constant contact even if cell networks go out.

"Our disasters have all been weather-related so far," Gerami admits. "There may be other types of emergencies we'd get called for in other parts of the county, such as flood or fire, and we'd definitely respond."

"Delivering quality service does become challenging in extreme physical conditions, but that's what we pride ourselves on," Gerami continues. "When people need us the most, that's

MORE INFO:

Advanced Containment Systems Inc. (ACSI)
800/927-2271
www.acsi-us.com

Best Enterprises Inc.
800/288-2378
www.bestenterprises.net

Crescent Tank Manufacturing
585/657-4104
www.crescent-tank.com

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

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

The Service Program
866/480-1879
www.theserviceprogram.com

Wells Cargo COG
888/574-4222
www.wellscargocog.com

Westmoor Ltd.
800/367-0972
www.westmoorltd.com

when we feel the best in all of us comes out." ■



At left: PolyJohn Fleet Series flush units are reserved for special event clients. Below: A Comfort Elite trailer from Wells Cargo serves guests at a wedding.



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SO MUCH TO SEE!

PUMPER & CLEANER ENVIRONMENTAL EXPO EXHIBITORS OFFER A SNEAK PEEK AT THEIR LATEST TECHNOLOGY AND SERVICES

By Ed Wodalski

Anyone who has been to the Pumper & Cleaner Environmental Expo will tell you there's just so much to see. From time-tested products to cutting-edge technology, the challenge is to see it all.

To make sure you don't miss out on any of the new breakthroughs at the Kentucky Exposition Center, show sponsor COLE Inc. has dedicated an area exclusively to new products. The display opens on Wednesday, Feb. 24, for a pre-show sneak peek and will remain open during regular show hours. There's also an interactive floor plan at www.pumpershow.com to help you pre-plan your visit.

Here's a look at some of the products and services being featured at the 30th Annual Expo.



RESTROOMS & ACCESSORIES

1 SATELLITE INDUSTRIES INC.

The Global portable restroom from Satellite Industries Inc. is made to take day-to-day abuse. It features a door designed to keep its shape and not sag. The side panels and one-piece front are held in place with slide-on corner moldings and simple rivet system. Other features include an open grid pattern Dust Buster base that lets air in and dirt out. The base also fits other Satellite restrooms, including Tufway and Taurus models. 763/553-1900; www.satelliteindustries.com; Expo booth 1122.

2 POLYPORTABLES INC.

The Fresh Start Shower from PolyPortables Inc., built within the cabana of any standard-sized portable restroom, features an on-demand, propane-fueled hot water heater. Each unit offers a hand-held shower nozzle with separate hot and cold water adjustments, shelf for personal items, spray soap dispenser, multiple coat hooks and keep-dry area just inside the door for clothing items. 800/241-7951; www.polyportables.com; Expo booth 1140.

3 WELLS CARGO INC.

The ADA+4 with PowerFlush Comfort Elite restroom trailer from Wells Cargo Inc. features vacuum flushing toilets and a heavy-duty macerating pump to liquefy waste and pump it directly to a sewer or holding tank. The 8- by 20-foot trailer has five private, unisex restrooms with sinks to serve larger crowds in less space. Its hydraulic technology enables

the unit to lower to the ground, eliminating all steps and porches for a safe, clean look. 888/574-4222; www.wellscargocog.com; Expo booth 4081.

4 POLYJOHN ENTERPRISES CORP.

The ADA-compliant SaniStand towelette dispenser from PolyJohn Enterprises Corp. provides 1,320 moist, sanitary, antiseptic wipes that clean hands with moisturizing aloe vera formula. The portable, easy-to-clean dispenser can be used anywhere, from schools to construction sites. 800/292-1305; www.polyjohn.com; Expo booth 4031.

5 ARMAL INC.

Topline transportation wheels from Armal Inc. enable a single user to move any Topline or Starlight portable restroom. The mover features aluminum wheels that can roll over gravel, grass, dirt roads and paved surfaces. 866/873-7796; www.armal.biz; Expo booth 7069.

DEODORIZERS

6 EARTH FRIENDLY CHEMICALS INC.

EnviroMint alfalfa-based urinal blocks from Earth Friendly Chemicals Inc. contain all natural ingredients and are made to surpass 30 days or 2,000 hits without evaporation. The block deodorizes using natural chlorophyllin and meets 2010 requirements on the restriction of paradichlorobenzene. 800/753-1548; www.efchem.com; Expo booth 5041A.

7 HUR CHEMICAL & CONTRACT PACKAGING INC.

Dyna-Bact portable restroom deodorizer from Hur Chemical & Contract Packaging Inc. features the environmentally safe, all-biological Bieneutral-One formulated mixture of enzymes and nonpathogenic bacteria. Designed for weekly service, the deodorizer is made to liquefy waste, digest tissue and aggressively keep equipment and tanks clean while controlling odors. 512/339-0504; www.hurchem.com; Expo booth 9211.

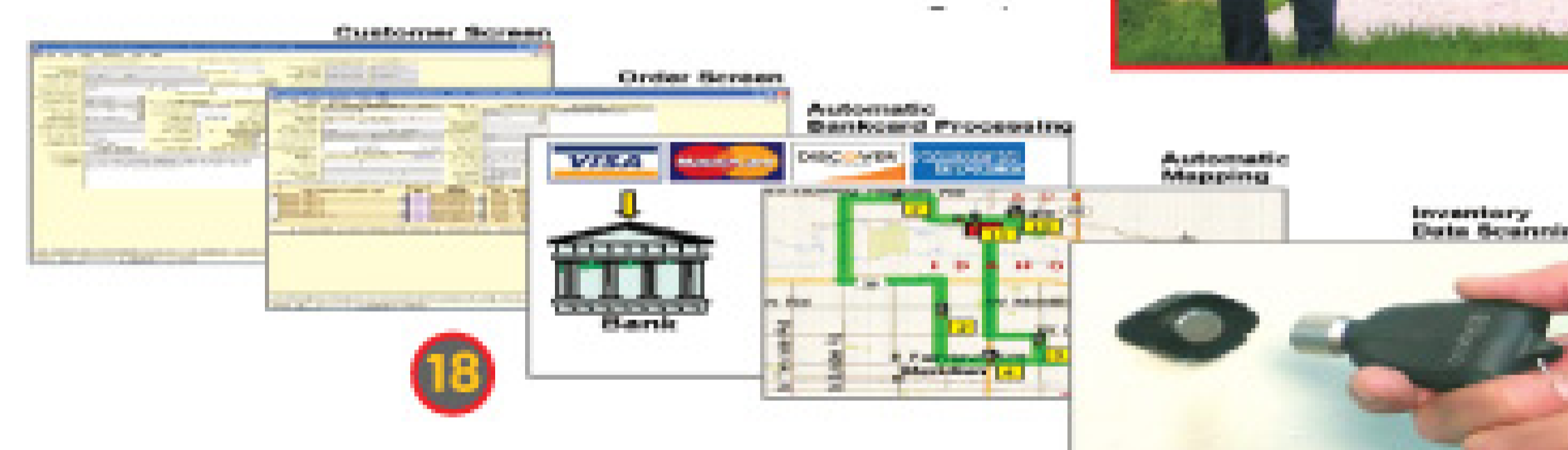
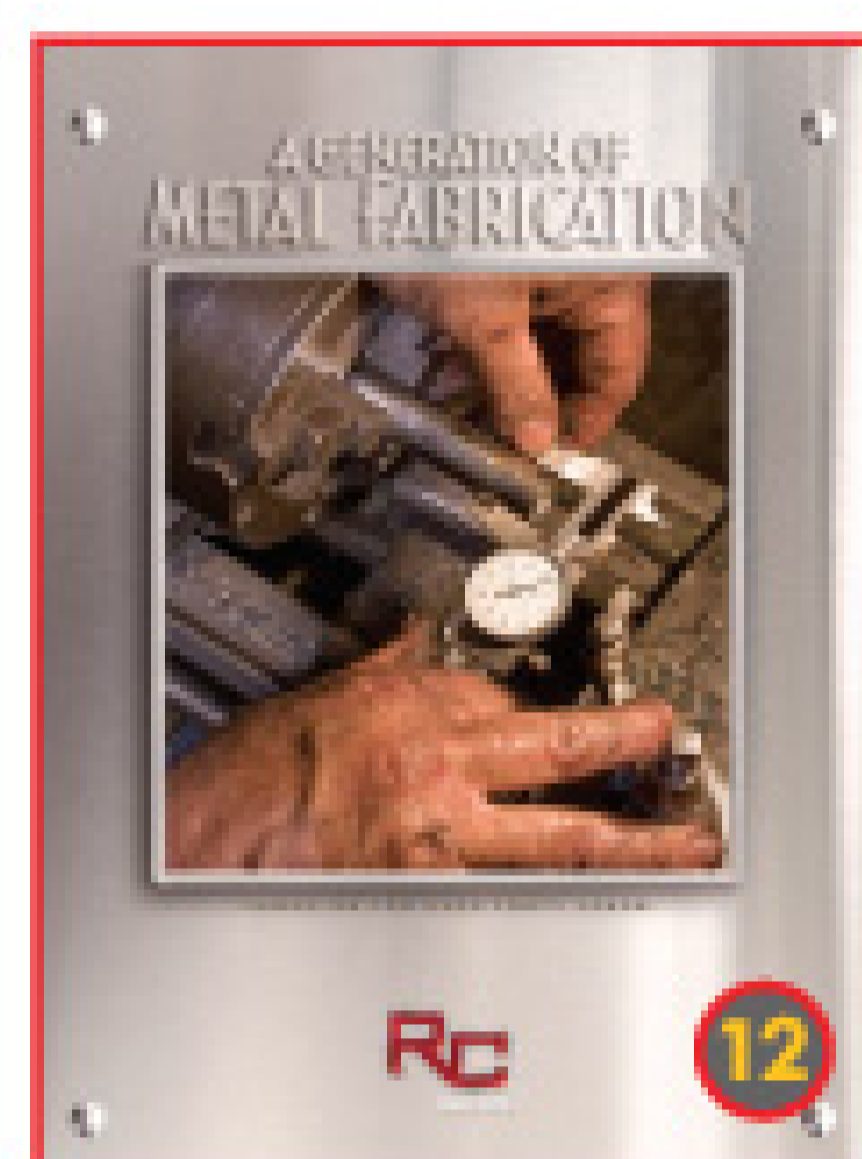
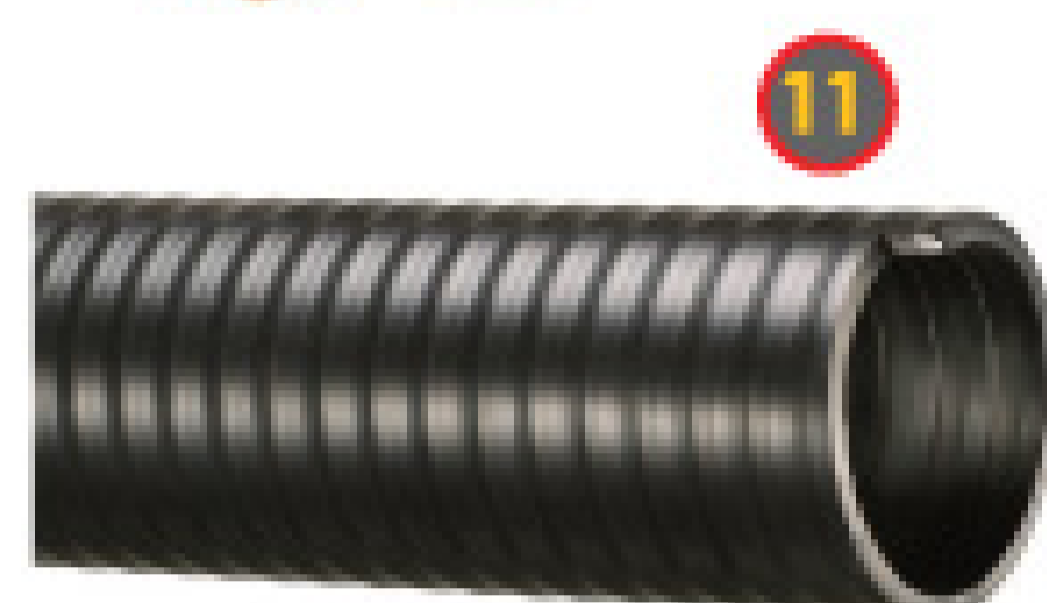
8 JOHNNY'S CHOICE BY CHEMCORP INDUSTRIES INC.

Johnny's Choice Relentless portable restroom deodorizer by Chemcorp Industries Inc. is a one-strength, super concentrate. Add as little or as much water as needed. The non-staining blue deodorizer is available in 6-gallon pails and 55-gallon drums. Fragrances include cherry, bubble gum, mango-melon, spice, pina-colada, mulberry and Hawaiian breeze. 905/712-8335; www.johnnyschoice.com; Expo booth 133.

VACUUM UNITS, PUMPS, HOSES

9 DULTMEIER SALES

Skid-mount vacuum tank units from Dultmeier Sales feature 3/16-inch aluminum construction (stainless steel available). The slide-in systems are designed for portable restroom service, grease traps, campgrounds, construction



sites, and more. All units feature 450-gallon tanks for waste or waste/water applications. Waste/water tanks have an interior, horizontal freshwater tube inside the main tank. Tanks come with Conde vacuum/air pumps. Jurop pumps are available. 402/333-1444; www.dultmelec.com; Expo booth 7190.

10 MORO USA INC.

The PM60A, PM70A and PM80 AIR series vacuum pumps from Moro USA Inc. deliver air flows from 233 to 379 cfm and pressure to 29 psi at 1,100 rpm with 3-inch hose connections. Features include sealed, oversized bearings, cantered rotor, open porting and more. Right-angle, hydraulic and factory gear-reduction drive packages are available. 800/383-6304; www.morousaeast.com; Expo booth 6099.

11 KURIYAMA OF AMERICA INC.

The Tigerflex Tiger-TRF heavy-duty suction hose from Kuriyama of America Inc. features a rubber-blend tube with rigid PVC helix, offering light weight, flexibility, conductivity and durability, even in sub-zero temperatures. 847/755-0360; www.kuriyama.com; Expo booth 6123.

TRUCK ACCESSORIES

12 RC INDUSTRIES INC.

Custom storage systems from RC Industries Inc. utilize metal fabrication based on lean manufacturing principles. Products include under body side-swing and step toolboxes, slide-out trays, bumpers and custom fabrication, including punch and laser processing. 800/382-9511; www.rctoolbox.com; Expo booth 9133.

13 USA BLUEBOOK

Turbo-charged, truck-mounted CIC Powerboxes from USA BlueBook provide on-site power without using your truck battery. The units supply up to six hours of working power, recharging off your alternator. It can run power saws, grinders, drills, impact wrenches and air tools. Or use it to inflate tires. The DC output can power winches or boost-start backhoes, tractors and bulldozers. Models are available with built-in hydraulic power. The units deliver up to 4,000 watts, supplying 2,000 watts of continuous power, 100 psi air power and 2,100 cranking amps of emergency power. Boxes feature built-in lights and are available with radio, CD, TV and DVD options. 800/548-1234; www.usabluebook.com; Expo booth 9161.

14 A & L SYSTEMS INC.

The windshield washer solvent heater from A & L Systems Inc. is designed to rapidly heat washer fluid and deice windshields. Made to clear ice and frost in cold climates as well as clean grime and insects in warm weather, the heater also aids in clearing hard-to-reach places, prevents ice buildup on wiper arms and reduces the time spent outside scraping the windshield. 313/533-7100; www.a-and-lsystems.com; Expo booth 4192.

15 FLITZ INTERNATIONAL LTD.

The Professional Detailers Kit from FLITZ International Ltd. includes paste polish, aluminum PreClean, Speed Waxx and Waxx Protectant, four BuffBalls in assorted sizes, microfiber cloths and mini-suff pads in a resealable bucket. The kit is designed to restore plastic and acrylic materials, detail aluminum, stainless steel and painted vehicle surfaces, fiberglass and more. It also removes oxidation, tar, scuffing, stains, bluing, rust and burn marks. 800/558-8611; www.flitz.com; Expo booth 31.

GROUND PROTECTION

16 ALTURNAMATS INC.

Ground protection mats from AlturnaMATS Inc. are made of 1/2-inch thick polyethylene and designed to withstand 60-ton loads. The mats are available in various treads and sizes. Its Mobile Mat has a bold "M" tread with gripping studs on the underside. Hand slots on each side make for easy handling. 888/544-6287; www.alturnamats.com; Expo booth 7102.

17 SVE PORTABLE ROADWAY SYSTEMS

The TrakMat ground cover mat system from SVE Portable Roadway Systems Inc. is designed for moving vehicles across lawns, golf courses, special events, and other areas. Made of 100 percent recycled polyethylene plastic, the standard mat is light green in color to prevent it from getting hot and damaging turf. Traction nubs on both sides provide grip. Black mats are available. 800/762-8267; www.trakmats.com; Expo booth 6189.

TECHNOLOGY

18 RITAM TECHNOLOGIES LP

The Summit Array customer accounting and operations management software program from Ritam Technologies LP includes automatic mapping and one-button job repeat or delivery/pickup. The ERIT scanning technology delivers instant route summary of all units served and totals by inventory type. 800/662-8471; www.ritam.com; Expo booth 118.

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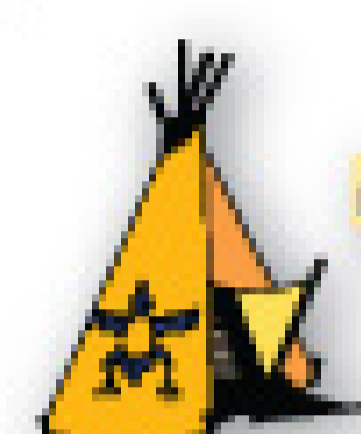
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After Hours is a new feature in *PRO* exploring what business owners do and issues they face outside of the workplace. Topics may include interesting hobbies, unusual side businesses and pursuits, personal challenges (like coping with long-term health issues, taking care of parents, running a marathon, etc.), helping family members reach their goals or charitable pursuits.

We explore topical issues like balancing work with family time, fitness and travel, working toward financial goals or retirement, or other general lifestyle or "human interest" stories.

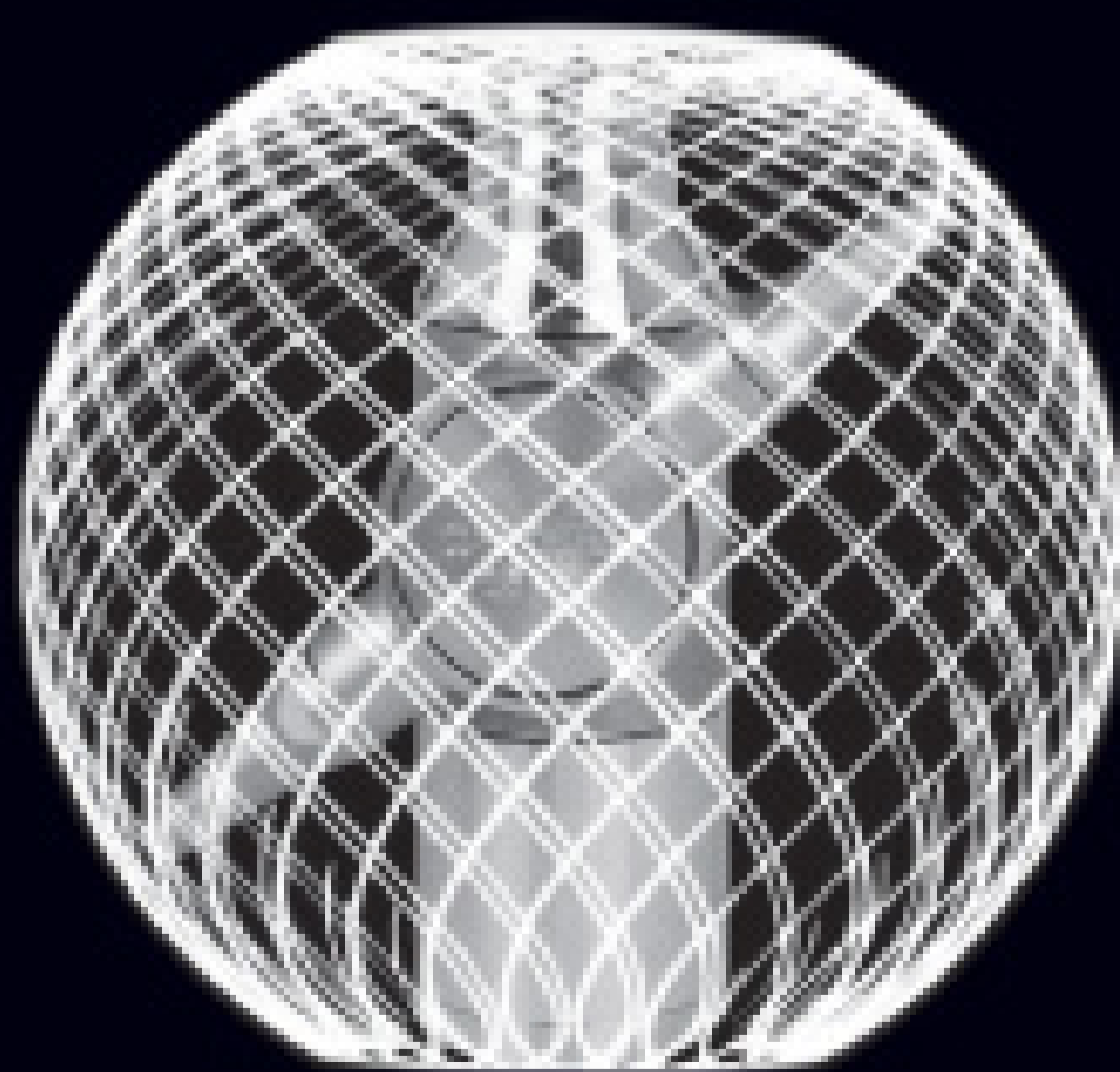
If you know of someone in the industry who would make an interesting human interest story, please call Jim Kneiszel at 866/484-6131 or e-mail him at editor@promonthly.com.

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EDUCATION DAY

Wednesday, February 24th, 2010

SOUTHERN SECTION COLLECTION SYSTEMS COMMITTEE

ROOM C204-C205 - SSCSC

- 8:00 - 9:00 Manhole Inspections 'The Need'
- 9:30 - 10:30 Combination Truck Maintenance and Safety, Sewer Hose Maintenance and Nozzle Technology
- 11:00 - 12:00 Jetting Nozzles - Their Design, Technology and Effective Usage
- 12:00 - 1:00 **LUNCH BREAK**
- 1:00 - 2:00 Elevating the Quality of Your CCTV Inspection Program
- 2:30 - 3:30 Critical Steps in Prioritizing Sewer Rehabilitation
- 4:00 - 5:00 Traffic Control - The Critical Factor in Pipeline Inspection

NATIONAL ENVIRONMENTAL HEALTH ASSOCIATION

ROOM C105-C108 - NEHA

- 8:00 - 9:00 Decentralized Systems - The Next Wave in Our Industry
- 9:30 - 10:30 Septic Tanks: A Gift That Keeps on Giving
- 11:00 - 12:00 Selling CLOWTS Certification to Installers and Regulators
- 12:00 - 1:00 **LUNCH BREAK**
- 1:00 - 2:00 Softeners and Onsite Systems
- 2:30 - 3:30 Advanced Wastewater Treatment Systems
- 4:00 - 5:00 Maximize Efficiency by Working Closely with Regulators and Within the Regulatory System

NATIONAL ASSOCIATION OF WASTEWATER TRANSPORTERS

ROOM B101-B102 - NAWT

- 8:00 - 9:00 Sampling Protocols and Methods for Alternative Technologies
- 9:30 - 10:30 Dealing with Restaurant or High-Strength Waste
- 11:00 - 12:00 O & M for ATUs
- 12:00 - 1:00 **LUNCH BREAK**
- 1:00 - 2:00 O & M for Drip Irrigation
- 2:30 - 3:30 What to Expect When the EPA Comes A-Callin'
- 4:00 - 5:00 A Template for Keeping Your Employees Trained

NATIONAL ASSOCIATION OF SEWER SERVICE COMPANIES

ROOM C101-C104 - NASSCO

- 8:00 - 9:00 Pipe Inspections without an Operator?
- 9:30 - 10:30 Ways to Increase Your Daily Sewer Cleaning Production Rates without Increasing Your Costs
- 11:00 - 12:00 Proper Preparation of the Substrate Results in Coating Longevity
- 12:00 - 1:00 **LUNCH BREAK**
- 1:00 - 2:00 Collection System Asset Management - Getting from Reactive to Proactive
- 2:30 - 3:30 Trenchless Lateral Renewal Technologies - Lessons to be Learned
- 4:00 - 5:00 Zoom Camera Technologies: The Next Level of Infrastructure Inspection

WATERJET TECHNOLOGY ASSOCIATION

ROOM C203 - WJTA

- 8:00 - 9:00 The Impact of OSHA's Combustible Dust National Emphasis Program on Industrial Vacuuming
- 9:30 - 10:30 Waterblast Safety
- 11:00 - 12:00 Waterjet Applications and Business and Financial Considerations

PORTABLE SANITATION ASSOCIATION INTERNATIONAL

ROOM C203 - PSAI

- 1:00 - 2:00 Understanding Your True Cost Analysis to Ensure Profitability - Part 1
- 2:30 - 3:30 Understanding Your True Cost Analysis to Ensure Profitability - Part 2

LEADERS RESOURCE NETWORK

ROOM C201-C202 - LRN

- 8:00 - 9:00 Creating Your Vision for Success
- 9:30 - 10:30 Getting Your Team On Board
- 11:00 - 12:00 Working Effectively in a Family Business Culture
- 12:00 - 1:00 **LUNCH BREAK**
- 1:00 - 2:00 Creating Your Own Competitive Edge
- 2:30 - 3:30 Winning More Sales
- 4:00 - 5:00 Women in Business: Panel Discussion

NATIONAL ONSITE WASTEWATER RECYCLING ASSOCIATION

ROOM B103-B104 - NOWRA

- 8:00 - 9:00 Wastewater Characteristics
- 9:30 - 10:30 Soils and Site Evaluation Overview
- 11:00 - 12:00 Septic Tank Overview: Function, Design, Construction, Inspection and Troubleshooting
- 12:00 - 1:00 **LUNCH BREAK**
- 1:00 - 2:00 Seminar on Aerobic Treatment Units
- 2:30 - 3:30 Seminar on Media Filters
- 4:00 - 5:00 Seminar on Pumps and Controls

SCOTT HUNTER

ROOM C109-C112

- 9:30 - 10:30 Relationship is the Key!
- 11:00 - 12:00 The Art of Customer Service
- 12:00 - 1:00 **LUNCH BREAK/BOOK SALES**
- 2:30 - 3:30 Creating an Outrageously Successful Company - Part 1
- 4:00 - 5:00 Creating an Outrageously Successful Company - Part 2

THURSDAY

February 25th, 2010

BUSINESS TRACK

ROOM C101-C104

- 8:00 - 9:00 New 4 P's of Marketing
Jerard Nighorn/Lenzyme Trap-Cleer Inc.
- 9:30 - 10:30 Quit Learning and Start Doing
Bill Raymond/Nexstar Network
- 11:00 - 12:00 5 Secrets of Winners
Kenny Chapman/Nexstar Network

INSTALLER TRACK

ROOM B102

- 8:00 - 9:00 Risk Assessment for Determining SVC Frequency
Colin Bishop/Bord na Mona
- 9:30 - 10:30 From Theory to Reality
Roger Lacasse/Premier Tech
- 11:00 - 12:00 Timed Dosing and Controls
Mark Gross/Orenco

LIQUID WASTE TRACK

ROOM B103

- 8:00 - 9:00 Understanding the Biology and Function of an ATU
Doug Dent/Ecological Laboratories
- 9:30 - 10:30 Permit Required Confined Space
Ed Fitzgerald/Jack Doherty Co.
- 11:00 - 12:00 Keep Profit Margins High
Joel Smith/Clear Computing Inc

PORTABLE TOILET TRACK

ROOM B104

- 8:00 - 9:00 Up-Selling: How to Thrive During a Recession
Ray Luden Jr./PolyJohn
- 9:30 - 10:30 Portable Sanitation Business Overview
Deric Boggs, Phil LaRoche/Satellite
- 11:00 - 12:00 Routing Efficiency and Analysis
Greg Muth/UPS Logistics Technologies

MUNICIPAL TRACK

ROOM C105-C108

- 8:00 - 9:00 Pipe Cleaning Tools
Dana Hicks/ENZ USA Inc.
- 9:30 - 10:30 Increase Revenues through Pipeline Laser & Sonar
Doc Bennet/CUES
- 11:00 - 12:00 How to Prevent I/I in the Manhole Chimney Area
William Goff/Sealing Systems Inc.

SPANISH TRACK

ROOM C109-C112

- 8:00 - 9:00 Limpieza de Drenajes y Tuberías y la Elección de Boquillas
Jim Aanderud/SSCSC
- 9:30 - 10:30 Formando un Programa Eficaz de Inspecciones CCTV
Jim Aanderud/SSCSC

WOMEN IN THE INDUSTRY

ROOM C203

- 9:00 - 12:00 The Regeneration Process: How to Re-energize, Re-purpose, Re-invent and Handle Everything!
Ann Fry

FRIDAY

February 26th, 2010

MUNICIPAL TRACK

ROOM C105-C108

- 8:00 - 9:00 Identifying Manhole I/I Sources and Cost-Effective Repair Methods
Lee Haessig/Cretex Specialty Products
- 9:30 - 10:30 Jet Up! Taking Science to the Sewer
Scott Paquet/NozzTeq Inc.
- 11:00 - 12:00 Cured in Place Pipe vs. Digging and Replacing
Travis Bohm/Perma-Liner

BUSINESS TRACK

ROOM C101-C104

- 8:00 - 9:00 Quality and the True Cost of Ownership
Matt Sutton/Rapid View
- 9:30 - 10:30 Vision and Direction: Leading your Service Company to Prosperity
Victoria Finley/One Biotechnology
- 11:00 - 12:00 How to Shop Your Insurance Effectively
Mark Herring/Heffernan Insurance

INSTALLER TRACK

ROOM C109-C112

- 8:00 - 9:00 Safety in Excavation
Gary Hooks/Safety Corporation of America
- 9:30 - 10:30 Comprehensive Control Panel Training
Joe Zimmerman, Scott Rietsema/SJE Rhombus
- 11:00 - 12:00 Onsite Wastewater Effluent Disinfection
Jim Cruver/Salcor

LIQUID WASTE TRACK

ROOM B103

- 8:00 - 9:00 Dewatering Alternatives
Kelly Brown/BDP Industries
- 9:30 - 10:30 Convert a Liability to an Asset
Emily Landsburg/Black Gold Biofuels
- 11:00 - 12:00 The Role of Bacteria and Bioaugmentation in Grease Traps and Septic Systems
Dr. Clarence Baugh/Custom Biologicals

SEWER & DRAIN TRACK

ROOM B102

- 8:00 - 9:00 Drain Cable Technology and Their Real World Applications
Keith Nesky/Spartan Tool
- 9:30 - 10:30 OSHA Procedures Regarding Confined Space
Chris Cira/M Tech
- 11:00 - 12:00 Sonde and Utility Line Locating Techniques
Rob Trefz/RIDGID

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► Many of these seminars count toward continuing education credits. Check with your local representatives to see which seminars apply.



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ROOM B101

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► Call 1-866-933-2653 to register or to get detailed information about the 2010 Expo!



EXHIBITOR LIST

Current list of exhibiting companies as of December 2nd, 2009.
List subject to change without notice.

1-800-PLUMBER
1-800-Plumbing Inc.
27th Trucks, Inc.
A & L Systems, Inc.
A Corp./Rooster-Man
A Global Chemical Co.
A.R. North America
A.W. Cook Cement Products
Abbott Rubber Company
Accent Manufacturing
Acro Trailer
Adler Tank Rental
Advance Pump & Equipment
Advanced Biological Marketing
Advanced Containment Systems Inc.
Advanced Drainage Systems
Advanced Infrastructure
Advanced Pressure Systems
Advanced Tank Systems
Advanced Treatment Inc.
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Have you ever wondered how we generate story ideas for the pages of *PRO*™? Portable sanitation contractors are our most important sources for the news and feature stories you see here every month.

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Editor Jim Kneiszel may be reached through COLE Publishing by phone at 800/257-7222, by mail at P.O. Box 220, Three Lakes, Wis. 54562, or by e-mail at editor@promonthly.com.

Here's a sampling of features that appear in the pages of *PRO*:

ALL IN A DAY'S WORK

What's the strangest thing that happened to you and your business this year? You know, that funny or unbelievable portable sanitation story you find yourself repeating over and over to friends and family? Whether it's a tale of misfortune or good fortune, we want to hear about it and share it with readers in *All In a Day's Work*.

WORKING VACATION

Do you have trouble leaving your work behind when you visit faraway places? If your camera holds images of portable restrooms and associated rental products along with the usual vacation shots of tourist attractions or the family frolicking on the beach, we want to hear from you. We'll share your snapshots and portable restroom travel tales in *Working Vacation*.

PRO SNAPSHOT

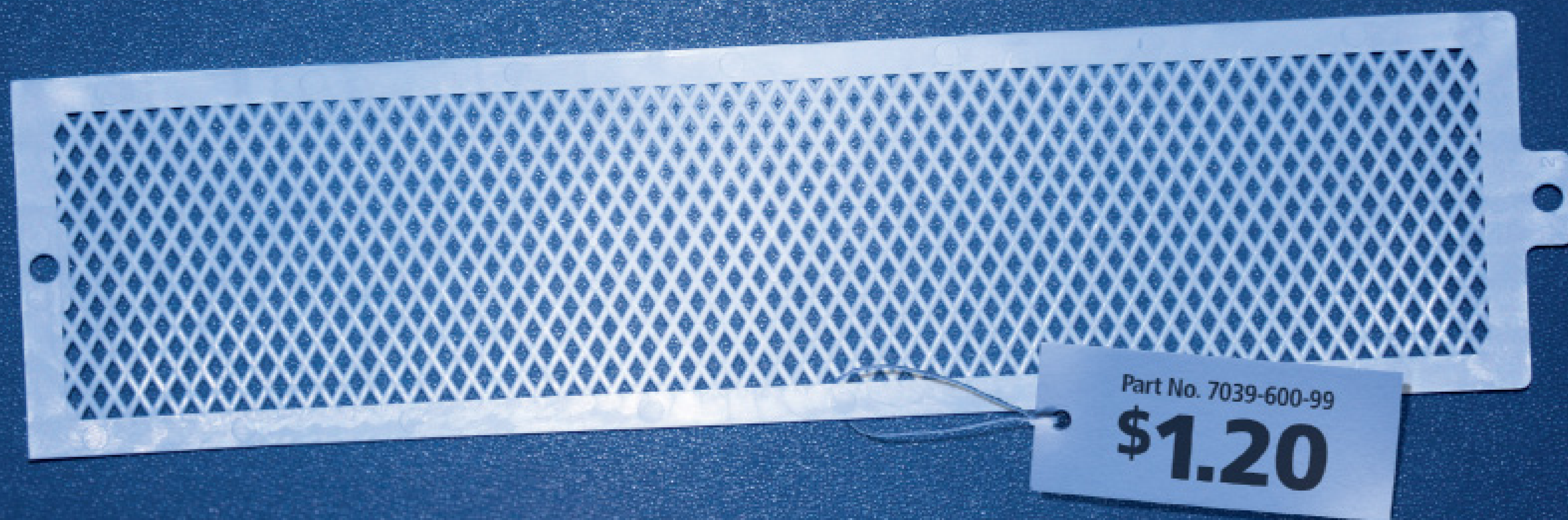
Many of today's leading portable restroom companies started out with humble beginnings, the company owner building wooden units in the back yard and going on service routes with an old pickup truck in the 1950s and '60s. Scan your favorite old photos and send them, along with a brief history of your company, and we'll share your business story in *PRO Snapshot*.

TAKE 5

Some days you only have a few minutes over a cup of coffee to take a breather in your hectic workday. We want to help you make the most of those few moments by introducing you to a PRO or industry leader who addresses the five issues that have the greatest impact on their job or business. If you know someone in the industry who could offer valuable insights to others, we'll feature them in *Take 5*.

PRO FORUM CHATTER

An interesting portable sanitation roundtable discussion awaits you anytime at the *PRO E-mail Discussion* at www.promonthly.com. If you haven't already subscribed to this free e-mail idea exchange, check it out on our Web site (click on the *PRO E-Mail Discussion* icon to sign up) and start talking about industry issues with counterparts across the country. We print some of those discussions in the magazine under the headline *PRO Forum Chatter*. ■



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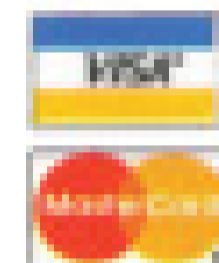
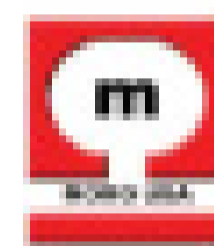
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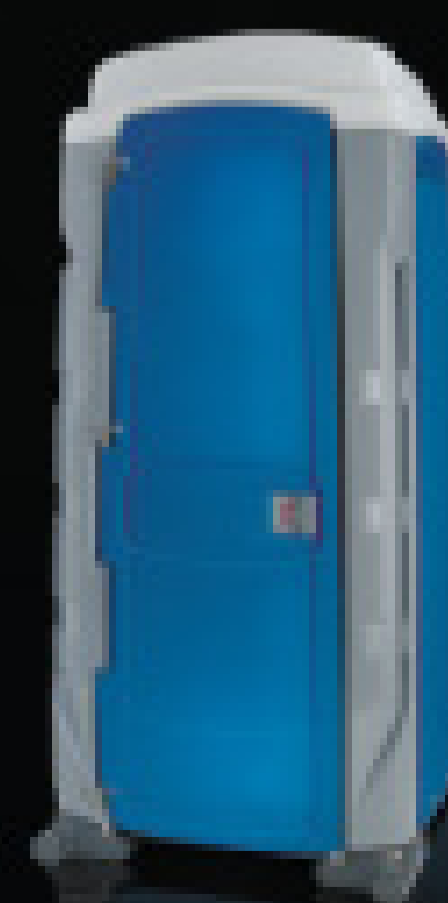


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PSAI seminars at the 2010 Pumper & Cleaner Expo focus on improving profits for portable sanitation businesses

By Scottie Dayton

A track of seminars presented by the Portable Sanitation Association International, including a two-part talk on cost analysis to ensure profitability, highlights the education lineup at the 2010 Pumper & Cleaner Environmental Expo International, Feb. 24-27, in Louisville, Ky.

In addition, a general business-building track of seminars will be offered by the Hunter Partnership Alliance. Scott Hunter, the founder and a business coach and speaker, will present concepts on successful marketing and customer service efforts, among other topics.

The PSAI and Hunter Partnership Alliance programs are part of Education Day on Wednesday, Feb. 24. The complete program includes 45 seminars presented by experts across the full range of environmental service industries. Seminars also are offered on Thursday and Friday mornings. A summary of the PSAI and Hunter program follows. For a complete seminar schedule, see the Expo pages in this issue of *PRO*.

PSAI SEMINAR TRACK:

Understanding Your True Cost Analysis to Ensure Profitability – Part 1: Lee Sola, co-owner, S & B Porta-Bowl Restrooms Inc.

Successful operators in the portable sanitation industry will outline the costs associated with their business, step-by-step procedures for estimating jobs, and the reasons behind them.

Understanding Your True Cost Analysis to Ensure Profitability – Part 2: Lee Sola, co-owner, S & B Porta-Bowl Restrooms Inc.

Attendees will review and analyze actual expense forms from different operators in diverse locations, enabling participants to complete their own forms to maintain consistent profitability.

Other seminars:

The Thursday programs include these additional seminars of special interest to portable sanitation business owners.

Thursday, Feb. 25

- Up-Selling: How to Thrive During a Recession – Ray Luden Jr., Northeast area manager, Polyjohn Enterprises Corp.
- TBD, Satellite Industries Corp.

HUNTER PARTNERSHIP ALLIANCE SEMINAR TRACK:

Relationship is the Key!

Attendees will learn the art of creating and maintaining rich, meaningful, quality relationships within their organization, and with customers and prospects.

The Art of Customer Service

Successful business owners train their employees to develop a foundation of strong customer service. They know that customers prefer doing business with people they like, and with people who are interested in them and care about their concerns. Hunter will explain how to create a company culture dedicated to exceptional customer service.

Creating an Outrageously Successful Company – Part 1

This workshop reveals that what individuals do, what they know, and how hard they work have little effect on success. Hunter will cover principles such as the laws in the universe that determine results, how these laws work, and how to use them to produce the desired results.

Creating an Outrageously Successful Company – Part 2

Attendees will learn the meaning of integrity and how having it affects success, what the main ingredients are for achieving accomplishments, the significance of being of service, and the importance of having a clear business vision.

LRN PROGRAM:

The Education Day lineup also includes a track of seminars from the Leaders Resource Network:

- Creating Your Vision for Success – Kelly Newcomb, director, Leaders Resource Network
- Getting Your Team On Board – Kelly Newcomb
- Working Effectively in a Family Business Culture – Kelly Newcomb
- Creating Your Own Competitive Edge – Frank Taciak, owner and sales representative, C.A. Taciak & Sons

- Winning More Sales – *Jessica Damasa, account executive-marketing consultant, Newcomb Integrated Marketing Solutions*
- In Business: Panel Discussion – *Jessica Damasa*

OTHER SEMINARS:

Other business presentations at the Expo on Thursday and Friday include:

Thursday, Feb. 25

- New Four P's of Marketing – *Jerard Nighorn, business manager, Lenzyme Inc./Trap-Cleer Inc.*
- Quit Learning and Start Doing – *Bill Raymond, master trainer, Nexstar Network*
- Five Secrets of Winners – *Kenny Chapman, master trainer, Nexstar Network*

Friday, Feb. 26

- Quality and the True Cost of Ownership – *Matthew Sutton, vice president of sales and marketing, RapidView*
- Vision and Direction: Leading Your Service Company to Prosperity – *Victoria Finley, vice president of business development, One Biotechnology*
- How to Shop Your Insurance Effectively – *Mark Herring, CRM, CIC, LUTCE, vice president, Heffernan Insurance Brokers*

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

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Haunted Happenings visitors view displays outside the Salem Witch Museum. The annual event draws thousands of guests to the city, famous for its witch trials of 1692-93. (Photos courtesy of Action King Services)

ON LOCATION

THE JOB: Haunted Happenings

LOCATION: Salem, Mass.

THE PRO: Action King Services

Bewitched!

Action King Services provides spooktacular service for a month of Haunted Happenings in Salem, Mass.

By Betty Dageforde

THE TEAM

Frank King owns Action King Services in Lowell, Mass., a company that provides septic tank and grease trap pumping in addition to portable restroom rental.

King's daughter Karen is vice president and general manager, his son Frank III is project man-

ager, and Real Betty is the foreman for seven service techs. Marie Schofield handles dispatch and Sharon Eno-Maxim works part-time doing scheduling and invoicing. Sheila Richards, who has performed office duties for the company for over 15 years, coordinates the Haunted Happenings event, and everyone in the company gets involved at some point.

COMPANY HISTORY

When King got out of the military in 1966, he went to work for the Massachusetts Department of Corrections and then the State Hospital. But the pay scale was discouraging and he realized he had to find something else. His cousin was in the sewer business and another fellow he knew had a pump truck. "Both of them looked like they were doing pretty well, not a bad deal, so I got the idea from there," he says.

King and his wife, Louise, bought an old oil truck, which was modified with a diaphragm pump,

and he built a number of wooden restrooms. But the harsh Northeast winters turned out to be too much for those units, persuading King to get out of that line of work and concentrate on septic service. He was lured back into it 20 years later, and today portable restrooms account for about 25 percent of the business. They've got 450 units, two restroom trailers and three vacuum trucks.

MAKING CONNECTIONS

The Halloween project fell into King's lap six years ago. "They gave us a call," he says. "I couldn't tell you why." But it was probably word-of-mouth, as



A bank of PolyPortables restrooms along Derby Street, where vendors cash in on the month-long celebration.





Members of the Action King Services team include (from left) Jerry Croteau, owner Frank King, David Sanchez and Bill Harman.



Pictured in front of their Isuzu Tugger service vehicle built by Keith Huber are driver/technician, Adrian Silva; Real Betty, foreman; Max Spencer and Croteau.



Action King office personnel include Frank King's daughter Karen King, vice president, and Sheila Richards, administrative assistant.

King says he has a good reputation not only with his customers, but with his competitors with whom he occasionally shares equipment. After getting the call, Richards took over and developed a solid relationship with Ellen Talkowski, the City of Salem special events coordinator. Both entities have enjoyed an easy, friendly partnership since. "Sheila's personal touch has really made the whole thing work," King says.

THE MAIN EVENT

In the 1700s, Salem was an international seaport. In the 1800s, resident Nathaniel Hawthorne wrote *The Scarlet Letter* and *House of Seven Gables*, and in the 1900s the city nearly burned to the ground. But it was the events of 1692-93 that will forever haunt the community,

namely the Salem Witch Trials in which numerous people were accused of witchcraft: 150 were imprisoned and 29 were hung, mostly women.

Salem has given up trying to sweep this tragedy under the rug, and now incorporates it into its celebrations, including the month-long Halloween festival they call Haunted Happenings.

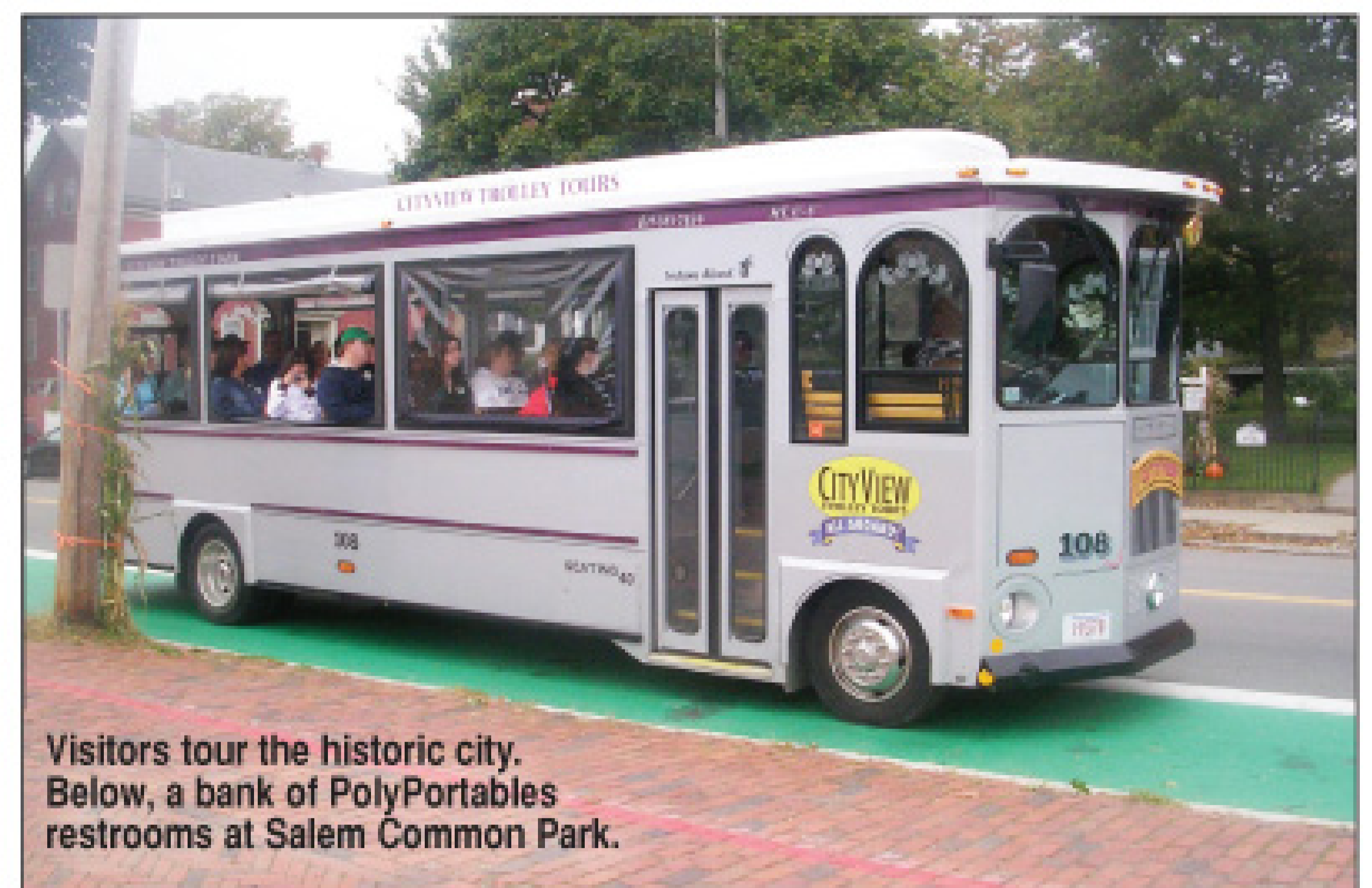
Numerous activities are provided for an estimated 200,000 visitors, including a street fair and carnival, witch trial reenactments, House of Seven Gables tours, and psychic readings. Modern witches can take in a Samhein feast or attend a witches' ball; kids can visit haunted houses or go trick or treating, and the curious can listen to seafaring tales, tour museums and historic homes, or visit ancient graveyards.

BY THE NUMBERS

Although the company sits down each year with the city to plan for the event, attendance figures are always somewhat unpredictable, as they're affected by the level of media attention, weather, and the economy. "Funding has a lot to do with it as well," King says. So they typically start out with a number based on

the previous year's activity and then stand ready to bring in more units if and when conditions warrant.

In 2009 they provided 50 blue and green Poly Standard restrooms equipped with hand sanitizers from PolyPortables Inc., as well as three of the company's Enhanced Access Units, or EAUs.



Visitors tour the historic city. Below, a bank of PolyPortables restrooms at Salem Common Park.

The House of the Seven Gables, made famous by author Nathaniel Hawthorne.





PolyPortables restrooms in front of the Visitors Center.

LET'S ROLL

Deliveries began two days before the Oct. 1 kickoff event, a "Night at the Museum" children's parade. They began with 39 restrooms, ramping up to 50 a week later. The units stayed in place for the full month.

Deliveries were made using a Chevrolet pickup pulling a 20-unit trailer, as well as their flat tank vacuum truck. Drivers were accompanied by Talkowski, who helped pinpoint locations. Units were situated in small groups in nine sites around the city — the wharf, the visitor center, a city park, parking lots, main streets, museums.

KEEPIN' IT CLEAN

For the first half of the month, technicians made the 40-minute trek from their shop to provide twice-a-week servicing: Mondays and Fridays. By the third weekend, they went to three times a week: Monday, Thursday, Saturday. And the last week of the month required four. The company used all of its services vehicles — a 2006 Isuzu with a 1,000-gallon waste/300-gallon freshwater steel tank from Crescent Tank Mfg., a 2005 GMC 5500 with an 800-gallon waste/300-gallon freshwater steel tank from Best Enterprises Inc., and a 2001 Isuzu Tugger from Keith Huber Inc.

with a 600-gallon waste/250-gallon freshwater steel tank. All have Masport Inc. pumps.

Drivers, wearing company-provided sweat-shirts, T-shirts and jackets, worked from 8 a.m. to noon. Occasionally they encountered impatient patrons, but despite the large crowds, Talkowski and the police ensured that units were accessible.

The company follows standard Portable Sanitation Association International-recommended cleaning procedures and uses Green Way Products (PolyPortables Inc.) deodorizers for odor control. King likes to add PineSol to the wash water. "When you spray the unit down, it leaves a nice smell for a couple days," he says.

FUN FOR ALL

Although Haunted Happenings presents a few of the usual

festival-type problems — foreign objects stuck in hoses, tipovers — the company loves this event. "The guys like going down there," King says. "They're treated well. Ellen makes it real nice for them. They get free passes and bring their families. They look forward to it." ■

MORE INFO:

Best Enterprises Inc.

800/288-2378

www.bestenterprises.net

Crescent Tank Manufacturing

585/657-4104

www.crescent-tank.com

Keith Huber

800/334-8237

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Going to the Show

HOW DO YOU MAKE THE MOST OF THE PUMPER & CLEANER ENVIRONMENTAL EXPO?

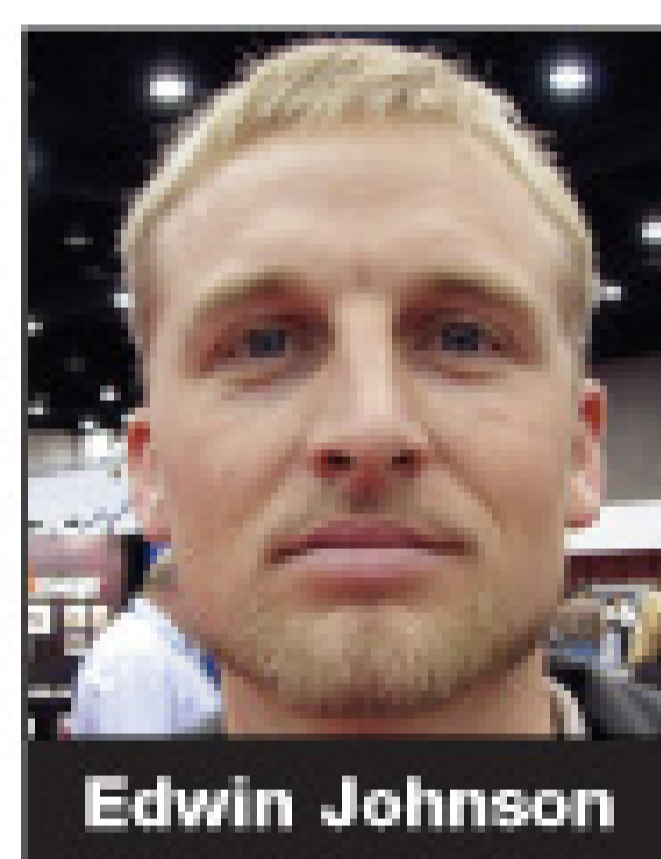
By Mary Shafer

There are as many ways to experience the Pumper & Cleaner Environmental Expo International as there are attendees.

Some people are all business, planning ahead how they'll attack the show floor to wring every last possible bit of information from the hours it's open. Others attend as part of a working vacation, so they take it easy, strolling leisurely up and down the aisles and lingering over favorite exhibits.

Others arrive in a group, breaking out into smaller clusters so they can cover the floor more efficiently. And still others get to the show early, using what they learn during Wednesday Education Day seminars to better prepare them for buying decisions on the floor.

However you do it, there's no arguing that after 30 years, the Pumper Expo is the place to get things done when a profitable, performing business is your goal. Here's how these folks work the floor:

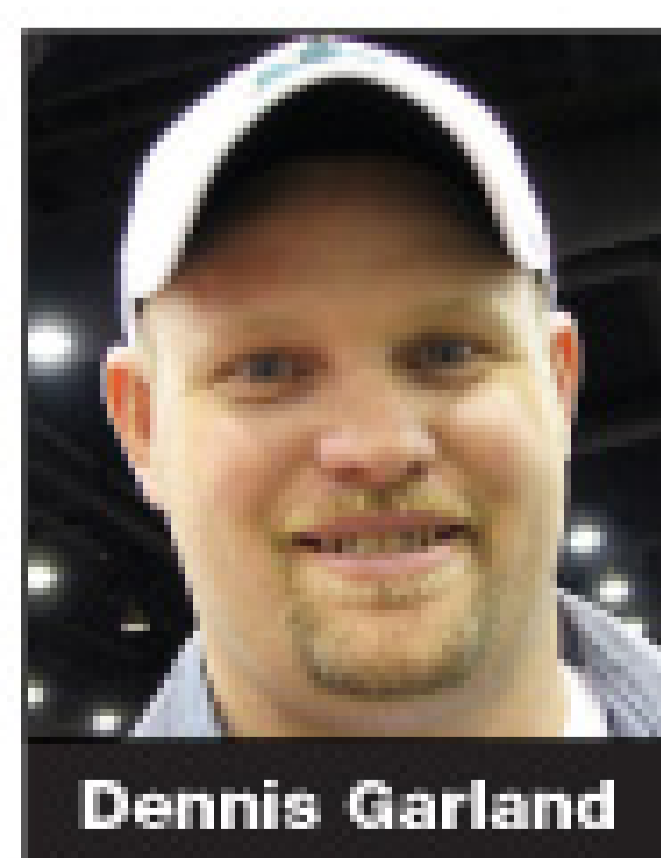


Name: Edwin Johnson
Company: All-Rite Rooter
Location: Erickson, B.C., Canada
Employees: 2
Years in Business: 3

Edwin Johnson is just getting started in portable restroom service as an addition to his septic and rooter service east of Vancouver. He talked with *PRO* during his first spin around the show floor.

"My plan was just to go through the show on the first day to see everything, then the second day, to visit the booths I was interested in and talk with people." He keeps mental notes, not feeling the need to write anything in his show program.

He made a second floor tour to address his vehicle needs. "I'm also rigging up a new vacuum truck, and needed some ideas for what I should have to make it work for longer routes," he adds. He found exhibitors helpful in putting together the ideal pump/tank configuration for his routes, which include a 70-mile radius trip between septic customers, portable placements and his disposal site.



Name: Dennis Garland
Company: Johnny on the Spot 2
Location: Brandenburg, Ky.
Employees: 4
Years in Business: 3

Dennis Garland has a planned approach to his company's floor time at the Expo. It's almost always about research and ordering.

"I like to contact the vendors before we get

here, to let them know we're actually coming to the show," Garland says. "I try to make appointments, or at least give them an idea of when we're

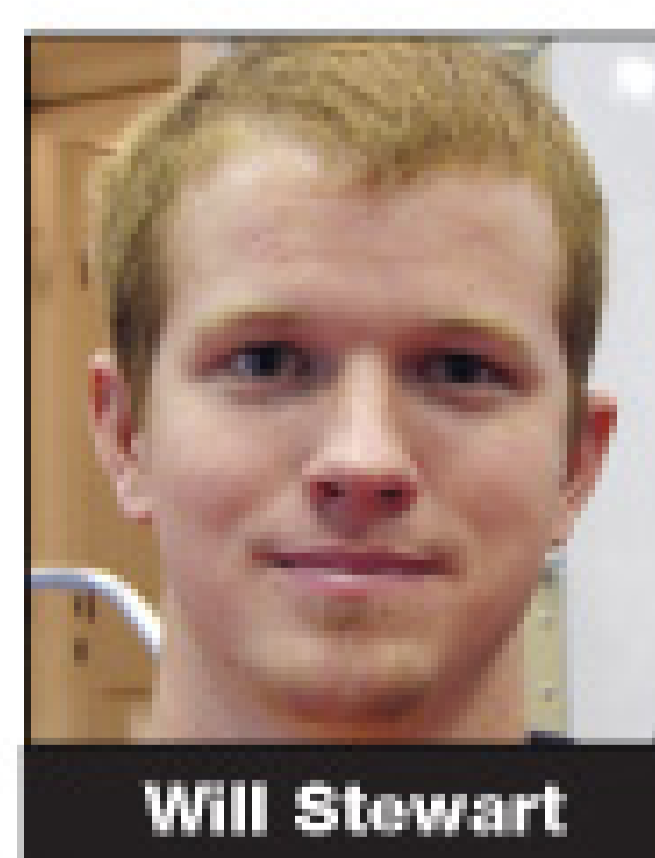
going to be on the floor. I like to do the 'meet and greet' during the day. Then, if we're going to buy products or new units, we'll sit down with them at the end of the day to do that."

Garland sees the Expo as more than just a show-and-tell event. For him, it's about taking advantage of special show pricing and other deals to be had. "It's a good time to actually come in to buy the floor units they have on display at the show. We always set aside X amount of dollars each year to do that."

He feels this is not only a good time to stretch the company's budget, but also to engender goodwill with the vendors he's buying from. "It's a good deal for us, but we also help them out, taking the units off their hands so they don't have to pack them up and take them back. It just works out all around." He finds this an effective way to cement stronger ties and better working relationships with manufacturers.

"Thursday is our busiest day," he says. "We try to meet everybody and see the new products. All the manufacturers and business owners are the same: They want to get in and meet people, then relax, look around and see other things, then do their business the next day." He doesn't make purchases right away, either. "We like to let the booths get settled in, let everybody get comfortable, then we'll start placing some orders on Friday, around noon or so."

And before he does any floor walking, Garland takes advantage of the Education Day sessions to help decide which purchases make the most sense. He says anytime you're more educated on where the industry is headed, you're better prepared to make smart buying decisions.



Name: Will Stewart
Company: Stewart's Plumbing & Portables
Location: Shelbyville, Ky.
Employees: 2
Years in Business: 10

Will Stewart is a licensed plumber in his father's business, which has recently expanded into portables. When they attend the Expo, his dad tends to spend a long time at each booth, so they split

up to cover more ground. They don't do a lot of pre-planning.

"My dad tends to look more for the portables side of the business, but we both tend to just get on the floor and take one aisle at a time to see what gets our attention. But we look at products for the separate sides of the business, so we get more done. ■

"I like to do the 'meet and greet' during the day. Then, if we're going to buy products or new units, we'll sit down with them at the end of the day to do that."

Dennis Garland



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INDUSTRY NEWS

PSAI Announces New Industry Award

The Portable Sanitation Association International is starting the Sani Award to recognize extraordinary employee contributions to the professionalism and success of a member company and the PSAI, according to Millicent Carroll, a spokesperson for the trade association. The honor is in addition to the established Andy Gump and Service Tech awards handed out by the PSAI.



Each year, Distinguished Service Recognition — Sani Award recipients will be recognized at the PSAI Nuts & Bolts Workshop. They will receive a certificate and lapel pin. A ribbon will be added to their name badge when they attend the convention. In addition, they will be permanently highlighted on the psai.org Web site under the Awards section.

Nominations for the first Sani Awards are due by Jan. 31. The new Distinguished Service Recognition — Sani Award application can be downloaded at www.psa.org/awards.html. Criteria for nomination includes service in any capacity with an operator or associate PSAI member company, a minimum of 10 years of industry experience, and currently employed by the company, or have retired or passed away.

For the first year, the PSAI will accept nominations from companies wishing to recognize an unlimited number of former employees for the honor. The 2010 Sani Award recipients will provide credibility for the Distinguished Service Recognition, while recognizing early industry pioneers, according to Carroll. In the future, each member company in good standing will be allowed to submit one nomination per year. ■

1. *What is the purpose of the study?*

*My grandfather was in Japan's



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comparable situation," says Brown, executive vice president and managing director of the firm's investment business. "It's not like we're saying it's a closed case." For instance, last February, he says, "I'd been aware there might be some [redemption] problems, but I didn't know it was going to be this big."

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Circle?

• **Developing the business plan** is a key step in the process of starting a new business. It involves identifying the business's goals, determining the resources needed to achieve them, and outlining the strategies for achieving them.

[illegible]

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



The Freeze Factor

MOTHER NATURE REQUIRES MANY PROS TO TAKE ACTION TO PRESERVE THEIR VACUUM PUMPS THIS TIME OF YEAR

QUESTION:
In winters past, we parked our trucks inside overnight, mainly to prevent the water tanks and, more importantly, the water pumps, from freezing. We don't have that luxury anymore. We have looked into a chemical additive in the water to drop its freezing point; we have looked at installing water heaters in the tanks, but our budget is tight right now. What advice do you have for dealing with water tanks and water pumps in freezing weather?

Incidentally, we live in the Southern Mountains zone, where winter low temps average about 20 degrees and winter high temperatures average 30 and 40 degrees.

George Sieburg
Weaverville, N.C.

ANSWER:
Great question. Just when we thought we had an answer, we checked with some of our cold-weather customers who operate in conditions similar to yours. Here are some solutions for you, in no order of preference or cost of solution.

Methanol

Methanol is known by several names. It is called methyl alcohol, wood alcohol, wood naphtha or wood spirits. It is used as a solvent, as an anti-freeze in pipelines and in windshield washer fluid. Here's how to use it effectively in your situation:

1. Drain all the water out of your system.
2. The accompanying chart shows how to mix the methanol with the water depending on the temperature.
3. Operate the pump to make sure the methanol mix runs through the entire system. It's no fun waking up to a pump that has been left with water in it overnight to find it has frozen and cracked the housing. Complete circulation of the methanol mix won't take long. Once you are sure the methanol is mixed throughout, your system should be protected as the temperatures dip overnight.

Methanol facts:

1. Methanol is toxic. Drinking 10 ml will cause blindness and 100 ml will cause death. So don't leave it where pets or children can reach it.
2. Yes, this is the same stuff that was used as motor fuel during the oil crises of the 1970s. It was readily available, had a low cost, and was relatively safe for the environment. However, as gas

prices slumped and supplies went up, methanol lost its appeal.

3. Methanol is biodegradable.
4. Methanol boils at 148.4 degrees F at sea level and freezes (called melting) at -142.9 degrees F.

Due to its toxicity, this solution must not be used in freshwater tanks. Your only salvation for those tanks is to use heating elements and valve heaters. Heating elements can be plugged in at night and installed in one of the tank fittings. The water will be kept warm overnight for use the next day. As for the valves, heating collars run off the truck radiator and prevent freezing.

Salt brine

Another method of avoiding the deep freeze in your tank is to add salt brine. This is a simple process of adding rock salt to your water tank. Salt monitors are available to determine the proper ratio of salt to prevent freezing while keeping costs down. Search for information on the Internet or talk to your pump supplier for suggestions.

Magnesium chloride

Magnesium chloride is another anti-freeze solution. This chemical is commonly used in mining operations that continue to operate in freezing temperatures, usually below zero. For every gallon of water, add one gallon of magnesium chloride, creating a 50-50 mix.

SAVE YOUR PUMP

One of these solutions will be more affordable than the others for your specific situation. Find out what works best for you and you'll avoid costly damage to your pump.

This table shows the percentage of methanol necessary per tankful of contents to keep your waste tank and pump combination from being damaged when sitting in freezing temperatures.

TEMP	METHANOL (by percentage)
32	2
30	3
25	8
20	12
15	17
10	21
5	24
0	28
-5	31
-10	34

Methanol Mix

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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PORTABLE RESTROOM BUSINESS FOR SALE IN SOUTHWEST FLORIDA: 300 toilets, 5 handicap, 7/2 person wash stations, 2 trailers, 2 pumper trucks. Family owned and operated. 813-454-4865. (P2)

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| <input type="checkbox"/> Excavating Equipment | <input type="checkbox"/> Parts & Components | <input type="checkbox"/> Portable Restroom Trailers | <input type="checkbox"/> Pumps - Washdown | <input type="checkbox"/> Slide-In Units | <input type="checkbox"/> Other _____ |

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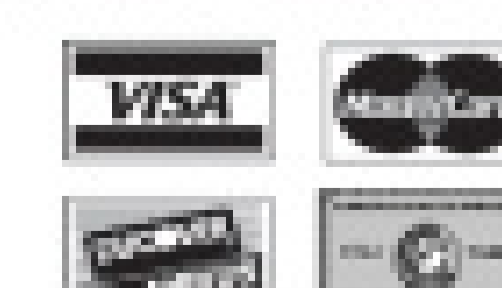
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2004 4300 International, 25,500 GVW, DT466, Allison, A/C, airbrakes, 3-compartment aluminum tank (450/1400/250), M-10 water-cooled pump, spot lights, 2 Burk water pumps for fill and spray down, restroom carrier. Pictures www.acoinc.com/classified.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

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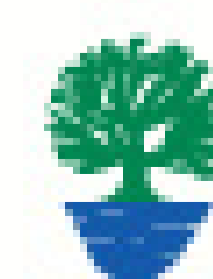


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