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TABLE OF CONTENTS

6 From the Editor: See You at the Expo

Technology advances, stimulus trickle-down business and better disposal options may be among topics on the minds of tradeshow attendees.

- Jim Kneiszel

8 Back at the Office: Taking Charge

It seems like every business accepts credit cards these days. If it hasn't already, should your portable sanitation company jump on the "plastic accepted here" bandwagon?

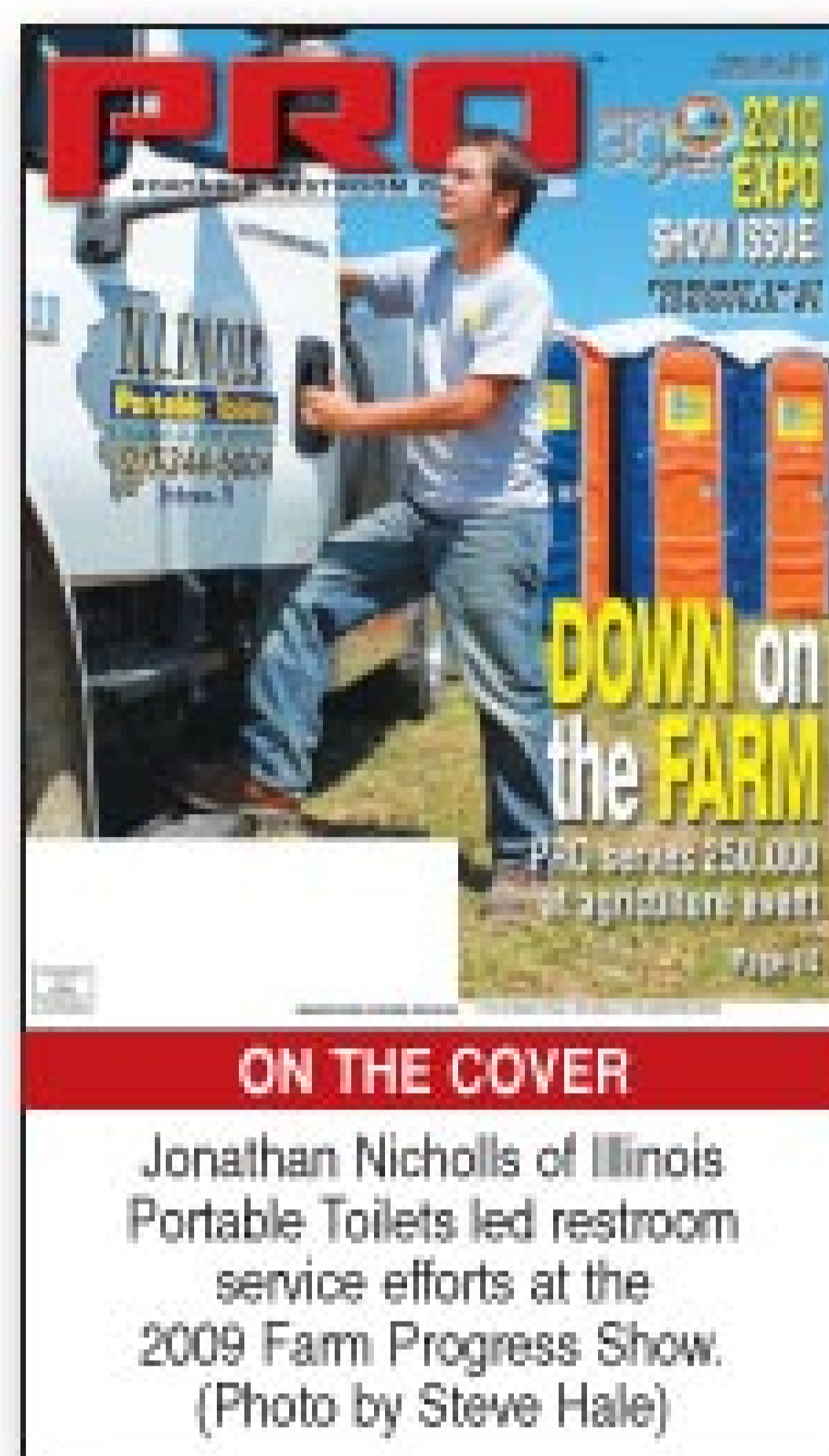
- Judy Kneiszel

14 On Location: Down on the Farm

Illinois Portable Toilets steps up to provide service for 250,000 at world's biggest agriculture expo.

- Betty Dageforde

**COVER
STORY**

**ON THE COVER**

Jonathan Nicholls of Illinois Portable Toilets led restroom service efforts at the 2009 Farm Progress Show. (Photo by Steve Hale)

18 2010 Expo: An Expo Encore

On Feb. 27, country favorites from past Saturday Evening Jams will hit the stage to celebrate the Pumper & Cleaner Expo's 30th year.

- Jim Kneiszel

20 PROfile: A Prescription for Success

Longtime nurse Susan Taylor says a focus on cleanliness and a healthy business outlook drive the growth of her upstart restroom company in Macon, Ga.

- Ken Wysocky

24 PSAI News: Determine Your Service Costs

- Lee Sola

24 Product News**26 Think Tank: Tradeshow Takeaways**

What's the most important thing you bring back from attending the Pumper & Cleaner Expo?

- Mary Shafer

28 PRO Discussion: Just Starting Out

PROs tell a newbie to do plenty of market research and attend the Pumper & Cleaner Expo to meet vendors before jumping into the industry.

30 PRO Business: Inspire Better Customer Service

A motivated staff will always be thinking about taking better care of your customers.

- Steve Washburn and Lynda Hansen

32 2010 Expo: Just for Women

A first-time seminar at the 2010 Pumper & Cleaner Expo will help women in the industry handle their roles effectively.

- Scottie Dayton

38 Truck Corner: Going for 500,000 Miles

A determined PRO asks the truck experts how he can keep his reliable rig on the road for the long haul.

- Bob Carlson and Jerry Kirkpatrick

COMING NEXT MONTH – March 2010

- **Special Issue:** Office & Truck Technology
- **PROfile:** Kentucky contractor shares special events emphasis

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PORTABLE RESTROOM OPERATOR

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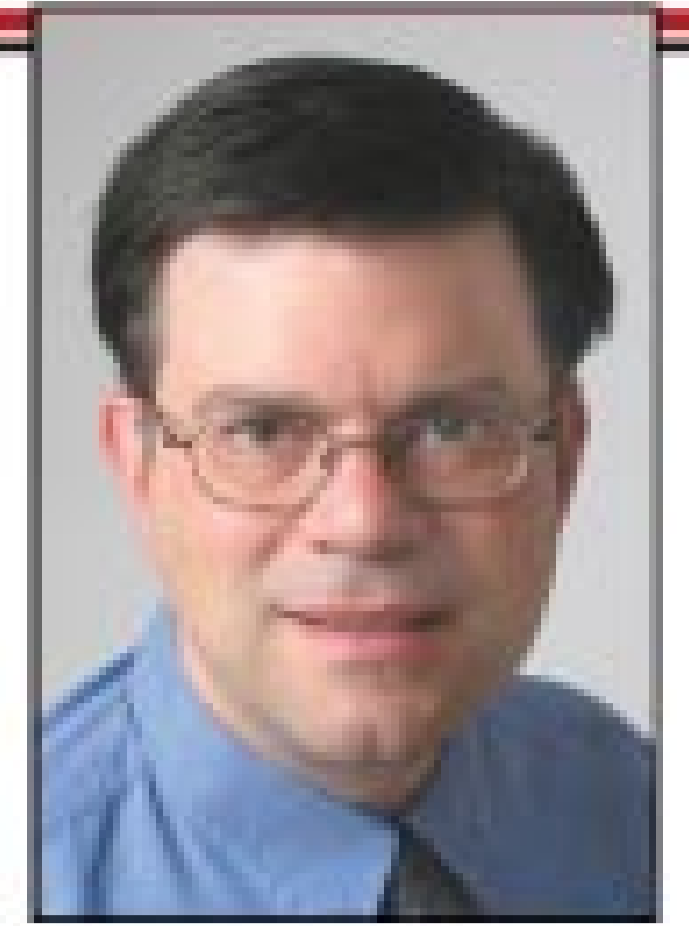
ADVERTISERS

in this issue

February 2010

| COMPANY | PAGE | COMPANY | PAGE | COMPANY | PAGE | COMPANY | PAGE |
|---|------|--|------|--|------|--|------|
| A | | D | | K | | R | |
|  ABERNETHY WELDING & REPAIR (MIL.) | | Dr. Shrink Inc..... | 9 | KEWANNA /// | | R.A. Ross N.E..... | 29 |
| Abernethy Welding & Repair | 16 | DropBox Inc. | 31 | Kewanna Screen Printing..... | 24 | RediChem of Texas | 29 |
| Allied Forward Motion LLC..... | 25 | Dynamic Decals & Graphics .. | 27 | L | | Ronco Plastics | 29 |
|  ALLIED GRAPHICS | | E | | Liberty Financial Group Inc. | 12 | S | |
| Allied Graphics Inc. | 29 | EZTrakR..... | 28 | M | | Satellite Industries Inc..... | 17 |
|  ARMSTRONG EQUIPMENT INC. | | G | | Marketplace | 37 |  ScreenTech I.M.A.G.I.N.E. a division of Roeda Signs, Inc. | |
| Armstrong Equipment Inc. | 33 | Gamajet Cleaning Systems | 3 | Anchor Graphics Inc. | | Screen Tech/Div. of Roeda..... | 12 |
| B | | Green Way by PolyPortables.. | 40 | Deal Associates Inc. | | T | |
| B ² Business Brokers..... | 33 | H | | Lock America International | |  FOICO INDUSTRIES | |
|  BEST ENTERPRISES | | HUR Chemical Manufacturing | 33 | Water Cannon Inc. | | Toico Industries | 9 |
| Best Enterprises Inc. | 19 | J | | Milton Foss..... | 27 |  | |
| C | |  J&J | | N | | TSF Company Inc. | 2 |
| Century Paper & Chemical..... | 16 | J & J Chemical Company..... | 27 | NuConcepts | 25 | W | |
| Chemcorp Industries Inc..... | 5 | J. C. Gury Company Inc. | 31 | P | | Walex Products Co. | 25 |
| Classifieds | 36 | K | |  POLYJOHN | | | |
|  Comforts of Home | | KeeVac Industries Inc. | 12 | PolyJohn Enterprises | 39 | | |
| Comforts of Home Services | 27 | | |  POLYPORTABLES | | | |
| | | | | PolyPortables Inc. | 7 | | |

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



SEE YOU AT THE EXPO!

TECHNOLOGY ADVANCES, STIMULUS TRICKLE-DOWN BUSINESS AND BETTER DISPOSAL OPTIONS MAY BE AMONG TOPICS ON THE MINDS OF TRADESHOW ATTENDEES

By Jim Kneiszel

Soon I'll have the opportunity to renew acquaintances with many of you and meet many more PROs for the first time in Louisville at the Pumper & Cleaner Environmental Expo International.

It's great to meet face-to-face with folks I communicate with through e-mail and phone calls for most of the year. The Expo always reinforces my belief that the portable sanitation industry is chock full of good, hardworking people. I am continually impressed with contractors' small business smarts and willingness to share expertise and experience.

WHAT'S ON YOUR MIND?

At the Expo every year, a few issues seem to be foremost on the minds of PROs walking the exhibit hall at the Kentucky Exposition Center and attending Education Day seminars. A few years ago, skyrocketing fuel prices dominated discussions. And last year, there was an air of uncertainty just a few months after the economic collapse of 2008.

It was almost as if contractors were collectively holding their breath, worried about the impact the deflated economy would have on their own businesses. There was a bit of foreboding about the 2009 construction season, wondering how many builders would be calling for portable restrooms or other site services.

To their credit, many portable sanitation companies kept their date with the Expo last year. Despite economic concerns, they made the trip to attend Education Day seminars and sharpen their skills for the future. They checked out the latest equipment, looking for new services to offer or timesaving products that could help as a hedge against an economic downturn.

It's been that way throughout the 30-year run of the Expo. We've been through many economic ups and downs, but all those challenges haven't stopped contractors from making the Expo an annual tradition. Remember the stock market crash of 1987, the boom of the late 1990s and the bust of 2000? How about the aforementioned \$4 per gallon diesel fuel of a few years ago? Through it all, PROs have shown to be an optimistic bunch.

If there's a lesson to be learned from looking back, it's that business conditions run in cycles. When the economy is down, you know it will bounce back. When your company is flying high, you must be vigilant in preparing for lean times.

I wonder what the message will be this year. Anxious to hear about your outlook, I have a greater anticipation about the Expo than ever before. Among the topics I expect to hear more about are:

Disposal opportunities

Is your company looking at a dewatering system or new strategy to confront rising disposal costs? More and more, I'm hearing from contractors who want to get out in front of this issue. They're hearing rumblings from regulators or their local treatment plants that disposal costs will be going up or that there's limited capacity to take on portable restroom waste moving forward. A wealth of information will be available at the Expo concerning disposal options, both from seminars and exhibitors on the show floor.

Stimulus trickle-down

Will the 2010 busy season bring more business through infrastructure projects we've heard are coming due to the federal 2009 Recovery Act? According to the government Web site, www.recovery.gov, close to \$200 billion in stimulus money has been awarded, but only a small fraction of the funds have been received. At the Web site, you can track the money awarded and received for each state. The numbers are big, and we can only hope they include road projects and the type of large-scale construction efforts that will require portable sanitation services.

Technology and efficiency

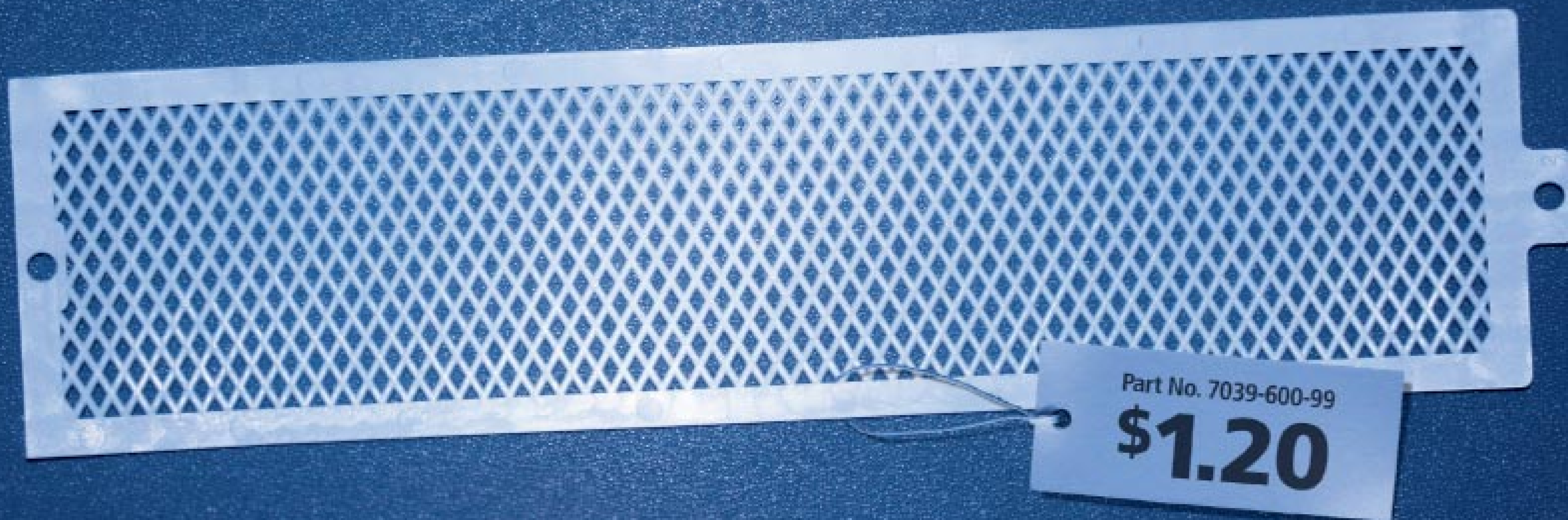
Even if you don't add significantly to the customer base this year, are there products and techniques you can employ to increase profits from your current revenues? How about new accounting or truck-routing software that seems to provide more comprehensive service every year? What about a new service truck that will reduce downtime and unexpected repair costs? Maybe a specialty restroom or restroom trailer is on your shopping list for the Expo? Talk to the Expo vendors for all these products. They want to help you succeed.

STOP AND SAY HELLO

We want to hear what you expect in the coming year. Stop by the COLE Publishing editors' booth at the Expo and share stories about how you've weathered the economic ups and downs. We also want to know about your plans for participating in an economic recovery. Tell us a little about your company and your crews, and the challenging jobs you perform. Your insights help shape our coverage of the portable sanitation industry.

See you in Louisville! ■

Stop by the COLE Publishing editors' booth at the Expo and share stories about how you've weathered the economic ups and downs. We also want to know about your plans for participating in an economic recovery.



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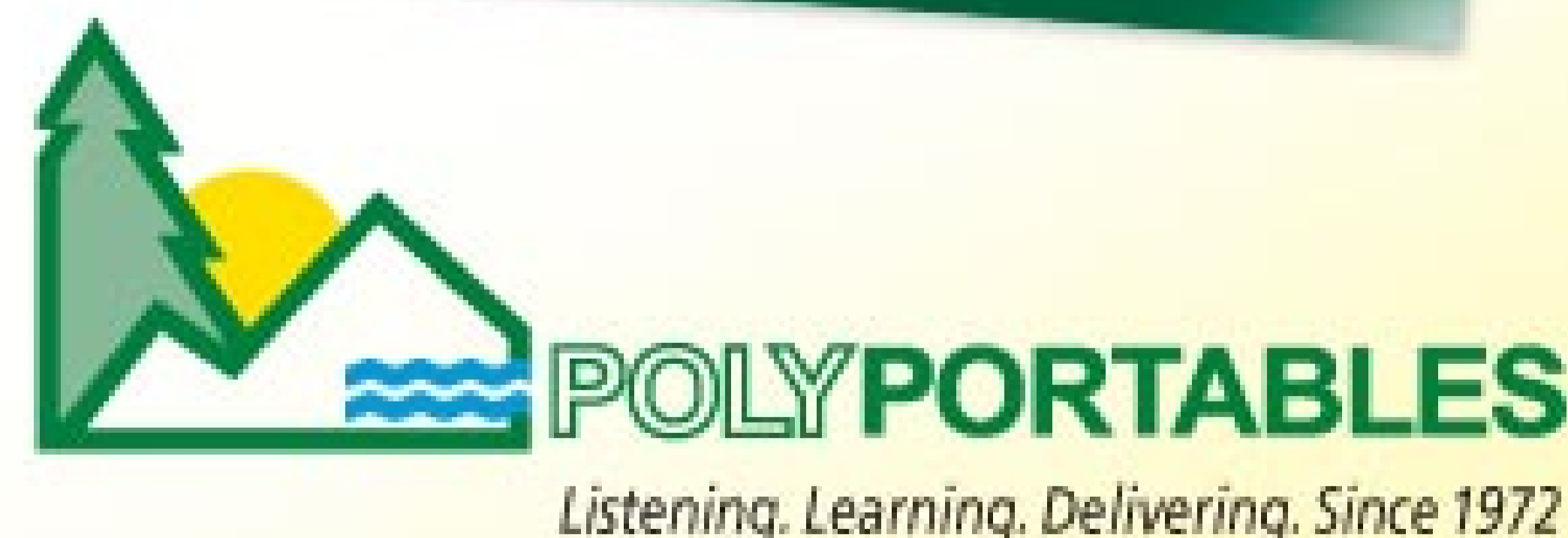
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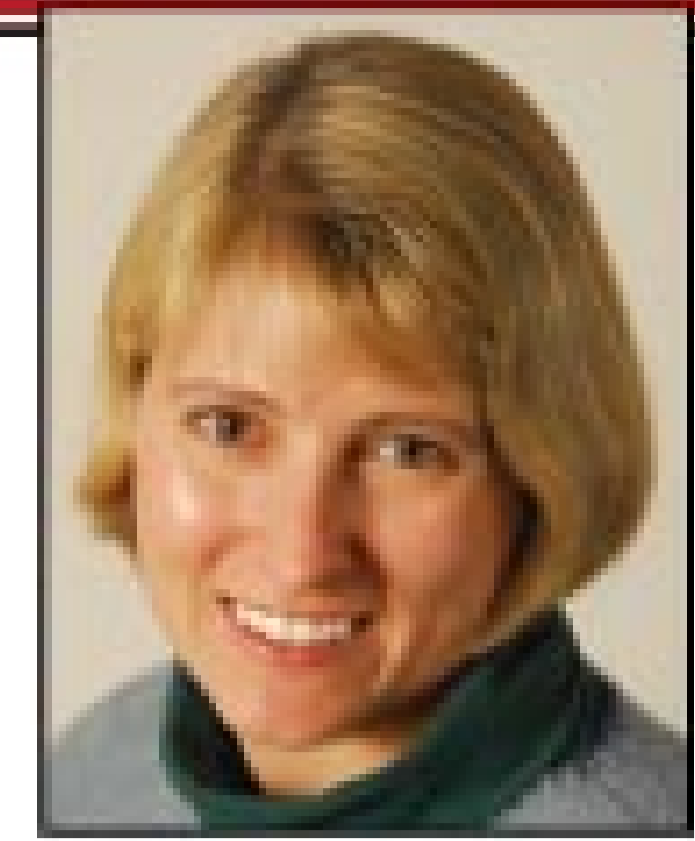


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Taking Charge

IT SEEMS LIKE EVERY BUSINESS ACCEPTS CREDIT CARDS THESE DAYS. IF IT HASN'T ALREADY, SHOULD YOUR PORTABLE SANITATION COMPANY JUMP ON THE 'PLASTIC ACCEPTED HERE' BANDWAGON?

By Judy Kneiszel

The number of credit cards in American wallets and purses is more than double the population, according to a *Time* magazine article on the beleaguered industry. Do those 640 million credit cards add up to missed opportunities if your business won't accept a single one of them?

In an article published in *PRO* last year, Kenia Fulton, who owns the marine pump-out company Marine Waste Management with her husband, Rodney, in Davie, Fla., said to expedite payment and as a convenience for customers, they began accepting credit cards.

"As soon as we started accepting credit cards, we experienced a jump in business," Fulton was quoted as saying.

Another portable restroom contractor, contributing to the *PRO Online Discussion Forum* (at www.promonthly.com), said accepting credit cards is the best way he has found to prompt event planners to pay for units at setup.

"Most organizations are willing to provide you with credit card information," the forum poster wrote. "If they don't want to be billed by using the credit card, tell them you will send them a monthly invoice, but get the credit information for security reasons. That way if they don't pay by the invoice, you can apply it to the credit card."

So, taking credit cards is all good, right? Not so fast. Another poster on the same forum thread cautioned against taking cards, saying: "Be careful taking a card. We take them, did a job some time ago (where the) husband paid with a credit card. His wife came home, thought we'd charged too much and called the card company, had the money transferred back into their account. (We) never did get paid."

Yes, like just about everything in business, and life, there are pros and cons to accepting credit cards.

ADVANTAGES TO ACCEPTING CARDS

- In the eyes of some potential customers, the fact that you accept credit cards "legitimizes" your business; gives it credibility.
- Accepting credit cards can land your company business from customers who want to build reward points. A wedding couple may want to put every expense possible on a charge card so they can fly free to their honeymoon destination. Taking charge cards might mean a contract for you; Puerto Vallarta for them.
- Accepting credit cards makes it easier to successfully up-sell cus-

Accepting credit cards makes it easier to successfully up-sell customers. A few more bucks for an upscale restroom unit may be easier for a customer to say yes to when they are putting it on a credit card.

tomers. A few more bucks for an upscale restroom unit may be easier for a customer to say yes to when they are putting it on a credit card.

- Accepting credit cards can improve a businesses' cash flow. No more waiting for checks in the mail.
- Accepting credit cards cuts down on bad checks and collection costs.

DISADVANTAGES TO ACCEPTING CREDIT CARDS

- The cost of equipment. The old school method of processing charges involves putting the card on a tray, covering it with a triplicate receipt and running an imprinter over them. Today most merchants swipe the card through a scanner instead. This has decreased fraud, but increased costs since scanners cost more than imprinters. An imprinter, which is still useful for businesses that sell in places where they don't have access to a telephone line, will cost about \$25. A four-year lease on a scanner terminal can run \$50-\$70 a month. The equipment can be purchased, but you still have to pay the bank to connect to their system. That extra cost may actually make renting cheaper than buying. For face-to-face sales, you may need a receipt printer too. This will cost about as much as a scanner terminal.
- A percentage of each sale put on a credit card goes to the credit card company — not in your pocket.
- You could get stuck with a lot of chargebacks. That is the problem the unhappy forum writer was warning about.

WHAT'S A CHARGEBACK?

When the card company credits the cardholder's account because of a mistake made by the merchant, it's called a chargeback. While the issuing bank is supposed to warn the merchant about a dispute before initiating a chargeback, they often don't follow that protocol. To dispute a chargeback you need documentation. For example, if the customer claims he never purchased your services, the best documentation you can have is the signed receipt. If the reason given is the service was not provided as agreed upon — restrooms weren't delivered, cleaned and/or picked up on schedule — you'll also need driver logs and anything else you can come up with to prove that they were, which may be difficult.

Chargebacks can be trouble because credit card companies keep track of which merchants they come from, and if your company gets too many, they'll cancel the account. Plus they can be costly. Since you can't take your service back like you could a product, you'll likely end up eating the cost of a chargeback.

GETTING STARTED

If you decide to accept credit cards, you'll have to decide which ones you want to accept: Visa, MasterCard, Discover, American Express or all four.

To get a merchant account, you need to go to a bank or other lending

institution. If you have a well-established company or a long-term relationship with a bank, opening an account should not be difficult, but you will be asked to supply financial information about yourself and your business.

Shop around for the best rates. Banks and credit card companies will charge between 2.5 and 5.5 percent of your credit sales, depending upon your overall sales volume and the average size of individual sales. The higher your sales volume and the larger the average size of your sales, the lower the percentage you'll have to pay.

GETTING PAID

If you establish a credit card account, you'll send credit card sales receipts to the bank at the end of the day so you can get paid. If you use the older technology, you'll have to take the receipts to your bank. If you use the newer technology, you can send the receipts electronically. This process is called "settling" your accounts.

When the bank authorizes the charge, they notify the credit card company. The credit card company then collects the money from the bank that issued the card, sends it to your bank, and bills your customer. Once your bank has the money, it will put it in your account, minus a processing fee, called the discount rate, which is split between your bank and your credit card company.

If you don't want to be responsible for keeping all of that straight, you can do what Marine Waste Management does: use a PayPal online account to handle all transactions. While more expensive than conventional credit card processing, Fulton says PayPal automatically performs recordkeeping and is more reliable.

However you decide to handle the recordkeeping, read the credit card company's policies carefully before you get started and follow them to the letter to avoid doing anything that would cause you to lose your account. ■

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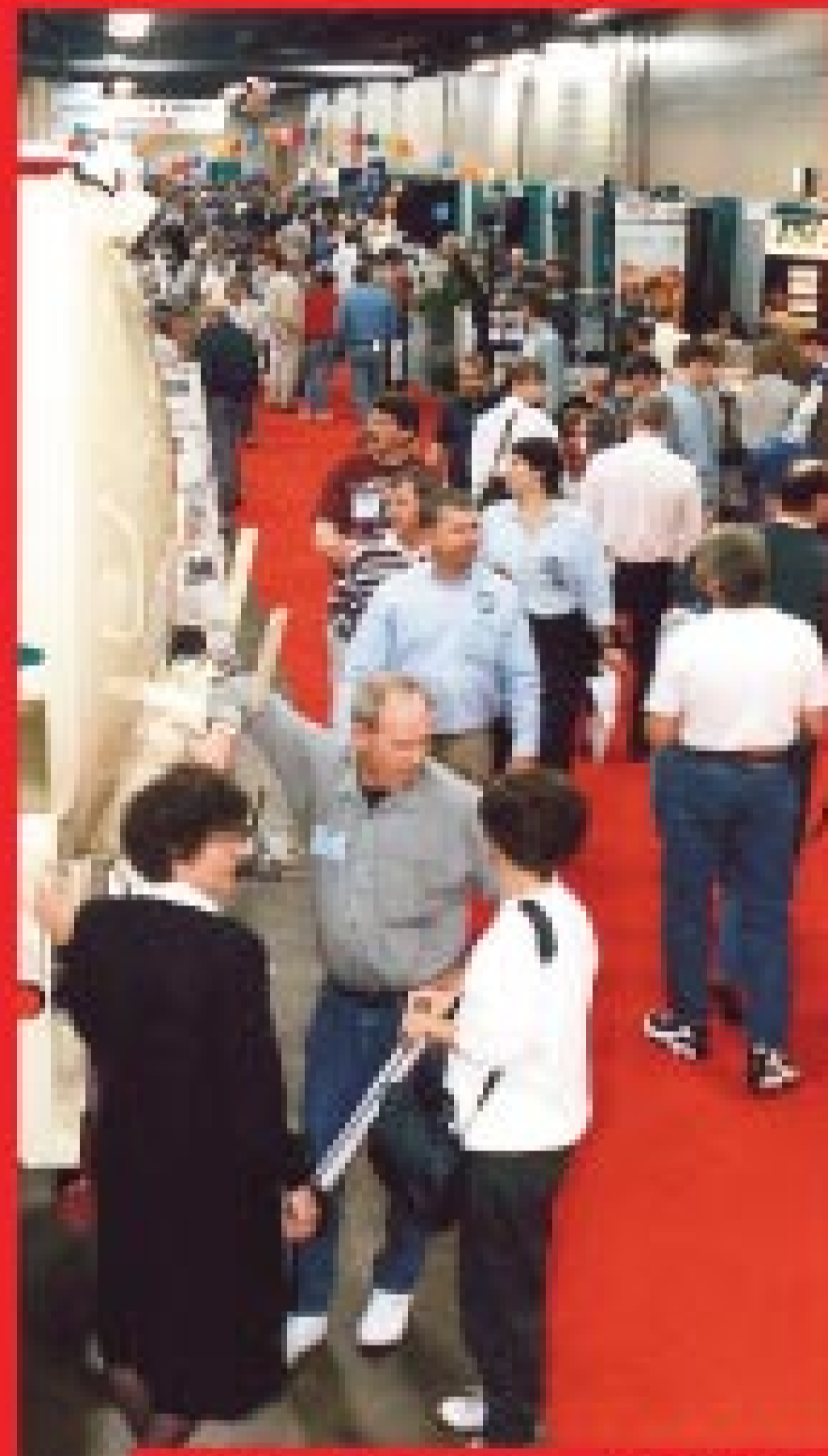


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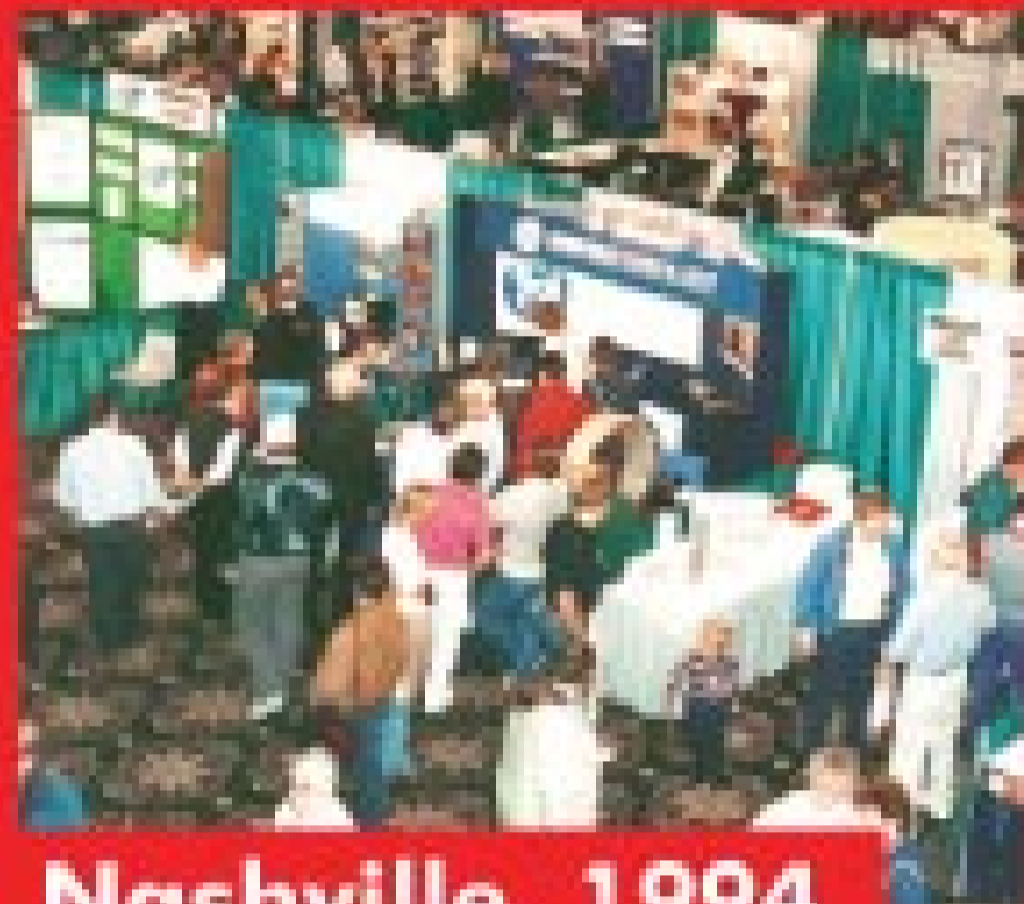
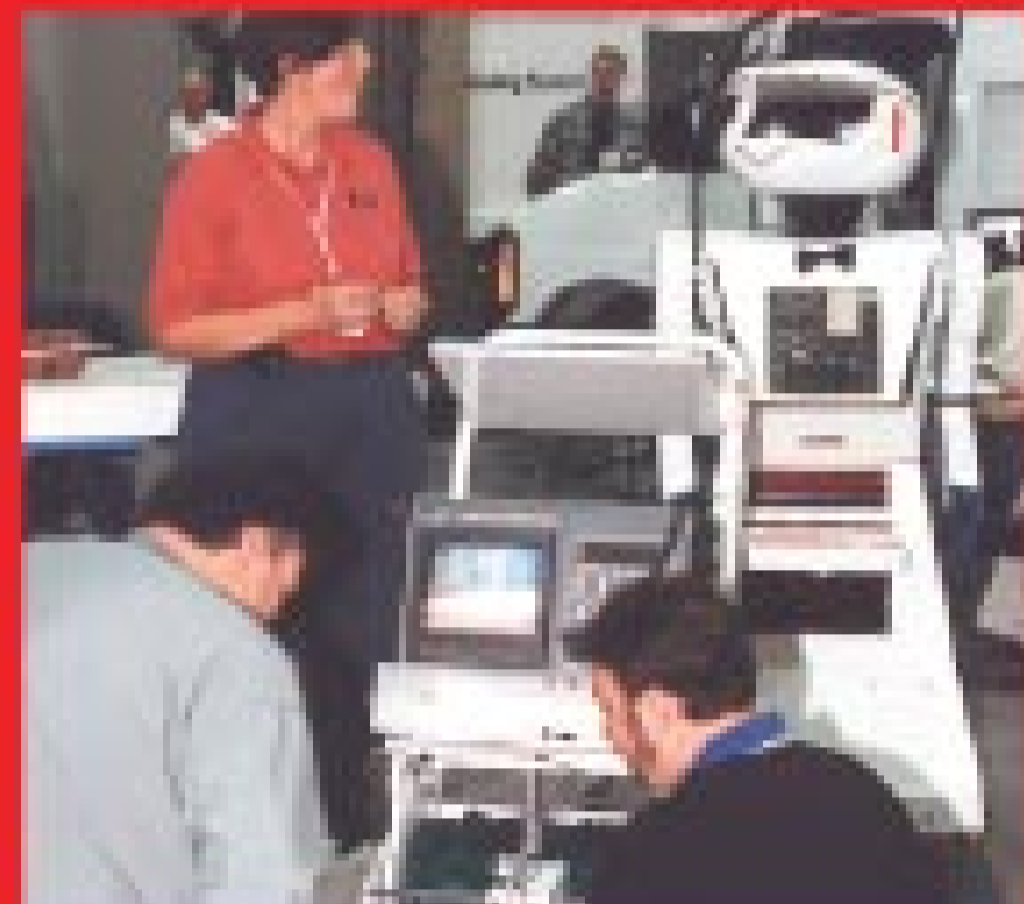


WELCOME!

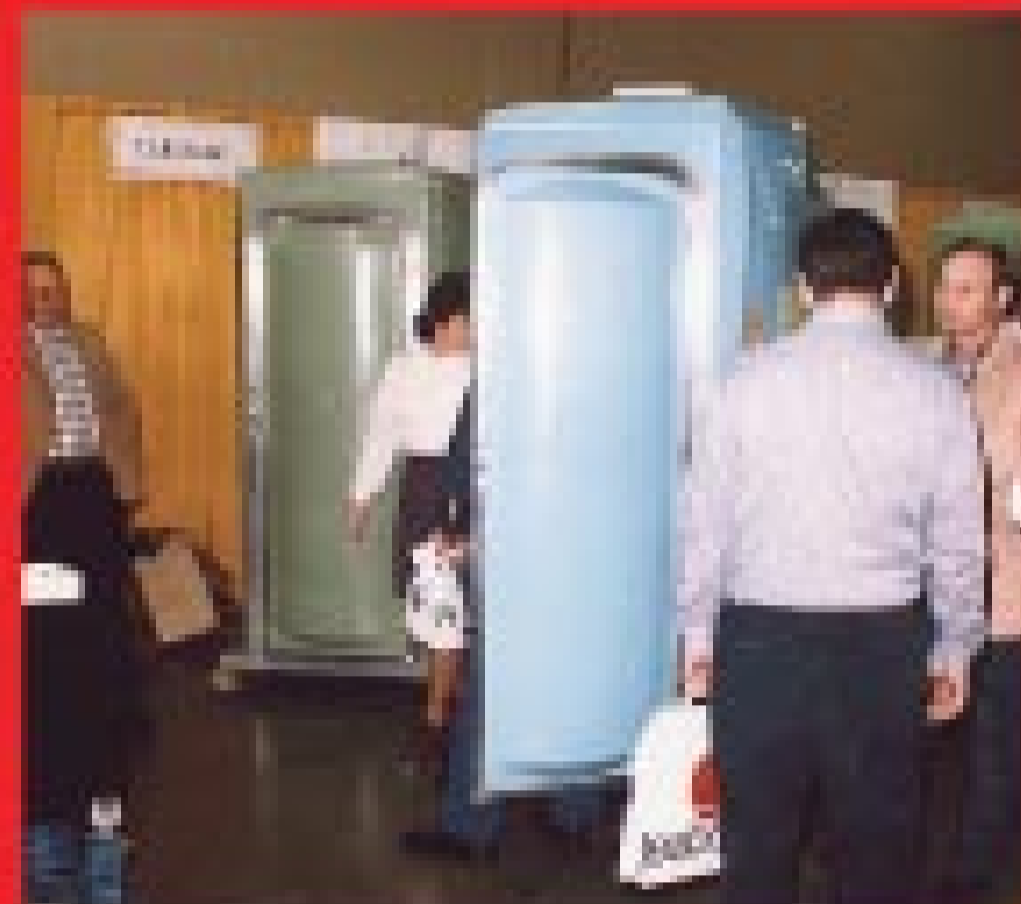
TO THE 2010 PUMPER & CLEANER ENVIRONMENTAL EXPO INTERNATIONAL!



Nashville, 1996



Nashville, 1994



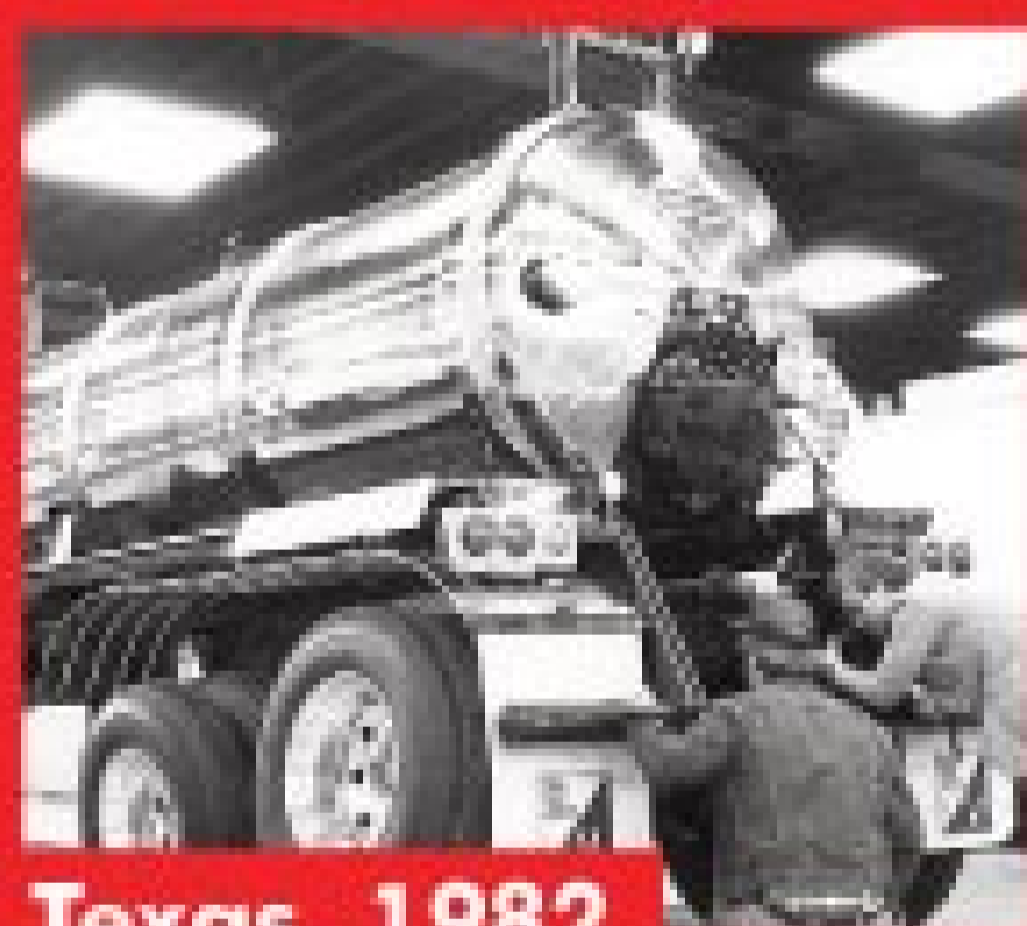
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30 years

1981-2010



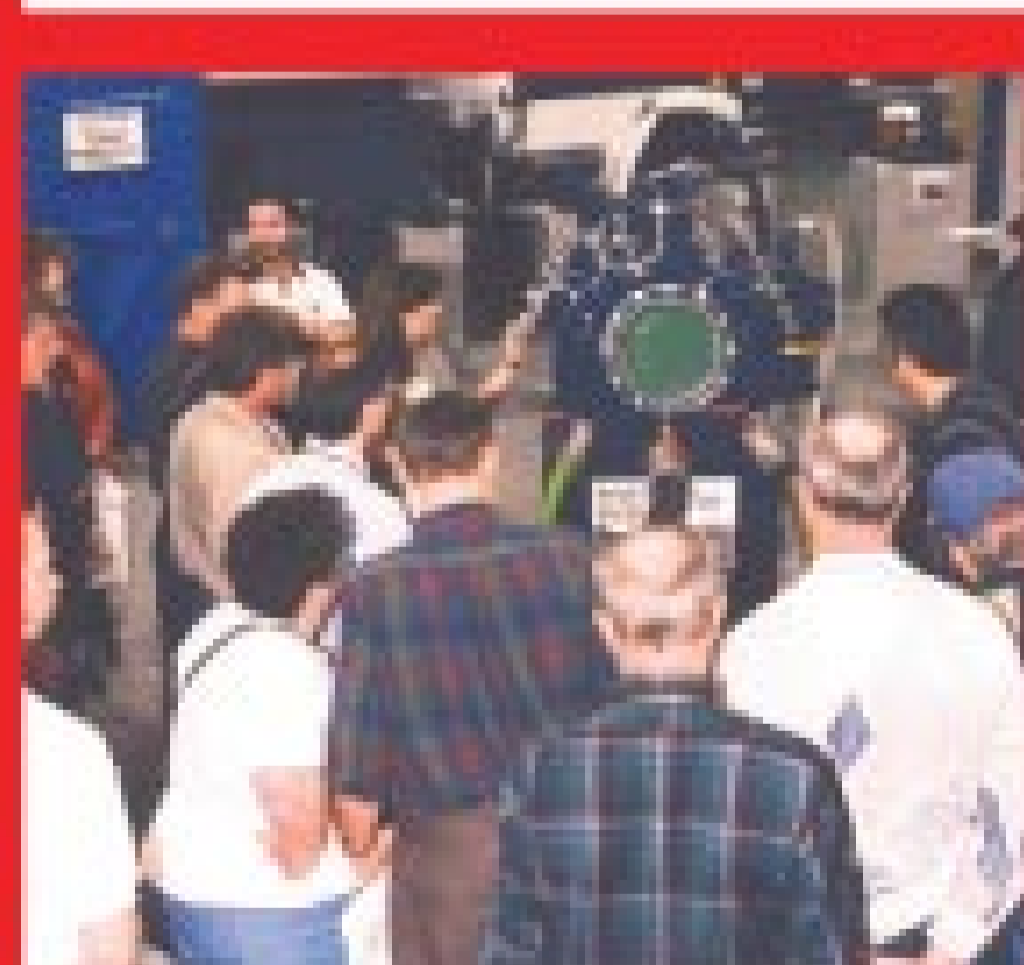
First Show in Nashville, 1981



Texas, 1982



Nashville, 1985



Nashville, 2004



Mississippi, 1983



Superdome in New Orleans, 1987

► Call 1-866-933-2653 for information about the 2010 Expo!



Louisville, 2009

SCHEDULE OF EVENTS

WEDNESDAY

February 24, 2010

- Education Day - All Day - No Exhibits
- More than 40 Educational Sessions
- Networking: 5 - 7 p.m.



THURSDAY NIGHT

INDUSTRY APPRECIATION PARTY

FEBRUARY 25TH, 2010

5 p.m. at the COLE Pub



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TAP BEER



THURSDAY

February 25, 2010

- Certified Onsite Installer Course
- Educational Seminars: 8 a.m. - 12 noon
- Exhibits Open: 9 a.m. - 5 p.m.
- Women in the Industry Seminar: 9 a.m. - 12 noon
- Women's Wine & Cheese: 2 - 4 p.m.
- Industry Appreciation & Networking Party: 5 p.m. - 25¢ Tap Beer and Other Refreshments



SATURDAY

FEBRUARY 27, 2010

5 p.m. approximate

FRIDAY

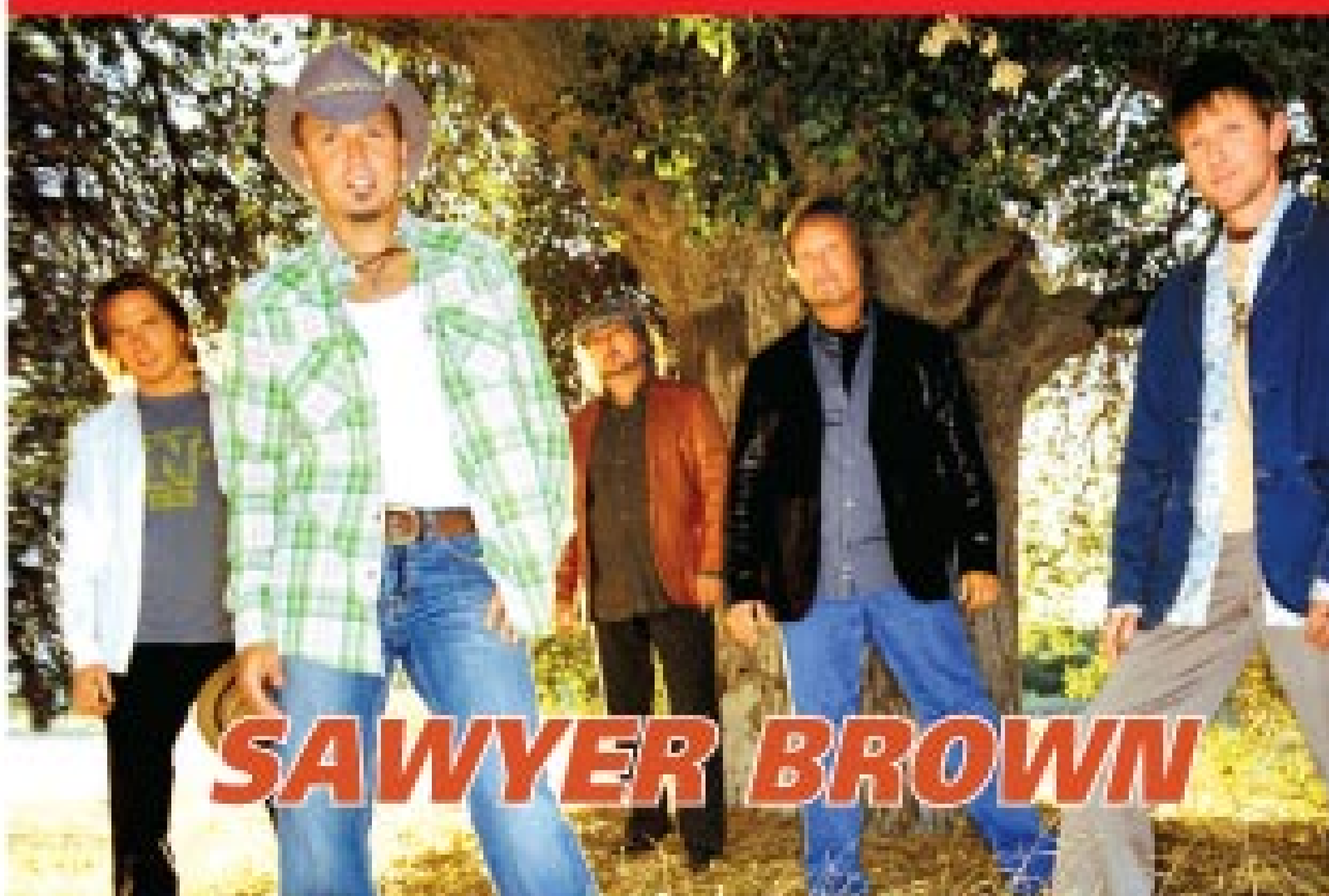
February 26, 2010

- Educational Seminars: 8 a.m. - 12 noon
- Exhibits Open: 9 a.m. - 5 p.m.

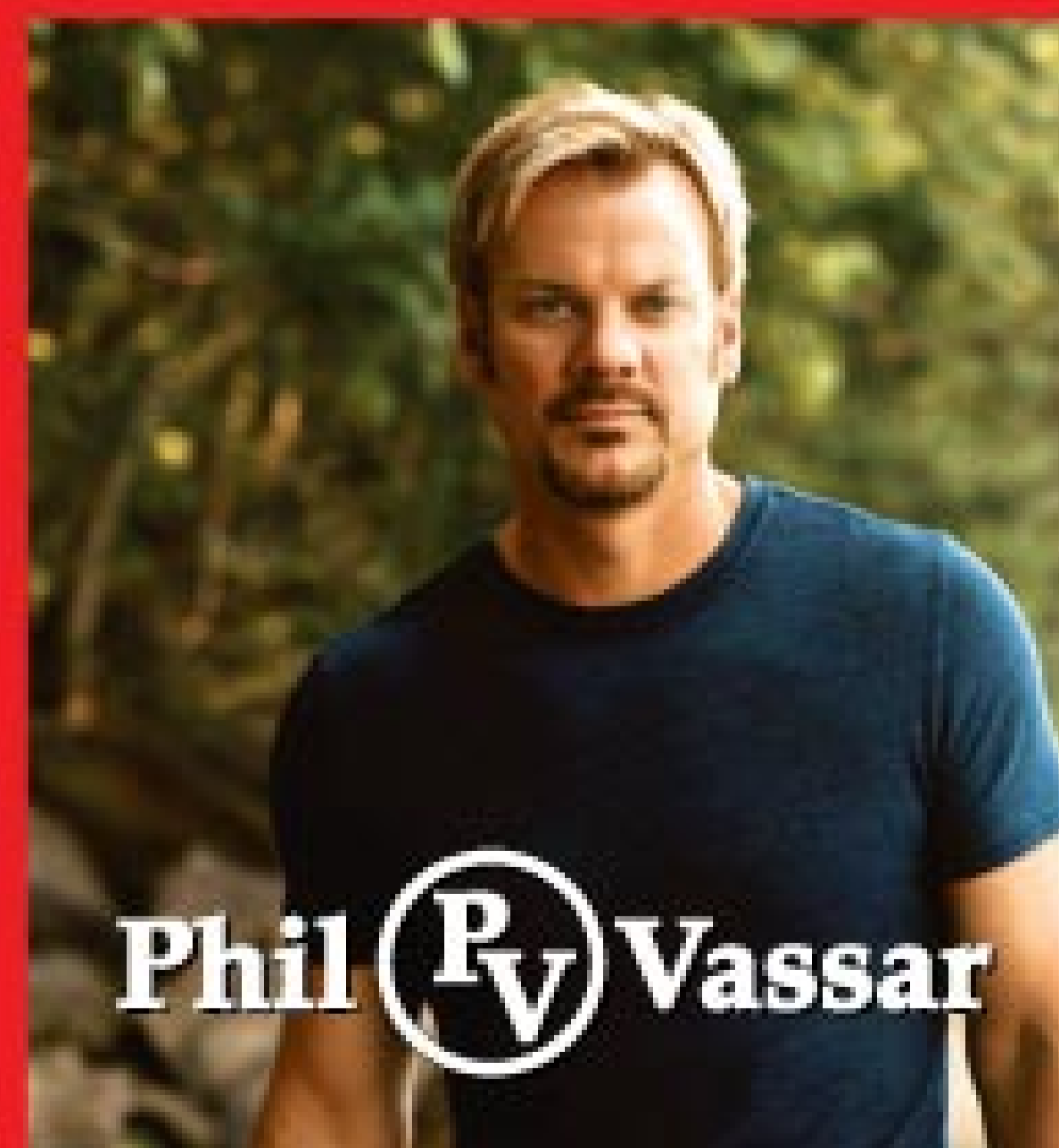
SATURDAY

February 27, 2010

- Exhibits Open: 9 a.m. - 3 p.m.
- Saturday Evening Jam: 5 p.m. - Phil Vassar & Sawyer Brown



SAWYER BROWN



Phil  Vassar

► Exhibits open at 9 a.m. on Thursday!



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Technician Jonathan Nicholls of Illinois Portable Toilets goes for supplies stowed in a 2004 International 4300 built out by L. T. & E. Inc. (Photos by Steve Hale)

ON LOCATION

THE JOB: Farm Progress Show

LOCATION: Decatur, Ill.

THE PRO: Illinois Portable Toilets

DOWN on the FARM

ILLINOIS PORTABLE TOILETS STEPS UP TO PROVIDE SERVICE FOR 250,000 AT HUGE OUTDOOR AGRICULTURAL EXPO

By Betty Dageforde

THE TEAM

Russ Gulliford is the owner of Illinois Portable Toilets, part of Gulliford Services, in Urbana, Ill. Merle Metz manages the

portable restroom division, which accounts for about a third of the company's business in addition to septic and plumbing and heating segments. Eight of

the 30 employees are in the restroom division. The company dedicated one technician, Jonathan Nicholls, to work full time for the Farm Progress Show, although everyone was involved at some point in loading, unloading, preparation, maintenance, and cleaning.

COMPANY HISTORY

The roots of the business go back two generations to 1939 when Gulliford's grandfather started a septic business. Gulliford restarted it in 1985, a few years after his grandfather died. In 1987, when a college student asked Gulliford if he could provide restrooms

for a frat party, Gulliford quickly bought 12 used fiberglass units and began a new line of work. The business mushroomed and they now have an inventory of about 1,000 units and six vacuum trucks, serving a 110-mile radius.

MAKING CONNECTIONS

The company served the Farm Progress Show for the first time in 2009. They won the bid, but price wasn't the sole deciding factor for the client, Metz says. "Our reputation preceded us. We were not the lowest bidder," he says.

THE MAIN EVENT

If you're in the market for a \$500,000 combine or want to check out the latest seed varieties, the Farm Progress Show is



Nicholls unloads some of the 162 PolyJohn Enterprises Corp. restrooms placed at the Farm Progress Show in Decatur, Ill.



"We knew that by the end of the day all these toilets would be what we call 'blown out.' The chemistry would be taxed to its limits. These little scent disks really make a difference."

Merle Metz

Merle Metz (left) is the portable restroom division manager and Russ Gulliford (right) is owner-operator of Illinois Portable Toilets, part of Gulliford Services.

the place to do it. The 2009 event marked its 56th year, and organizers call it the largest show of its kind in the nation. From Sept. 1-3, 600 exhibitors introduced 250,000 people to all that's new in the agriculture industry. The 478-acre Decatur, Ill., site is set up like a small town, with campground, vendor area and demonstration fields. It's not all business, though. Events included a country music concert, lumberjack and tractor pull contests, and an antique equipment display.

THE JOB

Besides providing portable

restrooms for the general public, the company supplied private units for a number of vendors. And they were on hand full time in the area for campers who flagged them down to pump out their RV holding tanks.

BY THE NUMBERS

The company placed 150 orange and blue PJN3 units from PolyJohn Enterprises Corp., all with hand sanitizers. About 100 of these units were for public use, while the others were contracted by exhibitors at a price specified in the master contract. The company also brought in 12 PolyJohn

Enterprises Corp. Comfort Inn wheelchair accessible units and five hand-wash stations.

Public units were located in six areas, with the most at the main gates. Others were placed in key locations, such as the Red Cross tent, administrative offices, resource areas and the demonstration fields. Some 30 units were set aside solely for the Wednesday night concert.

Private units were located behind vendor trailers; the more visible ones locked to avoid public use.

LET'S ROLL

The company began service July 1 with five units provided for setup crews and landscapers. Because the event site was nearly an hour from Illinois Portable Toilets' headquarters, the area route driver brought in 14 units on a trailer each time he was in the area during July and August. The units were stored in a cordoned-off area.

All units were on site by Aug. 28, at which time the company moved them into position using a vacuum truck with a carrier. To avoid premature use, they taped

a sign on the doors indicating where the nearest restroom was, and then shrink-wrapped them. "We didn't know if this would work or not," Metz says. "We figured any guy with a pocketknife was going to get in there. But believe it or not we had very few people who cut the plastic off and used them."

Monday the shrink-wrap was removed on all but the concert units, which were unveiled Wednesday afternoon, and everything given a final cleaning.

The show ended on Thursday evening, at which time the company pumped most of the units. They took their time removing them from the site over a period of weeks.

KEEPIN' IT CLEAN

A team of three technicians cleaned 60 to 70 units each day of the event, beginning as soon as the crowds thinned around 6 p.m., usually finishing just after dark. They used two trucks, a 2004 International 4300 outfitted by L.T. & E., Inc. with a 1,700-gallon stainless steel tank (1,100 gallons waste/dual 300-gallon freshwater tanks), and a 2007

Some of the 250,000 participants at Farm Progress Show wait to use restrooms placed by Illinois Portable Toilets.



Ford F-550 from Lely Manufacturing with a 1,500-gallon aluminum tank (1,100 gallons waste/400 gallons freshwater), both with Masport Inc. pumps.

Many units got extremely heavy usage, but day servicing was not possible. Illinois Portable Toilets representatives feel more units were needed. "We would have put double the number there," Metz says. "We knew well before noon a lot of them would be full." Those units were locked. The company doesn't always use scented disks but felt this event required it. "We knew that by the end of the day all these toilets would be what we call 'blown out.' The chemistry would be taxed to its limits. These little scent disks really make a difference."

Nicholls kept in touch with event personnel via two-way radio and checked supplies throughout the day. Because crowds were always heavy at the restroom banks, it was not always

an easy sell for him to step to the front of the line to restock units.

Despite the challenges, the company prides itself on its commitment to cleanliness. That includes company vehicles, which are washed and polished daily. Drivers, although not uniformed, must wear clean clothes and gloves.

A GOOD FIT

Illinois Portables was right at home in the agricultural setting, as a major part of their business is providing restrooms for agricultural workers. In fact, they had hoped to rent a booth at the event, however, costs proved to be prohibitive.

They won't bid on the 2010 show in Iowa, but hope to be back serving the Decatur site in 2011, Metz says. "We really got high accolades for our services there from the event company," Metz says. "I'm working hard to get them to commit to a second year." ■



Technician Jonathan Nicholls pumps the holding tank of an RV at Farm Progress Show, providing enhanced service for event organizers.

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2010 EXPO

AN EXPO ENCORE

By Jim Kneiszel

On Feb. 27, country favorites from past Saturday Evening Jams will hit the stage to celebrate the Pumper & Cleaner Expo's 30th year

Familiar and fun are words that come to mind when talking about two acts set to headline the special Saturday Evening Jam Revisited show at the 2010 Pumper & Cleaner Environmental Expo International Feb. 27.

Two of the most popular acts in Saturday Evening Jam history return to the stage to help celebrate the Expo's 30th anniversary: Sawyer Brown (who performed in 2003 and 2004), and Phil Vassar (2005). The show begins at 5 p.m. and the night of music is included in the Expo full registration price.

SAWYER BROWN

Marking 29 years together, touring legends Sawyer Brown are often called the Rolling Stones of country music. Over the years, they've logged more than 3,500 live shows, all while churning out dozens of chart singles. Formed in Apopka, Fla., in 1981, they entered and won the 1983 *Star Search* competition, the precursor to phenomenally popular *American Idol*.

A few years later, they produced a flurry of singles, then really hit their stride in the early 1990s, with increasing country radio airplay and large crowds that enjoyed their energetic stage presence. Major hits for the group — named for a street near their early rehearsal studio — include "Some Girls Do," "The Dirt Road," "Hard To Say," "Step That Step," "This Time," "The Boys & Me," "Thank God For You," and "The Walk."

Sawyer Brown continues to entertain, boasting more than 50 songs that made the Billboard's Hot Country Songs chart, songs that many Expo fans can sing along to. They add their take to country classics as well, with popular versions of George Jones' "The Race Is On" and Dave Dudley's "Six Days On The Road." As much as their music, the band is known for its hard-charging stage show, which features the frontman Mark Miller.

"We came out of the notion we were there to entertain people, to make sure everybody had a good time," Miller says. "You're looking at a bunch of blue-collar people here, who were raised to put the work in — to make sure the people are satisfied

"WE CAME OUT OF THE NOTION WE WERE THERE TO ENTERTAIN PEOPLE, TO MAKE SURE EVERYBODY HAD A GOOD TIME. SOMEBODY ONCE TOLD ME, 'IF YOU CAN'T HAVE FUN AT A SAWYER BROWN SHOW, YOU CAN'T HAVE FUN.'"

Mark Miller of Sawyer Brown



Sawyer Brown

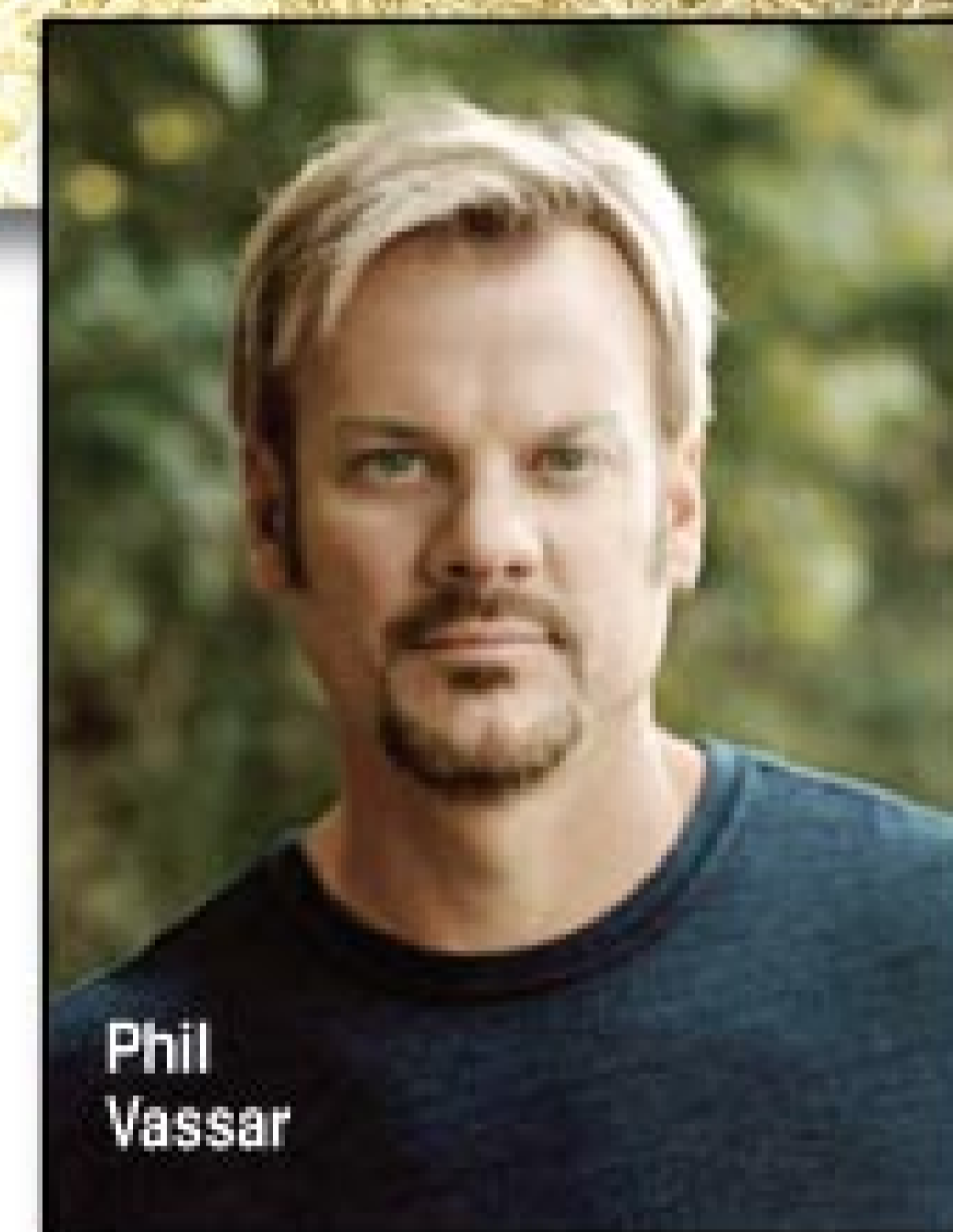
— and who really love being on that stage and seeing the people letting it all go. Somebody once told me, 'If you can't have fun at a Sawyer Brown show, you can't have fun.'"

PHIL VASSAR

Well before country piano man Phil Vassar wowed the Expo crowd five years ago, he made his name as a songwriter in Nashville, writing hits including "Right On The Money" for Alan Jackson, "For A Little While" and "My Next Thirty Years" for Tim McGraw, and "I'm All Right" and "Bye Bye" for Jo Dee Messina, the latter helping net Vassar the Songwriter of the Year Award from ASCAP, the American Society of Composers, Authors and Publishers.

Vassar then turned toward his own performing career, recording numerous hits over five albums including "Carlene," "Six-Pack Summer," "Love is a Beautiful Thing," and a song that reached No. 1, "Just Another Day In Paradise." The Virginia native is known for connecting with his audience, especially on themes of family and an American work ethic. He takes his obligation to put on a good show seriously, and is often called "the hardest working man in country music."

"People ask me why I still do so many shows, but you work your whole life just to get to the point where people want you to come play," he says. "Even today I still have that work ethic where you feel like if you don't work hard, you're not going to eat. That's something my dad instilled in me and my sisters."



Phil Vassar

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GEORGIA

Susan Taylor is ready to make another restroom delivery in her flat-tank International service truck from Crescent Tank Manufacturing. (Photos by Steve Schroeder)

A Prescription for SUCCESS

Longtime nurse Susan Taylor says a focus on cleanliness and a healthy business outlook drive the growth of her upstart restroom company in Macon, Ga.

By Ken Wysocky

What do you get when a registered nurse becomes a portable restroom operator? Restrooms that gleam like a hospital operating room. And that emphasis on cleanliness that starts with owner Susan Taylor is helping Taylor Services Restrooms 2 Go build a solid clientele in its home territory around Macon, Ga.

To drive home the importance of clean restrooms, Taylor rides with new employees to personally emphasize the company's way of doing things, such as fully evacuating waste tanks, thoroughly scrubbing units, using fragrance sprays during wash-

downs and installing new scent discs.

"Then we reinforce the training by making them ride with veteran drivers for a few weeks before we turn them loose," says Taylor, who has operated the business with her husband, Tim, since 2006. "We also do random inspections periodically and address anything that's missed. It's a big commitment on my end."

GOODBYE TO NURSING

Taylor didn't know a vacuum pump from a distribution box when her husband met a septic pumper who was planning on

selling his business and retiring. Tim Taylor was running a dry-cleaning business at the time, but did landscaping, excavating and small demolition work on the side.

"This man was willing to get us going and show us the ropes," Taylor says. "We already had a head-start because we owned some heavy equipment."

Then the couple attended their first Pumper & Cleaner Environmental Expo International, where they took certification courses. At the same time, they realized that many people in the septic pumping business were also portable restroom

operators.

"Long story short, we came home with 12 standard restrooms and one handicapped-accessible unit," Taylor says.

Then the transition from nursing to portable restrooms began in earnest. At the start, Taylor worked three days a week at the hospital and two days running restroom routes with her mother, Katie Barker, who still handles the company's bookkeeping. In the meantime, Tim Taylor kept one foot firmly planted in the dry-cleaning business.

GROWTH CURVE

After a year, the company



Susan and Tim Taylor (left) are shown in front of the Taylor Services office. At center, Susan poses with daughters Sage and Mesa. At right, Susan goes over paperwork with her mother, Katie Barker, who works in the office.



"It's one of the things I really like about the Pumper show — everyone is willing to help each other and improve the industry. And that's really valuable when there aren't a lot of other resources to tap to get you over various humps."

Susan Taylor



grew enough to justify hiring an employee — and Taylor felt comfortable enough to quit her nursing job altogether.

"It was scary in a way," she recalls. "I'd been a nurse for 20 years and had all that job security. But we were lucky to get enough good customers to get us up and running, and after that we figured we were too far in to quit."

With an emphasis on clean

restrooms and superior customer service, the business continued to grow. In the company's second year in business, it generated 10 times the sales compiled in the first year, and 2009 sales were up about 40 percent over 2008. Today, about 85 percent of the portable restroom sales come from construction sites and the balance from special-event rentals.

The business also is a total

family affair, with Tim Taylor handling septic pump-outs and installations; daughter Hannah, 24, covering marketing and community relations; and son Matthew, 21 driving routes. Two other daughters, Sage, 17, and Mesa, 16, work in the yard and help out with odd jobs during summers. Youngest son Cade, 12, is "being groomed for future use," Taylor says with a chuckle.

"I couldn't do it all without Tim," Taylor says of her husband, who recently sold the dry-cleaning business. "He's so much more than just my right-hand man. We cross over and help each other out."

QUALITY UNITS COUNT

Taylor believes growth is fueled, in part, by maintaining an inventory of newer, well-kept units outfitted with extra creature comforts. The company owns about 500 standard restrooms — mostly Vantage units from

PolyPortables Inc. — along with eight handicapped-accessible units (six made by PolyPortables and two manufactured by PolyJohn Enterprises Corp.).

For special events, Taylor Services also owns a family-friendly Boudoir unit, made by PolyPortables. It features a flush toilet, built-in sink, hand sanitizer and a baby-changing table. The company also bought two pink Vantage units especially for women, with special features such as an upgraded waste tank, a hand sanitizer, a toilet-seat cleaner, coat hook, mirror and small shelves.

"Extra features bring in repeat business," Taylor notes. "People notice those things, and anything that helps you stand out from the competition helps. And when you follow that up with attention to detail when cleaning and servicing units, it helps even more. People think guys on con-



Driver Jason Head uses a Deal Associates Inc. Super Mongo Mover to roll a PolyPortables Vantage unit in the yard.

Making Connections at the Pumper & Cleaner Expo

While Susan Taylor finds the annual Pumper & Cleaner Environmental Expo a great place to buy equipment and get training, she found something else of tremendous value while attending her first show several years ago: Don and Karen McAllister.

Taylor met the McAllisters, who run Don's Johns and Professional Waste Water Services, a septic pumping and portable restroom business in Farragut, Iowa, at an Expo after-hours networking event. Now they stay in touch during the year and meet at the Pumper show.

"They're super-nice people who've given us great advice over the years," Taylor says of her mentors. "For instance, they took time to show us the pros and cons of various restroom units: which ones would last, what parts would wear out — all those things you'd want to know when you're just starting out.

"They've also recommended vendors for chemicals and cleaning supplies. We're kind of growing along with them ... we feel like we've known them a lot longer than just three years."

Don McAllister's experience really came in handy one time when a customer called Taylor and asked if she could pump out a recreational vehicle.

"I didn't know for sure if I could, so I called Don and he talked me through it," Taylor says. "I couldn't call anyone around here for that, but I knew I could call Don in Iowa!"

Taylor's experience underscores what thousands of portable restroom operators and pumpers who attend the Expo already know: It's a great place to get ideas and feedback from fellow operators in a non-threatening environment.

"It's hard to get help from competitors in town," Taylor explains. "But people at the show don't feel threatened because they usually live on the other side of the country. It's one of the things I really like about the Pumper show — everyone is willing to help each other and improve the industry. And that's really valuable when there aren't a lot of other resources to tap to get you over various humps."

struction sites don't notice things like that, but they do."

For weddings and upscale special events, Taylor owns a 22-foot-long luxury restroom trailer made by Ameri-Can Engineering. It features four stalls, two vanities and a mirror in the women's section; two stalls, three urinals, one vanity and a mirror for the men; heating and air conditioning; simulated hardwood floors; crown molding; and a CD/stereo system with MP3-player connections.

"The comments people make when they come out always amaze me," Taylor says. "They grab their friends and say, 'You've got to go in and see this.' They

just can't believe it — they've never seen anything like it."

For the company, the trailer was a substantial, but worthwhile, investment. Demand for such a unit is greater for Taylor Services because of its location near Georgia's metropolitan areas where there is a bigger pool of potential customers.

IN THE GARAGE

"If you're trying to branch out, you can't have all your eggs in one basket," she explains. "You need different avenues to pursue, and the special-event market is a good one. I wanted to take portable sanitation to a new



Susan Taylor with a gender-specific PolyPortables restroom (left) and inspecting a baby-changing station inside a PolyPortables Boudoir unit.

level. If we can rent it out once or twice a month, it pays for itself within two to three years — as long as you're charging what the service is worth."

Taylor also relies on a fleet of trucks: a 2006 International 4300 with a steel 1,100-gallon waste/400-gallon freshwater tank and a pump from Masport Inc., built by Crescent Tank Manufacturing; a 2006 Ford F-550 outfitted by Satellite Industries Inc. with a steel 650-gallon waste/300-gallon freshwater tank and a Conde (Westmoor Ltd.) pump; a 2005 GMC 5500 equipped with a Progress aluminum 1,100-gallon waste/400-gallon freshwater tank and Masport pump; a 2002 Freightliner vac truck with a steel 3,600-gallon tank, outfitted by Transway Systems Inc.; a 2000 International 4800 with a steel 1,100-gallon waste/400-gallon freshwater tank and Masport pump, built by Keith Huber Inc.; a 1999 Ford F-450 with a 750-gallon steel tank and a Conde pump, built by Lane's Vacuum Tank Inc.; a 1999 Ford F-350 outfitted with a Masport pump and an aluminum slide-in unit (300-gallon waste/150-gallon freshwater tank), built by Imperial Industries Inc.; and a 1987 Ford LN800 with a 2,300-gallon steel vacuum tank and Wallenstein pump.

LEARNING THE ROPES

Taylor marketed the company through the usual channels, with ads in local newspapers and the Yellow Pages. But she also knocked on doors and talked to contractors, leaving behind business cards and brochures to keep the company's name in front of those prospective customers.

Taylor says she is conscious about ethically introducing her business to potential new customers without bad-mouthing competitors. She tells them Taylor Services is available to provide great service, and asks them to keep the company in mind if they ever need a backup provider or become unhappy with their current level of service.

"I don't try to undercut competitors and steal their customers," she notes. "I wouldn't want them to do it to me. It hurts the entire market."

Besides good old-fashioned sales work, Taylor embraces non-traditional forms of marketing, too, as evidenced by a YouTube video that promotes the company's services. Created in 2008, the video is narrated by Taylor and gives viewers a nice look at the luxury restroom trailer.

The infomercial video was part of a service offered by Yellow Pages and was shot by an independent filmmaker. Taylor likes



Above, driver Dan Norman prepares to empty waste from his truck. Below, Tim Taylor washes down a PolyPortables Inc. Super Twin ultra handwash station.



the medium because it communicates the luxury trailer's benefits better than print media. While the video hasn't generated a barrage of leads, it has prompted several customer calls, she says.

Taylor also has bartered services for advertising. For instance, when a local radio station held its annual chili cook-off, she exchanged restroom services for radio advertising.

"I'm not afraid to try anything, especially if it involves bartering services," she says. "It's all about name recognition — making it more likely that people will give you a call down the road when, say, their daughter is getting married."

THE PRICE IS RIGHT

Taylor learned early on that

it's paramount to stand firm on rental rates that are high enough to cover costs and generate a profit — even when competitors undercut on price.

"It really distresses me when companies put out a restroom at a loss," she says. "It costs a certain amount of money to put a restroom out there ... for too many operators, it's just a hobby. I like what I do, but it's a business, not a hobby."

"To pay decent wages and keep up equipment, you have to maintain a certain price, and it's hard to bring the market up when you're the only one doing it. If you play into (price cutting), no one comes out ahead."

For other operators just starting out, Taylor suggests cultivating a solid relationship with

"It really distresses me when companies put out a restroom at a loss. It costs a certain amount of money to put a restroom out there ... for too many operators, it's just a hobby. I like what I do, but it's a business, not a hobby."

Susan Taylor

a restroom vendor. "Find a sales rep that you can develop a good relationship with and work well with," she advises. "Then if you ever need units in a hurry, they'll do what they can to help you out."

WOMEN'S WORK

You might assume a female operator would find it difficult to work in a male-dominated profession. But that hasn't been the case, according to Taylor. "If anything, it helps," she says. "When I pull up on a jobsite and there's equipment or vehicles blocking the way, I can get it moved so much quicker than guys can. It's a chivalry thing — guys are more willing to help out a woman."

Taylor says she's heard being a female-owned business poses an advantage for obtaining certain contracts, but notes she hasn't received contracts because of it. A local utility urged her to get certified as a woman or minority-owned business, but she already had a contract with the utility. She said the certification may come in handy down the road, as many companies and government entities have set-aside programs for businesses with those certifications.

All in all, Taylor says she's glad she made the switch from nursing to portable sanitation. She finds it satisfying to provide a vital and much-needed service, as well as provide gainful employment in the community. And she expects the company to keep growing.

"We pour everything we make back into the company, which is what you have to do if you want to grow," she says. "I'm not one of those people with

grand ideas about making a killing in this business. Our goals are long-term. We want to pay a decent wage ... not get rich quick. We want a company that can prosper and support our family and our employees."

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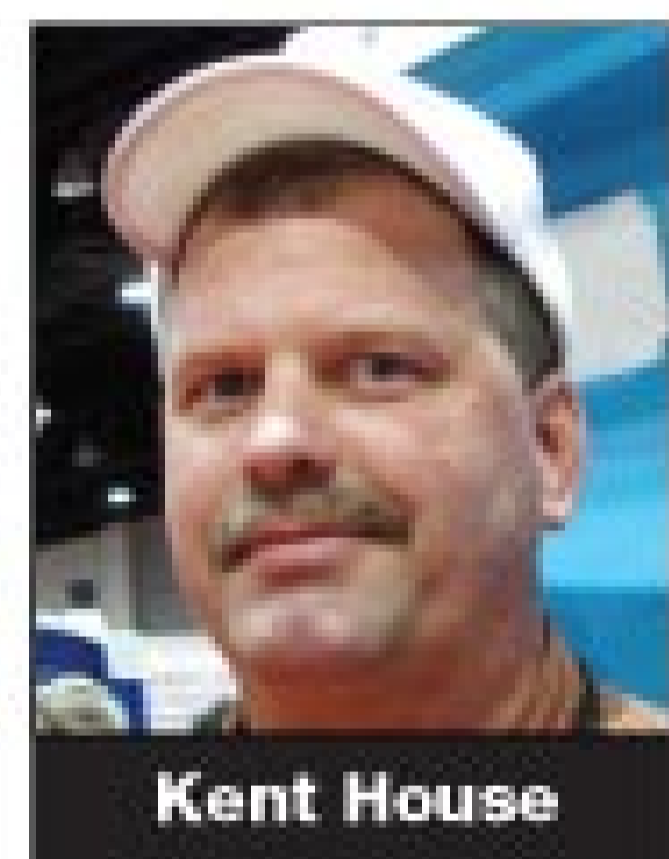


Tradeshaw Takeaways

WHAT'S THE MOST IMPORTANT THING YOU BRING BACK FROM ATTENDING THE PUMPER & CLEANER EXPO?

By Mary Shafer

Thousands of people trek to the Pumper & Cleaner Environmental Expo International each year. It's a time many look forward to as a chance to recharge their business batteries and renew old ties with colleagues in a spirit of support rather than competition. They also get to see what's new and exciting in tools and technologies, and learn more about what it means to be a professional in the wastewater management industry. But each attendee comes away from each show with that one particular thing that made it most worthwhile. These PROs talk about what that is for them.

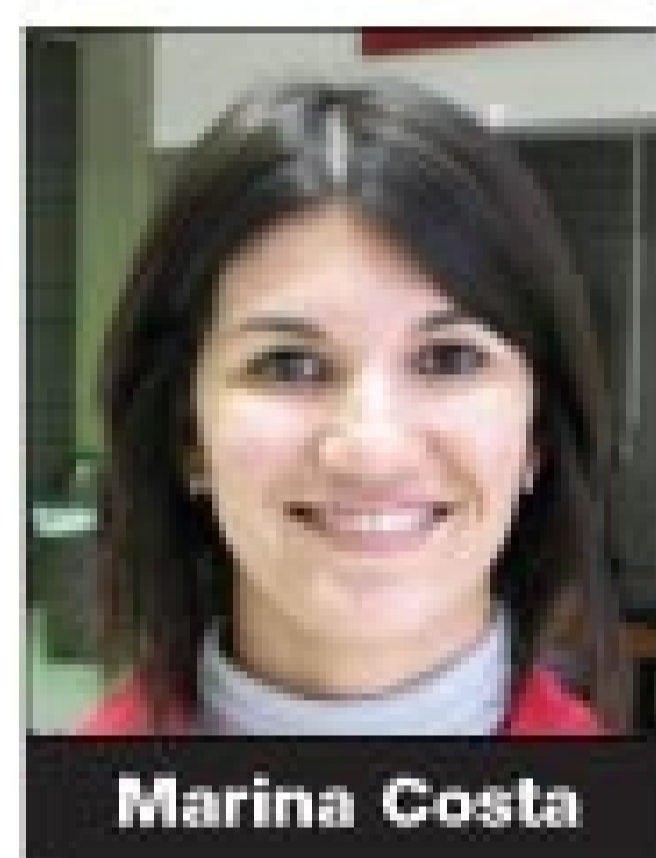


Name: Kent House
Company: Advanced Septic & Sewer Inc.
Location: Hagerstown, Ind.
Employees: 5
Years in Business: 15

"It's probably the new equipment and innovations in cleaning out septic tanks, whether it be agitators or extra gizmos and gadgets," says Kent House, who rents portables and installs and pumps septic tanks about halfway between Indianapolis and Dayton, Ohio.

In addition to this tool takeaway from the show floor, House also attended some Education Day seminars, and came away with

a new outlook on his marketing efforts. "The different aspects of marketing and the new avenues we could go down in those efforts" are what he says really grab his attention in Louisville.



Name: Marina Costa
Company: Imunizadora Potiguar
Location: Felipe Camarao, Brazil
Employees: 50
Years in Business: 30

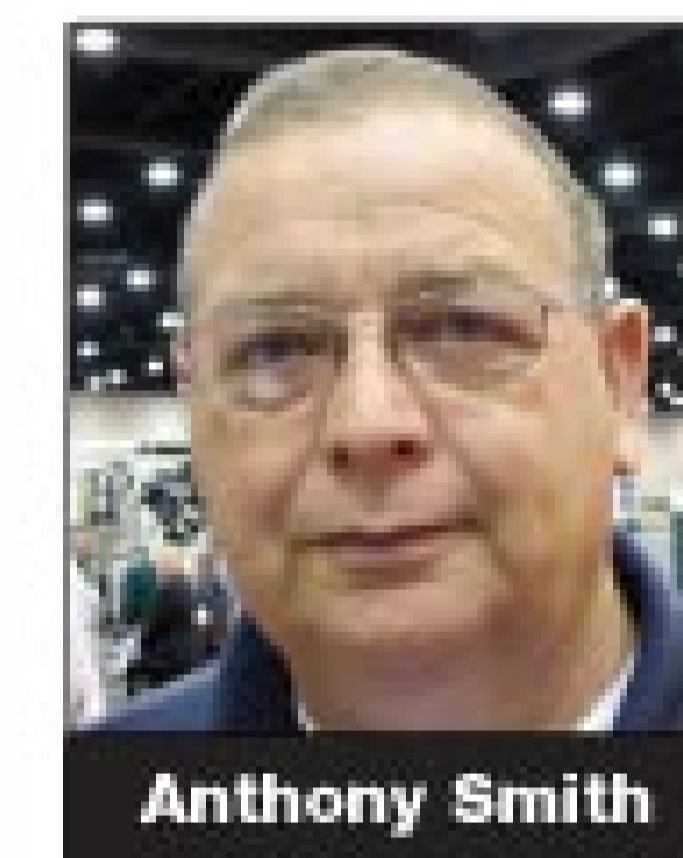
Marina Costa manages day-to-day operations in her family's septic pumping and portable sanitation business. Their service area covers metro Natal, a major city on the far northwestern beach of the South American continent. She talked with *PRO* after spending the morning attending Education Day sessions at the Expo.

"I've learned the importance of adding value for customers," she says, "and of really being available to them. So much of our business is about working with people, and we all need to learn to do that better. The presentation I just came from talked about how most problems come from not communicating well. If we make an effort to talk with our customers all through the business and service process, this will keep misunderstandings from happening and not let resentments build if something does go wrong."

Costa also came to the show looking for better manufacturer information about products she wanted to purchase. In this case, she was looking at new technology in portable restrooms. She believes there is value in being able to see and touch the products being considered, while hearing the vendor's sales pitch. Brochures and literature are nice, she says, but sometimes due diligence requires a walk-around session with the item. Such

"I've learned the importance of adding value for customers, and of really being available to them. So much of our business is about working with people, and we all need to learn to do that better."
Marina Costa

research gives her confidence that she's done her homework and can make an informed buying decision.



Name: Anthony Smith
Company: American Johnny
Location: Michie, Tenn.
Employees: 8
Years in Business: 23

Anthony Smith has been attending the Expo for 20 years, usually to walk the exhibit floor, but sometimes to attend seminars. What keeps him coming back year after year is knowing he's staying on top of new equipment and technology for his company. It's all about "new things coming along that will help the business grow," he says. "I see new ideas in the way they rent portable restrooms or set up for special events."

Smith places great value on the information he gleans from other PROs he's met over the years and sees again each year in Louisville. "Just today I talked to a guy who's putting baby-changing stations in some special units and renting them out for weddings ... or to anybody who used to rent handicap units, just to have the extra room. We talked about the amenities you can add to do an up-sell like that." He says this kind of information is priceless in adding to his bottom line and another benefit that brings him back to the Expo every year. ■

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Just Starting Out

PROS TELL A NEWBIE TO DO PLENTY OF MARKET RESEARCH AND ATTEND THE PUMPER & CLEANER EXPO TO MEET VENDORS BEFORE JUMPING INTO THE INDUSTRY

QUESTION:
I am considering starting a portable restroom rental company. I am new to the business and have a few questions. The market is mainly split agriculture and construction with very few being used for special events. How many toilets would be a good starting point? Does anyone supplement restroom revenue with temporary fencing? What are some general costs to expect for disposal at a treatment plant? I know the answers can vary greatly.

ANSWERS:
We started with three units and wound up with 80 the first year. However, our name was known as we were adding restroom service to our septic service. Depending on where you are located, special events might be busier than you think. We stay pretty busy doing specials and private party units. Construction is non-existent right now, so don't plan on that unless you can get in on road construction. Agriculture seems to want trailered units with the sink. You will have more expense there. If you are capable, build them yourself. Our disposal rates are 10 to 12 cents per gallon.

It's most important to set yourself apart from the competition. Make sure your units are clean. They will sell themselves. Make sure you have company decals on all four walls. Again, they will sell themselves. Sometimes it's a pain, but keep yourself color matching: trucks, restrooms, etc.

I would pick one brand of portable restroom and stick with that company. Keeping parts in stock is much less costly that way. Same thing with service trucks. I have one flatbed-style truck that is the cat's meow for making deliveries, and it does well at servicing a route. I have three trucks that are awesome route trucks but only carry two restrooms.

As for pricing, set yourself near the top of the heap. You may be tempted to get customers by cutting the other guy's price, but that customer will be one who only wants a cheap price, and when someone comes along with a cheaper price, they're gone. The best customer knows the value of your service and is willing to pay for it. If you

do a good job, it won't take long to earn some of those customers, especially if the competition doesn't do a good job.



Go to the Pumper & Cleaner Expo to look at all the products before you buy anything. You really need to evaluate your market to see if there is room for you, and how strong your competitors are. When I started, I didn't know anything and had an uphill fight for three years to get a foothold. I found out later that my main competitor was fierce, set units for free, half price or two-for-one to get you off the job. So know your market and your competitors. There is money to be made doing special events.



Start in the spring as this is when everything starts moving. I don't know what kind of agriculture you have but that could be big for you. I second the suggestion to go to the Pumper & Cleaner Expo. It will give you a chance to talk to all the vendors at one place. Meet with your reps and talk business. The restroom reps will give you all kinds of business advice. They want you to succeed so they can sell you product. Don't forget to look into deodorizer as well.



We are based in Great Britain and have only been going two years and would say that although the spring is when things start to move again you need to be out now, meeting with event people and getting your name and brand around the agricultural areas so when it's time to order, you're in with a shout. Otherwise, by the time you hit the ground, you will only pick up the stragglers who are less organized and, as such, not the best customers.

COME JOIN US ONLINE

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



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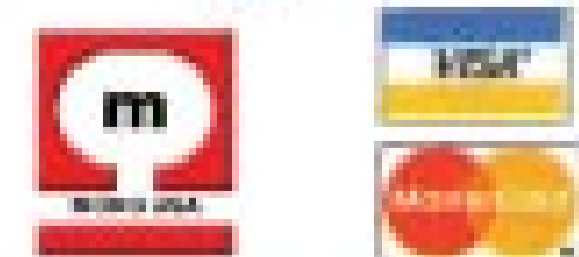
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Inspire Better Customer Service

A MOTIVATED STAFF WILL ALWAYS BE THINKING ABOUT TAKING BETTER CARE OF YOUR CUSTOMERS

By Steve Washburn and Lynda Hansen

Providing good service to your customer starts with a motivated staff. So, when you begin to think about service, doesn't it make sense to think about creating an environment in which your people can thrive and excel? It's one of the hallmarks of a good manager and a precursor to the success of any business.

Creating a nurturing and productive environment requires common sense and an understanding of people. We all like to be challenged, to receive compliments, and to be rewarded for good work. Easy, right? Well, yes and no. People are different, and your job as a manager is to pay attention to find out what works to get your people moving in the right direction.

MEETING THEIR NEEDS

There are basic considerations when motivating people. One well-known theory is Abraham Maslow's *Hierarchy of Needs*, often illustrated as a five-tier pyramid of human aspiration. Maslow suggests humans cannot progress in life until their needs are met.

These needs begin with the basic physiological needs (food and shelter), move through safety needs (family, health, and job security), and social needs (friendship, love, family), to esteem needs (self-respect and respect from others), all the way to self-actualization (morality, creativity, acceptance of self and others). If you look around, you can probably recognize various stages of development in the people within your organization.

Put simply, different things motivate different people. For some, it's paying the rent every month (physiological). Others are looking for health insurance (safety). Some want to organize a company picnic (social), or seek elevation to the management level (esteem). A few really believe they are providing a necessary service to humanity (self-actualization).

LOOK FOR MOTIVATIONS

So how do you find the right environmental mix to inspire such a diverse group? First, understand what motivates and de-motivates them in general. Business management psychologist Frederick Herzberg famously identified two factors that influence people in the workplace. He called them motivator factors (satisfiers) and hygiene factors (dissatisfiers).

Satisfiers are achievement, recognition, the work itself, responsibility, promotion and growth. Dissatisfiers include pay and benefits, company policy and administration, physical environment, relationships with co-workers, physical environment, supervision, status and job security. Look at how important meaningful work and recognition is in

terms of satisfaction. Notice how often relationships factor into dissatisfaction.

A motivated staff returns untold benefits to your company. There are a few simple things you can do to give them what they need to achieve success for themselves and for the company. In the *10 Minute Guide to Motivating People*, Nancy Stevenson discusses ways to achieve satisfaction and maximize productivity. She defines motivation as an incentive, an inducement or a stimulus for action, anything — verbal, physical or psychological — that causes somebody to do something in response.

Stevenson suggests designing a motivating work environment. She recommends looking at color, lighting, music, ergonomics and technology. Creating a workplace designed to make people comfortable will make them more positive. Giving them the tools they need to keep pace with technology will make them more productive, including things like GPS routing, company cell phones and the like.

GET TO THE POINT

Finally, for a high-speed approach to motivating your people, check out Kenneth Blanchard's *The One Minute Manager*, which describes simple secrets to managing people. First, set goals for employees. To make it clear what you are asking them to do, ask them to write down their most important goal on a single sheet of paper. Next, praise employees immediately for a job well done. If you can't find someone to praise every day, you should wonder why. This small habit of instant and regular praising is key to improved performance and increased productivity.

Lastly, remember that managers can change the attitude of a poor performer. If a reprimand is necessary, do it quickly after the misstep. Admonish the action, not the person. Be clear about what they did wrong, then share how you feel about the situation. End with positive feedback.

A FINAL WORD

Your staff is your most valuable asset. Treat them as such and your business will be rewarded tenfold.

Steve Washburn is special projects manager for PolyJohn Enterprises Corp. Lynda Hansen is a customer service representative for PolyJohn Enterprises Corp. ■

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Just For 2010 EXPO Women

By **Scottie Dayton**

A first-time seminar at the 2010 Pumper & Cleaner Expo will help women in the industry handle their roles effectively

For the first time, women attending the 2010 Pumper & Cleaner Environmental Expo International at the Kentucky Exposition Center in Louisville will find a workshop designed around their unique needs as contributors to family businesses and as members of the industry.

Ann Fry, an author, professional speaker, executive coach and corporate culture consultant, will help women learn how to manage their roles with joy and enthusiasm and spend less time living in “that place called stress.” Her Women in the Industry seminar runs from 9 a.m. to noon on Thursday, Feb. 25.

‘GREAT MULTITASKERS’

Fry’s specialty is helping people feel happy and fulfilled through her presentation: “The Regeneration Process: How to ReEnergize, RePurpose, ReInvent and Handle Everything!” Women will learn how to create balance in their work and personal lives, tap into their sense of humor, and figure out how to take care of themselves amid everything else they have to do.

“Women, the great multitaskers; they can handle everything,” says Fry. “They also are excellent at reaching out to and talking to each other, offering support and suggestions. Then why are so many stressed out, exhausted, frustrated and annoyed?”

Through hands-on activities with partners or small groups, and a workbook, Fry will help women diagram everything on their plate, then find ways to master the different kinds of stress.

“One playful activity I use is having a lady talk while another listens,” says Fry. “The person talk-

ing is downloading her stress — one experience or event that ate her lunch recently — in a fun, outrageous way. The exercise teaches how important it is to release stress from your system and not keep it bottled up.”

POSITIVE THINKING

Another activity focuses on interesting facts about perfectionism and how it can drive the perfectionist and everyone around her crazy. Most women, being nurturers and caregivers, say yes to everyone and everything, Fry says. Her exercises center on helping them say no without inducing a guilt trip.

“The perspective people have on events carries a lot of weight on how they are handled,” says Fry. “By using a little positive thinking and seeing the humor in things, I will teach women how to look at situations so that they appear on the lighter side. If you can put an episode in perspective, you can handle it.”

Fry admits the reinventing portion of her workshop can scare women. “They hear the word and think it means quitting their job, leaving their family and moving to China,” she says. “Reinventing actually means changing how you deal with things and adjusting your attitude.

“We’ll look at some steps to reinventing yourself, such as being willing to do a few things differently. For example, you should stop doing things that are not working for you and start doing things that are more helpful.

“By the time we reach this point in the presentation, everyone will know what those things are in her life. I guarantee that women will leave the room energized, with a new direction and purpose.” ■

“I GUARANTEE THAT WOMEN WILL LEAVE THE ROOM ENERGIZED, WITH A NEW DIRECTION AND PURPOSE.”

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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 CIOWTS 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



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BUSINESS TRACK ROOM C101-C104

- 8:00 - 9:00 **New 4 P's of Marketing**
Jerard Nighorn/Lenzyme Trap-Clear 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

For detailed seminar information please visit www.pumpershow.com

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

- Businesses
- Computer Software
- Dewatering
- Excavating Equipment
- Lease/Financing
- Miscellaneous
- Parts & Components
- Portable Shower Trailers
- Portable Restrooms
- Portable Restroom Tanks
- Portable Restroom Trailers
- Portable Restroom Trucks
- Positions Available
- Positions Wanted
- Pumps - Washdown
- Septic Trucks
- Service/Repair
- Slide-In Units
- Sludge Applicator
- Tanks
- Wanted

BUSINESSES

Looking to buy a business in the liquid waste, portable sanitation, or sewer & drain industries? Call B2 Business Brokers powered by PRO at 800-257-7222 and we can add you to our VIP buyer list. No obligation, no fees, no pressure. (TBM)

BUSINESSES

Looking to sell your industrial cleaning, hydroexcavation or waterblasting business? We have buyers. Must have gross revenue in excess of \$1,000,000 annually. Nationwide interest. E-mail jeffb@colepublishing.com or call 800-257-7222 and ask for Jeff Bruss for more details. **A B2 Business Brokerage Listing.** (TBM)

Looking to sell your portable restroom business? We have buyers looking in the following areas; Florida, California, Virginia, Iowa, Kentucky, New York, Pennsylvania and more! Must have gross revenue in excess of \$250,000 in most cases. E-mail jeffb@colepublishing.com or call 800-257-7222 and ask for Jeff Bruss for more details. **A B2 Business Brokerage Listing.** (TBM)

Well-Established and Profitable Texas Septic, Sewer & Installation Business For Sale. Grossing in excess of \$1,000,000 annually, customer list of nearly 2,000 accounts and 430 contracted customers. Includes nice late model equipment, most are 2007, 2008 model years. Real estate with rental income can be purchased separately if interested. Asking \$799,000. E-mail jeffb@colepublishing.com or call 800-257-7222 and ask for Jeff Bruss for more details. **A B2 Business Brokerage Listing.** (TBM)

BUSINESSES

South Jersey Plumbing & Heating Franchise For Sale: Gross \$750,000+. 4-truck operation, '08 trailer jetter, Cat 416B, B26 Kubota. Owner willing to hold license. Asking \$399,000. Call 609-470-1510. (T2)

NORTHERN CALIFORNIA/RENO, NEVADA AREA PORTABLE RESTROOM SERVICE BUSINESS FOR SALE. Owner is motivated and inventory alone is worth the asking price. Includes 100+ restrooms, sinks, ADA units, holding tanks, 2 service trucks and a delivery trailer. Annual revenue in excess of \$100K each of the past 4 years. List of existing customers and contracts included. Owner is willing to train if needed. Asking \$75,000 - **make an offer.** E-mail jeffb@colepublishing.com or call 800-257-7222 and ask for Jeff Bruss for more details. **A B2 Business Brokerage Listing.** (T6)

PORTABLE RESTROOM BUSINESS: Front Range, CO. 360 toilets, 2 handicap, 8 wash stations, 3 trailers, 2 professionally built trucks. Family owned and operated 18 years. 719-499-8335. (PTBM)

Looking to sell your business? We can effectively market your business to more than 60,000 potential buyers in the liquid waste, portable sanitation, and sewer & drain industries, as well as your local markets, the Internet and other venues. No upfront fees — you don't pay unless your business sells. To learn more about brokering your business through B2 Business Brokers powered by PRO, call 800-257-7222. (TBM)

BUSINESS OPPORTUNITIES

BE YOUR OWN BOSS! Start your own portable restroom company! 100 portable toilets and a service truck for only \$25,000. Call 505-345-3965 today! (PT4)

COMPUTER SOFTWARE

SOFTWARE FOR YOUR INDUSTRY! Unbelievable Show Specials! ... for first 150 new customers! — February & March only — On-line or Booth #118; Easy to use; Affordable; Powerful. Watch demos on-line or call for a personal guided tour. FREE STUFF! \$267 value — only pay S/H. Ritam Technologies, LP, www.ritam.com, 800-662-8471 or 208-629-4462. (TBM)

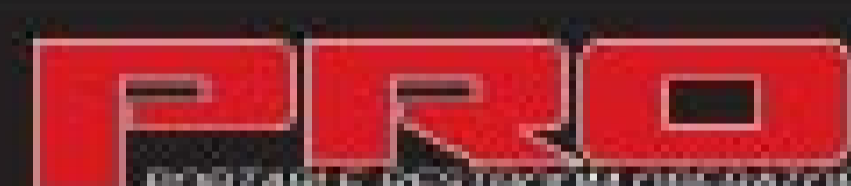
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FREE TOILET PAPER. Let us know how many rolls you use a month and your contact information. www.justtoiletpaper.com or email mpolish@justtoiletpaper.com. 609-823-7661. (T2)

PORTABLE RESTROOMS

For Sale: Used hand wash stations (Satellite Industries). Good working condition. \$150. ea. Hundreds in stock. Discounts available on quantities above 25. 562-755-6055. (PT4)

Used PolyJohn units, green/gray in color, good to excellent condition, wood skids, \$135 - \$150. Call Brett at 1-352-446-0475. (P3)



Classified Ad Form

Please print ad legibly below with **correct punctuation and phone number.** Circle each word to be bolded, if any. Remember to **choose a heading.**

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| <input type="checkbox"/> Businesses | <input type="checkbox"/> Lease Financing | <input type="checkbox"/> Portable Restrooms | <input type="checkbox"/> Portable Restroom Trucks | <input type="checkbox"/> Septic Trucks | <input type="checkbox"/> Tanks |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Miscellaneous | <input type="checkbox"/> Portable Restroom Tanks | <input type="checkbox"/> Positions Available | <input type="checkbox"/> Service/Repair | <input type="checkbox"/> Wanted |
| <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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\$1.00 per word, per month with a 20-word minimum or \$20.00. \$1.00 extra per bold word (key words only).

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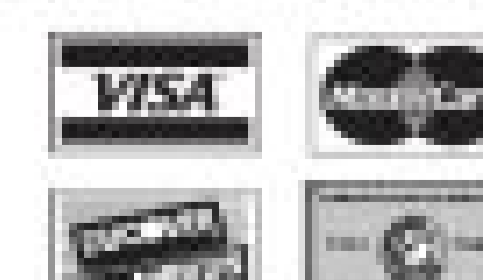
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PORTABLE RESTROOM TANKS

Best Enterprises 300/110 slide-in unit 2005. Excellent shape. Will email pictures. \$6,200. Please contact Chris or Jeff 217-224-1932. (PT2)

300 gallon, 225 waste/75 water, brand new, Battioni pump. \$5,500. 315-375-7867. (PBM)

PORTABLE RESTROOM TRAILERS

2008 ACSI - AD16 with interior package upgrade. Six-station, stereo, heat traced tank. All of the extras, excellent shape. Will email pictures. \$32,500. Please Contact Chris or Jeff at 217-224-1932. (PT3)

2007 ACSI 20' x 8'6" Presidential Restroom Trailer. Special features include: simulated marble interior and wood flooring, electronic flush toilets and urinals, tinted skylights, brass fixtures, remote thermostat, stereo, oriental rugs, paintings and plants. Call for pricing and more information. 800-690-5756. (PT2)

New and used **RESTROOM TRAILERS** available immediately. 8 to 34 foot luxury trailers. Comforts of Home Services Inc. 877-382-2935. (PBM)

PORTABLE RESTROOM TRUCKS

2006 International CF600 with Abernethy 600 waste/400 water tank and 2-toilet carrier rack. Masport M4-H4 pump. \$36,900. 828-371-0948. (CPT3)

1995 red Chevy 3500HD, auto trans, gasoline, 8 hp Honda setup, 500 waste/200 fresh, new trans. Asking \$4,800. Call 800-473-3205 Ohio. (PT2)

2003 International 4300 DT466 automatic, wet kit, Conde SDS vac pump, pressure washer, huge cabinets, SS-1100/300 tank, 2-unit SS carrier, heated valves, well documented maintenance. \$45,000. 262-483-6380. (PT3)

1998 F-Series Ford, 26,000 GVW, Cummins engine, 6-spd., 3 compartment tank, 750/200/100, Battioni vac pump, heated valves, 2-unit rack. \$15,950. 262-483-6380 WI. (PT3)

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. \$35,000. 208-362-3193. (P2)

PORTABLE RESTROOM TRUCKS

1995 International 4700 with a Prime 1,500 US gallon, 2-compartment (1000/500 split) carbon steel; portable toilet service unit. "As is." **Available!!!** (Stock #3469C) www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648). (PBM)

BLOW OUT SALE: Aluminum Portable Toilet Tankers: '02 F-650, \$18K; '02 Isuzu, \$17K; '02 Inter., \$19K; '02 Inter., \$19K; '03 Inter., \$32K; '05 Inter., \$42K; '06 Inter., \$48K. Masport pump, pressure cleaners; 500 clean & 1500 waste. Contact Manuel @ 305-970-9837. (MAKE AN OFFER) (P2)

1999 GMC W5500, Keith Huber Tugger (600 waste/200 fresh), 267,000 miles. All pumps work, 2 unit carrier, small leak in fresh water tank. Diesel/automatic. \$9,600. 815-946-2813. (P3)

2003 Ford F550 w/600 gallon sewage tank and 200 gallon fresh water tank. 6L diesel, 6 speed manual transmission, \$18,000. Call 573-450-8378 for more information. (P4)

2006 F350 XLT 450 waste, 200 fresh, 71000 miles. Tank, catwalks & unit hauler less than one year old. Conde 6 mounted under hood. For more info. call 320-356-9121. (P2)

PORTABLE RESTROOM TRUCKS

1990 GMC, 6.2 diesel, (Jasper engine, re-manufacture 15,000 miles), auto, 400/175, Masport, hauls six units. Price includes 6-place trailer and 10 used Polysan toilets. Package price \$13,800. Call 989-379-3054 MI. (P2)

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Utile vacuum pump model L-215, blue series, never used, still on shipping pallet. \$1,200 OBO. Call 732-688-8766. (PT3)

SLIDE-IN UNITS

Best Enterprises 300/110 slide-in unit 2005. Excellent shape. Will email pictures. \$6,200. Please contact Chris or Jeff 217-224-1932. (PT2)

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



Going for 500,000 Miles

DETERMINED PRO ASKS THE TRUCK EXPERTS HOW HE CAN KEEP HIS RELIABLE RIG ON THE ROAD FOR THE LONG HAUL

QUESTION:

We have a 2000 Ford F-350 with well over 400,000 miles. It has a standard transmission with a Masport pump. You have to push in the clutch, flip the switch, and then the pump engages as you let out the clutch. Now, if you let out the clutch, it sounds like the pump disengages and it makes a grinding noise. You have to quickly put the clutch back in and then let out again until it engages. Sometimes it will do this two to three times before the pump actually stays running. We have already changed out the clutch plate and the pressure plate. Do you have any suggestions on what the problem might be or how I can fix the problem? I am determined to keep this truck running over 500,000 miles!

J.D. & Jill Sutter
Sierra Vista, Ariz.

ANSWER:

You're doing great getting 400,000 miles out of your truck. The problem in this instance is the power take-off. The PTO has a worm gear and a drive gear. When these gears are engaged, energy is sent to the pump. With more than 400,000 miles on the truck, these gears have engaged and disengaged how many times? They are most likely shot. That is why they engage only after several attempts at starting the pump. Best thing you can do is replace the PTO, but before you complain, remember that PTO made you a lot of money and ran for a long time before fading. Lots of people trade in the truck before their PTO is shot.

Basically what has happened is that the teeth on the worm and drive gears get worn down until they don't line up properly. To replace the PTO, the transmission oil must first be drained because the PTO is hooked up to it. Pull off the old PTO and then install the new PTO. Make sure it is shimmed properly with gaskets, tighten it up and then pour new gear oil into the transmission. Don't use the old gear oil. It is contaminated with the debris and shavings from the worn gears and bearings of the old PTO.

Let's look at some costs. The PTO will likely run as much as \$700, and most shops will take 4-5 hours in labor. Toss in some environmental fees and you are probably looking at a total job of around \$1,100-\$1,200. Is it going to be worth it to put that in the old truck? That is a call you have to make with the advice of your mechanic. PTOs typically last 5-6 years if properly maintained.

It's tough to decide when cash flow is critical to every business. Spend \$1,200 for a stopgap fix or obtain financing and go with a new truck? What if the truck breaks down in a month and you're not making any money? There is no easy answer.

QUESTION:

I'm about to order a new truck. For a few bucks extra I can get a riser pipe installed. What is your opinion of riser pipes?

Gerald Denkins
Sioux City, S.D.

ANSWER:

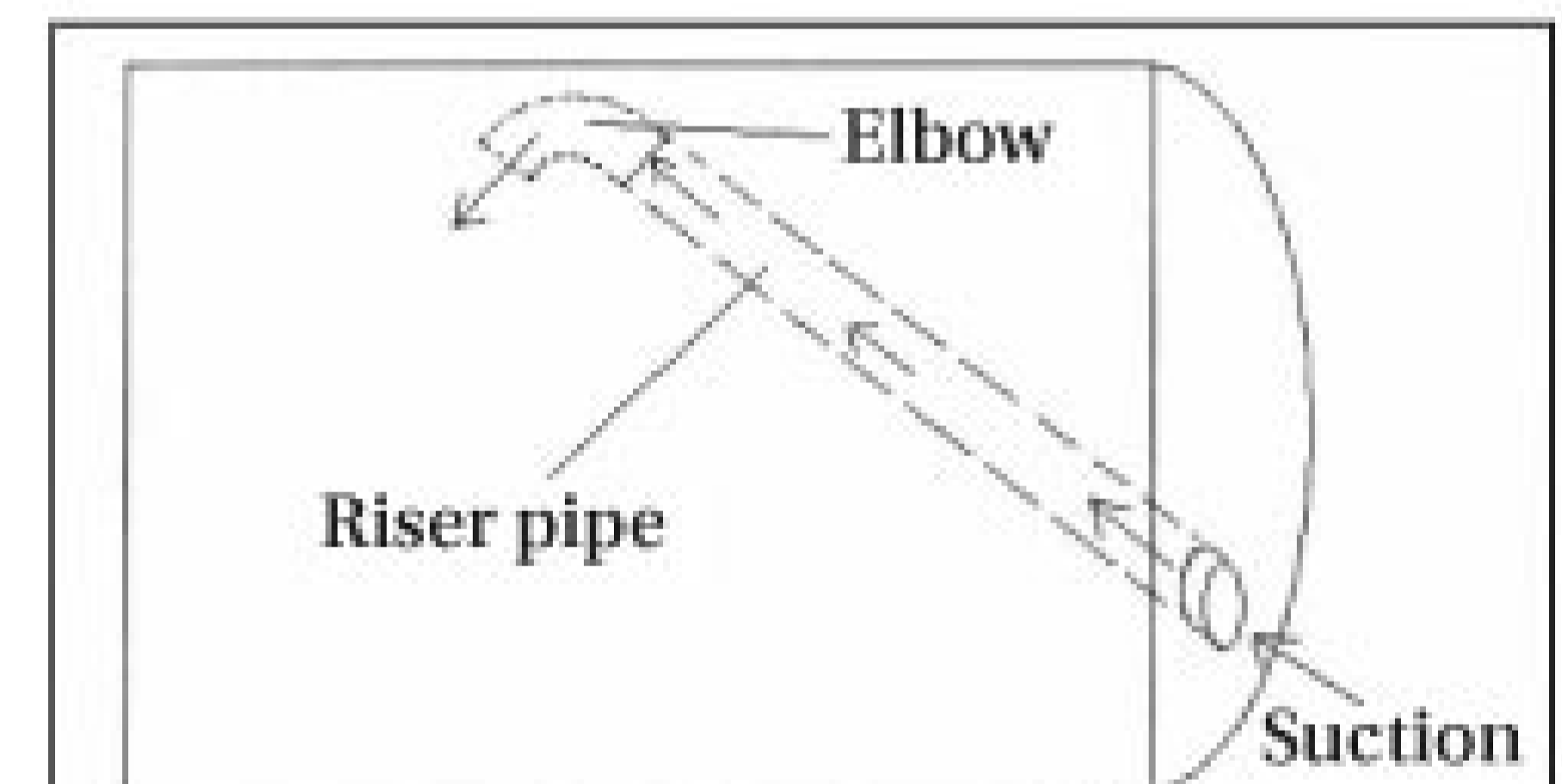
The riser pipe is placed at about a 45-degree angle from the vacuum tank suction fitting, conveying waste upwards toward a high central area inside the tank. This allows for better distribution of the load as it comes into the tank. It also helps limit the amount of waste that can spill back out of the inlet when you remove the hose.

Over the years we've seen all types of riser pipes, but here's what you really need to know: The vacuum operating inside the tank will work just as well with a riser pipe or without one. Some tank builders will suggest a riser pipe, while others won't stress its importance. It is often considered an optional component and might add \$50 to the cost of your tank.

If you have a riser pipe installed and angling upward inside the tank, do not allow the waste to simply project into the tank wall during loading. Day after day, the constant splatter of waste hitting the tank in one spot will lead to rust or corrosion and create a weak spot. There are two easy ways to combat this potential corrosion: One option is to add a wear plate to the portion of the inside tank wall where the waste enters. The other option is to add a 90-degree elbow to the end of the riser, which will direct the flow down into the tank from above.

Installing a riser pipe in a tank is a matter of personal preference. It helps distribute the waste, but your system will work as well without it.

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. ■



This application of a riser pipe uses an elbow to disburse the waste and avoids any contact with the top of the tank.

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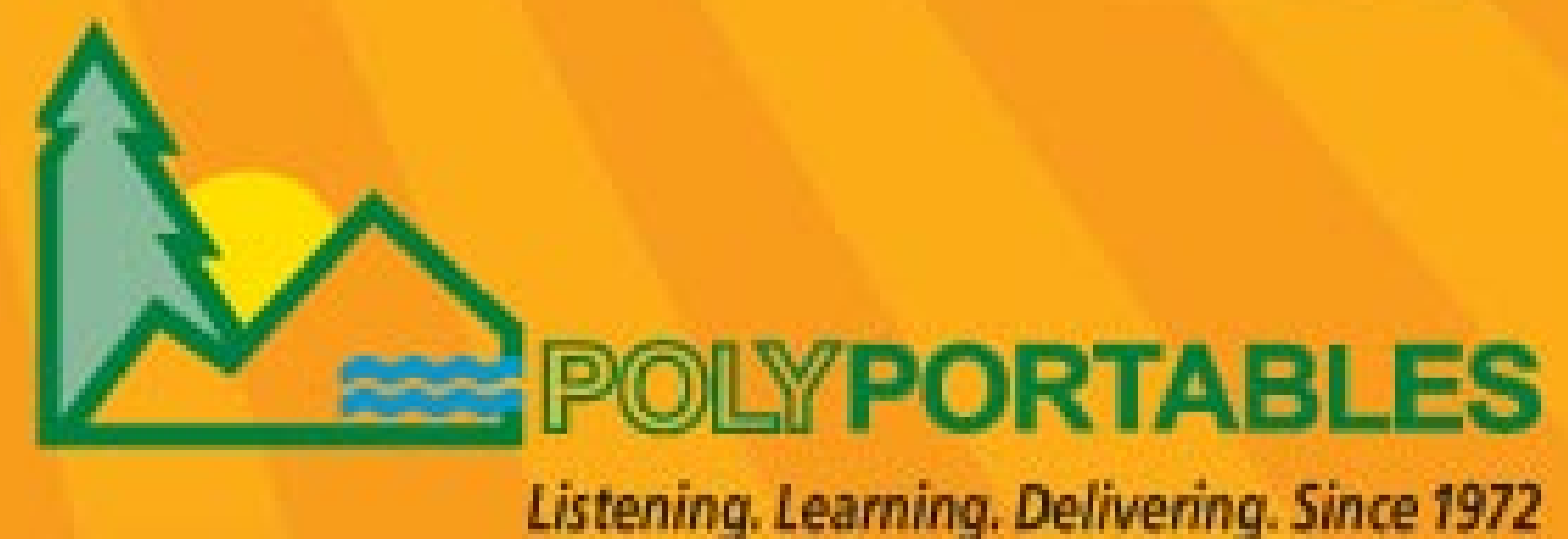
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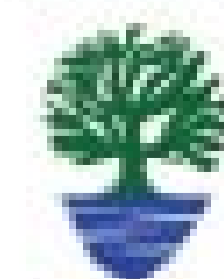
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