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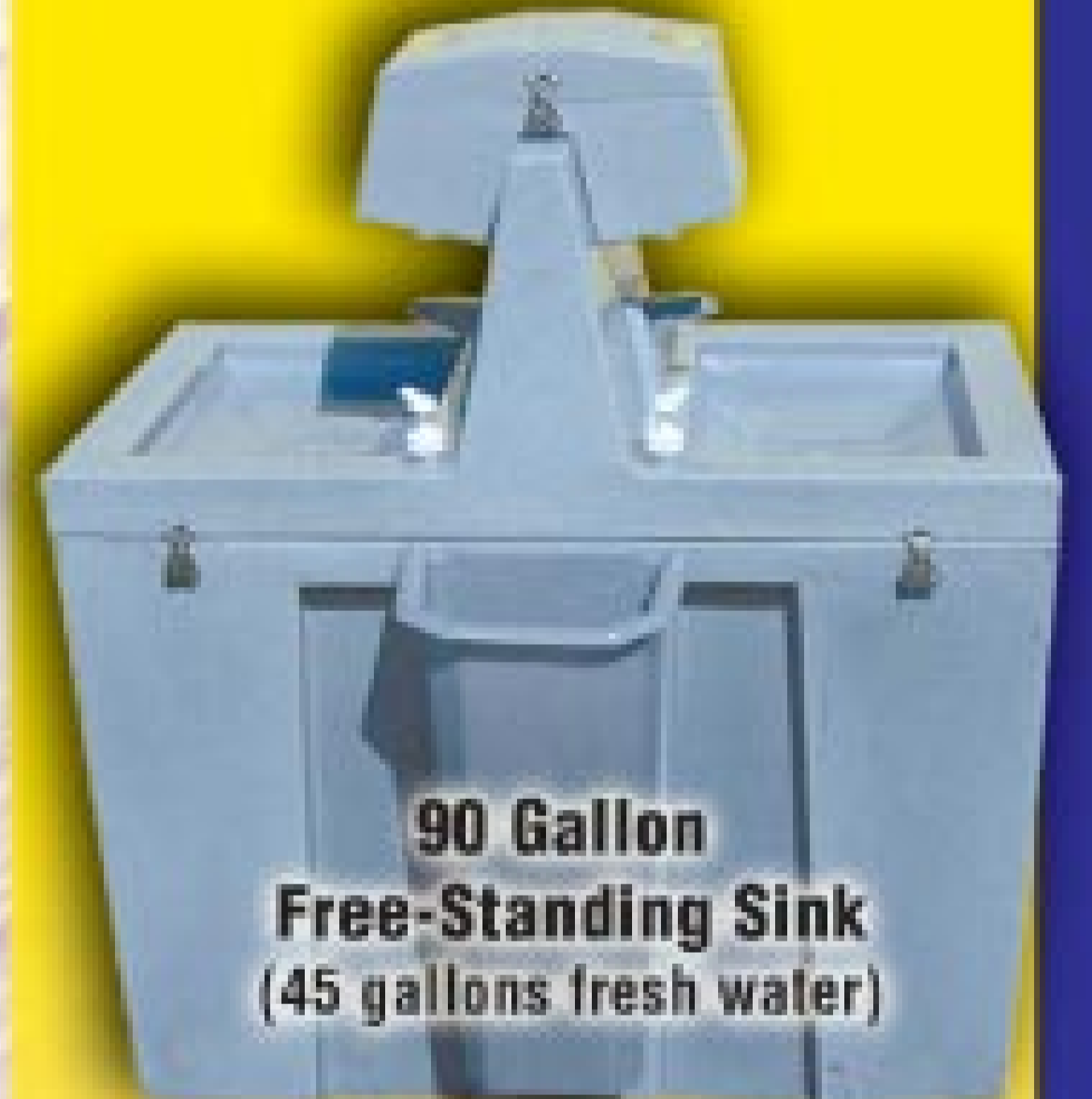
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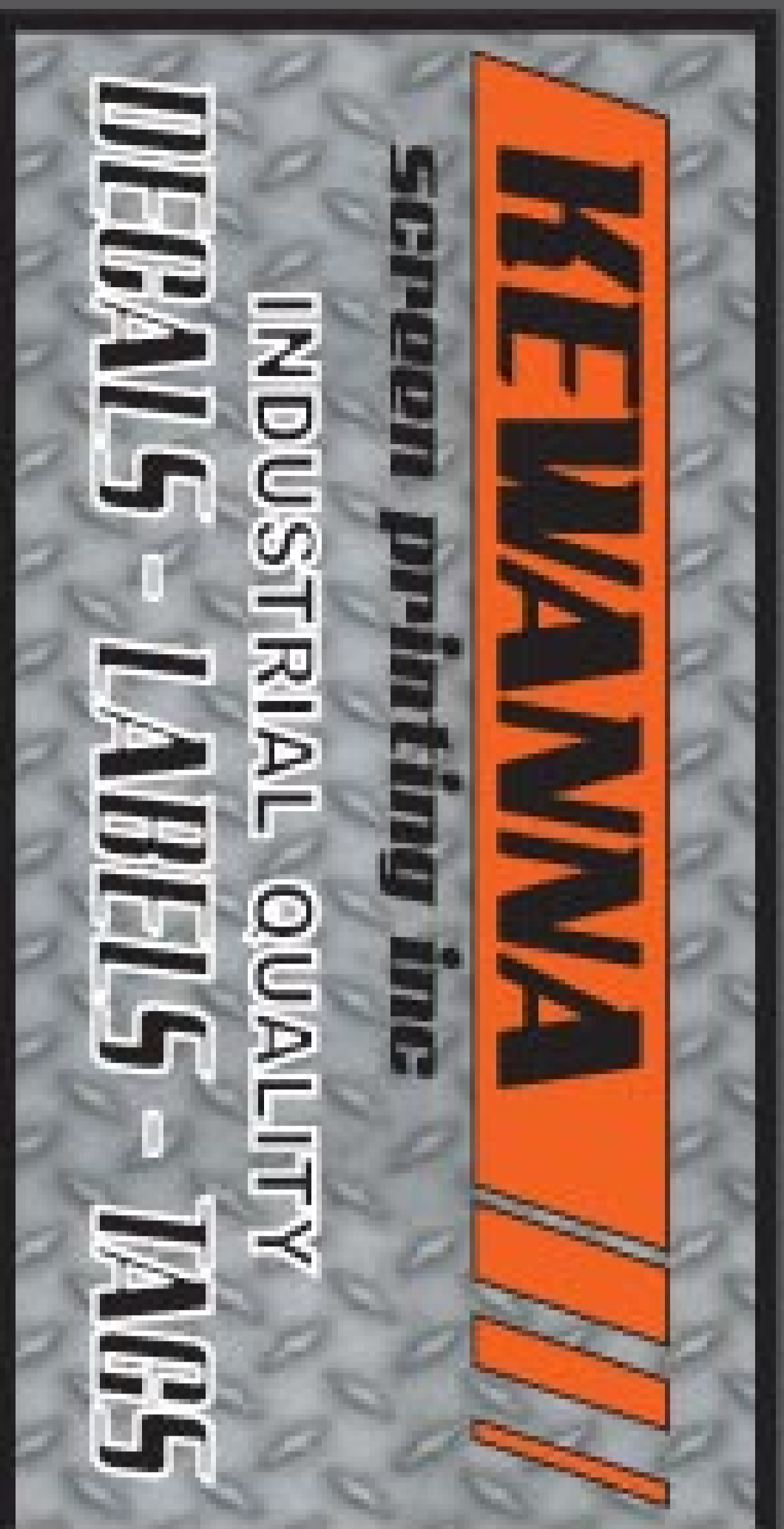
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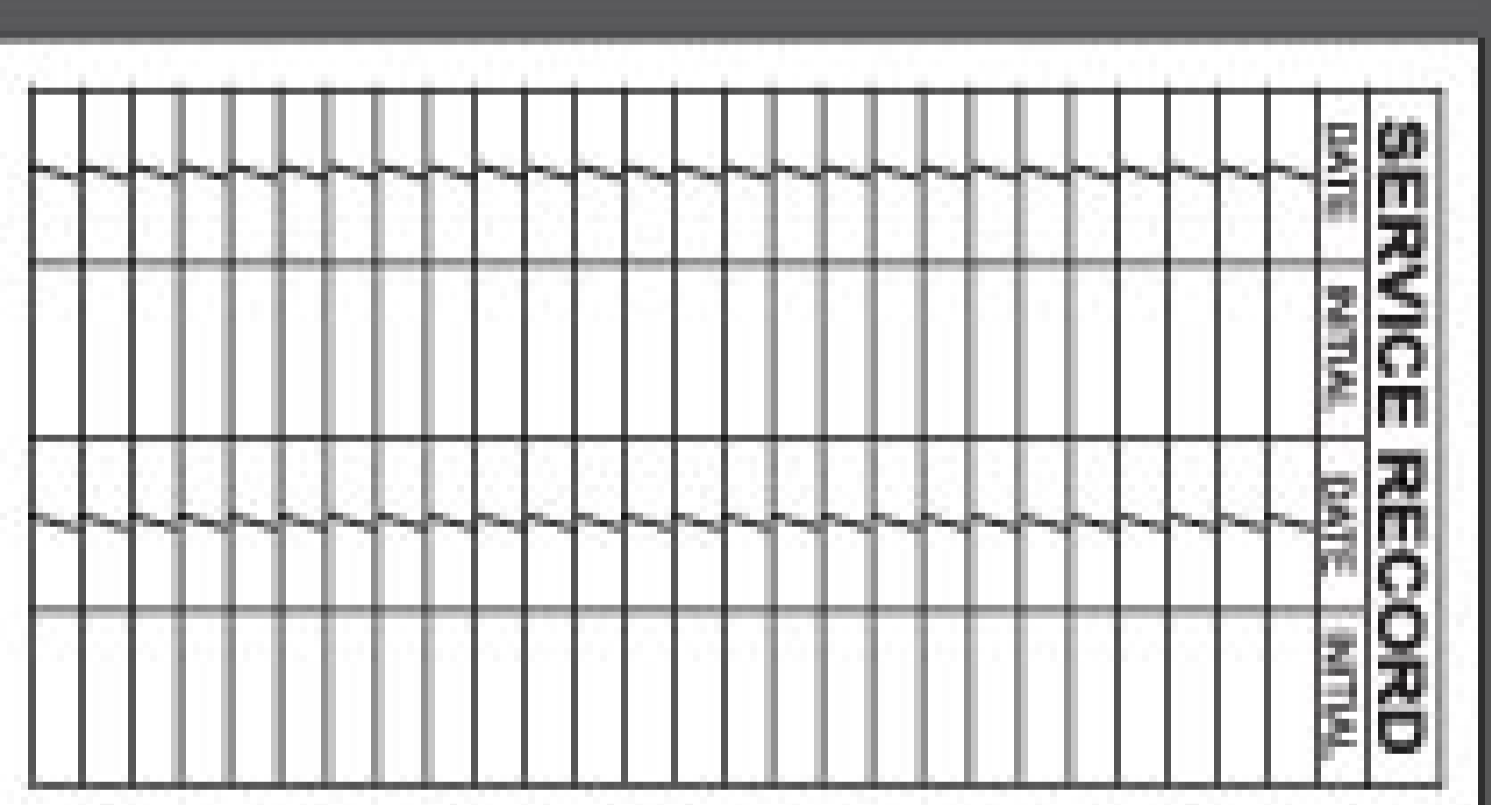


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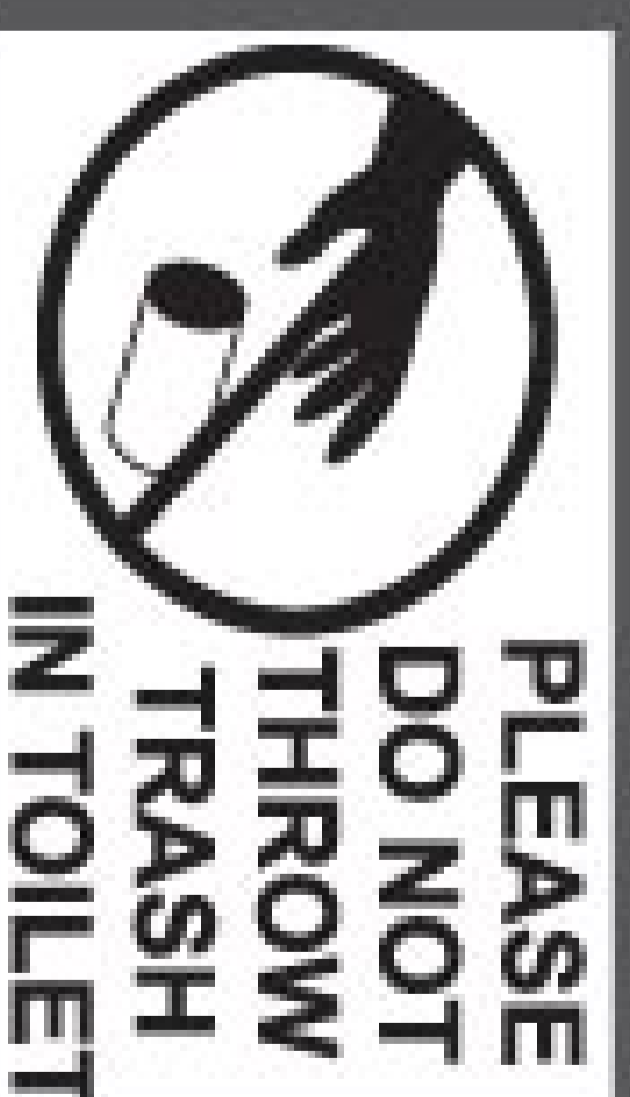
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**CIRCULATION:** Circulation averages 9,186 copies per month. This figure includes both U.S. and International distribution.

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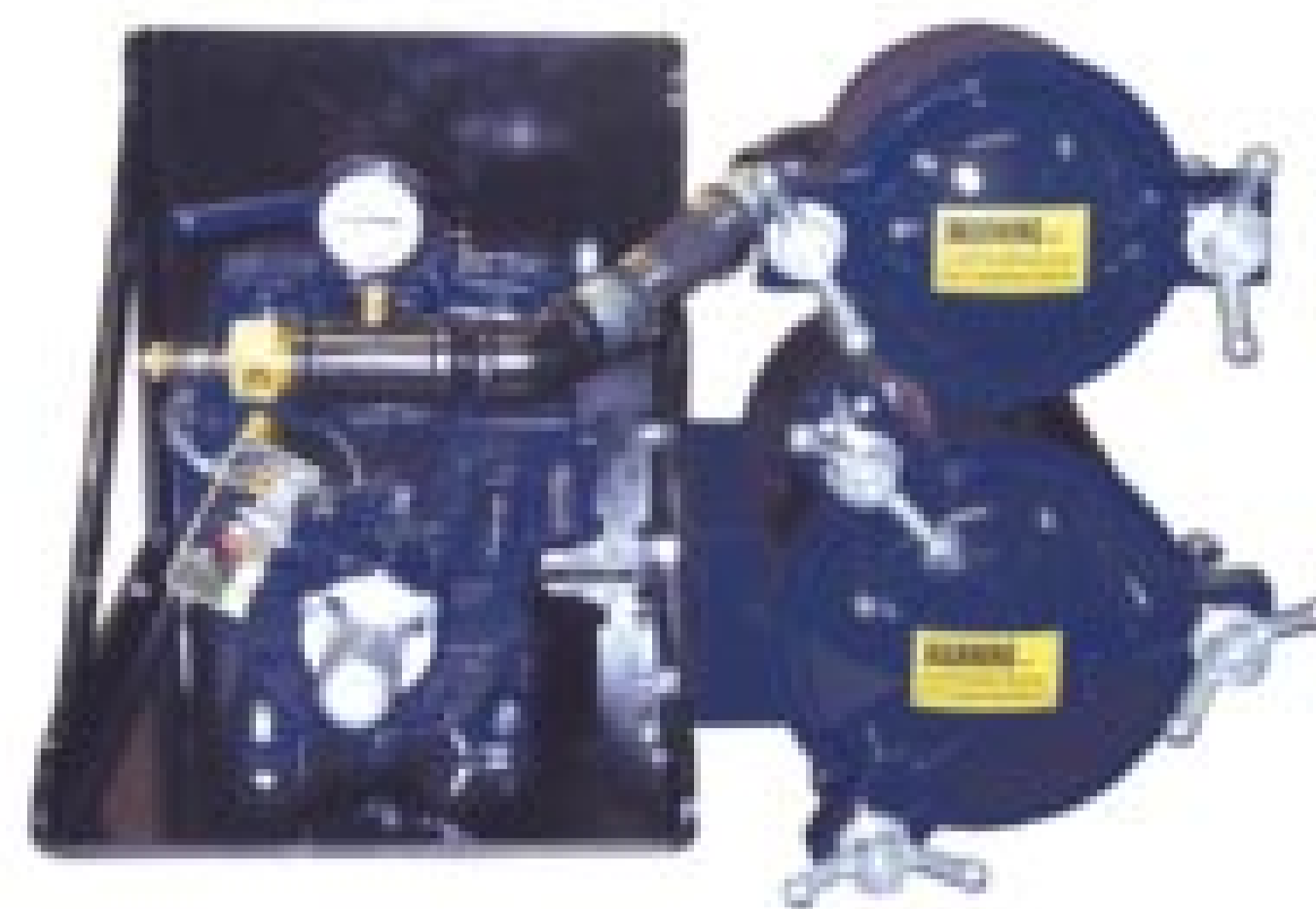


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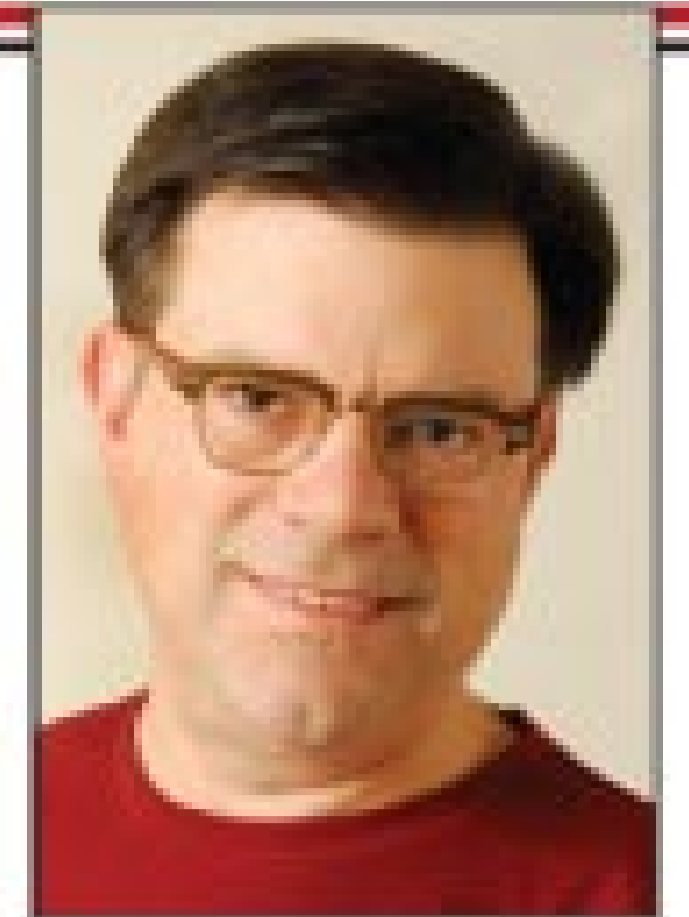
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# C'mon Over to My Place

**NEW EDITOR'S BLOG IS DESIGNED TO SHARE BREAKING NEWS, PERSONAL VIEWS AND START NEW CONVERSATIONS AT THE PRO WEB SITE**

*By Jim Kneiszel*

If you've surfed over to the online companion to *PRO* magazine, [www.promonthly.com](http://www.promonthly.com), in the past few months, you've seen that I've added a new — more responsive — type of content that complements what we do here in the paper trade publication that's dropped off in your mailbox every month. I've started a blog.

A blog, a contraction of the term Web log, refers to a series of online updates on a particular theme, posted at a Web site. You are likely familiar with personal blogs written by your friends or business contacts, meant to share their views on a host of topics.

Perhaps you write a personal blog to keep your friends and relatives posted on happenings in your life or customers. Or you write a business blog to keep customers or partner companies updated on changes and advances at your company.

It seems like I run into another business blog in the wastewater industry every week. The posts — usually written monthly, weekly, or even a few times a week — give customers or colleagues a reason to revisit a Web site routinely. It's new content, and something you might be considering to add value to your portable sanitation Web site.

For some people, a weekly or daily blog isn't even enough to remain in regular contact with customers and friends. Those who want to remain in constant contact start Facebook or Twitter accounts. These social media sites are shaping up to be the most popular on the Web. Both allow you to streamline networking among friends or a band of professional acquaintances.

## **JOIN THE CONVERSATION**

Just the other day I tripped into two people in the portable sanitation industry posting brief Twitter updates on their thoughts about small business issues. While my social media efforts have not evolved to constant Twittering yet, I hope to use the editor's blog at the *PRO* Web site to provide valued content in a number of ways.

In more than five years of publishing *PRO*, we've worked hard to provide valuable information to help you grow your businesses. Our goal is that every contractor profile feature and *On Location* story, as well as columns aimed at small business and equipment issues gives you at least one profit-building idea for the future. I want our online presence to have the same impact.

For several years, we've used the *PRO Discussion Forum* to provide a place where contractors can meet online, ask questions and share ideas on topics ranging from maintaining equipment, best practices in customer service and building businesses in a competitive marketplace. If you haven't visited the forum, I invite you to go to our Web site,

sign up and become part of a virtual roundtable discussion.

Here are several ways I hope to use the blog:

### **Follow breaking news**

Publishing a monthly magazine, it's sometimes difficult to address breaking news in an effective way. And in an ever-faster-paced world, you expect information to reach you immediately. So if we receive a press release on important product or industry news, we'll post it on the blog first, then follow up with additional details — as they become available — in the magazine.

### **Throw out comments and questions from readers**

A while back, I received a question from a reader asking fellow service technicians for advice on effective restroom cleaning. I threw the question onto the blog for the week and invited readers to send in their ideas. Here's a standing invitation for you to send in your questions or comments for the blog. I will share your thoughts with visitors to the *PRO* Web site and may comment on your ideas myself. Just like our discussion forum can be used to share small business development ideas, I hope the blog will be a valuable tool for portable sanitation contractors.

### **Check the pulse of the industry through polls**

How do you ramp up the workforce for the busy season? What size of vacuum tank do you prefer to run on your service rigs? How do you reach a certain segment of customers, for instance couples who are getting married at backyard weddings or their wedding planners? These are all examples of questions I might ask in upcoming blogs to stimulate a discussion. Your responses might help fellow PROs approach an issue that has stymied them in the past. Feel free to share questions you would like to ask by e-mailing me at [editor@promonthly.com](mailto:editor@promonthly.com).

### **Share small business marketing ideas**

I talk to portable sanitation contractors and related product manufacturers every day. And sometimes I take note of patterns and trends I'm hearing from multiple sources that could help contractors. For example, a few years ago there seemed to be a growing number of PROs adding shower trailer service for big summer festivals. Or, after Hurricane Katrina hit the Gulf Coast, I learned how several contractors approached government entities to offer relief services. Before the blog, I had to wait several weeks to deliver these marketing trend stories to you. Now I can alert you to these trends as they develop.



### Deliver kudos or criticism

Sometimes I hear a positive story about someone in the industry and I'd like to share their good news in an informal way. Other times I might see a general media account that is unfairly critical of a contractor or portrays the industry in a derogatory way. The blog gives me an opportunity to share an "attaboy" or blow off some steam — whatever the issue calls for. My "thumbs up" or "thumbs down" posts may be meant as thought-provoking or humorous, or might just be my personal musings for the day.

### YOU BE THE JUDGE

A blog is only effective if readers find it interesting enough to return and check it out regularly. So I need your input to help shape the content. Tell me what you'd like to see in the blog and on the Web site in general. Feel free to share your comments or questions anytime. Let's get a spirited discussion going online. ■

### What's Your Opinion ?

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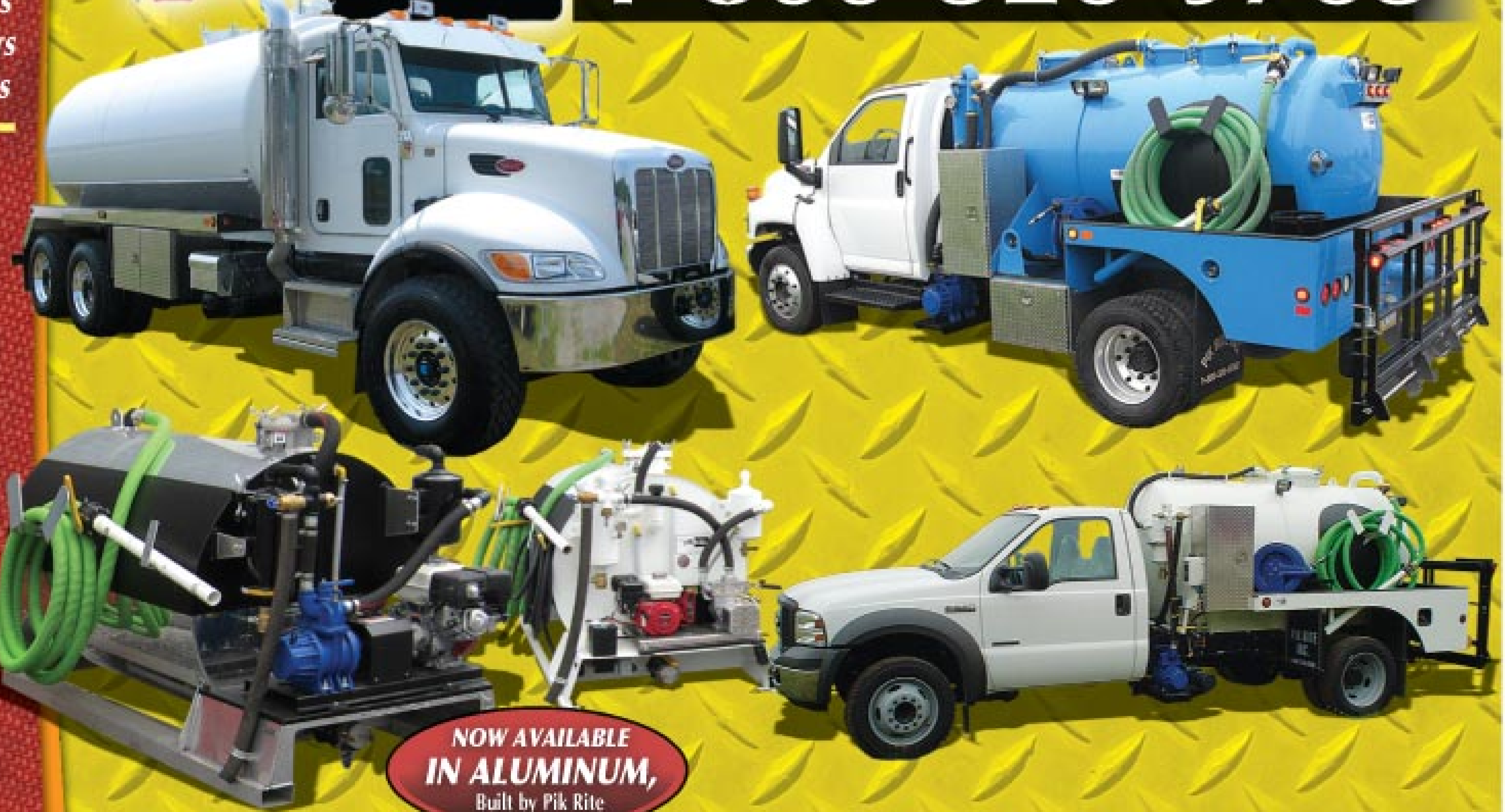
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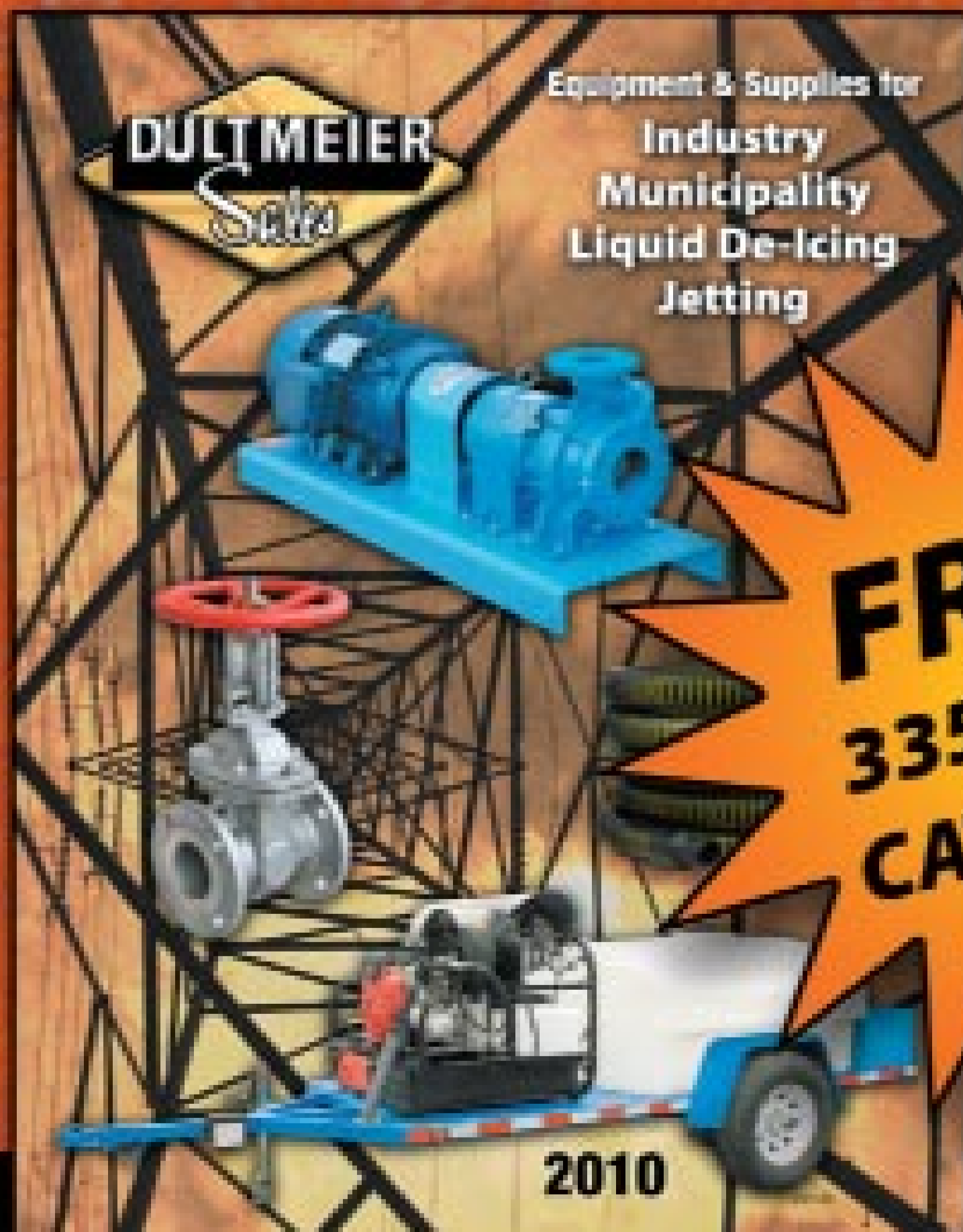
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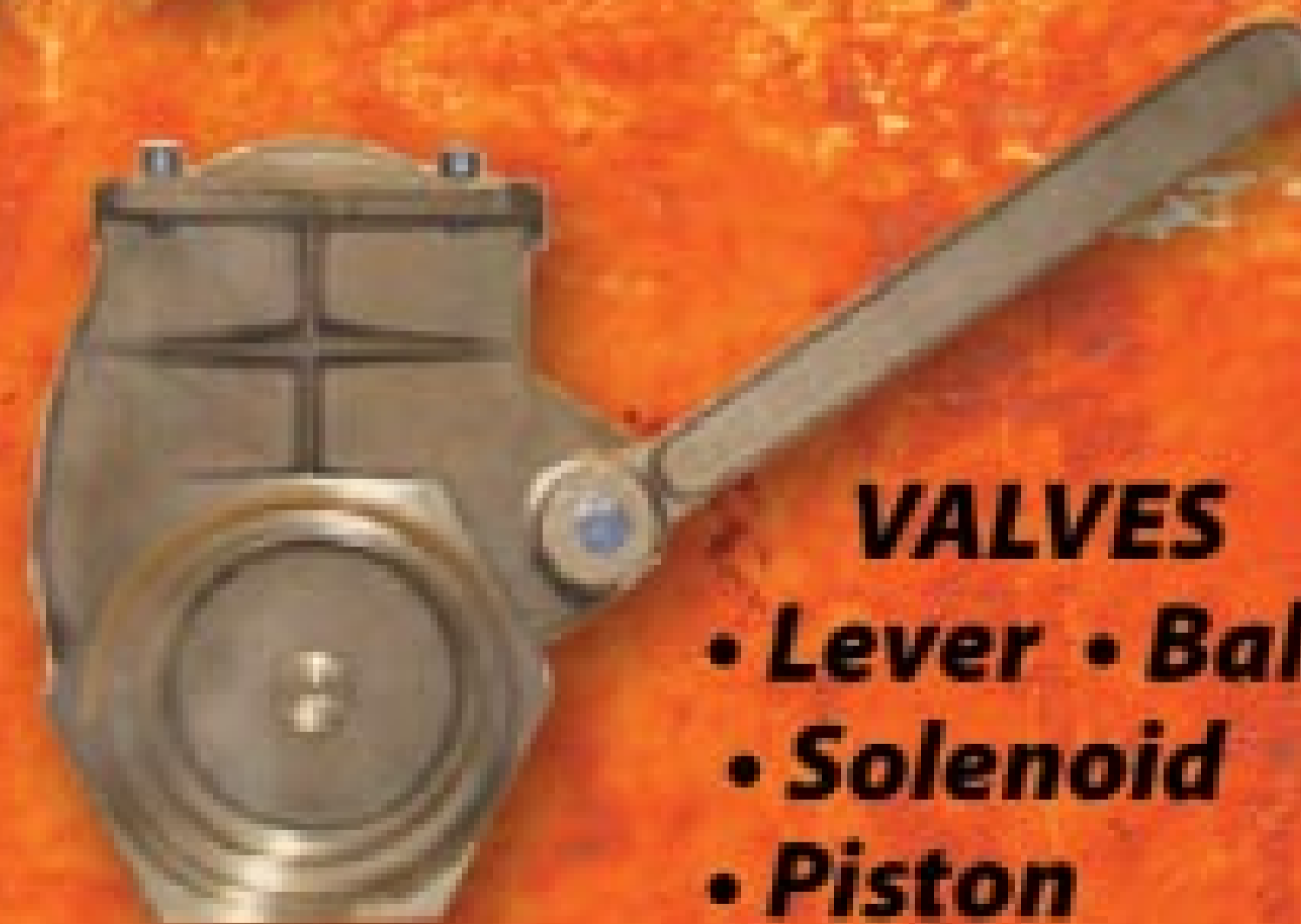
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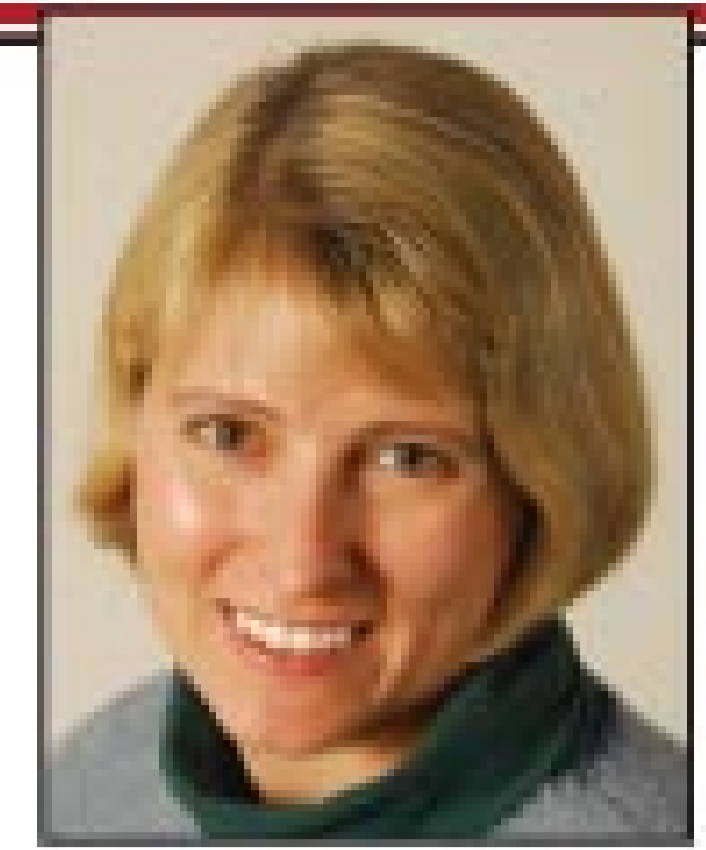
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Writer Judy Kneiszel has operated her own small business for a decade and is familiar with the many rewards and challenges of business ownership. Write to her with questions, comments or topic suggestions at [thewordhouse@ameritech.net](mailto:thewordhouse@ameritech.net).



# How Much Networking?

**THERE ARE LOTS OF BUSINESS GROUPS OUT THERE, BUT YOU CAN'T JOIN THEM ALL. NARROW THE CHOICES TO THOSE TWO OR THREE THAT BEST SUIT YOUR COMPANY.**

*By Judy Kneiszel*

**L**ast month this column reviewed the benefits and potential drawbacks of joining a local Chamber of Commerce. But a chamber is just one of many business groups to consider joining. Depending on how much time you can carve out for networking endeavors, you might consider becoming a part of two or three groups as a way to boost local “work-of-mouth” about your business.

## **Be the only PRO in the room**

One type of networking group available for small business people is organized in such a way that it limits membership to only one member per profession or specialty. These groups meet regularly, often weekly, for the main purpose of passing along referrals to other members. At meetings, there's usually an open networking time where members mingle, then everyone in attendance gives a short presentation about their company. These short “elevator speeches” — who you are and what you do in two minutes or less — are often followed by one or two select members giving longer, more substantial presentations. Members rotate through a schedule of giving the longer presentations so everyone eventually gets a turn.

Probably the best-known name in this type of organization is BNI (Business Network International), which has been around for 25 years and has more than 5,000 chapters in 42 countries. Check their Web site ([www.bni.com](http://www.bni.com)) to see if there are chapters in your community, and if one of those chapters has room for a PRO.

## **Help others while helping your business**

Most communities have groups that combine business with community service and socializing. Groups like Kiwanis, Rotary and Jaycees are always looking for new members. By getting involved with projects organized by one of these service groups, you'll not only give back to your community, but meet a lot of other business people you can network with, albeit more informally than in a group whose sole purpose is networking.

## **Network with women in business**

If you are a woman-owned business, there are groups tailored

specifically for you. These groups got started when greater numbers of women began starting businesses in the 1970s and '80s. These entrepreneurial women often felt unwelcome, or at least uncomfortable, in existing male-dominated groups, so they started their own. The emphasis of women's business organizations varies. Some focus on education, community service and professional development in addition to networking. And, interestingly, many groups that started as women-only clubs today welcome men into their membership, despite their group name and history. While membership rosters are predominantly still made up of women, a male who joins could benefit from networking with such a group and may even have an advantage over the female members — he's memorable because he stands out from the crowd.

## **Birds of a feather flock together**

Professional associations exist for almost every industry. The Portable Sanitation Association International (PSAI), for example, is a professional association for portable restroom operators. The purpose of a professional association isn't so much networking as it is sharing information and ideas. These associations often set, maintain and enforce standards for training and ethics for a profession as well as generally promote the advancement of the profession.

In addition to joining a professional association to learn and share from your peers, you might also ask your best customers what professional associations they belong to. There might be opportunities to promote your business to their professional peers through such groups. Many groups, including PSAI, welcome “associates” as well as members of the profession into their ranks. In PSAI's case, this includes manufacturers of portable restrooms, restroom trailers, trucks, deodorizers, supplies and services.

## **TIME TO GET BUSY**

Being involved in a group, whether it's the local chamber, a networking group, service group or professional association, is more than just paying the joining fee and adding your company name to the membership list. Benefiting from membership requires time and effort. Like anything, you get out what you put in. At the very least you have to attend meetings regularly and put effort into introducing and selling yourself and your company to those you meet. To become really well known by the group membership, it helps to take the extra step and volunteer to serve on committees or be hands-on in group projects. Remember, the last word in networking is “working.”

The key to building any business is to diversify efforts. If networking is currently a small part your marketing plan, consider joining at least one new group this year. You may find any time lost attending meetings is regained in lower advertising costs or reduced cold-calling time. ■

*Being involved in a group, whether it's the local chamber, a networking group, service group or professional association, is more than just paying the joining fee and adding your company name to the membership list. Benefiting from membership requires time and effort. Like anything, you get out what you put in.*



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**PUMP SYSTEM:** Chelsea Hot Shift Power Take Off, 1-1/8 Hex PTO Shaft, Juroop PWS4 w/265 CFM, 90° Gearbox, Secondary Shutoff w/Moisture Trap, Final Filter, Horizontal Muffler, MORO DC10SS 20 GPM Washdown Pump, Hannay Hose Reel, 50'x1/2" Washdown Hose w/Hose w/Nozzle, 50' x 2" Hose w/Valve & Aluminum Pickup Tube.

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Worthington, Ohio

**Owners:** Antonio Robinson and Pernell Horton

**Founded:** 2008

**Employees:** 4 to 10, depending on season

**Service area:** Columbus metro area

**Services:** Portable sanitation

**Affiliations:**

Portable Sanitation  
Association International,  
Columbus and Worthington  
Chambers of Commerce,  
Better Business Bureau



Anthony Stafford services a unit for King John Portable Toilets of Worthington, Ohio. In two years, the minority-owned business has grown from about 100 restrooms to nearly 300. (Photo by Lisa Marie Miller)



# Finding

**Ohio's King John Portable Toilets utilizes minority contractor certification and a green approach to crack a crowded market**

By Sharon Verbeten

# AN EDGE

**W**hen Antonio Robinson was 17, a knee injury — with only one tournament left to go — prevented him from competing in karate in the 1988 Summer Olympics. But that unfortunate event did — in a roundabout way — change the course of his life for the better.

As a teen, he turned those dashed Olympic dreams into entrepreneurial gold, launching his very first business venture selling gear as he traveled to karate tournaments.

That early drive to succeed eventually led Robinson, 41, to start King John Portable Toilets in Worthington, Ohio, as a certified minority-owned portable sanitation business.

"I've been a business owner for the last 20 years," he says, launching businesses as diverse as restaurants, international trading firms and pallet companies. But he has high hopes that King John will be one of his most successful ventures.

Since its startup in April 2008, King John has grown to about 300 portable restrooms and, according to Robinson, doubled its original sales projections. Along the way, King John has been recognized through media coverage as a minority-owned service provider.

#### **GAINING MINORITY STATUS**

A few years ago, Robinson was

approached by longtime friend Pernell Horton, who hoped the two could start a business together. Robinson had a shrewd strategy for finding the right new industry to enter. "I was interested in a business that had no African-Americans," Robinson says.

While he initially considered publishing and toilet paper manufacturing, Robinson eventually found his niche in the portable sanitation industry. Even though the Columbus metropolitan area — with a population of a little over 1 million — already had two major competitors (with thousands of units each), Robinson didn't think bigger was necessarily better.



***“As business owners, we are simply using every advantage available to run and grow our business. We think that a company would be crazy not to take advantage of anything that would sustain their business. If the shoe were on the other foot, our competitors would do the same thing.”***

**Antonio Robinson**

“Whatever industry we went into, there were going to be challenges,” he says. “There’s not an industry you can go into with no competition.”

Instead, Robinson focused on gaining the certification necessary to qualify King John to bid on jobs requiring minority contractors — a move that would differentiate them from competitors statewide.

King John has three state-certified designations — Disadvantaged Business Enterprise, Minority Business Enterprise and EDGE (Encouraging Diversity, Growth and Equity). The first designation is certified by the Ohio Department of Transportation; the latter two are issued through the state’s Department of Administrated Services.

“You have to be in business for at least a year before you can qualify to be a certified minority-owned business,” Robinson says, and, “You have to be at least 51 percent minority owned.” Each owner, as well, can have no more than \$750,000 in personal assets.

#### **PROGRAM OVERSIGHT**

The minority status “allows other compa-

Members of the King John team include (from left) Antonio Robinson Jr.; Pernell Horton, co-owner; Donneal Peterson, manager; Anthony Stafford and Antonio Robinson Sr., co-owner. (Photo by Lisa Marie Miller)



nies to use us ... and they get credit for it,” Robinson says.

Certain construction projects, he says — funded either by federal or state governments — often require a percentage of minority participation, and companies or agencies can lose contracts if they fail to meet that percentage.

“The programs typically set as a goal of 15 percent for minority inclusion, yet based on recent reports, many agencies and companies that do business with the state are way below that number even with set-aside programs in place,” Robinson says.

But government projects aren’t the only potential clientele. “Some corporations would like a very diversified workforce,” Horton adds. “And the government and state agencies keep a database ... where compa-

nies can tap in and see a listing of those minority companies.”

While gaining the certification was a long paperwork-laden process, Robinson and Horton, both African-American, believe the process has paid off for their fledgling business. Robinson estimates the certifications have accounted for 25 percent of King John’s business so far.

Robinson and Horton began their journey to certification with the state’s Department of Development. “The paperwork is very extensive,” Robinson says. “You have to show everything. It’s very intense. You have to provide tax information, birth certificates and (undergo) a site visit. It’s quite involved.”

Antonio Robinson Jr. (left) and Anthony Stafford prepare to load a restroom on a Ford F-550 service vehicle built by Progress Tank. (Photo by Lisa Marie Miller)





## Horton goes from pencil pusher to PRO

A few years ago, when Pernell Horton grew tired of corporate America, the self-proclaimed “pencil pusher” sought a road others might not choose to travel. He wanted a “dirty” job, and the dirtier the better.

His interest was piqued after reading a *USA Today* article about people making a living doing things other people don't want to do. Horton thought that type of job would be the perfect contrast to his decade-long career as a research scientist in a water analysis laboratory.

“It paid the bills,” he says, but adds, “After a while, it becomes more of a business, and you do a lot of repetitive things.”

Eager to be his own boss, Horton, 37, turned to his longtime friend Antonio Robinson — whom he called a “lifelong entrepreneur.”

“We had lunch, and I approached him with the idea of my venture,” Horton says. While Horton initially considered starting a pet waste cleanup business, Robinson came up with what Horton considered a better idea — portable restroom operator.

With Robinson's entrepreneurial background (he had started and owned several businesses over the past 20 years) and Horton's drive to try something new, the two spent months researching the market, conducting cost analyses and formulating a business plan for what would become King John Portable Toilets.

All systems seemed to go, except for the duo's timing. With banks embroiled in the nation's financial crisis, securing loans was tough. Horton anticipated they would need about \$200,000 to launch their business.

After getting some financing — in addition to “a lot of crying, a lot of praying,” — the two secured the needed capital. “We always seem to get what we need when we need it,” Horton says.

With Horton as the “lifetime realist” and Robinson the “lifetime optimist,” the duo launched King John Portable Toilets, interestingly enough, on April Fool's Day 2008.

The entire process took as much as 90 days, Robinson says, including filling out and submitting the paperwork, having a site visit and getting the certification approved through the city council.

Now that King John has the certifications, Robinson says the status has to be renewed each year — with the certifying agencies reviewing corporate minutes, lease agreements and other company paperwork to ensure the certifications are still valid and that King John remains a legitimate minority business.

### ADDING EQUIPMENT

In the face of a lagging economy, King John has grown steadily enough to add to its inventory and fleet. The company launched with about 100 restroom units; today, just two years later, they have about 300 rentable items, about 225 PolyPortables Inc. and 60 PolyJohn Enterprises Corp. restrooms, 10 sinks, one single shower and four eyewash stations.

In the garage, King John keeps three vacuum service trucks, a 2006 Ford F-550 with a 900-gallon waste/300-gallon freshwater stainless steel tank and Conde pump, a 2001 Ford F-550 with a 600-gallon waste/250-gallon freshwater tank and Conde pump — both built by Progress Tank — and a 2001 Isuzu with a 600-

gallon waste/200-gallon freshwater steel tank with Masport pump, built by Keith Huber Inc. A 2001 Ford E-350 box truck is used for deliveries and pickup.

While their growth has been strong and incremental, Horton says he'll watch the inventory closely. “We don't want to get too big where we lose the touch of our business,” he says. “We still want to have that hands-on approach. About 1,000 units is about as big as we want to be. Our main focus right now is (making) King John the best it can be.”

### ON THE CONSTRUCTION SITE

King John reigns strong in the construction sector, which makes up about 75 percent of its business. One major project it is involved in is the three-year, \$300 million expansion of Nationwide Children's Hospital in Columbus. The portable sanitation contract is worth \$108,000. Horton credits major project sponsor Nationwide Insurance with having strong goals for diversification, which may have ultimately led to King John winning the bid.

King John also has a presence at Ohio State University events, regularly supplying



Service tech Tom Wiley gets a hand-wash station and restroom ready for delivery. (Photos courtesy King John Portable Toilets)



about 30 units for Buckeye football games. The partners are hopeful they will win a bid to contribute units for a \$1 billion medical center construction project at OSU.

Though it was an important starter for King John, Robinson and Horton don't want to rely on a minority status alone to realize their growth potential.

“Business is challenging due to a lot of socio-economic reasons, and as a result, some minorities in the past have been excluded from winning business in the construction industry,” Robinson says.

Still, some companies continue to have a reluctance to work with minority-owned companies or may feel the minority advantage is





Tom Wiley prepares a load of restrooms for delivery.

#### MORE INFO:

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www.earthfriendlychemicals.com

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*"We really try to distance ourselves from being the mom-and-pop company. We want more of a corporate feel. We're dominant online; we're dominant in the phone book. You don't know if we're the small guy or the big guy."*

**Antonio Robinson**

unfair, Robinson says.

"There has been some backlash because of what is perceived as preferential treatment because projects are given to minorities who may or may not have the expertise or experience and could possibly charge more due to the inclusion or set-aside program," he adds.

"As business owners, we are simply using every advantage available to run and grow our business. We think that a company would be crazy not to take advantage of anything that would sustain their business. If the shoe were on the other foot, our competitors would do the same thing."

Horton adds, "We don't shout, 'Hey, we're black.' We approach our business as being a good sanitation company with good service."

"We have made some mistakes like every startup company, but we learned from them and will continue to learn and grow from them," Robinson says. "This is why we will be successful ... not because of our race or a program."

#### MARKETING MAGIC

Despite their successes, Robinson and Horton realize they are the new kids on the portable sanitation block. And they admit they're addressing their startup stumbling blocks head on. Robinson says one of their initial hurdles was "going into a business you don't know about."

"It's like reading about riding on a roller coaster," he says. "You don't know the feeling

until you actually get on one."

Now that they're on the roller coaster, however, they've decided to focus on providing great service — and making the most of marketing.

"We have new units; we have identified ourselves with red units with black trim. If you're going down the street, we stand out," Robinson says. "We wanted to be able to differentiate ourselves from our competitors — they use blue, green or gray, for the most part."

We consider our units as a billboard. We advertise on all four sides and place a decal inside the unit."

King John's marketing goes beyond the restrooms and beyond their slogan: "Your throne away from home." The owners attend many local networking events, which Robinson says is one of their most valuable marketing tools.

"There's not an event I go to that someone doesn't know who we are," Robinson says. And because of King John's concerted efforts, the company's visibility is steadily increasing.

King John has made some headlines. It won the micro-entrepreneur trade division award from Increase Community Development Corporation in Columbus, were featured in *Columbus CEO* magazine and have been nominated for the Columbus Chamber of Commerce's Business of the Year award.

And they've also added another element sure to get them recognized locally; they

recently became certified through the mayor's initiative as a "Green Spot" company. To accomplish that, King John uses eco-friendly products, including Earth Friendly Chemicals and PolyPortables' Green Way Products, in its tanks and is working to go paperless in its office, using e-mail for most of its communications.

"We are conscious of the environment, and it has been a marketing tool for us," Robinson says, adding that King John touts the Green Spot certification through its literature, in its local cable TV commercials and on restroom signage.

#### THINKING BIG

On TV and in person, Robinson and Horton are keenly aware of their public personas, but even though they're a small company (fewer than 10 employees), they'd like the public to perceive them as larger.

"We really try to distance ourselves from being the mom-and-pop company," Robinson says. "We want more of a corporate feel. We're dominant online; we're dominant in the phone book. You don't know if we're the small guy or the big guy."

Size and minority status aside, Robinson and Horton stress that providing an excellent product backed up by superior service trumps everything else.

"Just because you're a minority doesn't mean you don't have challenges," Horton says. "People may be looking at you to see if you're going to give them good service. The onus is on us to do a good job." ■



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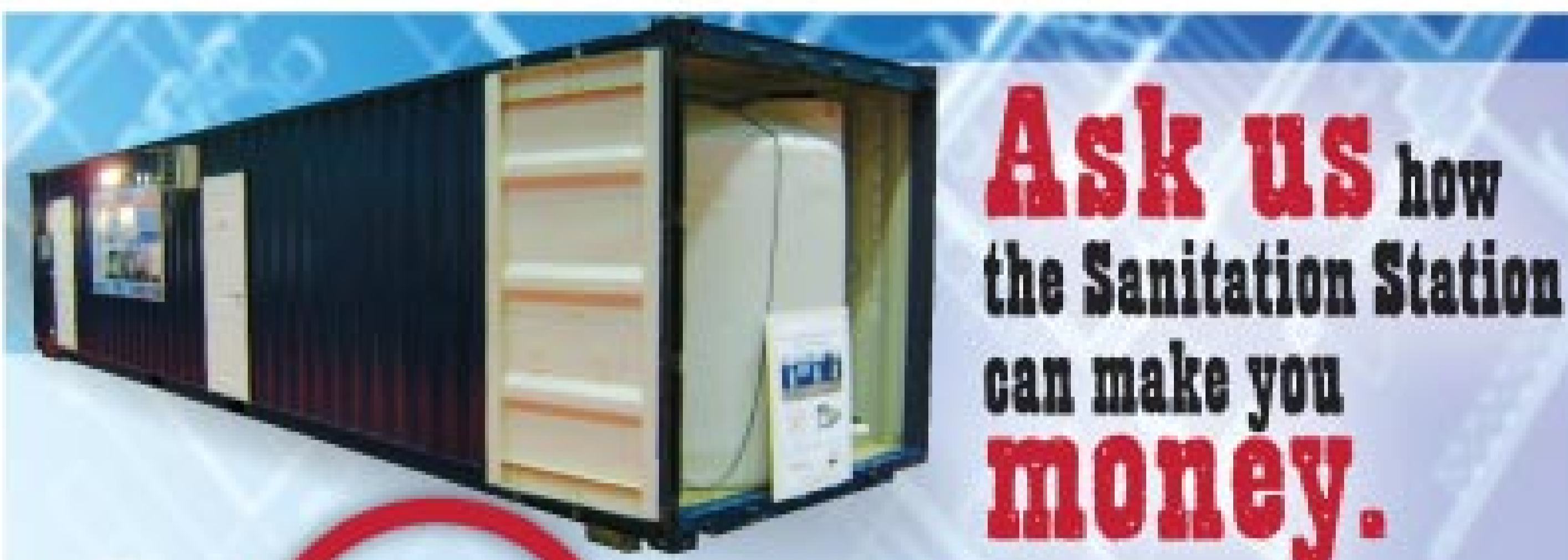
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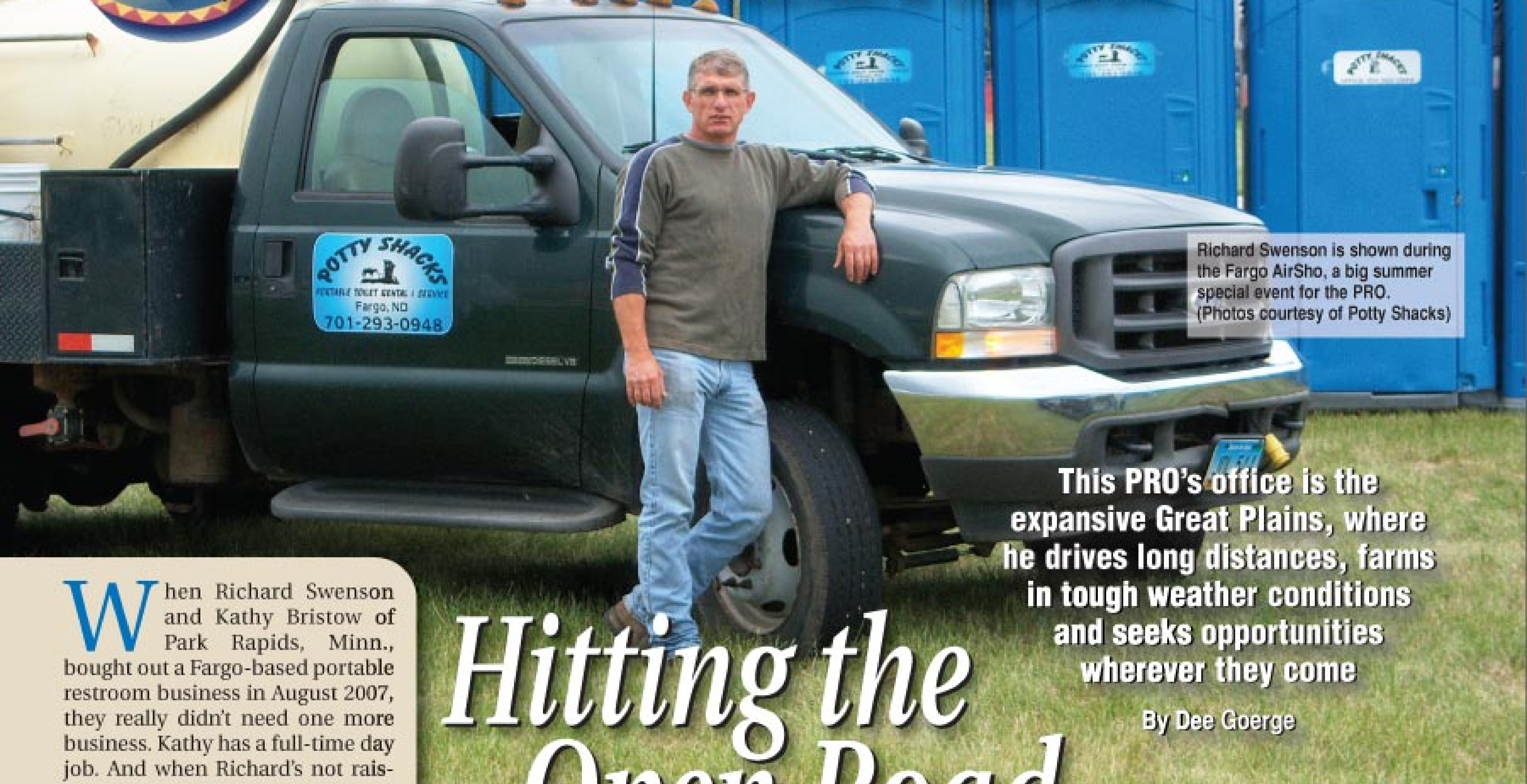


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## Take 5 with Richard Swenson



Richard Swenson is shown during the Fargo AirSho, a big summer special event for the PRO. (Photos courtesy of Potty Shacks)

**This PRO's office is the expansive Great Plains, where he drives long distances, farms in tough weather conditions and seeks opportunities wherever they come**

By Dee Goerge

# Hitting the Open Road

**W**hen Richard Swenson and Kathy Bristow of Park Rapids, Minn., bought out a Fargo-based portable restroom business in August 2007, they really didn't need one more business. Kathy has a full-time day job. And when Richard's not raising beef cattle and growing crops on 200 acres or dealing with his gravel pit, he is trucking everything from hay and seed corn to nursery plants and log homes.

"It was a no-brainer," Swenson says. The price was more than right for 350 units and two service trucks. He calculated that the 53 Satellite Maxim Model 3000 units with solar lights were worth about half of the total cost of the business. And, as an entrepreneur, he recognized growth potential in the Fargo area, with its boom in oil production, construction and agribusiness.

The couple took a cashier's check as a down payment when they traveled to Fargo to make the deal. As soon as they agreed to the price, they were told the business was theirs to operate starting that day. They made a quick decision to rename it Potty Shacks, arranged to use the former owner's facilities for a month, and Swenson was in business — again.

**Explore FIVE CHALLENGES that affect RICHARD'S PORTABLE SANITATION BUSINESS:**

### **BUILDING CREDIBILITY**

While Swenson knew nothing about the portable sanitation business, his son Michael did. He had worked for the company his dad bought out. So did a Fargo shop manager who Swenson hired part time. Besides learning everything he could about the business, Swenson's first concern was building the business's reputation. The prior business had customer service concerns.

"Our business — Potty Shacks — is built on service," Swenson emphasizes. Former customers agreed to continue old contracts, but only for one year — on a trial basis.

Swenson started driving the longest service route himself, maintaining units at the pipe yards set up for an oil company in North Dakota. The yard owners were so satisfied with the service they agreed to pay higher fees to cover mileage as the yards extended into South Dakota and Nebraska. Swenson's route lengthened from 600- to 1,100-mile roundtrips to service 35 units. Later he set up 35 units for another company's pipe yards.

Swenson purchased four new power washers for his employees. All portable restrooms are power-washed and sprayed with a lemon scent, hospital-grade biodegradable disinfectant purchased from Fargo-based Cole Papers Inc., with each service (except in winter) — at least once a week at jobsites. In the beginning, Swenson checked units, and if they didn't meet his standards, he showed workers exactly how he wanted them cleaned.

The work paid off. Contracts have been renewed, and at the 2009 Fargo AirSho, where he had 135 units, a woman told Swenson they were the cleanest portable restrooms she had ever seen.



## FINDING RIGHT PEOPLE IN THE RIGHT JOB

Swenson lives 90 miles from a site he leased in Fargo, so delegating duties and having dependable workers is important. Through trial and error, he is figuring out the skills and talents of each employee to make the operation more efficient. One employee works well in the shop, handling truck maintenance. Another has organizational skills to plan routes and do paperwork. A young employee is learning the basics.

All employees know that when they are not servicing or doing other work, they should be fixing and maintaining older units in the shop. Swenson answers the phone 24-7.

Technician Mark Hrdlicka pauses during setup to serve the Fargo AirSho. The event utilizes 135 portable restrooms for visitors.



At home on the farm are Swenson, Kathy Bristow and their daughter, Chelsea Swenson. The family works hard to run several businesses.

## CUTTING COSTS AND PRICING SERVICES

Before Potty Shacks, Swenson never thought he'd be paying attention to the price of toilet paper. But recently it was a pretty big deal to find a better quality tissue that was less expensive than what he had been buying. He watches ads and mailings to learn about available products.

"You pay attention to what does work," he says, adding he's finally happy with a product to remove graffiti, for example. "Good ol' W-D 40 seems to work the best."

Swenson likes the 2001 and 2003 Ford F-550 service trucks that came with the business. They had been set up by Satellite Industries with 550 gallon waste/250 gallon freshwater tanks. When he decided to expand, he purchased a service truck from a New Jersey PRO, added a power washer to the 2002 Ford F-450 with a 700 gallon waste/300 gallon freshwater and put it to work right away.

On the other side, he is learning how to competitively price his services. He sweetens his service offer by throwing in amenities such as hand-wash stations or other upgrades. "The solar units are a big plus. We use them for all our events," Swenson says. He's added eight handicap units, several wash stations and plans to add more solar lighting to units he already owns.



Satellite Industries restrooms are shown at a North Dakota oil company pipe yard. Serving distant customers is one of the biggest challenges faced by Potty Shacks.





Mike Shepherd delivers a big load of restrooms with the help of Swenson's Peterbilt semi truck and step-trailer that holds 24 units.

## ADAPTING TO MOTHER NATURE

About 95 percent of Potty Shacks' units are made by Satellite Industries — Maxim 3000 and Tufways — for construction sites and special events. Potty Shacks are scattered along the oil pipe yard route as well as in fields for migrant workers and even on an American Indian reservation near a sweat lodge. To keep the restrooms from blowing through the prairie, Swenson stakes them down with 4-foot rebar. During the area's harsh winter he provides heaters and tapes the vents shut. Methanol brine keeps the units operational during cold weather.

Besides the environment, the distance to cover is challenging. Owning a semi with a step-trailer comes in handy to haul as many as 24 units at a time.

**TO KEEP THE RESTROOMS FROM BLOWING THROUGH THE PRAIRIE, SWENSON STAKES THEM DOWN WITH 4-FOOT REBAR. DURING THE AREA'S HARSH WINTER HE PROVIDES HEATERS AND TAPES THE VENTS SHUT. METHANOL BRINE KEEPS THE UNITS OPERATIONAL DURING COLD WEATHER.**

## MULTI-TASKING TO RUN THE FAMILY BUSINESSES

"I incorporate the farm with the Potty Shacks business," Swenson says, explaining that when he's selling hay, he's looking for portable restroom business and vice versa. A business logo depicting a horse, dog and outhouse captures the merger of businesses.

The Park Rapids farm he shares with Bristow and their daughter, Chelsea, is also a satellite for Potty Shacks, which takes the business in other directions besides Fargo. Through his various enterprises Swenson knows many people, and he continuously stops in at new businesses and asks for the opportunity to provide service.

He and Bristow read newspapers carefully to find regional events that take them in other directions besides Fargo and North Dakota — rodeos, community celebrations, charitable events. They offer non-profits better deals to accommodate tight budgets.

While Swenson says he prefers events that need 30-60 units, he and his crew easily handled the 135-unit Fargo AirSho contract. As they work at growing the event side, they are careful not to ignore the year-round construction end of the business. When he sees a new residential development, Swenson tries to get Potty Shacks to be the first unit on site. ■

### MORE INFO:

**Satellite Industries Inc.**  
800/883-1123  
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This lone unit is placed at a gravel pit to serve workers. Swenson's crew uses 4-foot rebar to keep units staked securely to the ground on the windy prairies.



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www.allgreenmanufacturing.com  
Ad on page 45

**Allied Forward Motion LLC**

PO Box 11, Sturgeon Bay, WI 54235  
920-493-2987  
allied4word@yahoo.com  
www.minimetromover.com  
Ad on page 40

**Allied Graphics, Inc.**

16290 54th St. NE, St. Michael, MN 55376  
800-490-9931  
763-428-8365 • Fax: 763-428-8366  
sales@allied-graphics.com  
www.allied-graphics.com  
Ad on page 18

**Ameri-Can Engineering**

775 N. Michigan St., Argos, IN 46501  
574-892-5151 • Fax: 574-892-5150  
david@ameri-can.com  
www.ameri-can.com  
Ad on page 43

**Anchor Graphics, Inc.**

10015 Rearwin Ln., McKinney, TX 75071  
800-875-7859  
972-422-4300 • Fax: 972-422-4311  
sales@anchorgraphics.com  
www.anchorgraphics.com  
Ad on page 45

**Apex Chemical**

PO Box 44, Haden, ID 83835  
208-704-1239  
apexchemical@verizon.net  
www.apex-chemical.com  
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**Armal Inc.**

122 Hudson Industrial Dr., Griffin, GA 30224  
866-873-7796  
770-491-6410 • Fax: 770-491-9458  
armal-inc@armal.biz  
www.armal.biz  
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**Armstrong Equipment, Inc.**

PO Box 5169, Anaheim, CA 92814-1169  
800-699-7557  
562-944-0404 • Fax: 562-944-3636  
john@vacpump.com  
www.vacpump.com  
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### B

**B<sup>2</sup> BUSINESS BROKERAGE**

**B2 Business Brokers**  
PO Box 220, Three Lakes, WI 54562  
800-257-7222  
715-546-3346 • Fax: 715-546-3786  
jeffb@colepublishing.com  
www.btwo.biz  
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**Best Enterprises, Inc.**

3513 W Mountain Springs Rd., Cabot, AR 72023  
800-288-2378  
501-988-1905 • Fax: 501-988-2880  
info@bestenterprises.net  
www.bestenterprises.net  
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**Bosserman Tank & Truck Equipment, LLC**

2327 St. Rte. 568, Carey, OH 43316  
419-396-1570 • Fax: 419-396-0022  
info@bossermantankandtruck.com  
www.bossermantankandtruck.com

### C

**CC Roy Insurance Brokers, Inc.**

4305 Hacienda Dr. Ste. 550  
Pleasanton, CA 94588  
800-443-6566  
925-460-6222 • Fax: 925-460-9494  
sheric@ccroybrokers.com  
www.ccroybrokers.com  
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**Century Chemical Corp.**

PO Box 1442, Elkhart, IN 46515  
800-348-3505  
574-293-9521 • Fax: 574-522-5723  
sales@centurychemical.com  
www.centurychemical.com

**Century Paper & Chemicals**

PO Box 432, Lake Winola, PA 18625  
866-767-2737  
570-836-0676 • Fax: 570-836-5897  
rick@centurypaper.com  
www.centurypaper.com  
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**Chandler Equipment, Inc.**

4180 W Sunset, Springdale, AR 72756  
800-342-0887  
479-751-9771 • Fax: 888-645-9700  
info@chandlerequipment.com  
www.chandlerequipment.com

**Chempace Corporation**

339 Arco Dr., Toledo, OH 43607  
800-423-5350  
419-535-0101 • Fax: 419-535-0531  
lboehme@chempace.com  
www.chempace.com

**Comforts of Home Services Inc**

1551 Aucutt Rd., Montgomery, IL 60538  
877-382-2935  
847-856-8002 • Fax: 847-574-7600  
info@cohsi.com  
www.cohsi.com  
Ad on page 39

### D

**Deal Associates, Inc.**

245 Semora Rd., Roxboro, NC 27573  
866-599-3325  
336-599-3325 • Fax: 336-598-0297  
sales@dealassoc.com  
www.dealassoc.com  
Ad on page 45

**DropBox, Inc.**

PO Box 284, Ironton, OH 45638  
888-388-7768  
740-532-7822 • Fax: 740-532-6631  
rslagel@dropboxinc.com  
www.dropboxinc.com  
Ad on page 18

**DSL Chemical**

17633 S Lois Dr., Cheney, WA 99004  
509-443-6997  
www.dslchemical.com  
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**Dultmeier Sales**

13808 Industrial Rd., Omaha, NE 68137  
800-228-9666  
402-333-1444 • Fax: 402-333-5546  
dultmeier@dultmeier.com  
www.dultmeier.com  
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**Dynamic Decals & Graphics, Inc.**

4793 Adams Rd., Hixson, TN 37343  
800-472-0285  
423-643-3724 • Fax: 423-643-3725  
john@dynamicdecals.com  
www.dynamicdecals.com

### E

**EZTrakR Systems Inc.**

PO Drawer 92229, Austin, TX 78709  
866-529-1938  
512-892-4654 • Fax: 512-892-0363  
demo@eztrakr.com  
www.eztrakr.com  
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### F

**Five Peaks Technology**

1790 Sun Dolphin Dr., Muskegon, MI 49444  
866-293-1502  
231-830-8099 • Fax: 231-739-2131  
tracyl@fivepeaks.net  
www.fivepeaks.net

**FMI Truck Sales & Service/**

**Workmate Trucks**

8305 NE MLK Jr. Blvd., Portland, OR 97211  
800-927-8750  
503-286-2800 • Fax: 503-286-3223  
johnb@fmitrucks.com  
www.fmitrucks.com  
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### G

**Green Way Products  
by PolyPortables, Inc.**

99 Crafton Dr., Dahlonega, GA 30533  
800-241-7951  
706-864-3776 • Fax: 706-864-8111  
info@greenwayproducts.net  
www.greenwayproducts.net  
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### H

**Heffernan Insurance Brokers**

PO Box 69038, Portland, OR 97239  
800-208-6912  
503-419-5807 • Fax: 800-215-0147  
markh@heffins.com  
www.heffins.com

### I

**Imperial Industries Inc.**

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800-558-2945  
715-359-0200 • Fax: 715-355-5349  
toma@imperialind.com  
www.imperialind.com

### J



**J & J Chemical Company**

190 Trans Tech Dr., Athens, GA 30601  
800-345-3303  
706-546-7069 • Fax: 706-546-7178  
sales@jjchem.com  
www.jjchem.com  
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**J.C. Gury Company Inc.**

530 E. Jamie Ave., La Habra, CA 90631  
800-903-3385  
714-738-6650 • Fax: 800-556-5576  
info@jcgury.com  
www.jcgury.com  
Ad on page 37

**JAG Mobile Solutions, Inc.**

PO Box 100, Howe, IN 46746  
800-815-2557  
260-562-1045 • Fax: 260-562-2478  
charlies@jagmobilesolutions.com  
www.jagmobilesolutions.com  
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**Johnny's Choice by Chemcorp Industries Inc.**

18-20, 5730 Coopers Ave.  
Mississauga, ON L4Z 2E8  
Canada  
888-729-6478  
905-712-8335 • Fax: 905-712-8909  
sales@johnnyschoice.com  
www.johnnyschoice.com

**K**

**KeeVac Industries Inc.**

3100 Cherry Creek South Dr. #704  
Denver, CO 80209  
866-789-9440  
303-789-9440 • Fax: 303-459-4439  
kevin@keevac.com  
www.keevac.com  
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**Kentucky Tank, Inc.**

1029 S Preston Hwy., Shepherdsville, KY 40165  
888-459-8265  
502-955-5059 • Fax: 502-543-8265  
sales@kentuckytank.com  
www.kentuckytank.com

**Kewanna Screen Printing**

109 S Toner St., Kewanna, IN 46939  
800-348-2454  
574-653-2683 • Fax: 574-653-2737  
info@kspprints.com  
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**Kuriyama of America, Inc.**

360 E State Pkwy., Schaumburg, IL 60173  
847-755-0360 • Fax: 847-885-0996  
sales@kuriyama.com  
www.kuriyama.com

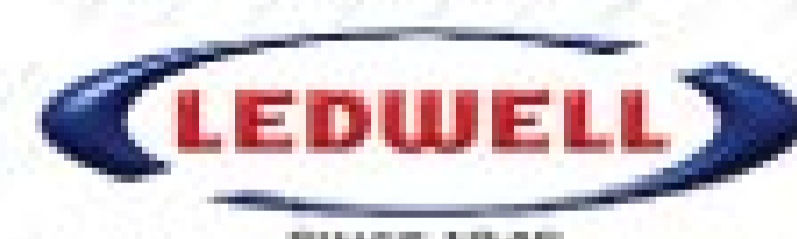
**L**

**L.C. Tanks**

175 Cascade Dr., Paducah, KY 42003  
888-848-3727  
270-898-4054 • Fax: 270-898-4055  
lctanks@bellsouth.net  
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**L.T.&E., Inc.**

PO Box 106, Arcola, IL 61910  
800-296-8035  
217-268-4650 • Fax: 217-268-4705  
ltetanks@yahoo.com  
www.ltetanks.net



**Ledwell & Son**

3300 Waco St., Texarkana, TX 75501  
888-533-9355  
903-838-6531 • Fax: 903-831-2719  
www.ledwell.com

**Liberty Financial Group Inc.**

7 Church Rd., Hatfield, PA 19440  
800-442-1844  
215-996-5656 • Fax: 215-996-5663  
michaeld@libertyfg.com  
www.libertyfg.com  
Ad on page 39

**Lock America International**

9168 Stellar Ct., Corona, CA 92883  
800-422-2866  
951-277-5180 • Fax: 888-422-2866  
laigroup@worldnet.att.net  
www.laigroup.com  
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**M**

**Marsh Industrial**

135 E Mile Rd., Kalkaska, MI 49646  
800-952-1537  
231-258-4870 • Fax: 231-258-2019  
sales@marshind.com  
www.marshind.com  
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**Masport, Inc.**

6140 McCormick Dr., Lincoln, NE 68507  
800-228-4510 • Fax: 402-466-8355  
www.masportpump.com  
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**McKee Technologies Inc./Explorer Trailers**

20 Martins LN., Elmira, ON N3B 2A1  
Canada  
866-457-5425  
519-669-5720 • Fax: 519-669-8331  
info@explorertrailers.com  
www.explorertrailers.com  
Ad on page 45

**Mid-State Tank Co., Inc.**

PO Box 317, Sullivan, IL 61951  
800-722-8384  
217-728-8383 • Fax: 217-728-8384  
ggood@midstatetank.com  
www.midstatetank.com  
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**Mosmatic Corporation**

8313 - 196th Ave., Bristol, WI 53104-0400  
800-788-9880  
262-857-9880 • Fax: 262-857-2421  
swivels@mosmatic.com  
www.mosmatic.com  
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**N**

**NuConcepts**

1737 S Vineyard Ave., Ontario, CA 91761  
800-334-1065  
909-930-6244 • Fax: 909-930-6237  
bob@nuconcepts.com  
www.nuconcepts.com  
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**P**

**Phoenix Industries & Apparatus, Inc.**

6466 Snider Rd., Loveland, OH 45140  
800-368-8265  
513-722-1085 • Fax: 513-722-1535  
carl@phoenixdottank.com  
www.phoenixdottank.com  
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**Pik Rite Inc.**

60 Pik Rite Ln., Lewisburg, PA 17837  
800-326-9763  
570-523-8174 • Fax: 570-523-8175  
sales@pikrite.com  
www.pikrite.com  
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**PolyJohn Enterprises**

2500 Gaspar Ave., Whiting, IN 46394  
800-292-1305  
info@polyjohn.com  
www.polyjohn.com  
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**PolyPortables, Inc.**

99 Crafton Dr., Dahlonega, GA 30533  
800-241-7951  
706-864-3776 • Fax: 706-864-8111  
info@polyportables.com  
www.polyportables.com  
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**Portajane, LLC**

6425 W. Richmar Ave., Las Vegas, NV 89139  
888-810-5535  
chris@portajane.com  
www.portajane.com  
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**Pumptec Inc.**

700 McKinley St. NW, Anoka, MN 55303  
763-433-0303 • Fax: 763-433-0404  
sales@pumptec.com  
www.pumptec.com

**R**

**R.A. Ross NE, Inc.**

10280 Brecksville Rd., Brecksville, OH 44141  
800-678-4581  
440-546-1190 • Fax: 440-546-1188  
danw@rarossne.com  
www.rarossne.com  
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**Ronco Plastics**

15022 Parkway Loop, Tustin, CA 92780  
714-259-1385 • Fax: 714-259-0759  
roncoinc@aol.com  
www.ronco-plastics.com  
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**S**



**Safe-T-Fresh**

2530 Xenium Lane N, Plymouth, MN 55441  
877-764-7297  
765-553-1900 • Fax: 763-519-6534  
www.safetfresh.com  
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**Sanitation Insurance Services**

The John Hancock Center  
875 N Michigan Ave. Ste. 3740, Chicago, IL 60611  
877-877-1555 • Fax: 888-877-0104  
jlarkin@sanitationins.com  
www.sanitationins.com  
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**Satellite Industries**

2530 Xenium Lane N, Plymouth, MN 55441  
800-328-3332  
763-553-1900 • Fax: 800-328-3334  
www.satelliteindustries.com  
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**Screen Tech/Div. of Roeda Signs**

16931 S State St., South Holland, IL 60473  
800-829-3021  
708-333-3021 • Fax: 708-333-0209  
debbie@screentech.com  
www.screentech.com  
Ad on page 42

**T**

**TankTec**

10100 Quinn St. NW, Minneapolis, MN 55433  
888-428-6422  
763-755-8075 • Fax: 763-757-9788  
snelson@tanktec.biz  
www.tanktec.biz

**Thieman Tailgates, Inc.**

600 E Wayne St., Celina, OH 45822  
800-524-5210  
419-586-7727 • Fax: 419-586-9724  
info@thiemantailgates.com  
www.thiemantailgates.com  
Ad on page 36

**TOICO Industries**

3205 S Bouwhuis Dr., West Haven, UT 84401  
888-935-1133  
801-393-4100 • Fax: 801-393-4003  
info@toico.com  
www.toico.com  
Ad on page 13

**TP Re-Roller Co.**

PO Box 853, Port Townsend, WA 98368  
360-385-1333 • Fax: 360-385-7703  
Ad on page 41

**Tri-State Tank**

1201 W. 31st St., Kansas City, MO 64108  
888-281-9965  
913-279-3051 • Fax: 913-279-3151  
phodes@tristatetank.com  
www.tristatetank.com  
Ad on page 18

**TSF Company Inc.**

2930 St. Philip Rd., Evansville, IN 47712  
800-843-9286  
812-985-2630 • Fax: 812-985-3671  
tsftuffjon@sbcglobal.net  
www.tuff-jon.com  
Ad on page 2

**V**

**Vacuum Sales, Inc.**

51 Stone Rd., Lindenwold NJ 08021  
800-547-7790  
856-627-7790 • Fax: 856-627-3044  
jredstreak@vacuumsalesinc.com  
www.vacuumsalesinc.com

**W**

**Walex Products Company, Inc.**

PO Box 3785, Wilmington, NC 28406  
800-338-3155  
910-371-2242 • Fax: 910-371-2094  
info@walex.com  
www.walex.com  
Ad on page 23



**Water Cannon Inc.**

4044 W. Lake Mary Blvd., Unit #104-424  
Lake Mary, FL 32746-2012  
800-333-9274 • Fax: 888-928-9274  
richard@watercannon.com  
www.watercannon.com  
Ad on page 43

**Winston Company, Inc.**

7704 E 38th St., Tulsa, OK 74145  
800-331-9099  
918-610-1006 • Fax: 918-610-1010  
jspillars@winstoncompany.com  
www.winstoncompany.com



# Category Listings

## Acquisition Company

### B<sup>2</sup> BUSINESS BROKERAGE

#### B2 Business Brokers

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715-546-3346 • Fax: 715-546-3786  
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## Chemicals - Cleaning



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800-345-3303  
706-546-7069 • Fax: 706-546-7178  
sales@jjchem.com  
www.jjchem.com  
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## Chemicals - Portable Restrooms

#### Apex Chemical

PO Box 44, Haden, ID 83835  
208-704-1239  
apexchemical@verizon.net  
www.apex-chemical.com  
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### Armal

#### Armal Inc.

122 Hudson Industrial Dr., Griffin, GA 30224  
866-873-7796  
770-491-6410 • Fax: 770-491-9458  
armal-inc@armal.biz  
www.armal.biz  
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#### Century Chemical Corp.

PO Box 1442, Elkhart, IN 46515  
800-348-3505  
574-293-9521 • Fax: 574-522-5723  
sales@centurychemical.com  
www.centurychemical.com

#### Century Paper & Chemicals

PO Box 432, Lake Winola, PA 18625  
866-767-2737  
570-836-0676 • Fax: 570-836-5897  
rick@centurypaper.com  
www.centurypaper.com  
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#### Chempace Corporation

339 Arco Dr., Toledo, OH 43607  
800-423-5350  
419-535-0101 • Fax: 419-535-0531  
lboehme@chempace.com  
www.chempace.com

#### DSL Chemical

17633 S Lois Dr., Cheney, WA 99004  
509-443-6997  
www.dslchemical.com  
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#### Green Way Products

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800-241-7951  
706-864-3776 • Fax: 706-864-8111  
info@greenwayproducts.net  
www.greenwayproducts.net  
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#### Imperial Industries Inc.

PO Box 1685, Wausau, WI 54402-1685  
800-558-2945  
715-359-0200 • Fax: 715-355-5349  
toma@imperialind.com  
www.imperialind.com



#### J & J Chemical Company

190 Trans Tech Dr., Athens, GA 30601  
800-345-3303  
706-546-7069 • Fax: 706-546-7178  
sales@jjchem.com  
www.jjchem.com  
Ad on page 7

### Johnny's Choice

#### Johnny's Choice by Chemcorp Industries Inc.

18-20, 5730 Coopers Ave.  
Mississauga, ON L4Z 2E8  
Canada  
888-729-6478  
905-712-8335 • Fax: 905-712-8909  
sales@johnnyschoice.com  
www.johnnyschoice.com

#### PolyJohn Enterprises

2500 Gaspar Ave., Whiting, IN 46394  
800-292-1305  
info@polyjohn.com  
www.polyjohn.com  
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#### TOICO Industries

3205 S Bouwhuis Dr., West Haven, UT 84401  
888-935-1133  
801-393-4100 • Fax: 801-393-4003  
info@toico.com  
www.toico.com  
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#### Walex Products Company, Inc.

PO Box 3785, Wilmington, NC 28406  
800-338-3155  
910-371-2242 • Fax: 910-371-2094  
info@walex.com  
www.walex.com  
Ad on page 23

#### Winston Company, Inc.

7704 E 38th St., Tulsa, OK 74145  
800-331-9099  
918-610-1006 • Fax: 918-610-1010  
jspillars@winstoncompany.com  
www.winstoncompany.com

## Computer Software

#### EZTrakR Systems Inc.

PO Drawer 92229, Austin, TX 78709  
866-529-1938  
512-892-4654 • Fax: 512-892-0363  
demo@eztrakr.com  
www.eztrakr.com  
Ad on page 40

## Decals/Magnets/Signage/Labels

#### Allied Graphics, Inc.

16290 54th St. NE, St. Michael, MN 55376  
800-490-9931  
763-428-8365 • Fax: 763-428-8366  
sales@allied-graphics.com  
www.allied-graphics.com  
Ad on page 18

#### Anchor Graphics, Inc.

10015 Reanwin Ln., McKinney, TX 75071  
800-875-7859  
972-422-4300 • Fax: 972-422-4311  
sales@anchorgraphics.com  
www.anchorgraphics.com  
Ad on page 45

#### Chandler Equipment, Inc.

4180 W Sunset, Springdale, AR 72756  
800-342-0887  
479-751-9771 • Fax: 888-645-9700  
info@chandlerequipment.com  
www.chandlerequipment.com

#### MONSTER STICK DECALS



#### Dynamic Decals & Graphics, Inc.

4793 Adams Rd., Hixson, TN 37343  
800-472-0285  
423-643-3724 • Fax: 423-643-3725  
john@dynamicdecals.com  
www.dynamicdecals.com

#### J.C. Gury Company Inc.

530 E. Jamie Ave., La Habra, CA 90631  
800-903-3385  
714-738-6650 • Fax: 800-556-5576  
info@jcgury.com  
www.jcgury.com  
Ad on page 37

### KEWANNA

#### Kewanna Screen Printing

109 S Toner St., Kewanna, IN 46939  
800-348-2454  
574-653-2683 • Fax: 574-653-2737  
info@kspprints.com  
www.kspprints.com  
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#### Screen Tech/Div. of Roeda Signs

16931 S State St., South Holland, IL 60473  
800-829-3021  
708-333-3021 • Fax: 708-333-0209  
debbie@screentech.com  
www.screentech.com  
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#### TOICO Industries

3205 S Bouwhuis Dr., West Haven, UT 84401  
888-935-1133  
801-393-4100 • Fax: 801-393-4003  
info@toico.com  
www.toico.com  
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## Hand Sanitizers

#### Century Paper & Chemicals

PO Box 432, Lake Winola, PA 18625  
866-767-2737  
570-836-0676 • Fax: 570-836-5897  
rick@centurypaper.com  
www.centurypaper.com  
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#### Chempace Corporation

339 Arco Dr., Toledo, OH 43607  
800-423-5350  
419-535-0101 • Fax: 419-535-0531  
lboehme@chempace.com  
www.chempace.com

#### Five Peaks Technology

1790 Sun Dolphin Dr., Muskegon, MI 49444  
866-293-1502  
231-830-8099 • Fax: 231-739-2131  
tracyl@fivepeaks.net  
www.fivepeaks.net

#### Imperial Industries Inc.

PO Box 1685, Wausau, WI 54402-1685  
800-558-2945  
715-359-0200 • Fax: 715-355-5349  
toma@imperialind.com  
www.imperialind.com

#### PolyJohn Enterprises

2500 Gaspar Ave., Whiting, IN 46394  
800-292-1305  
info@polyjohn.com  
www.polyjohn.com  
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#### PolyPortables, Inc.

99 Crafton Dr., Dahlonega, GA 30533  
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706-864-3776 • Fax: 706-864-8111  
info@polyportables.com  
www.polyportables.com  
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#### TOICO Industries

3205 S Bouwhuis Dr., West Haven, UT 84401  
888-935-1133  
801-393-4100 • Fax: 801-393-4003  
info@toico.com  
www.toico.com  
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#### Walex Products Company, Inc.

PO Box 3785, Wilmington, NC 28406  
800-338-3155  
910-371-2242 • Fax: 910-371-2094  
info@walex.com  
www.walex.com  
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## Hose And Fittings - Vacuum

#### Armstrong Equipment, Inc.

PO Box 5169, Anaheim, CA 92814-1169  
800-699-7557  
562-944-0404 • Fax: 562-944-3636  
john@vacump.com  
www.vacump.com  
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#### Best Enterprises, Inc.

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501-988-1905 • Fax: 501-988-2880  
info@bestenterprises.net  
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**Bosserman Tank & Truck Equipment, LLC**

2327 St. Rte. 568, Carey, OH 43316  
419-396-1570 • Fax: 419-396-0022  
info@bossermantankandtruck.com  
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**Chandler Equipment, Inc.**

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**Imperial Industries Inc.**

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715-359-0200 • Fax: 715-355-5349  
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**Kuriyama of America, Inc.**

360 E State Pkwy., Schaumburg, IL 60173  
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sales@kuriyama.com  
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**Phoenix Industries & Apparatus, Inc.**

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**Vacuum Sales, Inc.**

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800-547-7790  
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**Armstrong Equipment, Inc.**

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www.vacpump.com  
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800-288-2378  
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**Bosserman Tank & Truck Equipment, LLC**

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www.bossermantankandtruck.com

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dultmeier@dultmeier.com  
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800-296-8035  
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swivels@mosmatic.com  
www.mosmatic.com  
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**Phoenix Industries & Apparatus, Inc.**

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www.phoenixdottank.com  
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**TOICO Industries**

3205 S Bouwhuis Dr., West Haven, UT 84401  
888-935-1133  
801-393-4100 • Fax: 801-393-4003  
info@toico.com  
www.toico.com  
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**Vacuum Sales, Inc.**

51 Stone Rd., Lindenwold NJ 08021  
800-547-7790  
856-627-7790 • Fax: 856-627-3044  
jredstreak@vacuumsalesinc.com  
www.vacuumsalesinc.com

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4305 Hacienda Dr. Ste. 550  
Pleasanton, CA 94588  
800-443-6566  
925-460-6222 • Fax: 925-460-9494  
sheric@ccroybrokers.com  
www.ccroybrokers.com  
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800-208-6912  
503-419-5807 • Fax: 800-215-0147  
markh@heffins.com  
www.heffins.com

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The John Hancock Center  
875 N Michigan Ave. Ste. 3740, Chicago, IL 60611  
877-877-1555 • Fax: 888-877-0104  
jlarkin@sanitationins.com  
www.sanitationins.com  
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**Leasing/  
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**Liberty Financial Group Inc.**

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800-442-1844  
215-996-5656 • Fax: 215-996-5663  
michaeld@libertyfg.com  
www.libertyfg.com  
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600 E Wayne St., Celina, OH 45822  
800-524-5210  
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info@thiemantailgates.com  
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208-704-1239  
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**Century Chemical Corp.**

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800-348-3505  
574-293-9521 • Fax: 574-522-5723  
sales@centurychemical.com  
www.centurychemical.com

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570-836-0676 • Fax: 570-836-5897  
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800-342-0887  
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339 Arco Dr., Toledo, OH 43607  
800-423-5350  
419-535-0101 • Fax: 419-535-0531  
lboehme@chempace.com  
www.chempace.com

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99 Crafton Dr., Dahlonega, GA 30533  
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www.imperialind.com



**J & J Chemical Company**

190 Trans Tech Dr., Athens, GA 30601  
800-345-3303  
706-546-7069 • Fax: 706-546-7178  
sales@jjchem.com  
www.jjchem.com  
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**Masport, Inc.**

6140 McCormick Dr., Lincoln, NE 68507  
800-228-4510 • Fax: 402-466-8355  
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3205 S Bouwhuis Dr., West Haven, UT 84401  
888-935-1133  
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info@toico.com  
www.toico.com  
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**Walex Products Company, Inc.**

PO Box 3785, Wilmington, NC 28406  
800-338-3155  
910-371-2242 • Fax: 910-371-2094  
info@walex.com  
www.walex.com  
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**Winston Company, Inc.**

7704 E 38th St., Tulsa, OK 74145  
800-331-9099  
918-610-1006 • Fax: 918-610-1010  
jspillars@winstoncompany.com  
www.winstoncompany.com

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9168 Stellar Ct., Corona, CA 92883  
800-422-2866  
951-277-5180 • Fax: 888-422-2866  
laigroup@worldnet.att.net  
www.laigroup.com  
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**PolyPortables, Inc.**

99 Crafton Dr., Dahlonega, GA 30533  
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info@polyportables.com  
www.polyportables.com  
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**TOICO Industries**

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888-935-1133  
801-393-4100 • Fax: 801-393-4003  
info@toico.com  
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**Paper Products**



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PO Box 432, Lake Winola, PA 18625  
866-767-2737  
570-836-0676 • Fax: 570-836-5897  
rick@centurypaper.com  
www.centurypaper.com  
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**TOICO Industries**

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888-935-1133  
801-393-4100 • Fax: 801-393-4003  
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www.toico.com  
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## Portable Restroom Accessories/Supplies

### Allied Forward Motion LLC

PO Box 11  
Sturgeon Bay, WI 54235  
920-493-2987  
allied4word@yahoo.com  
www.minimetrolover.com  
Ad on page 40

### Apex Chemical

PO Box 44, Haden, ID 83835  
208-704-1239  
apexchemical@verizon.net  
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## Armal

### Armal Inc.

122 Hudson Industrial Dr., Griffin, GA 30224  
866-873-7796  
770-491-6410 • Fax: 770-491-9458  
armal-inc@armal.biz  
www.armal.biz  
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### Century Chemical Corp.

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800-348-3505  
574-293-9521 • Fax: 574-522-5723  
sales@centurychemical.com  
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### Century Paper & Chemicals

PO Box 432, Lake Winola, PA 18625  
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rick@centurypaper.com  
www.centurypaper.com  
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866-293-1502  
231-830-8099 • Fax: 231-739-2131  
tracyl@fivepeaks.net  
www.fivepeaks.net

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#### by PolyPortables, Inc.

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800-241-7951  
706-864-3776 • Fax: 706-864-8111  
info@greenwayproducts.net  
www.greenwayproducts.net  
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715-359-0200 • Fax: 715-355-5349  
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### J & J Chemical Company

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800-345-3303  
706-546-7069 • Fax: 706-546-7178  
sales@jjchem.com  
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109 S Toner St., Kewanna, IN 46939  
800-348-2454  
574-653-2683 • Fax: 574-653-2737  
info@kspprints.com  
www.kspprints.com  
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### Lock America International

9168 Stellar Ct., Corona, CA 92883  
800-422-2866  
951-277-5180 • Fax: 888-422-2866  
laigroup@worldnet.att.net  
www.laigroup.com  
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8313 - 196th Ave., Bristol, WI 53104-0400  
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swivels@mosmatic.com  
www.mosmatic.com  
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info@polyjohn.com  
www.polyjohn.com  
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99 Crafton Dr., Dahlonega, GA 30533  
800-241-7951  
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www.toico.com  
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### TP Re-Roller Co.

PO Box 853, Port Townsend, WA 98368  
360-385-1333 • Fax: 360-385-7703  
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### TSF Company Inc.

2930 St. Philip Rd., Evansville, IN 47712  
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812-985-2630 • Fax: 812-985-3671  
tsftuffjon@sbcglobal.net  
www.tuff-jon.com  
Ad on page 2

### Walex Products Company, Inc.

PO Box 3785, Wilmington, NC 28406  
800-338-3155  
910-371-2242 • Fax: 910-371-2094  
info@walex.com  
www.walex.com  
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## Portable Restroom Holding Tank

### Kentucky Tank, Inc.

1029 S Preston Hwy., Shepherdsville, KY 40165  
888-459-8265  
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sales@kentuckytank.com  
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2500 Gaspar Ave., Whiting, IN 46394  
800-292-1305  
info@polyjohn.com  
www.polyjohn.com  
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99 Crafton Dr., Dahlonega, GA 30533  
800-241-7951  
706-864-3776 • Fax: 706-864-8111  
info@polyportables.com  
www.polyportables.com  
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### Ronco Plastics

15022 Parkway Loop, Tustin, CA 92780  
714-259-1385 • Fax: 714-259-0759  
roncoinc@aol.com  
www.ronco-plastics.com  
Ad on page 41

### Winston Company, Inc.

7704 E 38th St., Tulsa, OK 74145  
800-331-9099  
918-610-1006 • Fax: 918-610-1010  
jspillars@winstoncompany.com  
www.winstoncompany.com

## Portable Restroom Mover

### Allied Forward Motion LLC

PO Box 11  
Sturgeon Bay, WI 54235  
920-493-2987  
allied4word@yahoo.com  
www.minimetrolover.com  
Ad on page 40

### Deal Associates, Inc.

245 Semora Rd., Roxboro, NC 27573  
866-599-3325  
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3205 S Bouwhuis Dr., West Haven, UT 84401  
888-935-1133  
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www.toico.com  
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## Armal

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122 Hudson Industrial Dr., Griffin, GA 30224  
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armal-inc@armal.biz  
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501-988-1905 • Fax: 501-988-2880  
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www.bossermantankandtruck.com



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800-558-2945  
715-359-0200 • Fax: 715-355-5349  
toma@imperialind.com  
www.imperialind.com

## KeeVac

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3100 Cherry Creek South Dr. #704  
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866-789-9440  
303-789-9440 • Fax: 303-459-4439  
kevin@keevac.com  
www.keevac.com  
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## L.C. TANKS

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175 Cascade Dr., Paducah, KY 42003  
888-848-3727  
270-898-4054 • Fax: 270-898-4055  
lctanks@bellsouth.net  
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800-296-8035  
217-268-4650 • Fax: 217-268-4705  
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www.ltetanks.net

### Marsh Industrial

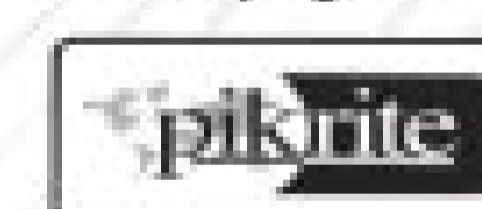
135 E Mile Rd., Kalkaska, MI 49646  
800-952-1537  
231-258-4870 • Fax: 231-258-2019  
sales@marshind.com  
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800-722-8384  
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513-722-1085 • Fax: 513-722-1535  
carl@phoenixdottank.com  
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### Pik Rite Inc.

60 Pik Rite Ln., Lewisburg, PA 17837  
800-326-9763  
570-523-8174 • Fax: 570-523-8175  
sales@pikrite.com  
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800-241-7951  
706-864-3776 • Fax: 706-864-8111  
info@polyportables.com  
www.polyportables.com  
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### Satellite Industries

2530 Xenium Lane N, Plymouth, MN 55441  
800-328-3332  
763-553-1900 • Fax: 800-328-3334  
www.satelliteindustries.com  
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**TankTec**

Tank Technology & Supply Co., LLC

**TankTec**  
10100 Quinn St. NW, Minneapolis, MN 55433  
888-428-6422  
763-755-8075 • Fax: 763-757-9788  
snelson@tanktec.biz  
www.tanktec.biz

**TOICO Industries**

3205 S Bouwhuis Dr., West Haven, UT 84401  
888-935-1133  
801-393-4100 • Fax: 801-393-4003  
info@toico.com  
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**Tri-State Tank**

1201 W. 31st St., Kansas City, MO 64108  
888-281-9965  
913-279-3051 • Fax: 913-279-3151  
phodes@tristatetank.com  
www.tristatetank.com  
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**Vacuum Sales, Inc.**

51 Stone Rd., Lindenwold NJ 08021  
800-547-7790  
856-627-7790 • Fax: 856-627-3044  
jredstreak@vacuumsalesinc.com  
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**Portable Restroom  
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**Armal**

**Armal Inc.**  
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**Deal Associates, Inc.**

245 Semora Rd., Roxboro, NC 27573  
866-599-3325  
336-599-3325 • Fax: 336-598-0297  
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**McKee Technologies Inc./Explorer Trailers**

20 Martins LN., Elmira, ON N3B 2A1  
Canada  
866-457-5425  
519-669-5720 • Fax: 519-669-8331  
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www.explorertrailers.com  
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800-292-1305  
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**Tri-State Tank**

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888-281-9965  
913-279-3051 • Fax: 913-279-3151  
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**Portable Restroom/  
Shower Trailers**

**AMERI-CAN  
ENGINEERING**

**Ameri-Can Engineering**  
775 N. Michigan St.  
Argos, IN 46501  
574-892-5151 • Fax: 574-892-5150  
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www.ameri-can.com  
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419-396-1570 • Fax: 419-396-0022  
info@bossermantankandtruck.com  
www.bossermantankandtruck.com



**Comforts of Home Services Inc**  
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877-382-2935  
847-856-8002 • Fax: 847-574-7600  
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www.cohsi.com  
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260-562-1045 • Fax: 260-562-2478  
charlies@jagmobilesolutions.com  
www.jagmobilesolutions.com  
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800-334-1065  
909-930-6244 • Fax: 909-930-6237  
bob@nuconcepts.com  
www.nuconcepts.com  
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**Portable Restrooms**

**Armal**

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866-873-7796  
770-491-6410 • Fax: 770-491-9458  
armal-inc@armal.biz  
www.armal.biz  
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877-382-2935  
847-856-8002 • Fax: 847-574-7600  
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www.cohsi.com  
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1790 Sun Dolphin Dr., Muskegon, MI 49444  
866-293-1502  
231-830-8099 • Fax: 231-739-2131  
tracyl@fivepeaks.net  
www.fivepeaks.net



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PO Box 1685, Wausau, WI 54402-1685  
800-558-2945  
715-359-0200 • Fax: 715-355-5349  
toma@imperialind.com  
www.imperialind.com

**Lock America International**

9168 Stellar Ct., Corona, CA 92883  
800-422-2866  
951-277-5180 • Fax: 888-422-2866  
laigroup@worldnet.att.net  
www.laigroup.com  
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**NuConcepts**

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bob@nuconcepts.com  
www.nuconcepts.com  
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**PolyJohn Enterprises**

2500 Gaspar Ave., Whiting, IN 46394  
800-292-1305  
info@polyjohn.com  
www.polyjohn.com  
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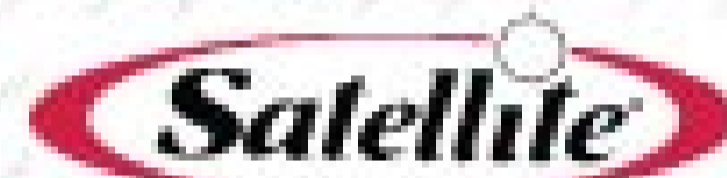


**PolyPortables, Inc.**

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chris@portajane.com  
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admin@allgreenmanufacturing.com  
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122 Hudson Industrial Dr., Griffin, GA 30224  
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770-491-6410 • Fax: 770-491-9458  
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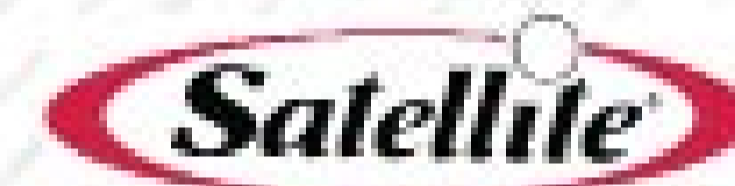


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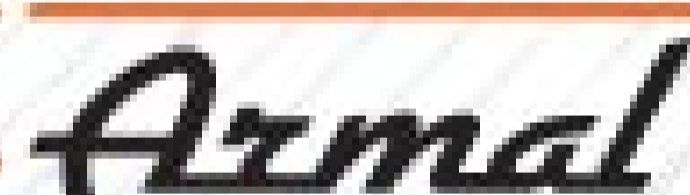
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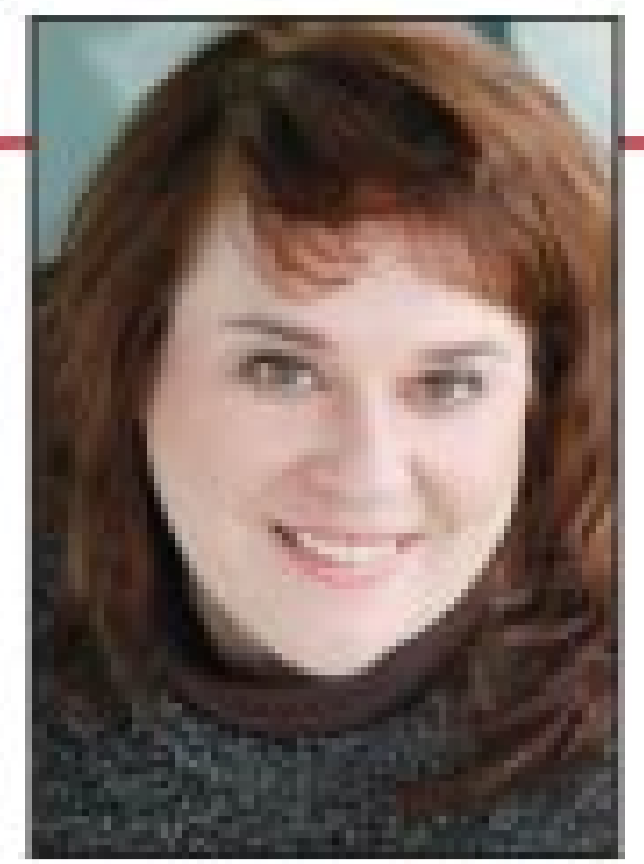


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# On a Roll

## DO YOU STOCK ONE- OR TWO-PLY TISSUE IN YOUR UNITS, AND HOW DO YOU ORDER SUPPLIES?

By Mary Shafer

When PROs discuss day-to-day business operations, the conversation sometimes turns to basic issues like what sort of bathroom tissue to stock in restrooms. While toilet paper is a basic staple of the business, contractors have some strong opinions on the best choice for their units.

There seem to be two distinct camps: one is driven by owners' personal preferences, the other by customer demand. And, of course, the customers are always right, so they typically get the bathroom tissue they prefer.

Let's see what some of your colleagues have to say on the matter:



**Name: Mike Garlock**  
**Company: TTT Pumping & Porta John Rentals**  
**Location: Boone, N.C.**  
**Employees: 8**  
**Years in Business: 30**

Economy's the name of the game for Mike Garlock, TTT owner. "We use one-ply because it goes farther," he says. Occasionally, Triple-T will get requests specifically for two-ply paper from customers, and the company is happy to oblige, but otherwise single-ply is the rule.

The company uses an industrial supplier to deliver the consumable product, but it wasn't always this way. The company expanded into portable restrooms about five years ago, and for the first four years, "We used to buy it

ourselves at the grocery store," Garlock recalls. But about a year ago, he realized volume had gotten high enough that he wanted the convenience of delivery to keep his operation efficient. He orders on an as-needed basis.



**Name: Karen Miller**  
**Company: Avail Portable Toilet Service**  
**Location: Topeka, Ind.**  
**Employees: 3**  
**Years in Business: 6**

Avail co-owner Karen Miller is responsible for product and supply ordering. She chooses two-ply paper to stock units. "I don't like one-ply, so I want to offer two-ply for our users," she says. She operates on the "if I wouldn't use it myself, I won't make you use it" philosophy.

Miller places her toilet paper orders through an industrial supplier that makes deliveries to the office, where supplies are kept in a storage room. Ordering is done as supplies are dwindling. "When we have a big event coming up, we will stock up then as well," she says.

*"When we first started, we used single-ply, but people asked for two-ply, and we stayed with it. It's a selling point now."*

Thomas Harris



**Names: Thomas Harris**  
**Company: New England Restrooms Inc.**  
**Location: North Reading, Mass.**  
**Employees: 5**  
**Years in Business: 5**

Thomas Harris, New England Restrooms co-owner, uses two-ply paper in his portables because, "People want it. They ask for it. It's in the bid most of the time," he says. "When we first started, we used single-ply," he recalls, "but people asked for two-ply, and we stayed with it." Harris says contractors expect two-ply as much as his events customers do. "It's a selling point now." New England Restrooms buys bulk from an industrial supplier that delivers. ■

### THINK TANK EXTRA

#### Ask events customers to educate restroom users

Can you take a proactive approach to ensuring restrooms are easier to service, even at the rowdiest events? Consider asking your special events clients to post rules for how to use the portable restrooms without making a big mess or hampering your service efforts.

The infamous Burning Man festival in Black Rock City, Calif., posts attendee requirements on its Web site, recognizing the restroom vendor and admonishing against abusing restrooms: "Putting anything but human waste and one-ply toilet paper (two-ply is a BIG no-no) into the portable toilets makes pumping nearly impossible," the rules read. "Our toilet vendor works very hard to keep us all happy. Clean toilets are mandatory from a public health standpoint. Follow the guidelines above and you'll find the toilets cleaned frequently and efficiently."

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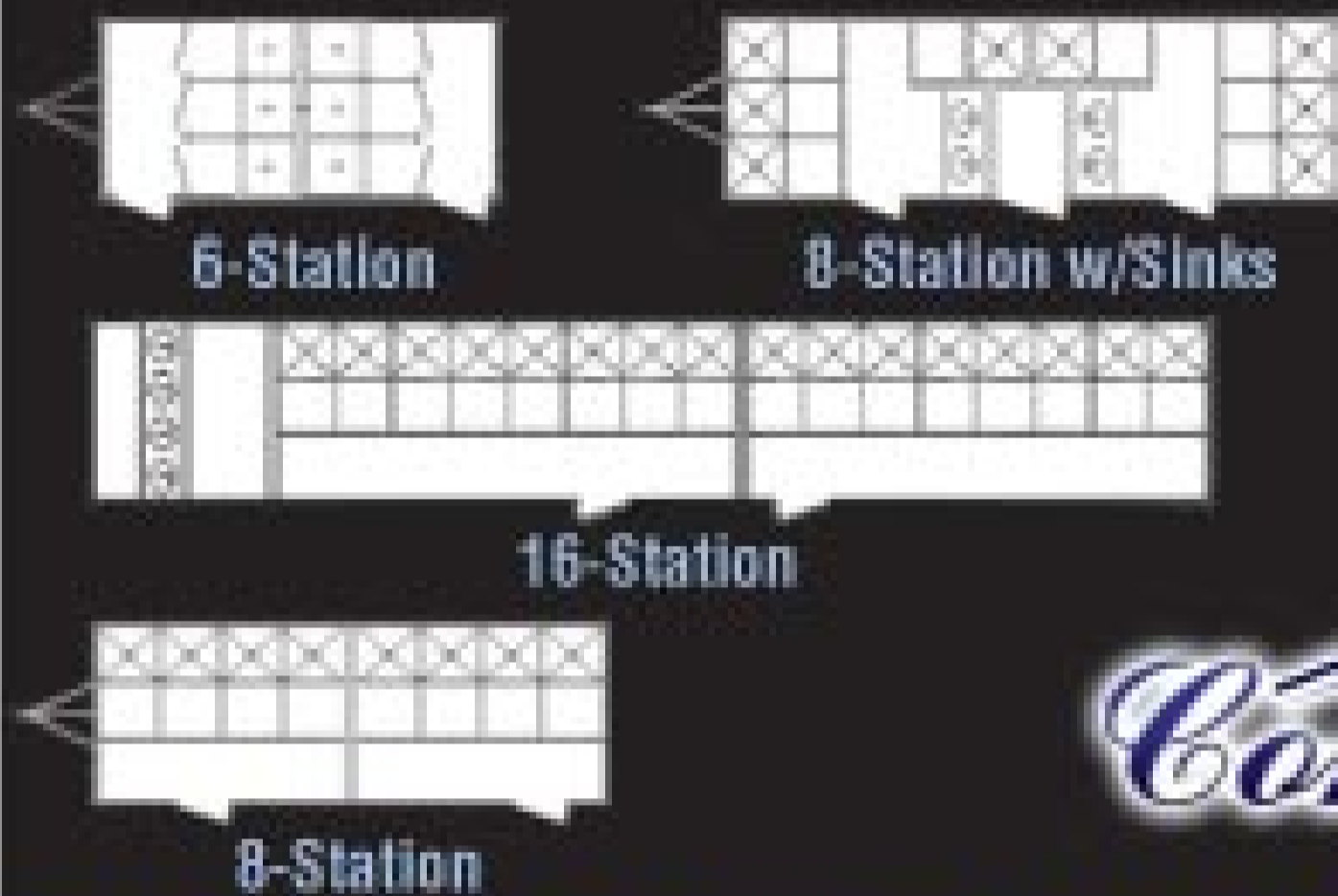


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**QUESTION:**  
I am new to the portable restroom business and trying to learn our customers' needs. Have any of you ever conducted a survey of your customers? If so, do you have any suggestions?

**ANSWERS:**  
I always go and visit customers and shoot the breeze with them as soon as the job starts. I take an interest in the project and show real interest in their work. I ask them lots of questions and spot further areas where we can secure more work or supply different services that they would never have known we did. I learned a vital lesson in business when I was a young salesman and that is that "People buy People first." If they like you, then they will love your business.



I don't do surveys, but try to meet with my customers as much as possible. This business is about relationships. I am in a small area so it may be easier for me than those who service bigger cities.



I encourage my drivers to stop and chitchat with the customer for a couple of minutes during their route. It really does build relationships.

*I learned a vital lesson in business when I was a young salesman and that is that "People buy People first." If they like you, then they will love your business.*

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## INDUSTRY NEWS

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The von Drehle Corp., manufacturer of towel and tissue products, was named 2009 Supplier of the Year by Distributor Partners of America for its support and service. DPA is a member-driven marketing and buying organization in the janitorial, sanitary, paper and safety equipment industries. ■

## PRODUCT NEWS

### TOICO Introduces PROVAC Tool Box Vacuum Tank

The 140-gallon PROVAC tool box vacuum tank from TOICO Industries is



designed for emergency service, remote routes, golf courses, startup companies, grease trap, RV and campground service. The unit weighs 168 pounds and features a Conde Model 3 vacuum pump with 5.5-hp electric start Honda engine. The aluminum tank has a primary and secondary moisture trap, oil catch muffler, vacuum relief valve, cleanout ports and dual-side vacuum capabilities. Other features include a 2-inch by 30-foot Hi-Vac suction hose, wand stinger assembly and 3-inch by 15-foot discharge hose. 888/935-1133; [www.toico.com](http://www.toico.com).

### Clear Computing Introduces Stop-by-Stop Driver Reporting

Real-Time, Stop-by-Stop Driver Reporting has been added to Total Activity Control 2010 from Clear Computing Inc. and its Paperless Office suite software, including Write-on-Work Orders and Write-on-Service Routes. The driver reporting program can be used with any mobile device, including



iPhone, netbook and BlackBerry. Features include one-touch status buttons for the driver, real-time work orders or service stops updates to the office. Customizations include number, text and status button color, e-mails to receive status updates, CC copy for any status, multiple e-mail formats and optional attachments of work orders and route sheets. 888/332-5327; [www.clearcomputing.com](http://www.clearcomputing.com). ■

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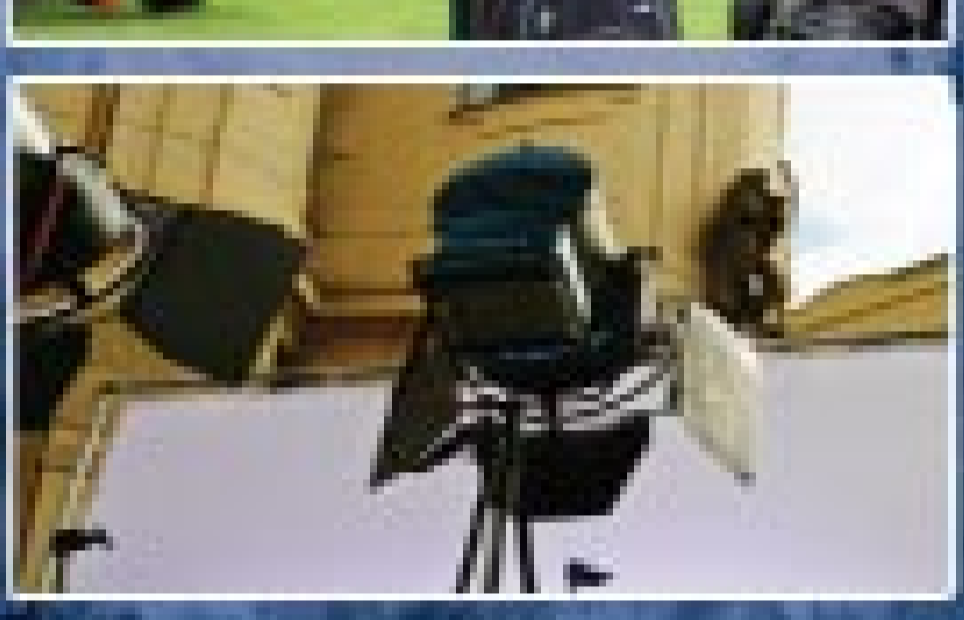


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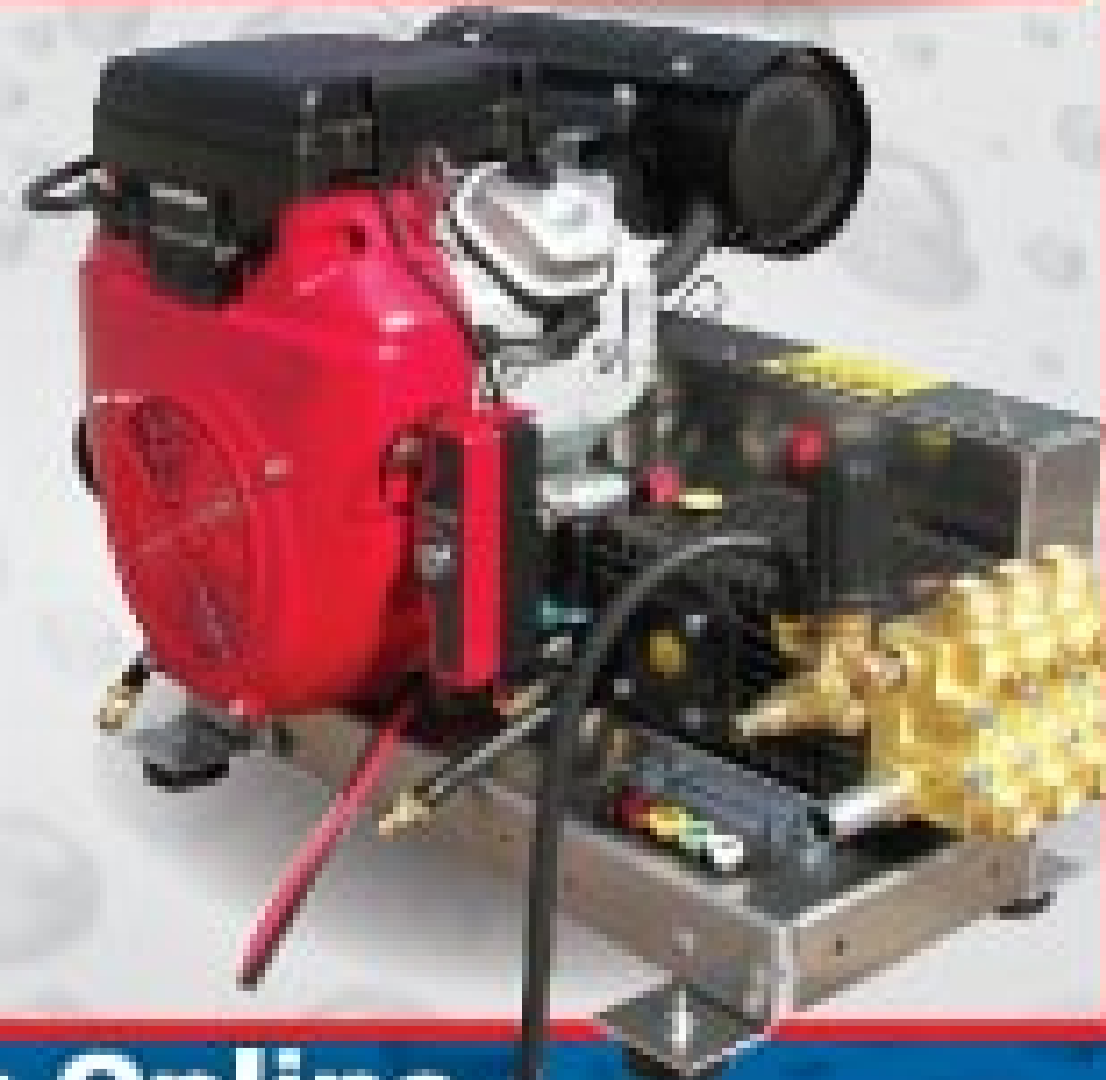
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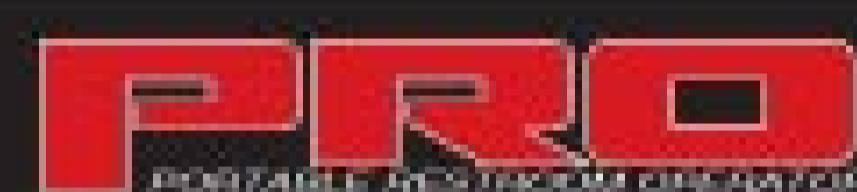
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Bob Carlson (left) and Jerry Kirkpatrick answer your questions in *Truck Corner*.



# A Weighty Question

**DUE DILIGENCE IS REQUIRED FROM TRUCK BUYERS AND BUILDERS TO PUT VEHICLES ON THE ROAD THAT WON'T RUN TOO HEAVY WITH A FULL LOAD**

## QUESTION:

People tell me I have to maximize my load if I want to make any money during these times. But in an effort to carry bigger loads, I don't want to risk having my truck run overweight. I saw a truck recently where they put a 1,500-gallon tank on a Ford F-550. Does that make sense?

Doug Jennings  
San Jose, Calif.

## ANSWER:

We want to educate and reassure vacuum truck buyers that they are making sound, viable decisions in the equipment they purchase. So let's look at some facts.

GVW is the gross vehicle weight of a truck. When the truck is loaded and fully equipped, it cannot exceed the GVW rating — a figure that includes the weight of the truck. One issue in question is the actual weight of a gallon of waste. Some manufacturers are using the number 8 pounds/gallon. From that they calculate the weight of the tank, they add in the equipment, pump, trays, PTO, gearbox, etc., to come up with a total weight. They add that to the weight of the truck. Now they have a reasonably close number that represents the GVW.

There are a few areas where things might get skewed. First, the weight of the waste at 8 pounds/gallon is a guess. Water weighs 8.3 pounds/gallon. So you can see that if you have 1,000 gallons of waste, some manufacturers calculate that at 8,000 pounds. Some will calculate it at the weight of water, 8,300 pounds. And others will estimate 9 or 10 pounds per gallon just to play it safe. The precise maximum weight of a load is impossible to determine because wastewater will not necessarily weigh the same as clean water.

**ANOTHER WAY TO ENSURE YOUR TRUCK WILL RUN WITHIN ITS WEIGHT LIMITS IS TO ASK THE MANUFACTURER TO TEST IT WITH A FULL LOAD. OR, IF YOU ARE NEAR A SCALE, FILL THE TANK WITH WATER AND HAVE THE COMPLETE UNIT WEIGHED.**

There is nothing worse than finishing a new vacuum truck, filling it up with water and finding out it is overweight. That is an illegal truck and fines for driving such trucks on the highway are very high.

So who is responsible when the truck goes out pumping, gets stopped on the way to the dump, and gets a high-dollar overweight ticket? This is another situation where the buyer needs to do the homework and make sure the delivered truck can't run overweight. Occasionally customers at our shop want a truck that might run overweight when carrying a full load. We tell them truck owners could be subject to big fines if they get caught overloaded.

### REDUCED LIFESPAN

We also tell them an overloaded truck raises other issues. The axles are going to get stressed. The tires are also going to pay a price for the extra weight. The truck engine is going to work harder when loaded. So one doesn't have to be a rocket scientist to figure that this truck will not have the lifespan of a properly loaded truck.

When considering a new or used vacuum rig, first look at the tank material. Steel, aluminum and stainless steel have different weights but the weight of the tank itself can be calculated pretty close. So if you are buying a new unit, ask the manufacturer the weight of the tank, including connected trays, skids, and miscellaneous valving. One of the big selling points for aluminum is that it weighs approximately 40 percent of what the other two materials weigh.

One way to figure things is that if you're trying to gain 100 gallons of waste capacity, you're adding somewhere between 800 and 1,000 pounds. Has the lighter aluminum tank saved you enough weight to compensate for the extra weight you want to carry?

Another way to ensure your truck will run within its weight limits is to ask the manufacturer to test it with a full load. Or, if you are near a scale, fill the tank with water and have the complete unit weighed.

There is no reason to put an overweight truck on the market. Everyone deals with the same facts. There are no real advantages to running overloaded and overweight. So when buying, take a second look, do some math and discuss the issue with your manufacturer. ■

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# How a plastic recycling program can help portable restroom operators save the world – and some money

It's not often that a company can save money and positively impact the lives of every human being on the planet at the same time. We recently had the opportunity to learn about a program that will do just that. **PolyJohn Enterprises is launching the first-ever portable sanitation recycling program** in effort to 'close the loop' on the plastic portable restrooms that are manufactured throughout the industry. In a recent interview with PolyJohn's Managing Director, Mike Adams, we learned about the details of this innovative new program.

**Interviewer:** Recycling plastic has been done for a long time. Why has it taken the portable restroom industry so long to get onboard?

**Adams:** Well, it's not that we've been reluctant to get onboard – it's just that we are presented with a very different recycling challenge because of the type of plastic we use in making portable restrooms and the type of wear and exposure our plastic goes through. A plastic milk carton or a plastic bottle lives a life that is very different than a portable restroom! Plus, the plastic materials in those products are very different from the High-Density Polyethylene (HDPE) material used in portable toilets. Although PolyJohn and other plastics manufacturers have been recycling scrap HDPE generated from our own manufacturing processes for years, the challenge for PolyJohn has been finding a way to process the HDPE plastic from used restrooms.

**Interviewer:** What has made recycling used portable restrooms so challenging?

**Adams:** As you can probably guess, there are many reasons this has been a challenge! For one thing, the material from used units may contain HDPE that is up to 20 years old. During that time, the units were out in the field and subject to all sorts of weather conditions and the chemicals that are used

in the cleaning and servicing process. That can make it difficult to ensure that the quality of the material made from that recycled plastic has the same properties as products made from virgin plastic. These factors, along with the sheer logistics of moving restrooms to recycling equipment, have kept manufacturers from recycling used toilets.

**Interviewer:** So, how does PolyJohn's Recycling Program overcome these issues and help operators get their toilets recycled?

**Adams:** First off, our engineering team was able to develop a process that makes recycling the HDPE in used toilets possible. We've run a large number of tests on a variety of units without any problems. **To show operators what's possible, we're launching a pilot program out of our Whiting plant before we begin accepting units at our regional distribution centers.** Operators can find all the details about drop-off at Whiting on our website, and will receive a \$35 Recycling Rewards coupon to be used toward a new restroom or sink for each unit they bring in to be recycled.

**Interviewer:** How does PolyJohn plan to use the recycled HDPE from the used toilets?

**Adams:** Because of the length of time our restrooms last in the field, which can be anywhere from 15 to 20 years, we will not risk using the materials we take in from used restrooms to make side panels, roofs, etc. After extensive testing, however, we have discovered that with some new additives that are now available, we can easily make floor sheet and possibly even mix the recycled restroom material with virgin materials to make our large holding tanks and the like. If we can't use the recycled restroom material after it is mixed at our Whiting facility, we do feel it will be suitable for various uses outside

our industry and have some value on the open market.

**Interviewer:** It must feel good to be able to offer such a program to your customers.

**Adams:** I have to say that there very few things I have done in my thirty plus years in the sanitation industry that I have felt as proud of as this program. **It is just the right thing to do.** We believe our customers – and the rest of the industry as a whole – will feel the same.

**Interviewer:** How can folks learn more about this program?

**Adams:** Just visit our web site at [www.polyjohn.com](http://www.polyjohn.com). All the information about prepping used units and where to send them are posted on link from there.

## Why is it The Right Thing To Do Environmentally?

Recycling 1 ton of plastic saves 7.4 cubic yards of landfill space. If we recycle 125,000 units over ten years, that means we will have prevented 18,038 garbage truck loads of plastic from being put into landfills.

## And Economically?

If you recycle 50 units, you save \$275 over the cost of straight disposal plus you earn \$1,750 worth of Recycling Rewards Coupons good toward the purchase of new PolyJohn products. **Your net gain total is \$2,025!**



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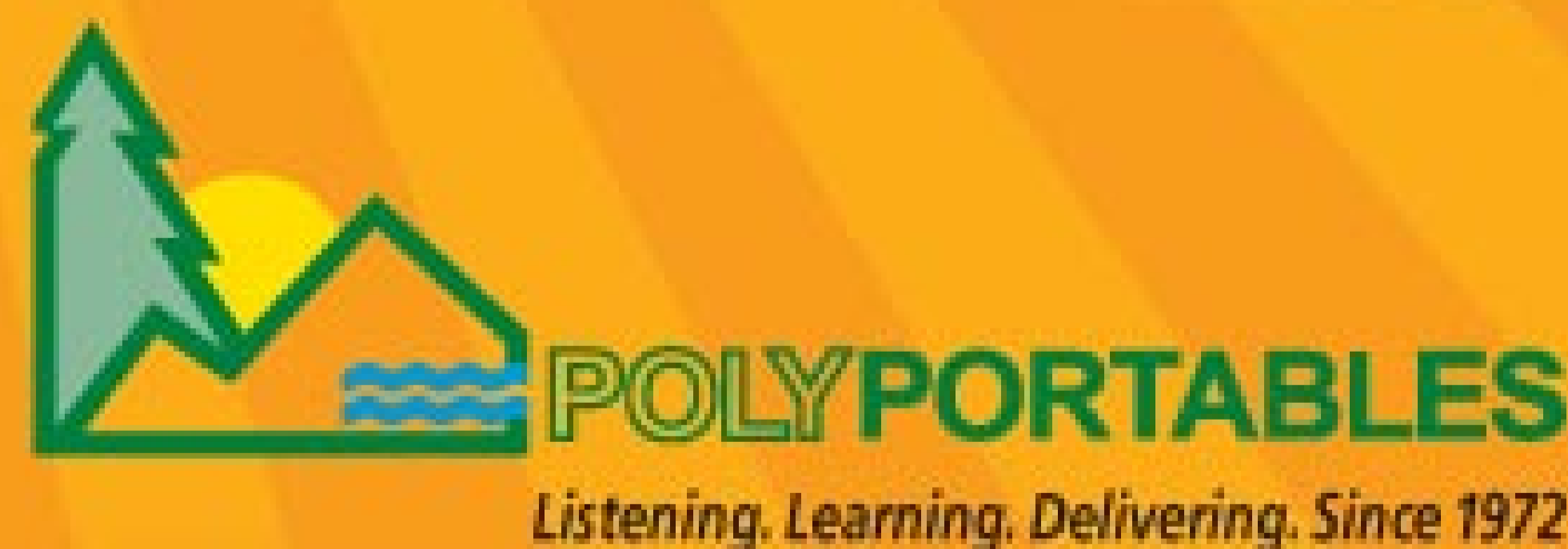
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