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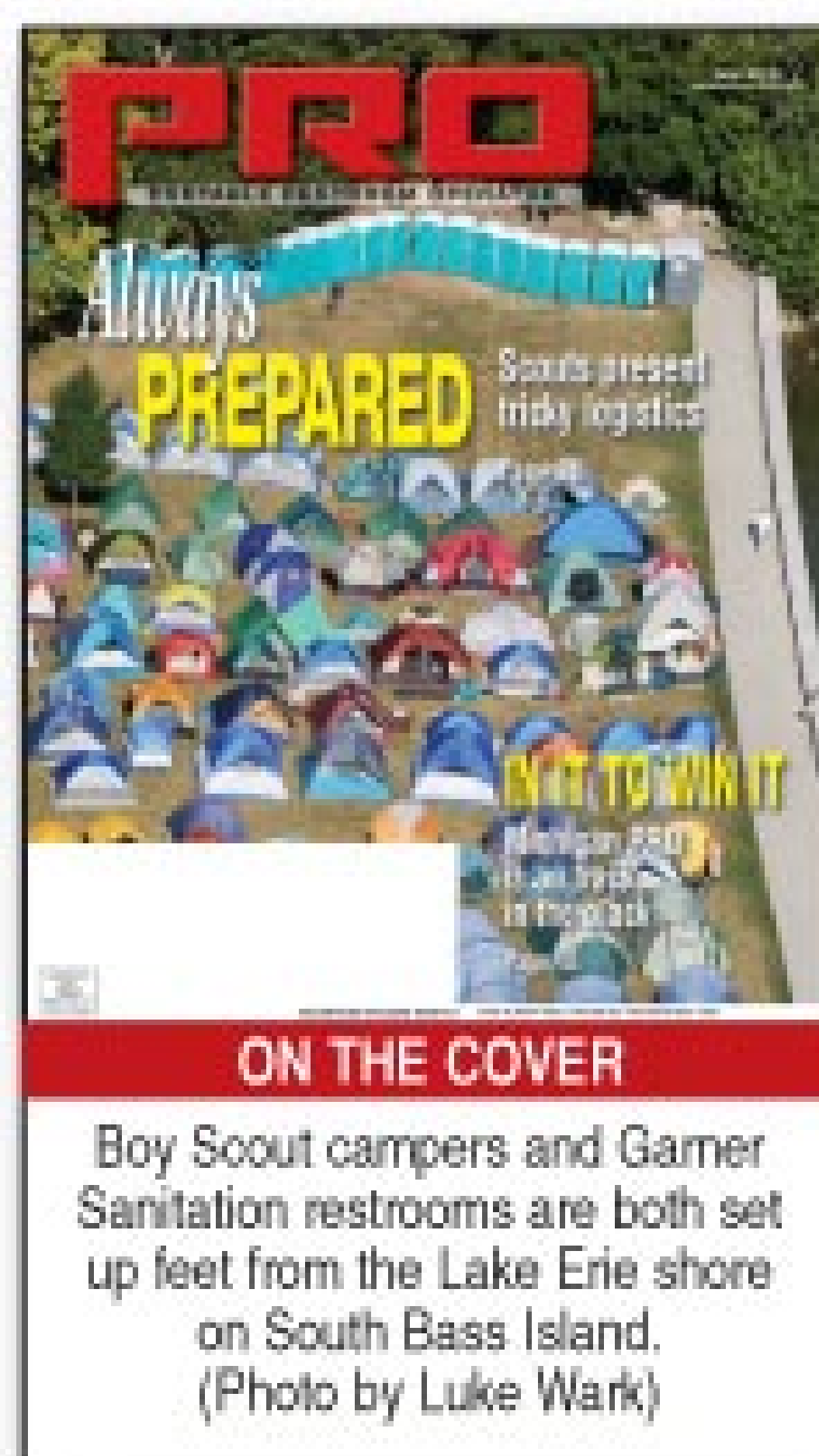
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# 'Drive Thy Business, or It Will Drive Thee'

**WHEN IT COMES TO DISPENSING ADVICE ON RUNNING A SMALL COMPANY, THE SLICKEST MOTIVATIONAL SPEAKER AROUND HAS NOTHING ON THE ELECTRIFYING BEN FRANKLIN**

*By Jim Kneiszel*

If Benjamin Franklin were alive today, he could make a heap of money as a keynote speaker at business building seminars. A quick survey of this founding father's wise words reveals today's popular motivational speakers as pretenders to the podium.

For quotable quotes, few hold a candle to Franklin, whose list of one-liners could prove both hilarious and potentially profitable. Sure, everyone can have a chuckle over these ditties: "Guests, like fish, begin to smell after three days," "Beer is living proof that God loves us and wants us to be happy," "Three may keep a secret, if two of them are dead," and, "He that displays too often his wife and his wallet is in danger of having both of them borrowed."

But for the small business owner, Franklin had a lot to say more than 200 years ago that remains sound advice today. In fact, if more people were paying attention to Franklin's words, we may have sidestepped the most recent collapse of the banking industry and subsequent recession.

Though many small business owners have had to scratch and claw their way back to prosperity over the past year, it's never too late for a reminder of the genius of perhaps the cleverest of our Colonial statesmen.

I've gleaned some of Franklin's best small business advice from hundreds of his most famous quotes. Follow these mantras and, like old Ben, you might harness electric energy for your company:

**'Energy and persistence conquer all things.'**

One of Franklin's major messages from his early days as an entrepreneurial printer was that hard work is the dominant ingredient for success. He couldn't abide laziness or time wasting, and implored business owners to watch out for both in themselves and their employees. Everyone knows his line, "Early to bed, early to rise, makes a man healthy, wealthy and wise." But how hard a person works during their waking hours is even more important, as Franklin said: "Fatigue is the best pillow."

**'An investment in knowledge pays the best interest.'**

Remember this bit of advice the next time you have the urge to complain about obtaining continuing education credits in your profession. Franklin clearly believed in lifelong learning and not getting stuck in a rut in the way you approach new busi-

ness challenges. Through his editorials in *Poor Richard's Almanack*, he frequently advised readers to seek and heed good advice. "He that won't be counseled can't be helped," Franklin said. He could be speaking directly to today's portable restroom operators, who face ever-more-complex issues like heightened government regulation and intense competition. "To succeed, jump as quickly at opportunities as you do at conclusions," he said.

**'Beware of small expenses. A small leak can sink a great ship.'**

In Franklin's day — as he sailed back and forth across the Atlantic to promote the American ideal — the second part of this tip could be taken literally. But for people who run small businesses, as he did for many years, Franklin stressed paying attention to details. Are you charging what you should to turn a profit on every job? Are you watching costs as closely as revenues? Are you keeping up with routine maintenance to preserve your expensive equipment? Is your accounting system working well? Many small drains on resources can imperil your company.

**'If you want something done, ask a busy person.'**

How many times do you go back to your top-performing employee when a job has to be done right and on time? Franklin reminds business owners that they need to both reward their best employees and demand more of the rest. This means regularly praising the efforts of great workers, offering them more money and greater responsibilities in your organization. His advice also calls on you to motivate the rest of your staff to raise their efforts to match the standard-bearer.

**'Anger is never without a reason but seldom a good one.'**

Simply put, don't blow your top when dealing with an employee, a difficult customer or anyone you encounter in business. Let a cool head prevail in an argument. If you approach a conflict with a positive attitude, you may turn around a customer service disaster or a problem employee. Butting heads will usually get you nowhere fast. "If passion drives you, let reason hold the reins," Franklin warned.

**'There are three great friends: an old wife, an old dog and ready money.'**

Franklin clearly wasn't concerned about political correctness in his writings. For today, this bit of advice isn't about "an old wife" or an "old dog." It's

*"If you can't pay for a thing, don't buy it. If you can't get paid for it, don't sell it. Do this, and you will have calm and drowsy nights, with all of the good business you have now and none of the bad."*

*Benjamin Franklin*



about “ready money,” and the time-tested importance of positive cash flow and careful spending. Which companies were best suited to ride out the recession over the past year? The ones determined to collect on their bills in a timely fashion, watch borrowing, and salt some profits away for a rainy day. And when I read this line from Franklin, I was certain he faced deadbeat customers just like you do: “If you can’t pay for a thing, don’t buy it. If you can’t get paid for it, don’t sell it. Do this, and you will have calm and drowsy nights, with all of the good business you have now and none of the bad.”

**‘The best investment is in the tools of one’s own trade.’**

The restrooms were never portable in Franklin’s day. But he knew that to print newspapers, build furniture or farm the land, the best technology available made the work easier and the results better. Franklin often preached about efficiency, reminding us that “time is money” and, “You may delay, but time will not, and lost time is never found again.” Today, Franklin would advise business owners to keep an open mind to new trends, and maintain a reliable inventory of equipment.

**‘By failing to prepare, you are preparing to fail.’**

The buzzword used today is “systemizing.” Break down every task in your business so you know how much time it should take to complete and so anyone can be trained to do a job to the same level of quality and efficiency. Franklin was sending the same message on getting organized in Colonial America. You don’t need a fancy life coach or a business consultant to get things together. Just listen to Ben when he says, “Drive thy business or it will drive thee,” and “A place for everything, everything in its place!” ■

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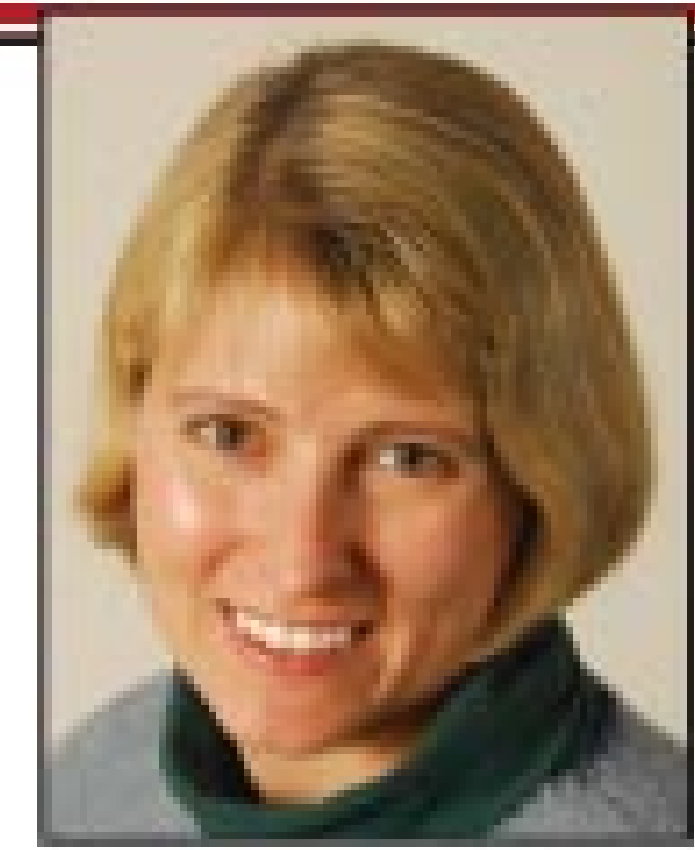
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Writer Judy Kneiszel has operated her own small business for a decade and is familiar with the many rewards and challenges of business ownership. Write to her with questions, comments or topic suggestions at [thewordhouse@ameritech.net](mailto:thewordhouse@ameritech.net).



## The Price for VIP Treatment

**RUNNERS ACROSS THE COUNTRY ARE SHOWING THEIR WILLINGNESS TO PAY FOR SPECIAL ACCESS TO UPSCALE RESTROOM TRAILERS. COULD YOUR COMPANY USE A MARKETING STRATEGY SIMILAR TO THE BROOKS VIP PORTA POTTY PROGRAM TO BOOST RESTROOM TRAILER RENTALS?**

By Judy Kneiszel

**D**ays before she was to run the Rock 'n' Roll Dallas Half Marathon, runner Katrina Hull got some news that thrilled her. She learned that by spending some money on running gear, she would be entitled to use an upscale restroom trailer on race day.

"I've never been so excited about a bathroom," she said. "I was definitely willing to shell out \$50 for this privilege."

At a previous race, Hull spent 45 minutes in line to use a standard portable restroom that was available to the general public, and she nearly missed the starting gun. She called the upscale restroom trailers, "the best thing to appear at start lines since shoelaces."

### FOUR-WAY PARTNERSHIP

For runners who qualified to use the upscale restrooms, United Site Services delivered one 24-foot trailer, one 16-foot trailer, two 300-gallon freshwater tanks and one 20kw generator to the Rock 'n' Roll Dallas Half Marathon. They were contracted to provide the trailers for the event not by the marathon itself, but by Brooks Sports Inc., the running shoe and apparel manufacturer.

Brooks has sponsored the VIP Porta Potty program at various races throughout the country including the 2010 Rock 'n' Roll Mardi

Gras Marathon in New Orleans and the 2008 and 2009 Marine Corps Marathons in Washington, D.C. They contract with the restroom trailer provider and partner with a local retailer of their shoes and apparel. Getting trailers to the starting line is a cooperative effort between Brooks, a retailer, a PRO and race planners.

For the Dallas half-marathon, Brooks partnered with Luke's Locker, a sporting goods retailer with eight stores in Texas. Luke's not only distributed the passes to qualifying customers, but also staffed the race, helping with line control and checking to make sure no unqualified runners use the trailers. They also handed out little goodies, like mints, to qualified runners in the area of the restroom trailers.

### GETTING THE WORD OUT

Registered runners are informed of the VIP Porta Potty program in the "final instructions" sent out about a week before for the race. Brooks says the program is a way to thank runners for choosing their products and rewarding them for their hard work preparing for the race. They entice the racers to "earn" the VIP pass by describing the facilities as "comfortable, climate-controlled restroom trailers set up at the starting line" with "running water, flushing toilets," and more.

At the Dallas race, there were two ways to

Right, runner Katrina Hull holds her VIP restroom pass at a race in Dallas. Below, Hull stands in front of a banner promoting the upscale restroom trailer she used on race day. (Photos courtesy of Katrina Hull)



access the VIP restrooms, either spend \$50 on Brooks products at Luke's Locker stores the week before the race or \$150 on qualifying merchandise at the race event's Health and Fitness Expo held the two days before the race.

Either way, runners received a sticker for their race bib, which was their marathon-day pass to the restroom trailers.

Tiffany Herman, a marketing/PR coordinator for Brooks Sports Inc. says the number

*If your company was already providing standard restrooms for an auto race, would an auto parts store foot all or part of the bill for a trailer if the event would agree to promote the "spend \$50 at XYZ Auto Parts and get a VIP restroom pass" concept?*



of stickers given out depends on the size and number of restroom trailers secured for a race, and the size of the race.

"Some races have 25,000 participants, where others are closer to 10,000," she says. "All those factors make a difference. For the Dallas race we handed out about 900 passes, and about 350 runners used the facilities."

#### OTHER APPLICATIONS?

All of this talk of "pay per use" restroom trailers got me wondering ... with some thought and planning, could this type of promotion work for other special events? It would probably have to start with you, the PRO, researching and proposing the idea to event coordinators and finding a willing third party. But imagine: If your company was already providing standard restrooms for an auto race, would an auto parts store foot all or part of the bill for a trailer if the event would agree to promote the "spend \$50 at XYZ Auto Parts and get a VIP restroom pass" concept? How about pairing a rock concert with a music store or beer retailer? Once you start brainstorming, many partnerships are possible.

It would require creative thinking, planning and, let's face it, hard selling at first, but it could be an effective way for you to get your upscale units rented out more frequently. And having them rented out is the best advertising there is, because for most people, seeing — or using — is believing, and once they experience the luxury, they won't want to settle for less. I know Katrina will be disappointed from now on when she has to stand in line to use a standard restroom before a race. In fact, that's why she agreed to be quoted for this column.

"If I can help make this the race norm for restrooms, I want to do my part," she said. ■

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Scott Woodstock and Brian Measel empty a load into a storage tank. (Photos by Noreen Owens)



# In it TO WIN IT

By Seiche Sanders

## Adapting to a shifting economy and increased competition helps Michigan PRO John's Sanitation stay in the black and on track

A portable sanitation company in business for 38 years has undoubtedly weathered the ups and downs of economic cycles a few times over. That said, navigating an economic downturn is never a picnic. So say John and Linda Measel, owners of John's Sanitation, a portable restroom and pumping company in South Lyon, Mich., located between the economically hard-hit cities of Detroit and Ann Arbor.

While Linda Measel says the current downturn is the worst she's seen in her career, she and her husband have worked tirelessly to ensure the company's revenues stay steady or grow despite the forces at work around them.

Employing shrewd business judgment and a deep understanding of their market, the couple has identified potential revenue pipelines as others dry up. They've been proactive in making changes to ensure the company's long-term viability, changes that include adding their sales savvy son-in-law to the employee roster and moving into a market that was new to them until recently: special events.

### HUMBLE BEGINNINGS

Having built their business from the ground up, the Measels are well aware of the challenges inherent to creating a sustainable enterprise. In fact, when they launched their business in 1972, they couldn't get a bank loan, so they used their



Mark Staron, Kenny Smith and septic driver Gary Peters discuss the day's workload.





From left, members of the John's Sanitation crew include foreman Mark Staron, route driver Scott Woodstock, sales rep Dan Docis, route driver Brian Measel, owners John and Linda Measel, bookkeeper Cherise Docis and receptionist Dawn Miller stand in front of the portable restroom inventory. Delivery driver Kelvin Carano is not shown.

resourcefulness and ended up buying an old beer truck to convert to a septic pumping truck.

That beer truck proved to be a better purchase than they'd anticipated, when, upon arriving home with it, they discovered the truck was full of cases of beer. True entrepreneurs, they sold the beer to friends, family — anyone who wanted to buy it — and raised a fair amount of capital to put toward outfitting the truck with a tank.

"It was probably easier to sell the beer than to get the septic business," Linda Measel jokes.

Using their community ties (they grew up in the area) and friendly contacts, the Measels began drumming up business and were able to secure a few jobs. Their luck, however, took a turn for the worse when the tank they had bought one day imploded — the result of a

stuck pressure relief valve.

"It looked like a pretzel — and it was brand new," Measel recalls.

While Measel remembers "sitting out there crying," the couple quickly got back on their feet. They headed back to the bank, and secured a loan that allowed them to launch the business they operate today.

#### THE EQUIPMENT MIX

The Measels began supplying portable restrooms to golf courses and over time shifted to serving construction sites primarily — which provided a respectable living for the family for more than 30 years. Recently, though, major shifts in local manufacturing and automotive industries have changed the region's economy considerably.

As the business environment in the Detroit area grew increasingly more difficult over the past few years, it became clear to the Measels that they could no longer count on some of the markets they'd always relied upon (namely construction) and must instead work to identify ripe market opportunities — then diversify their offerings and shift marketing approaches accordingly.



Yard worker Kenny Smith washes a restroom in preparing to get it back out in the field.

The special event market quickly emerged as the leading option. And the Measels are grateful they went after it when they did, as good timing helped them grow quickly in that area and offset the loss of business elsewhere.

From a bare-bones business with one truck and five restrooms in 1972, the couple today own about 1,200 restrooms, mostly from PolyJohn Enterprises Corp. and PolyPortables Inc.; 150 handicap units and assorted sinks, flushable restrooms, urinal restrooms, ADA-compliant units and sanitizer stands.

The company has 12 employees and runs seven trucks: a 2000 Ford F-350 and a 2003

**John's Sanitation**  
South Lyon, Mich.

**Owners:** John and Linda Measel

**Founded:** 1972

**Employees:** 12

**Service area:** 50-mile radius

**Services:** Portable restroom rentals and septic pumping services

**Affiliations:** Michigan Septic Tank Association

**Web site:** [www.johns-sanitation.com](http://www.johns-sanitation.com)





Linda Measel is shown at the 2010 Pumper & Cleaner Expo with an Ameri-Can Engineering Inc. trailer similar to the one her company purchased to serve weddings and special events. (Photo by Jim Kneiszel)





***“Our equipment gets old and we get rid of it. (Customers) want clean units and they want newer units, and they want you to be there on time ... They want dependability. And they like to see the nice, clean trucks.”***

Linda Measel

Ford F-550, both with 600-gallon waste/300-gallon freshwater steel tanks built by Lane's Vacuum Tank; a 2008 Ford F-250, a 2005 Ford F-250 and a 2005 Ford F-350, all with 300-gallon waste/125-gallon freshwater stainless steel tanks built by Best Enterprises; a 2009 Ford F-550 with a 700-gallon waste/400-gallon freshwater aluminum tank built by Imperial Industries. Rounding out the fleet is a 2007 Sterling with a 3,600-gallon aluminum tank from Imperial.

The couple just purchased a new restroom trailer from Ameri-Can Engineering Inc. to meet increasing customer demand among the newly acquired clientele. This trailer will be used specifically for weddings and special events. The 16-foot air-conditioned Oasis restroom trailer features three women's stools with sink and three men's urinals, with one stool and one sink. Sinks have hot and cold running water.

“If we find that it's going well for us we'll continue to move in that direction,” Measel says of the prospect of purchasing more upscale trailers. “We're focusing on weddings and special events because the state of Michigan and the construction industry is so down right now. So we're making a lot of calls.”

#### **EYE ON THE FUTURE**

Breaking into the event market is not a decision the couple took lightly, but Measel had the foresight to know construction-related industries were soon to hit a rough patch.



John's Sanitation is careful to update its fleet of restroom and septic service trucks to ensure dependability in the field.

“We knew that was going to happen,” she explains, “so we started preparing for it by pushing for the special events.”

The special events market “helped us hold our own,” Measel adds. Even though John's Sanitation doesn't do much business with the automotive industry, its ripple effects on the local economy have been felt by everyone. In addition to a construction services decline, septic pumping numbers have taken a hit.

Making the right adjustments to accommodate for changes to the business climate has been a pathway to profits for John's Sanitation. Bringing in new talent also has poised the company for growth, Measel says. Notably, the couple's son-in-law, Daniel Docis, who joined the company this year as a sales rep. With a background in sales and finance, Measel says he has been vital to targeting new business.

Forging partnerships with tent-rental and disposal container-rental companies — businesses that already serve special event customers — has proven to be a profitable strategy for John's Sanitation as well. Each company will recommend the other's services.

“There's tremendous growth right now,” she adds. “It's great.” Measel said she prefers the special event market now, in part because there isn't as much wear and tear on the units.

Profit margins tend to be better, and servicing the units is easier since they're generally less spread out geographically.

#### **COMPETITION HEATS UP**

Another facet to the challenging business environment has been new and increasing competition — and competitors willing to cut prices for the short-term sale. The Measels have had to rest on their laurels — good service and clean product — and hold firm to their pricing, despite fear of losing business, to remain competitive.

There has been an influx of companies buying 15 or 20 portable restrooms and attempting to go head-to-head with established portable restroom companies. Often, the newcomers' first approach is to charge lower prices. “It's taken many years to get our prices where they are and now we've had to go backward, so to speak.”

Holding the line on pricing, though, is a belief the Measels hold strongly.



## John's Sanitation designs PRO-specific facility

Just over four years ago, John's Sanitation had finally outgrown its digs at the home of owners John and Linda Measel and their surrounding five acres. So the couple built a new facility 20 minutes away, designed specifically to fit its unique needs, increasing efficiencies, communication and helping the business hum along day in and day out.

"We were in very tight quarters and had a very small office, so this is wonderful," Linda Measel says.

At 4,250 square feet, the building has a lot more space. "The new facility has a lot of room to grow — more of everything," she explains. "We built the facility specifically for a portable restroom and septic service company."

The workspace features windows that open into the garage so office staff can communicate easily with drivers (who don't have to traipse in and out).

"I wanted to have a work-friendly office," Measel explains. "I needed to be able to talk to and see everyone in the office and shop. I didn't want the workers and drivers in and out all day long. They can speak to all of us in the office at any time just by opening the window."

The facility, two years in the building, also has a reception area and small kitchen. The yard, too, was built to the Measel's unique specifications. It's large and has a special cement slab for washing the portable restrooms.

"The yard is very organized. Our yardman has a lot of room to keep everything in order," she says.

"We've hung in there," Measel explains. "The competitors are cutting prices and we do what we have to do. If we lose some (customers), which we do, we lose money. But we have to dig our heels in and try to get something else to make up for it."

Top-notch service and reliable, clean products provide that value to customers, Measel contends.

"We have good equipment because we have special portable restrooms that we use for the weekends — they're newer," she

*"We're not hurting ... but we've had to work a little harder at keeping it this way. If we just let it go and cried over spilled milk, we'd be down a little bit. But we've ventured down new avenues of getting business and that's how we've been able to maintain sales."*

Linda Measel

explains. "After two or three years, we start putting them out for construction." Rotating in new inventory has helped maintain a reputation for well-kept equipment.

"Our equipment gets old and we get rid of it," Measel adds. "They want clean units and they want newer units, and they want you to be there on time ... They want dependability. And they like to see the nice, clean trucks," she adds.

"Customers get good service, and they know that. We keep good contact with our customers and we have a good rapport."

Losing out on price doesn't always mean the end of the road with a customer, either, says Measel. "Last year we lost two accounts to competitors. Those competitors went out of business in the middle of the season and we got that business back."

### IN PURSUIT OF PROMOTION

Meanwhile, Measel says the company has used and found success with many traditional marketing methods, including sending postcards, ads in local papers, the company Web

site and reminder cards for pumping customers. Beyond that, they've made a push with outbound phone calls. The company gets lists from local chambers of commerce, and Measel, Docis and another office employee "spend a ton of time on the telephone calling." They also do Internet research to pre-qualify event leads.

She says advertising, postcards and ramping up operations help, but maintains that everyone has had to work a little harder and a little differently.

"We're not hurting ... but we've had to work a little harder at keeping it this way. If we just let it go and cried over spilled milk, we'd be down a little bit. But we've ventured down new avenues of getting business and that's how we've been able to maintain sales.

"We're always talking to customers and people. We're constantly looking at papers, getting ideas, churches, any type of flier," she continues. "We even have people from the office bringing ideas in — they let us know when things are going on."

The new trailer will also help the business stay competitive, Measel says. It had 12 bookings before it even arrived in the yard. Measel's decision to buy it was based on the number of people who requested such a unit (she kept track), and the numbers finally justified its expense. The purchase, they hope, will result in even more gains in the special events arena.

"Sometimes, I wasn't able to bid out events because we didn't have the trailer," she says.

This year — and moving forward — that certainly won't be the case. ■

Scott Woodstock and Brian Measel tie down portable restrooms for a delivery.



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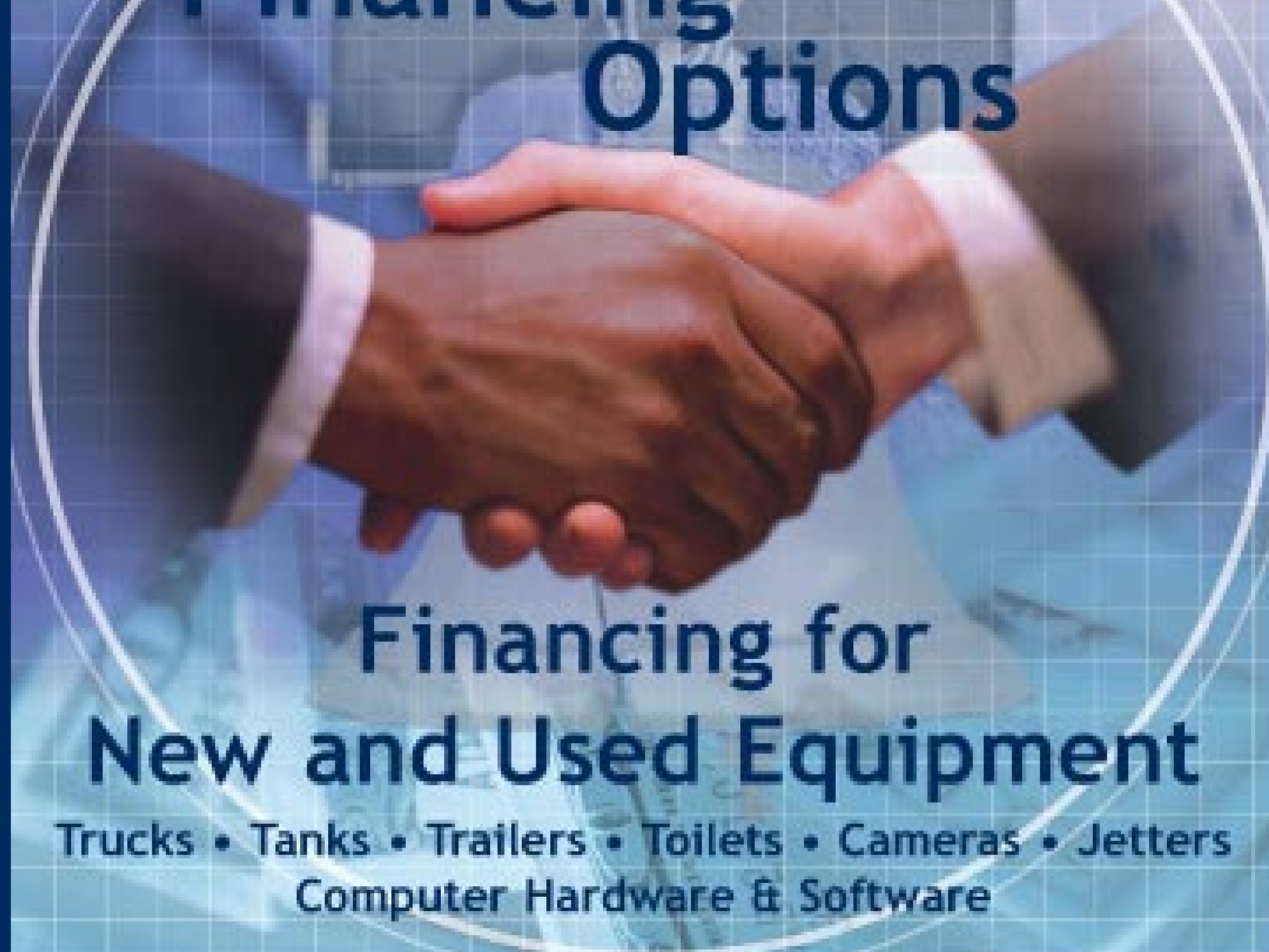
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COVER  
 STORY

Technician Helmut Weursig empties a row of 28 restrooms after the Annual Boy Scouts Camporee on South Bass Island in Lake Erie. (Photos by Luke Wark)

# ALWAYS Prepared

Careful planning and tricky logistics allow resourceful PRO to service annual Boy Scouts gathering at a historic Ohio State Park

By Mary Shafer

## ON LOCATION

**THE JOB:** Annual Boy Scout Camporee at Perry's Monument

**LOCATION:** South Bass Island in Lake Erie

**THE PRO:** Garner Sanitation Services Inc., Sandusky, Ohio

### THE TEAM

Phil Myers owns Garner Sanitation Services Inc. He's supported by full-time office manager Debbie Balsom and full-time, year-round driver, Helmut Wuersig. In the summer, an extra

full-time and part-time driver are added.

### COMPANY HISTORY

Garner Sanitation was founded by two brothers who installed and serviced septic tanks. In the late 1960s, they added portable restrooms to their services. The portable sanitation side of the business was sold in 1982, and Myers bought it in 1999.

In addition to the Boy Scout Camporee, Garner also services several other seasonal accounts and events on an

island chain in Lake Erie. Three groups of college students — one each in June, July and August — take a two-week ecology class at the Ohio State University Extension office on Put-In-Bay Island. There, they study Lake Erie's water quality and use 6-7 portable restrooms provided by Garner.

There's usually also a residential home construction project that requires 2-3 units, and eight other units are provided for the annual Lake View Beach volleyball tournament. This takes place on 20 courts and is attended by 2,000-3,000 people. Garner has several year-round accounts, including four flush units supplied to a country club, one unit for Ohio Edison's maintenance yard, and one for the island's water treatment plant operators.

### MAKING CONNECTIONS

As with the University Extension business, Garner got the Camporee gig through a referral from the Ohio Department of Natural Resources office at Lake Erie Islands State Park at Put-In-Bay. In 2004, Garner supplied this popular camping destination with about 20 units spread throughout 100 campsites when the DNR remodeled permanent facilities.

### BY THE NUMBERS

Put-in-Bay is a metro Toledo resort community on South Bass Island in Lake Erie. In warm weather, the island is reached by ferry from Port Clinton. During the winter, year-round islanders are served by airplane until the ice goes out in spring. There are about 200 of these hardy year-round residents, and about 775



Phil Myers





Campers use one of Garner Sanitation's hand-wash stations during the annual Boy Scouts event on South Bass Island in Lake Erie.

people in the township.

The village of Put-in-Bay played a significant role in the War of 1812 as the base for U.S. Naval Commodore Oliver Hazard Perry's squadron. At Perry's monument there, for the last decade on the weekend after Labor Day, Boy Scout Troop 360 of Port Clinton, Ohio, has played host to hundreds of Scouts and adult leaders from several states and Canada. The event is the troop's Fall Invitational Camporee.

About 1,400 campers use 26 restroom units, including an ADA restroom, for the weekend. Two weeks before staging, Garner places eight units at the Ohio Edison maintenance yard because his trailer can only haul 18 units. This saves the Boy Scouts from having to pay addi-

tional ferry fees, since Garner can then deliver to the campsite with just one instead of two trucks.

The standing order is for 22 regular restrooms, a combination of Satellite Industries Inc. Tufway

and Aspen units from Five Peaks Technology. These are joined by one Satellite World Care ADA unit. Garner delivers using a tubular square steel, dual-axle trailer with 5-foot outside rails, fabricated by

Jim Dennis in Fremont, Ohio. It carries 18 regular units, two T.S.F. Company Inc. Tuff Jon double-sided, 40-gallon sinks and the ADA unit. He places all restrooms and one sink at the back of the property. The other sink is dropped off in front of the field, where the food canteen will be set up.

The Perry Monument visitor center receives four units. All units are placed along the edge of the yard using a Deal Associates Inc. Mongo Mover so technicians don't leave tracks in the yard or have to drag them.

### LET'S ROLL

"Servicing the islands takes a lot of organization and coordination," Myers says. "You have to make ferry reservations a minimum of a week in advance. We've dropped off calendars and business cards at the local hardware store, the community gathering site. I also leave them with the island's building contractor. Most people on the island understand how the ferry works, so they know to call ahead."

The Camporee isn't really affected, since it's a standing date and everyone plans ahead. But even for that event, just getting around on the islands can be a challenge. "People there rent golf carts like there's no tomorrow," Myers explains. "There are probably 600-700 of those, plus lots of people on bikes and walking around who must be avoided."

### KEEPING IT CLEAN

Garner delivers and services restrooms with either of two trucks: a 2005 GMC 5500 diesel



Phil Myers uses a Deal Associates Inc. Mongo Mover to load units after the Boy Scouts event. The Perry Monument is seen in the background.

Myers and Helmut Weursig load restroom trailers for a return trip to the Garner Sanitation yard following the Boy Scouts event.







A Garner Sanitation truck and trailer exit a Miller Ferry at Catawba Island after retrieving equipment from the Boy Scout event at South Bass Island.

*“You get to take a 40-minute ride on the ferry, which is relaxing. We’re a tourist area with a lot of special events. The variety of jobs and the scenery are great. Between fairs, festivals and boat shows, there’s a whole vacation feeling around here. We don’t have to go anywhere.”*

*Phil Myers*

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with an Amthor International 1,000-gallon waste/400-gallon freshwater aluminum tank and Burk’s DC-10 Pressure Wash Down System; or a 2006 Chevy 5500 diesel with the same tank. Both run a Conde (Westmoor Ltd.) SDS-12 pump. Waste is discharged into a 7,000-gallon stainless steel tanker and trucked to a municipal treatment plant in Sandusky, Ohio, for disposal. The Ohio Edison plant allows Garner to store its 40-foot trailer on its lot until the following week to save ferry fees, which run about \$70 for a truck and \$60 for the trailer.

Each restroom is set up with J & J Chemical Co. tablets and fragrance spray. All have shelves and Purell hand sanitizers. Technicians charge the tanks with only a few gallons of water to allow for more capacity, since there is no mid-event service. “We don’t come over on the ferry on weekends because it’s too crowded with tourists, Myers explains. “They’ve never been overflowing, but they’re usually a couple inches from the top by the time we get there. They get their money’s worth.”

Because it’s a weekend

event, Garner stocks the units — each with three-roll holders — with high-density toilet paper. Crews ferry over the following Tuesday to pick them up. They drop the trailer as close as possible to the units, then pump dry enough for one trailer load and pack them up. They lock up the rest and take those back the next week.

**WHO NEEDS A VACATION?**

Myers says that for all the logistic requirements, he enjoys servicing the islands. “You get to take a 40-minute ride on the

ferry, which is relaxing. We’re a tourist area with a lot of special events. The variety of jobs and the scenery are great. Between fairs, festivals and boat shows, there’s a whole vacation feeling around here. We don’t have to go anywhere.” ■



Here, Phil Myers empties a hand-wash unit and transports (right) a restroom off the site of the Boy Scout event at South Bass Island.





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# Where the Elite Meet

## UPSCALE, ULTRA-CLEAN AND CONVENIENT ARE THE KEYS TO PROVIDING TOP-SHELF PORTABLE SANITATION SERVICES TO VIP VENUES

By Mary Shafer

It seems that “nice and easy” pretty well covers what VIP trailer customers are looking for these days. They want upscale, ultra-clean and convenient restroom facilities for their event guests. The down economy has sent some requests for restroom trailer frills into hibernation for the time being, but the ways in which these trailers are used remain widely varied.



**Name: Michael Young and Diane Young**  
**Company: Burrillville Cesspool Cleaner**  
**Location: Harrisville, R.I.**  
**Employees: 2**  
**Years in Business: 19**



at games for the New England Patriots.

The couple has six trailers — five Wells Cargo Elite IIIs and a JAG Mobile Solutions Porta-Lisa. They’ve been picking up more wedding work, and are looking for another smaller, two-unit trailer for the more intimate but upscale occasions. They find having smaller trailers allows their customers who are on a budget to afford a nicer portable sanitation option for once-in-a-lifetime events.

Outdoor Event Services fields a fleet of more than 40 VIP trailers at events across the country. Scott House says he’s definitely noticing some trends in customer requests in the past year or so. “They’re asking more for the presence of personal attendants at the site to make sure everything’s running smoothly, to keep everything clean and stocked. We’re also noticing a greater call for the more upscale



**Name: Scott House**  
**Company: Outdoor Event Services**  
**Location: Fenton, Mich.**  
**Employees: 7**  
**Years in Business: 5**

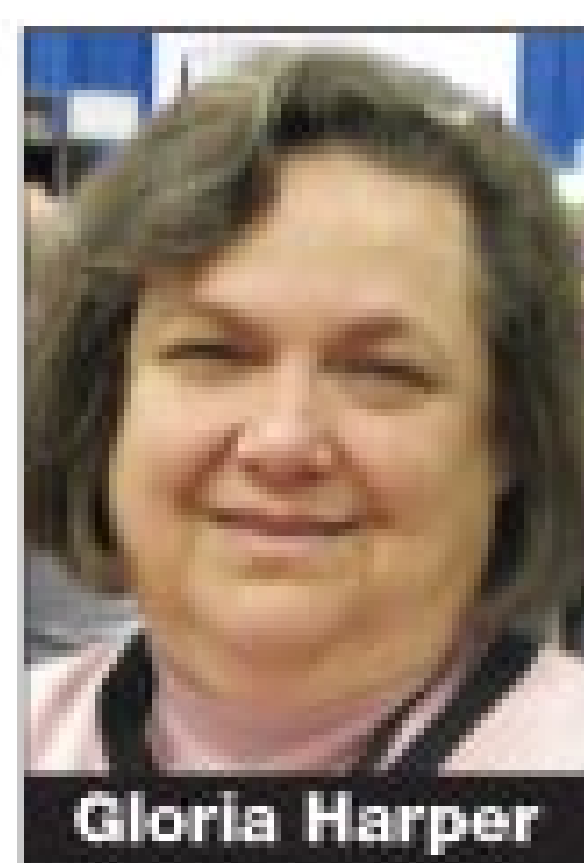
trailers as opposed to the low-range models.”

He says his customers usually provide their own flowers, but will ask sometimes for directional signage and outside lighting, which his company provides.

Outdoor Event Services also has received calls to bring shower trailers to Haiti for disaster relief. Last year, most of these trailers were deployed to state parks for firefighting lines and remained there most of the season. There are rarely any special requests made for amenities in these trailers, since most are rented according to blanket vendor specifications.



**Names: John Harper and Gloria Harper**  
**Company: Port-A-Jon Inc.**  
**Location: Shreveport, La.**  
**Employees: 33**  
**Years in Business: 17**



Even the third-largest metro area in Louisiana hasn’t developed a demand for VIP restrooms, according to John Harper of his territory in Shreveport in the northwest part of the state. “We’re finding special events a hard sell in our market right now, because we have to develop it,” he says. “We’ve got VIP trailers, but I haven’t bought one yet that’s paid for itself. They’ve just been a necessary evil we have to have for some of our customers.” But things are changing. Since Hurricane Katrina slammed the Gulf Coast, and particularly in the

past three years or so, “They’re shooting a lot of movies in our area,” Harper notes. “They like the upscale units there. And we’ve rented them to a few weddings.”

The company also has satellite locations in nearby Longview and Jefferson, Texas, where it serves industrial customers. “This year, we’re picking up a trailer that we’re going to put up 14 stories in a power plant. They have a big sling that picks it up in a crane and swings it over and sets it down in the middle. We won’t be able to go get it by ourselves if we need it. And we’ve had to build some unique systems to be able to vacuum it out and clean it while we’re up there.”

The customer built chases through which Port-A-Jon crews can run pipe up the side of the building. They hook their pumping hoses to the bottom of the pipe and communicate via two-way radio with a technician who hooks up the vacuum hoses to the top and runs them to the trailer. “Lately it seems like that’s what we do (with these VIP units). We seem to be specializing in these odd jobs.”

If there’s any notable trend he sees in VIP requests, it’s for the convenience of work crews performing renovations on “big box” store locations such as Walmart or Home Depot. Another high demand is for VIP trailers for extreme traffic events like Mardi Gras, where plenty of toilet paper is required.

“When you have 30,000 people in a town of 2,000, it’s just overwhelming,” explains Harper’s wife, Gloria. She’s referring to the situation during Mardi Gras in Jefferson. In such cases, it’s imperative to provide enough paper so that on-site technicians aren’t constantly scurrying to refill and keeping units out of service while they do it. Her husband concurs.

“We put the trailers in what they call a beer garden there,” John Harper explains. “We’ve hung PVC pipe over the top of the stalls from end to end. We fill two pipes up with 150-200 rolls at least. You have to reach up and get it, of course, but they don’t run out of paper anymore!” ■





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# Very Important Opportunity

## A VIP SPECIAL EVENT IS THE BEST SHOWCASE FOR YOUR EQUIPMENT AND PORTABLE SANITATION EXPERTISE

By Gregg DeLong

**T**here is no better venue than a VIP special event to showcase your best products and services. While these events are more effort, don't lose sight of the referrals you may obtain and the satisfied guests you will impress with a job well done. The end result will be business growth in a shrinking economy.

Event planners are known for presenting distinctive events to ensure the festivity is memorable. These show-stopping events might be award ceremonies, balls and masquerades, celebrity golf tournaments, professional sports events, charity events and entertainment openings and wrap parties.

According to the Merriam-Webster dictionary, a VIP, or *very important person*, is someone of great influence or prestige, especially a high official with special privileges. Examples include celebrities, athletes, heads of state/heads of government, major employers, high rollers, politicians, high-level corporate officers, wealthy individuals, or any other notable person who receives special treatment.

### PREPARATION COUNTS

Privacy policies and discretion are extremely important. Event planners must know you are trustworthy to put VIP guests in your hands.

You should take the extra time to ask plenty of questions about the event, audience, expectations, logistics and theme. It is imperative you make quality — even luxurious — recommendations. Event planners are looking for over-the-top service and amenities that will impress their guests.

While budget plays a big role, an experienced event planner knows about return on investment. The goal is a memorable event that will have guests talking for years to come. Their job is to create buzz and to pick up publicity. When customers — or VIP guests — are dissatisfied, they typically tell nine other people. It's critical for word-of-mouth around the event to be as positive as possible.

If event planners try to cut corners, don't be afraid to stand your ground on the proper amount of units, portable sinks, hand sanitizing stations, and anything else they will need to accommodate guests. The events — and your reputation — are at stake. No guest wants to pay hundreds of dollars to attend a spectacular VIP event only to be in line for the restroom the entire time.

### ENHANCE THE EXPERIENCE

This is the time to pull out all the stops and offer all the comforts of home. Create a pleasant environment with pleasing fragrance and fresh flowers. Showcase your upgraded spacious units or restroom trailers. Depending on the guest list, don't forget wheelchair-accessible units or baby-changing stations.

Reputation is your biggest asset, so use VIP special events to your

advantage. Guests expect to be pampered. Offer flushing units, interior lighting, warm water sinks and all the extras. Other ideas:

- Provide friendly attendants in clean, pressed uniforms.
- Upgrade bathroom tissue to two-ply sheets. Include facial tissue and higher quality paper towels.
- Remove barriers to entry. Avoid mud puddles, large trucks, or other annoying obstacles from blocking units.
- Consider adding potted plants or welcome mats around your units. Work with the event planner to make sure your display fits into the overall theme and decor.
- Keep air flowing and make certain restrooms always smell fresh.
- Place a sticker on restroom doors or mirror with an 800 "emergency service" number. Encourage calls from guests.

*You should take the extra time to ask plenty of questions about the event, audience, expectations, logistics and theme. It is imperative you make quality — even luxurious — recommendations.*

### FOLLOW-UP IS KEY

Attend VIP events you serve, or put a reliable manager in charge. No matter what, make certain the event planner has a number where you can be reached if a problem arises.

Take time to meet with planners after every event — assess what went well and what needs improvement next time while it is fresh in your memory. Your sincere interest in their feedback will create customer satisfaction, and lead to a loyal and lasting relationship.

Apologize if something went wrong. For the sake of your business, many times this means apologizing even if it's not your fault or a failure of your equipment. Your reputation and retaining VIP special events is most important, because your next big client may be sitting in the audience.

Don't forget to tell your customers how much you appreciate their business and loyalty. Send a "thank-you" card after each event. And, why stop there? Send a holiday or anniversary card each year to celebrate another year of doing business together. This way they will always remember you for the next event.

### A FINAL WORD

There is no better marketing for a business than happy clients. Time, commitment, reliability, trust, good communication and standing by your word will foster a successful relationship. This will help ensure you will be the first business called for the next VIP special event.

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# EXTRA Special!

## Restroom Trailer Roundup

Restroom and shower trailers with on-demand hot water, flush toilets and private locker rooms can ensure success for important weekend events

By Ed Wodalski

Weekend getaways aren't what they used to be. Today's discriminating, "want-it-now" customers might choose to "rough it," but given the choice, they still prefer a hot shower at a remote music festival or flush toilets at a major sporting event to three days of grime.

Meeting those needs are today's specialty trailer manufacturers, whose latest offerings include the warming glow of a fully heating electric fireplace on a chilly summer night.

Family-friendly portable locker rooms and self-contained restrooms are only a few of the latest innovations of the ever-expanding specialty trailer market. Whether it's providing that "at-home" feel to a youth sporting event or delivering "no-wait" restrooms and running water to a major marathon, today's trailer packages can leave some amateur athletes feeling like pampered pros. With built-in "wow appeal," these trailers have the ability to turn any event into something special.

Interior & Exterior of Ameri-Can Engineering 810



### Ameri-Can 810 Shower Trailer

The **810 Four Plex Mobile Shower Trailer** from **Ameri-Can Engineering** features four individual unisex cubical-style showers in a 10-foot trailer. The unit offers on-demand LP hot water, 300-gallon polyethylene freshwater supply,

425-gallon steel waste tank and individual step assemblies. The shower unit is built on an 8-foot by 10-foot unibody steel frame and has dual 3,500-pound Dexter TorFlex axles. Standard equipment includes electric brakes on each wheel, 2,000-pound front load levelers, 5,000-pound rear load levelers, LED exterior lights, 2 5/16-inch adjustable hitch, tongue-and-groove 3/4-inch marine grade plywood flooring, sight gauge on waste tank, 1.5 gpm shower heads, fold-in door steps with handrails, 20-amp electrical circuit, insulated ceiling and walls, rain gutters over each door and more. Options include heat and air conditioning packages, CD music system, rubberized flooring, coin-operated shower, and cold-weather package. **574/892-5151; www.ameri-can.com.**

### Wells Cargo Comfort Elite X

The **Comfort Elite X** from **Wells Cargo COG** has 10 self-contained, private unisex restrooms and an exterior four-sink hand-washing station to keep special event traffic moving. The tankless trailer unit features a vacuum macerator pump system that connects directly to a sewer or external collection tank (self-pumping to 300 yards). The 20-foot modular trailer has a removable 2-piece drawbar/hitch, hydraulic "one-touch" lowering system, LED exterior



Interior & Exterior of Wells Cargo Comfort Elite X



lighting, freshwater hook-up, waste access valve, stabilizer/leveling jacks and three exhaust fans with vent covers. Other features include water-saving, vacuflush toilets, spray-on Scorpion floor liner, white embossed FRP Kemlite sidewall liner, smooth laminated ceiling liner and 12-volt overhead light. The hydraulic lowering system eliminates the need for stairs and railings. **888/574-4222; www.wellscargocog.com.**

### Alpha Mobile Solutions Locker Room

The **CN8528 locker room trailer** from **Alpha Mobile Solutions** features 24 steel lockers (two rows upper and lower), lockable cabinet doors, on-demand propane water heat and carries two 30-gallon propane tanks. With an overall length of 31.6 feet, the locker unit measures 28 feet long and 8.5 feet wide. Other features include 12-volt fluorescent lighting, shatterproof mirrors, shower stalls with private dressing area and seats, stainless steel sinks with





automatic shutoff faucets, solid surface countertops, keyed locks on entry/exit doors and 3/4-inch treated plywood subfloor. The trailer has amber LED porch lights, scissor jacks on four corners, platform and handrails with bottom step leveling pads, 800-gallon waste tank, 120-gallon freshwater tank, 110-volt extension cord outlets, standard water hose connection, 3-inch banjo waste tank cleanout connection, waste tank washout connection, 2 5/16-inch ball hitch with adjustable tongue and sand pad, electric brakes with 7-way plug, aluminum bonded seam body, 3-inch steel C-channel floor joists, 6-inch steel tube frame and Ztech weather-proof coating on frame (top, bottom and sides). **877/789-1213; www.alphamobilesolutions.com.**



Interior of CN8528 Locker Room Trailer

### Rich Restrooms Ritz

The **Ritz upscale restroom trailer** from **Rich Specialty Trailers**, also known as the wedding trailer, is aimed for use at corporate business events, weddings or upscale parties. Available with 2- to 12-station floor plans, the trailer features a large waste tank and floors laminated with a fiberglass reinforced polymer and sealed to protect against moisture. Self-storing, easy-glide steps are standard on most models. Exterior walls are finished with one-piece fiberglass gelcoat. Also offered are special effect lighting, pedestal sinks, maple cabinetry, shatter-resistant glass vessel sinks and fully heated electric fireplace with hidden LCD TV. **260/593-2279; www.richrestrooms.com.**



Interior of Ritz Upscale Restroom Trailer



### NuConcepts Prestige Restroom Trailer

Self-contained solar **Prestige restroom trailers** from **NuConcepts**, available in one, two- or three-unit models, are designed for weddings, parties, sporting events, food festivals, restroom remodeling and movie production. At 44 percent larger than NuConcepts' original VIP restroom, the Prestige has an exterior height of 95 inches and interior height of 83 inches. It measures 54 inches by 46.5 inches and weighs 800 pounds. Features include a 65-gallon waste tank, 40-



Prestige Restroom Trailer from NuConcepts

gallon freshwater tank, 72- by 24-inch radius entry door, powered roof vent, built-in trash receptacle, in-use light, waterproof carpet, durable plastic skids, 10- by 13-inch oval sink, incandescent lighting, freshwater flush (approximately 125 uses) and full-length mirror. Air conditioning and 110-volt winterized units are available. **800/334-1065; www.nuconcepts.com.**

### Black Tie Shower Trailer 28

The **Shower 28 trailer** from **Black Tie Manufacturing** has four individual showers with dressing room and fold-down bench on each side with sink, cabinet and mirror. The trailer has an overall length of 32 feet, height of 11 feet, 9 inches and is 8 feet, 6 inches wide. It has a greywater holding capacity of 866 gallons. Features include hot and cold running water, heating and air conditioning and exterior lighting system. Options include on-board freshwater system, winterization package and auxiliary 1/2-hp pump and reservoir tank. **877/253-3533; www.blacktiemanufacturing.com.**



Interior of Black Tie Shower Trailer 28



### Comforts of Homes 6-Station Shower & Locker Trailer

The **6-station shower and locker trailer** from **Comforts of Home** features low floor height for safer entry and exit and one pint per flush porcelain water-saving toilets. Other features include self-metered faucets, waterless urinals, mirrors, single piece linoleum floor, privacy partitions, FRP wall panels, decorative or water-resistant fluorescent lighting and sight glasses for waste tanks. Shower features include scald-resistant controls with optional hot/cold control at each shower, privacy curtains (optional solid doors), tankless water heaters and powered roof vents. Options include freshwater tank and pump system, interior wash down, onboard generator, auxiliary bladder tanks, scene lights and LCD flat screens with DVD player, rooftop air conditioners with heat pumps, lockers, shelves and countertops, laminate walls with oak trim, skylights, stereo, hands-free paper towel and soap dispensers and baby-changing stations. The aluminum exterior has a white enamel finish, with 3/4-inch marine grade plywood floor and steel framing (including sidewalls and roof beams). The trailer has independent torsion suspension axles, electric brakes with 12-volt breakaway switch. **847/856-8002; www.cohsi.com.**

6-Station Shower and Locker Trailer from Comforts of Home







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### JAG 3-Station Combination Shower-Restroom

The 3-station combination shower-restroom trailer from JAG Mobile Solutions features three private entrances, each with a shower, toilet and sink. The unit, also available in one through eight stations, can be utilized as a mobile restroom, shower or both. It has a 600-gallon waste and 200-gallon freshwater tank. A 3/4-inch hose connection to refill the tank is standard. Options include a greywater diverter, extreme winter package and a variety of interiors. Also available is the LOCK-A-WAY shower system that enables showers to be hidden from use or potential vandalism if the event does not require shower access. **800/815-2557;** [www.jagmobilesolutions.com](http://www.jagmobilesolutions.com). ■



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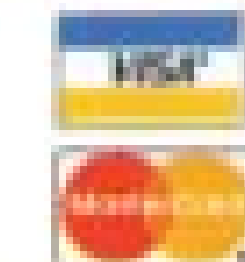
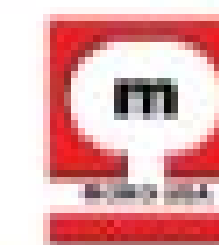
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**Texas Septic and Sewer Business.** Well-Established and Profitable Texas Septic, Sewer & Installation Business For Sale. Grossing in excess of \$600,000 annually, customer list of nearly 2,000 accounts and 430 contracted customers. Includes nice late model equipment, most are 2007, 2008 model years. Real estate with rental income included in asking price - office and home generate \$1,000+ per month in rental income. **\$799,000.**

**Northern Minnesota Septic & Drain Cleaning Business For Sale.** Established in 1965, owner is retiring. 3,500 customers including some contracted. Well-established name for 45+ years. Real estate available for additional fee that adjoins municipal dump site. Hunt, fish, snowmobile right out your back door. **Affordably priced at \$50,000.**

**North Carolina Septic Business.** Grossing in excess of \$125,000 annually. Includes 2,000 gallon service truck, backhoe, jetters and more. **\$110,000.**

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**Massachusetts Sewer & Drain Franchise For Sale.** Confidential listing, Non Disclosure Agreement required. Turn-key business, good revenue. **Asking \$165,000.**

**Dallas/Fort Worth Texas Area Sewer/Rehab Business For Sale.** Drain Cleaning, TV inspection, Pipeline & Manhole Rehab/Relining, Municipal Cleaning and Maintenance business for sale. Excellent opportunity to expand or start your own business. Good revenue history and priced to sell. Includes all equipment to get started. **Asking \$150,000.**

**Allentown, Pennsylvania Area Sewer Business.** Specializing in collection systems, video inspection, jetting, municipal work. Includes CUES TV & grout truck, Sewer Equipment Corporation jetter truck, Vactor 2100, RIDGID camera, confined space equipment and more! Good revenue history. Great opportunity to expand or start your own business. Current owner wants to retire. **\$330,000.**

**Green Bay, Wisconsin Area Septic & Drain Business For Sale.** Solid and steady revenue history and nearly 20 years established. Excellent opportunity to expand or start your own business. Includes very well-maintained 3,800 gallon septic service truck, fully outfitted 2002 Chevy drain service van, drain & sewer equipment, all office equipment and computers, 2,700+ customer list, and more - a true turn-key or easy expansion opportunity. Very meticulously maintained equipment all kept inside a heated shop. Current owner is retiring. Large shop and real estate is also available if desired at additional cost. **Asking \$249,000.**

**South Florida Commercial Real Estate, Plumbing & Sewer Business For Sale.** Established in 1969, owner is moving on. Nearly 8,000 customers in database including some contracted. Established name with real estate on turnpike. Real estate appraised in excess of \$2 million, business grosses in excess of \$1 million, close to \$1 million in equipment including Vactor, Guzzler and Safe Jet trucks. Equipment has been featured in Cleaner magazine. Assumable SBA loan for bulk of selling price. **\$2,799,000 for the entire package.**



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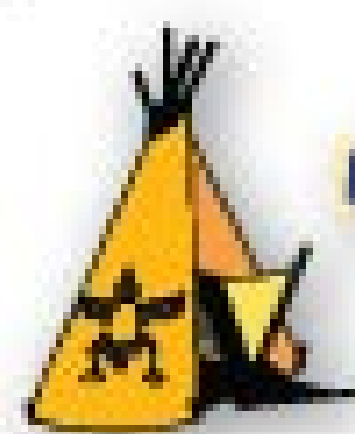
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**North Carolina Septic and Installation Business for Sale.** Showing good growth over the past 3 years. Includes all equipment to operate, extensive customer list, and owner is willing to train if necessary. Asking \$110,000. E-mail jeffb@colepublishing.com, visit [www.Btwo.biz](http://www.Btwo.biz) or call 800-257-7222 and ask for Jeff Bruss for more details. **A B2 Business Brokerage Listing.**(TBM)

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## BUSINESSES

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

## BUSINESSES

**New Jersey VIP Restroom/Portable Toilet Business For Sale.** Servicing Metro Philadelphia and Southwest New Jersey with VIP restroom trailers and portables. Many late model assets including 2 nice service trucks, 1 back-up service truck, pick-up truck, 4 VIP restroom trailers, nearly 300 restrooms, sinks, holding tanks, slide-in unit, 2 forklifts, and more. Assets worth over \$300,000 - priced to sell at \$399,000. E-mail jeffb@colepublishing.com or call 800-257-7222 and ask for Jeff Bruss for more details. **A B2 Business Brokerage Listing - www.Btwo.biz.**(TBM)

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

### CHOOSE A HEADING:

- |   |   |   |   |   |                                      |
|---|---|---|---|---|--------------------------------------|
| <input type="checkbox"/> Businesses           | <input type="checkbox"/> Lease Financing    | <input type="checkbox"/> Portable Restrooms         | <input type="checkbox"/> Portable Restroom Trucks | <input type="checkbox"/> Septic Trucks  | <input type="checkbox"/> Tanks       |
| <input type="checkbox"/> Computer Software    | <input type="checkbox"/> Miscellaneous      | <input type="checkbox"/> Portable Restroom Tanks    | <input type="checkbox"/> Positions Available      | <input type="checkbox"/> Service/Repair | <input type="checkbox"/> Wanted      |
| <input type="checkbox"/> Excavating Equipment | <input type="checkbox"/> Parts & Components | <input type="checkbox"/> Portable Restroom Trailers | <input type="checkbox"/> Pumps - Washdown         | <input type="checkbox"/> Slide-In Units | <input type="checkbox"/> Other _____ |

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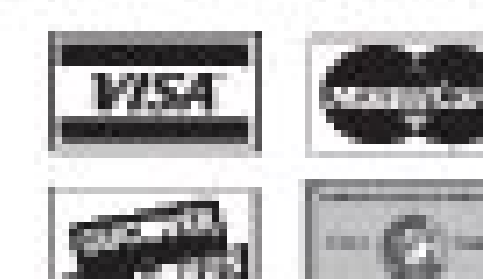
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**PORTABLE TOILET BUSINESS FOR SALE, EAST CENTRAL MISSISSIPPI.** Two vacuum trucks, 90 toilets, 14 holding tanks, wash stations. Business still growing. Call 662-418-8413. (P7)

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## PORTABLE RESTROOMS

Used portable toilets for sale in Middle TN area. Call: 931-320-2255. (P7)

75 used Satellite units, good condition, green with brown front. \$825 each. All or part. Central Oregon. 541-548-0234. (PT7)

74 Red, White & Blue Poly-Portable (Integra) units in 'almost new' condition. \$285 each. Please call 352-572-2687. (P7)

100 used Satellite units, green, \$150 each or buy whole lot for \$100 each. Southwest Missouri. 417-623-4818. (P7)

25 blue Satellite TuffWay restrooms most are rental ready - \$150 each or \$3,125 for the lot. 25 light blue and gray Synergy High Tech restrooms most are rental ready - \$150 each or \$3,125 for the lot. Cory 215-766-8164 PA. (P7)

## PORTABLE RESTROOM TANKS

(11) 300-gallon plastic holding tanks, \$100 each. (5) 120-gallon plastic holding tanks, \$50 each. 810-724-3620. (PT7)

300 gallon slide-in tank with 5 hp motor and M1 vac pump. Needs work - \$1,250. 700 gallon 3-compartment fiberglass PT body will fit on flatbed - \$550. Cory 215-766-8164 PA. (P7)

## PORTABLE RESTROOM TRAILERS

2002 - 2004 NICE Equipment "Protea" style two room self-contained restroom trailers. Good condition. \$6,500 each. For more info call Jordan 732-692-2470 or email jordan@mrjohn.com. (T7)

## PORTABLE RESTROOM TRUCKS

(2) 2000 International 4700s, 33,000 GVW, automatic, 1000 fresh/450 water, toilet carrier. \$22,500 each. www.pumpertrucksales.com. Call Mike @ 303-478-4796 or JR. @ 720-253-8014. (P7)

Call A Head Corp. is now taking delivery of 4 new Best Enterprises built pump trucks enabling us to sell 3 2005 and 1 2006 F550 Super Duty pump trucks at wholesale prices. Low, low mileage, these trucks are in showroom condition built with all stainless steel, 1050 gallon tanks (750 water/300 waste), PTO driven Masport pumps, automatics, AC, tool boxes, etc. Starting at \$29,999. Contact Kenny @ 1-800-634-2085. (PTBM)

(2) White 1996 F-350, standard trans., 150 fresh/300 waste. Both need work. Asking \$9,000 ea. 1997 F-350, auto trans., 150 fresh/300 waste. Asking \$10,000. All 3 trucks: \$28,000. Call 254-526-4745 or 254-466-1075. (T8)

# PRO MARKETPLACE ADVERTISING

CALL 1-800-994-7990 to advertise in *PRO Marketplace*

## PRESSURE WASHERS

New Commercial Grade Trailer Special - Single axle, hot water trailer unit, 18 HP Vanguard, 5.0 gpm @ 3,000 psi, with 200 gal. water tank, General pump. List \$11,995. **Sale only \$8,995. Fully loaded! Ready to clean!** 800-624-8186; www.powerlineindustries.com. (TBM)

## PRESSURE WASHERS

Hot water, mobile wash skids with serious cleaning power. Sold and supported through local distributors. Call 800-274-9376 or visit www.hydrotek.us. (T9)

Advertise in Classifieds for only **\$1.00 PER WORD!** at [www.promonthly.com](http://www.promonthly.com)



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



# Don't Err with Air

## AN ELECTRIC PUMP IS THE SAFEST, MOST EFFICIENT WAY TO PRESSURIZE THE WATER TANK COMPARTMENT IN A PORTABLE SANITATION SERVICE TRUCK

### QUESTION:

I run a portable restroom business, and I saw one of my competitor's trucks the other day and he did not have a water pump. I stopped and asked him how he got his water out of the tank to clean the units. He told me he uses the air compressor off the truck, the one used for air brakes, to pressurize the system for restroom cleaning. Both of my trucks have separate electric water pumps. Am I wasting my money on water pumps if this other system, using the air off the truck, works?

Jay Robb  
Fort Worth, Texas

### ANSWER:

We've seen a few trucks hooked up this way. The air line runs to the water compartment and with that kind of air pressure, the result is a solid cleaning spray. So if it works, which it does, why are so many electric pumps installed on trucks that utilize air brakes? Because pressurizing your water tank compartment using the truck's air brake system is a bad idea. Let's back up and examine this system.

An electric pump, on the one hand, uses electricity off the truck to power the pump and does not, in any way, pressurize the tank. It is given power and it pumps at varying degrees of pressure, depending on the pump you install.

Most importantly, the water tank compartment itself is not being pressurized. This means: 1) The heads of the water compartment tank can be flat, saving money on tank construction. 2) If the tank is coated or made of aluminum or stainless steel there is little chance of corrosion over time. Consequently, an electric pump allows for a less expensive tank and increases the potential for longevity.

On the other hand, running an air line off the truck into our water tank compartment creates an entirely different situation. The concept is simple: Push air into a closed tank, the pressure builds, you open the valve, and out gushes the water. So what's the problem?

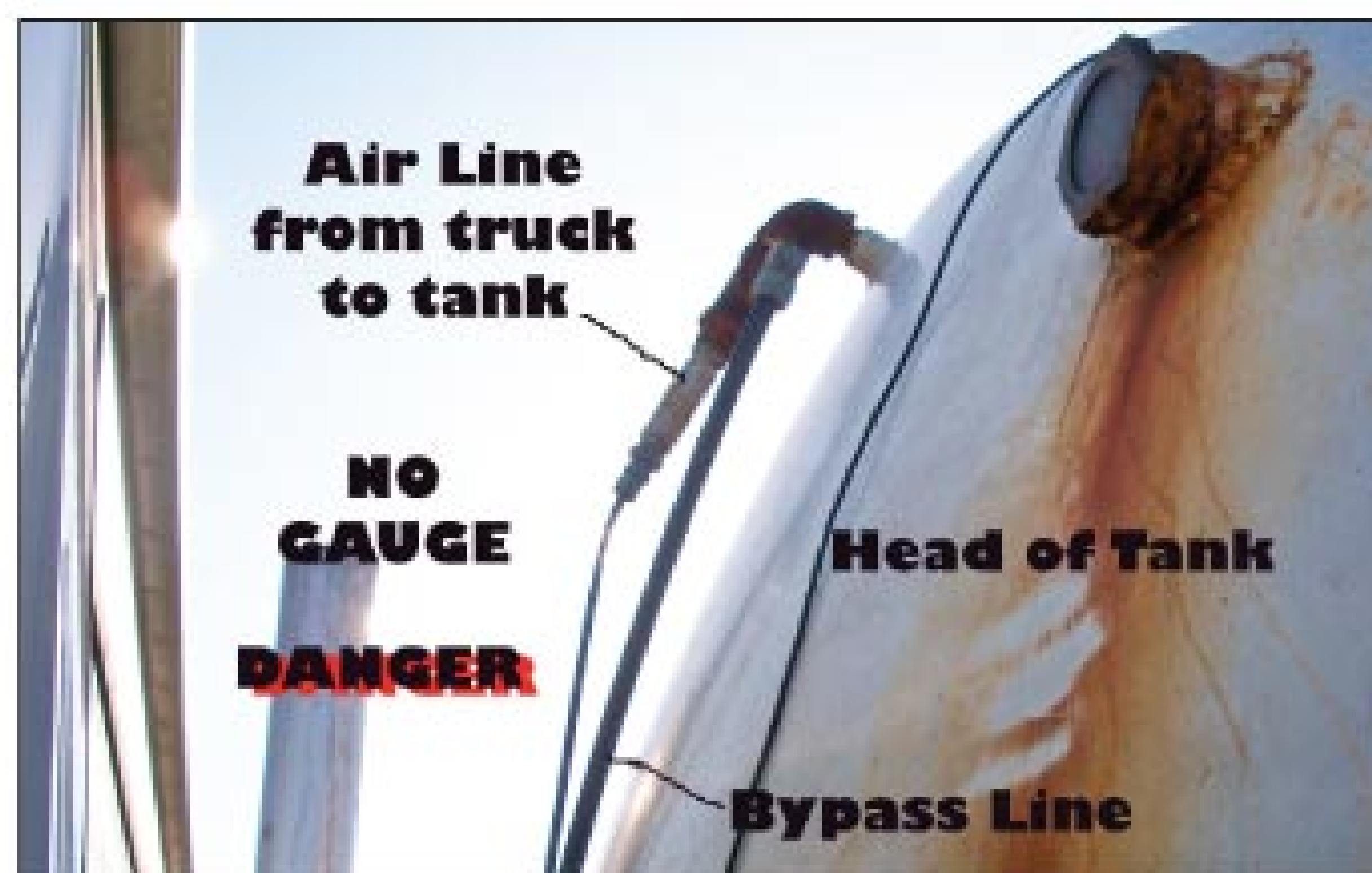
First, you must make sure the tank can accommodate the pressure. Flat heads will fail under pressure. So dished heads must be used in construction, which is a costlier alternative.

**THE DRIVER AND THE OWNER OF THE TRUCK WERE INFORMED THAT USING THE TRUCK'S AIR IS A DANGEROUS PRACTICE, ESPECIALLY WITH NO PRESSURE GAUGE. THE REPAIRS CANNOT BE GUARANTEED IN THIS SITUATION BECAUSE THERE ARE TOO MANY UNKNOWNNS FOR THE REPAIR SHOP TO ACCOUNT FOR.**

Second, pressurizing the tank requires an accurate device to measure and assure continual safe pressure level. The accompanying photo shows a vacuum truck with a pressurized water tank and no pressure gauge. Without a gauge, you create a bomb that can explode at any time. And there is no employee who is going to have a "feel" for when enough air is in the tank. If the tank is pressurized beyond its limits, the resulting explosion puts everyone in the vicinity, especially the driver, in danger. This also makes it possible for cracking or breaking of the waste tank.

The tank in the photo showed another problem. Where the constant air pressure hit the bare steel, corrosion manifested itself. If the tank is coated, the coating breaks down. With corrosion, the tank is weaker and more likely to fail and possibly explode.

The tank in the photo was brought in for repair because corrosion caused tank leaks. And, more importantly, the driver and the owner of the truck were informed that using the truck's air is a dangerous practice, especially with no pressure gauge. The repairs cannot be guaranteed in this situation because there are too many unknowns for the repair shop to account for. Consequently, it was time to repair the tank, disconnect from the air system, and install an electric pump.



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

# 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!**



**Find out More at [PolyJohn.com](http://PolyJohn.com)!**  
**800-292-1305**



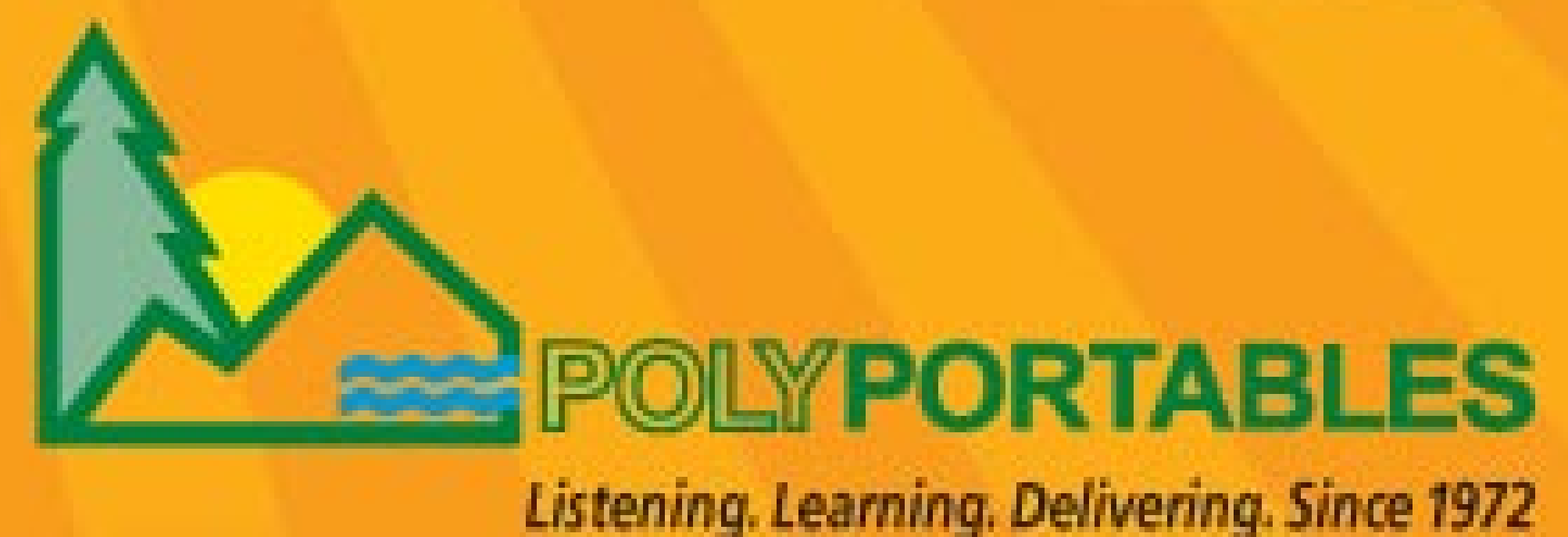
# HOW DO YOU LIKE YOUR SAVINGS? WET OR DRY?



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