

# PRO™

PORTABLE RESTROOM OPERATOR

August 2010  
www.promonthly.com

## GOING FOR GOLD

Teamwork aids Olympic service

Page 16

## QUALITY BEFORE QUANTITY

Gotta Go adopts stay-small strategy

Page 10

PRSTD STD  
U.S. POSTAGE  
PAID  
COLE  
PUBLISHING

COLE PUBLISHING INC., PO BOX 220, THREE LAKES WI 54562 CHANGE SERVICE REQUESTED





51 YEARS OF DEPENDABILITY

# TUFF-JON

- One-Piece Construction
- Lightweight
- Rust-Free Hardware
- Wood and Poly Skids
- Large Variety of Colors



Tuff-Jon III



Tuff-Jon



Tanks in 60, 105, 225, 300 and 440 Gallon Sizes



Interior View of TJ-III with sink

### — OPTIONAL ACCESSORIES —

- Lifting Bracket Assembly
- Sky Heater
- Sinks Available For Both Styles of Tuff-Jon



60 Gallon Rinse Tank

**Special Summer Pricing**



TJ Handy Stand Waterless Gel Touch Dispensers

**The TSF Company Inc.** | 2930 S St. Phillips Rd. | Evansville, IN 47712

Toll Free: **1-800-843-9286** | **812-985-2630** | Fax: **812-985-3671**

E-mail: **tsftuffjon@sbcglobal.net** | Web Site: **www.tuff-jon.com**



PORTABLE TOILETS / HOLDING TANKS / HAND WASH UNITS / ACCESSORIES



# Pick It Up!

## 450 Gallon Slide In Vacuum Service

*New Design 'Tank In A Tank' Offers Improved Weight Distribution*

- *Self-Contained Pumping System*
  - *Skid Mounted Slide In*
    - *Lightweight Aluminum*
    - *Fits Standard Pick-Up*

*Electric Start 5.5 HP Honda CondeSuper 6 vacuum pumpw/ 4-way valve*

*Two Compartment 300 Waste / 150 Fresh*

*12 Volt washdown system w/50' hose*

*30' of 2" fill hose*

*12 Volt battery*

*3" Discharge*

**Introductory Price!**

# \$7,995

**DELIVERED!\***



**FREE DELIVERY!\***  
**Up To \$400.**  
**PrePaid Freight**



Contact Phil Hodes

# 888-281-9965

[www.tristatetank.com](http://www.tristatetank.com)

Fax: 913-279-3151 • [phodes@tristatetank.com](mailto:phodes@tristatetank.com)

*progress tank*

\*Free delivery, not to exceed \$400.00, in USA through 9/15/10, excluding HI & AK

**BEST** Quality. **BEST** Price. **BEST** Part...It's **IN STOCK!**

- 6 From the Editor:**  
**Bite Your Lip**  
Your service efforts aren't helped by complaining to customers about low-ball competitors or other issues that trip your trigger.  
- Jim Kneiszal
- 8 Back at the Office:**  
**To BBB or Not to BBB**  
Does your company benefit from Better Business Bureau accreditation or could the annual fees be better spent on other marketing measures?  
- Judy Kneiszal
- 10 PROfile:**  
**Quality Before Quantity**  
Canada's Gotta Go Portable Toilet Rentals sticks with a stay-small strategy for customer service success.  
- Ken Wysocky
- COVER STORY**
- 16 On Location:**  
**Going for Gold**  
By treating the alpine events of the 2010 Olympic Winter Games as a management contract, Carney's Waste Services satisfied both a world clientele and its loyal customers.  
- Peter Kenter
- 22 Think Tank:**  
**How Far is Too Far?**  
For contractors aiming at providing crack customer service across a broad territory, the decision to take distant jobs is not made lightly.  
- Mary Shafer
- 24 Product News**
- 26 PRO Discussion:**  
**Painted Ladies**  
Is there a product that allows you to spruce up faded old restrooms?
- 30 Truck Corner:**  
**Thanks for Asking ... Again**  
We reprise some of the most common *Truck Corner* questions received from vacuum truck operators.  
- Bob Carlson and Jerry Kirkpatrick



# PRO

PORTABLE RESTROOM OPERATOR

Published monthly by

COLE Publishing Inc.  
1720 Maple Lake Dam Rd. • PO Box 220  
Three Lakes, WI 54562

In U.S. or Canada call toll-free 800-257-7222.  
Elsewhere call 715-546-3346 • Fax 715-546-3786  
www.promonthly.com • E-mail: pro@promonthly.com  
Office hours 7:30 a.m. - 5:00 p.m. CT M-F

**SUBSCRIPTION INFORMATION:** A one-year (12 issue) subscription to PRO™ in the United States or Canada is free to qualified subscribers. A qualified subscriber is any individual or company in the United States or Canada that partakes in the portable restroom industry. Non-qualified subscriptions are available at a cost of \$60 per year in the United States and \$120 per year outside of the United States. To qualify visit [www.promonthly.com/qualify](http://www.promonthly.com/qualify) or call 800-257-7222.

Our subscriber list is occasionally made available to carefully selected companies whose products or services may be of interest to you. Your privacy is important to us. If you prefer not to be a part of these lists, please contact Nicole at [nicole@colepublishing.com](mailto:nicole@colepublishing.com).

**CLASSIFIED ADVERTISING:** Rate: \$1 per word, per month. Minimum of 20 words or \$20. All classified advertising must be paid in advance. DEADLINE: Classified ads must be received by the first of the month for insertion in the next month's edition. PHONE-IN ADS ARE NOT ACCEPTED. Fax to 715-546-3786 only if charging to MasterCard, VISA, Discover or Amex. Include all credit card information and your phone number (with area code). Mail with check payable to COLE Publishing Inc. to the address above. CLASSIFIED ADVERTISING APPEARS NATIONWIDE AND ON THE INTERNET. Not responsible for errors beyond first insertion.

**DISPLAY ADVERTISING:** Call 800-994-7990 and ask for one of our sales staff below. Publisher reserves the right to reject advertising, which in its opinion is misleading, unfair or incompatible with the character of the publication.

## OUR SALES STAFF:



Kim McGee



Jim Flory



Winnie May



Jim Koshuta



Kayla Wilkowski

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

© Copyright 2010, COLE Publishing Inc.

No part may be reproduced without permission of the publisher.

## COMING NEXT MONTH – September 2010

- **Special Issue:** Diversifying for success
- **PROfile:** Tennessee PRO opens sign shop



## 2011 PUMPER & CLEANER ENVIRONMENTAL EXPO INTERNATIONAL

Education Day: March 2, 2011  
Exhibits Open: March 3-5, 2011  
Kentucky Exposition Center, Louisville, Kentucky  
[www.pumpershow.com](http://www.pumpershow.com)



# The Original "Tiger-Tail" Hose

Manufactured by Plastiflex®

Special Pricing Available exclusively through TOICO Industries. Act now to take advantage of this limited time offer.

**10% Discount** on all "Tiger-Tail" Hose Through August 31, 2010

TOICO Industries carries a wide selection of portable restroom parts and accessories to take care of all your needs, including toilet parts, pumps, pressure washers, hoses, valves, fittings, tank components, chemicals, dispenser systems, hand sanitizers, deodorizers and odor control products, engines, sink parts, cleaning supplies, and much much more.





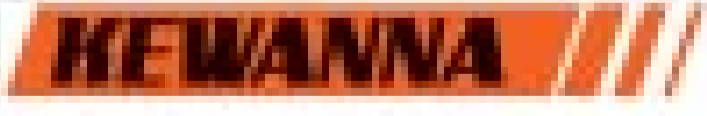






1-888-935-1133  
www.toico.com

## ADVERTISERS

in this issue

August 2010

COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE
<b>A</b>		<b>G</b>		<i>Marketplace, cont.</i> .....29		<b>S</b>	
Allied Forward Motion LLC .....14		Green Way Products by PolyPortables .....32		Deal Associates Inc.		Sanitation Insurance Services.....24	
				DropBox Inc.		Satellite Industries Inc. ....15	
Armstrong Equipment Inc.....20		J & J Chemical Company .....27		McKee Technologies/ Explorer Trailers			
<b>B</b>		J. C. Gury Company Inc.....20		Water Cannon Inc.		Screen Tech/Div. of Roeda .....25	
B <sup>2</sup> Business Brokers .....27		Johnny's Choice by Chemcorp Industries Inc.....24		Mosmatic Corporation .....20		Slide-In Warehouse .....14	
<b>BEST ENTERPRISES</b>		<b>K</b>		<b>N</b>		<b>T</b>	
Best Enterprises Inc. ....9		KeeVac Industries Inc.....25		NuConcepts.....14			
<b>C</b>				<b>P</b>		Toico Industries .....5	
Century Paper & Chemical .....26		Kewanna Screen Printing .....23				TP Re-Roller Co .....24	
<i>Classifieds</i> .....28		<b>L</b>		PolyJohn Enterprises .....31		Tri-State Tank .....3	
		Liberty Financial Group Inc. ....26					
Comforts of Home Services .....20		<b>M</b>		PolyPortables Inc. ....7		TSF Company Inc. ....2	
<b>E</b>		<i>Marketplace</i> .....29		<b>R</b>		<b>W</b>	
EZTrakR Systems Inc.....20		Anchor Graphics Inc.		R. A. Ross N.E. ....27		Walex Products Co. Inc. ....21	
				Ronco Plastics.....24			

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



## Bite Your Lip

### YOUR SERVICE EFFORTS AREN'T HELPED BY COMPLAINING TO CUSTOMERS ABOUT ISSUES THAT TRIP YOUR TRIGGER

By Jim Kneiszel

The other day I called a local independent bicycle mechanic to inquire about getting my son's new-old bike repaired. His response surprised me ... but maybe it shouldn't have.

Previously I bought a used bike from this one-man neighborhood business and was happy with it. When I needed another bike, I went back hoping to do business with him again. When he couldn't turn up a nice used bike — and expressed little hope at finding what I wanted anytime soon — I bought one from a private seller through a local classified ad.

Still wanting to give the neighborhood bike guy my business, I called to ask if he would replace a broken part on the mountain bike. Even though bike repair is his occupation, he resisted my request. He was dismayed that I would buy a bike with a problem elsewhere, then bring it to him to replace a part.

He explained that online bike sellers offering low-priced used bicycles were eating into his livelihood. He expressed surprise that folks would buy and sell bikes that weren't in perfect running order. He was almost incredulous that I would ask him to repair the bike.

#### MISSED OPPORTUNITY

Rather than earn another \$70 or \$80 to slap on the new part — or offer to perform a full tune-up of this bike for \$120 — he let his feelings about others selling cheap bikes separate him from added revenue. And ironically, if he had a used bike to sell to me, it would have cost about the same as the repair work.

Does this story sound familiar? Do you let your feelings about low-ball contractors — competitors who provide shoddy customer service at a reduced price — cloud your view of the portable sanitation marketplace? When approached by a customer who's hired these companies in the past, do your frustrations spill out in conversation?

If the answer is yes, you might not want to hear this message: You're just as guilty of poor customer service as the competitor who lets a tank overflow at the county fair.

When I was growing up, my father always told me, "If you don't have anything good to say, don't say anything at all." This advice was directed at a smart aleck kid, but it serves the small business owner just as well.

Let's look at a common scenario you might encounter in dealing with special event customers. Last summer, organizers of a weekend event you've served well for six years gave the contract to an upstart restroom company that was charging \$10 per unit less. Then, unhappy with the new company's lackluster service, the event planners came back this year looking for another bid.

Your first instinct might be to at least poke them about their poor deci-

sion last year. You want to be tactful about it, but you feel like a gentle "I told you so" comment is warranted, at least so they aren't so fast to toss you aside the next time a low-price company comes calling.

Resist the urge! Bringing up the misstep from the past is not going to strengthen your relationship with this customer. It's delusional to think your blunt assessment of this situation will help build greater trust between you and the person or committee that hires restroom services.

#### KEEP ON THE SUNNY SIDE

It simply doesn't matter that you know your job better than the client does. The old adage is, "The customer's always right." And it's true. The sooner a small business owner comes to understand this one piece of sage advice, the sooner he or she can stop being tortured by unfair treatment and start making more money.

Sometimes a contractor we feature in PRO says his or her philosophy for success is "always say yes." And this is not a qualified "yes" that comes after they've browbeaten the customer for going to another service provider. These contractors recognize that misdeeds of the past are water under the bridge, and what waits before them now is an opportunity to add revenue.

I'm not saying that I always recognize and seize opportunities as they appear. There have been days when I've grudgingly helped a customer after a

difference of an opinion. But if I could step back from the situation, I would realize that lingering ill feelings do nothing to satisfy the customer.

Portable sanitation companies — like many small businesses today — are always on the lookout for growth through diversification. You might explore expanding into grease trap service, providing trash containers or party tents, for example. But, perhaps, new revenue streams can be created by being open to customers who are less than satisfied with other service providers.

Look at your "dead customer" list and see if there is a way you can recapture some business taken away by low-ball competitors. That may mean being willing and eager to clean up some messes left by others ... and adopting a more upbeat customer service attitude.

#### PEDALING AWAY

That brings us full circle to my son's broken bike. Had the repairman squelched his ill feelings about cut-rate competition and offered me a solution to my problem, I would have gladly hired him to fix the bike. But when he pushed his woe-is-me attitude onto me, I started pedaling the other way and am not likely to pedal back when I need service in the future. ■

*"The customer's always right." The sooner a small business owner comes to understand this one piece of sage advice, the sooner he or she can stop being tortured by unfair treatment and start making more money.*



**CAN WE HELP YOUR  
BOTTOM LINE?**

**YOU BET  
YOUR  
BUCKS!**



**IT TAKES MORE THAN FANCY RESTROOMS  
TO BUILD A GOOD BUSINESS.**

Don't you agree? Here are just a few of the ways we make things easier for our customers:

- Convenient distribution centers nationwide help cut delivery costs
- Restroom designs that are tried and true, solid and efficient since 1972
- Interchangeable restroom parts enable quick repair and replacement
- Fast shipping on parts with no minimum order

- Green Way Products' Blue Bucks can be used for PolyPortables equipment purchases
- Free marketing and business tips for PolyPortables customers
- Convenient one-stop resource for equipment, deodorizers and vehicles

**PolyPortables – you can build a business with us.**



**POLYPORTABLES**

*Listening. Learning. Delivering. Since 1972*

99 Crafton Drive, Dahlonega, GA 30533 USA • Phone (800) 241-7951 or (706) 864-3776 • Fax (706) 864-8111 • [www.polyportables.com](http://www.polyportables.com)

Only PolyPortables offers high-performance Green Way Products

**TOILET DEODORIZERS • TOILET CLEANERS • AIR FRESHENER**

All Green Way deodorizers, cleaners and air fresheners are earth-friendly, people-friendly products. They are developed and manufactured in our facilities in Dahlonega, Georgia by Green Way Products, a PolyPortables sister company.



**Green Way Products**  
solutions for life



## To BBB or Not to BBB

### DOES YOUR COMPANY BENEFIT FROM BETTER BUSINESS BUREAU ACCREDITATION OR COULD THE ANNUAL FEES BE BETTER SPENT ON OTHER MARKETING MEASURES?

By Judy Kneiszel

**B**etter Business Bureaus have been around since 1912 and the familiar BBB torch logo is ingrained in the minds of many consumers as a sign that any company displaying it can be trusted. What many don't take time to find out is exactly how a company comes to get a BBB designation and what it means.

John Calvano, owner of Joy's Johns in Niles, Mich., says he considers BBB accreditation an extension of good customer service.

"It just brings peace of mind to customers when they see that symbol," Calvano says. "They know you are in good standing with the Better Business Bureau so you must be doing something right."

#### A COST OF DOING BUSINESS?

Joy's Johns has been accredited by the BBB for more than four years and uses the logo on its Web site and on brochures.

"It's also posted on a wall in the office so people see it when they come in to look at restrooms for events," Calvano says. "I think it's worth the cost."

And therein lies the rub. Consumers might not realize it, but businesses pay to be BBB accredited. And they pay a lot, says Sue Miller of Dale Miller & Sons, a septic service and portable restroom company based in Fawn Grove, Pa.

"It's up to \$500 a year for us," Miller says. "But I feel sort of pressured into paying, because they play businesses against each other saying if your competitors are accredited and you're not, customers might think your competitors are more reliable."

BBBs are financially supported almost entirely by member dues, which range from \$200 to \$10,000 a year depending on the size and type of a business and where it's located. That's because there is not just one Better Business Bureau — there are 128 regional BBBs in the U.S. and Canada, each run separately. They must, however, meet international BBB requirements, which are continually monitored and enforced by the Council of Better Business Bureaus.

#### MAKING THE GRADE

Better Business Bureaus evaluate and award ratings or letter grades to all kinds of businesses, and being accredited doesn't guarantee a business gets an A+. Non-accredited businesses with good customer service records often earn excellent grades with BBB. This is contrary to the mistaken notion some consumers have that being non-accredited means a business was rejected by a BBB. They may not realize that application for accreditation is voluntary, and some business owners don't spend the time and money to apply.

#### ACCREDITATION REQUIREMENTS

To qualify for BBB accreditation (called membership until 2007), a company must be in business in the local area for at least a year. The next

step is to fill out an application. Then a BBB representative might visit the prospective business to make sure it meets the organization's standards.

The most important factor in BBB accreditation is a company's record of responding to customer complaints. A company must show it responds promptly to complaints as soon as they are received from the local BBB and that it does everything possible to resolve complaints through good business practices. Many Better Business Bureaus also require that accredited companies agree to binding arbitration in cases where a complaint cannot be resolved through normal procedures.

Once the application is accepted, businesses pay membership dues and promise to uphold what is known as the BBB Standards for Trust. These eight standards include advertising honestly, honoring promises, and generally operating with integrity.

#### CONFLICT OF INTEREST?

There are nearly 400,000 accredited businesses in North America agreeing to uphold BBB standards and resolve complaints. But the value of BBBs depends on their neutrality and fairness to all parties — not just the 400,000 "members."

There are critics who claim it's impossible for BBBs to remain neutral simply because of where their funds come from. Skeptics question whether BBBs can serve accredited businesses, consumers and non-accredited businesses equally or if being financially supported by members is a conflict of interest.

Miller says when her company had a customer who refused to pay, she didn't get much help from the BBB, despite being an accredited business. But BBBs usually say up front they don't get involved in collections disputes. They only step in and mediate if a customer files a complaint with them about a company. Again, they claim they won't show any favoritism to accredited members and they would mediate a dispute over a claim filed with them by a consumer about an unaccredited business as well.

So is the annual fee buying your business anything besides a torch logo to hang in the window and put in your ads? Maybe not. But maybe that's enough to have customers choose you over a competitor.

Like any marketing expense, you have to weigh the cost of BBB dues against the response you get from customers, and that can be hard to evaluate. Calvano believes it's worth it; Miller is still trying to decide.

It helps to think of BBBs primarily as an advocate for consumers; not like a Chamber of Commerce, which primarily advocates for businesses. Then you might want to take the time to ask customers if the BBB torch means anything to them and if it would be a factor in them choosing to do business with one company over another.

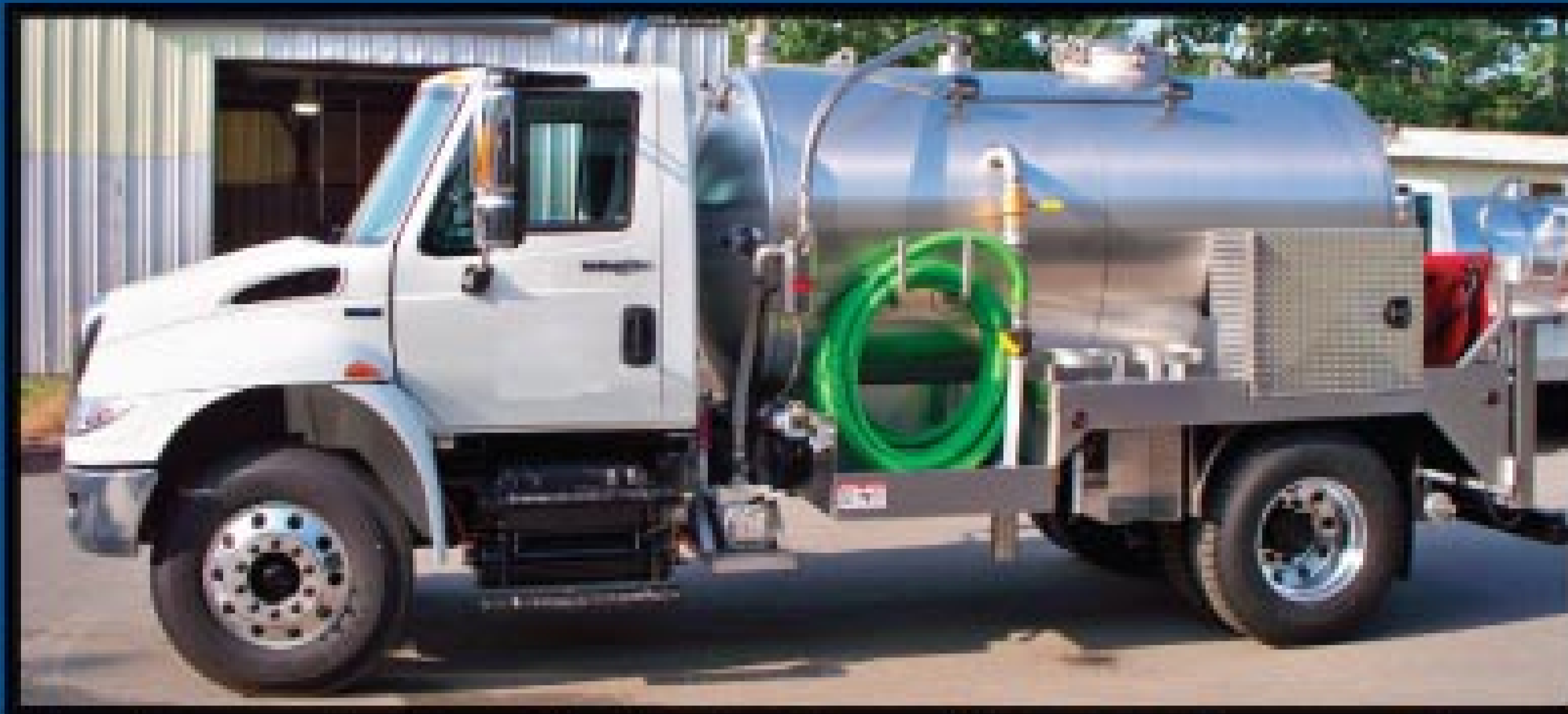
Feel free to share your BBB experiences with me at [thewordhouse@ameritech.net](mailto:thewordhouse@ameritech.net). ■

*"I feel sort of pressured into paying, because they play businesses against each other saying if your competitors are accredited and you're not, customers might think your competitors are more reliable."*

Sue Miller



# BEST ENTERPRISES



Thank you to Boyett's Portables of Florida for purchasing this 2011 International with a 2,000 gallon SS Tank.



Thank you to Elite Portables for purchasing this 2009 Ford F-750 with a 1,500 gallon Stainless Steel Tank



Thank you to GG Portables for purchasing this 2009 Ford F-750 with a 1,500 gallon Stainless Steel Tank.

**MADE  
WITH 304  
STAINLESS  
STEEL!**

**Stock  
Truck  
and Slide  
in Units  
available  
Now!**



Thank you to the following companies who purchased the Stainless Steel 600/200 Tank  
B-Line Plastics - North Carolina  
Ayalaz Ag Services - California



Thank you to the following companies who purchased the Stainless Steel 400/200 Slide in Unit Tank  
Sebastian Septic Service, LLC - NH  
Regal Johns - LA  
Event Solutions of Louisiana, LLC  
Frac Lights Equipment Corp. - LA  
Adkins Sanitation - OH



Thank you to Mobi-Toil AG - Switzerland for purchasing (3) 400/150 Stainless Steel Slide In Units



Thank you to Mobi-Toil AG - Switzerland for purchasing this 300/110 Stainless Steel Slide in Unit.

**Building quality Stainless Steel Tanks Since 1972.  
Ask for Kathy Jackson or Dan Marek.**

Best Enterprises, Inc.  
Cabot, AR

1-800-288-2378  
501-988-1905

www.bestenterprises.net  
Fax: 501-988-2880



Ken Novotny makes sure the company logo on his service truck is clean and attracting customers. (Photos by Joe Bryksa)



**Ph: 255-7772**

# QUALITY BEFORE QUANTITY

**Canada's Gotta Go Portable Toilet Rentals sticks with a stay-small strategy for customer service success**

By Paul Holley

**K**en Novotny sums up his business philosophy like this: "The more you can do yourself, the better. If you get too big, it means your service might suffer."

This quality over quantity approach has served Novotny well during the past seven years at Gotta Go Portable Toilet Rentals based in Grande Pointe, Manitoba, Canada.

Novotny has tapped into mechanical aptitude — developed while growing up on a wheat and cattle farm — to build a customer-focused portable sanitation business. He also has developed a strong network of friends in the portable sanitation industry that he can turn to for advice.

#### FROM THE GROUND UP

Novotny, 46, decided to go into business for himself after growing tired of the on-again, off-again layoff cycle at the Motor Coach Industries bus factory in nearby Winnipeg. He'd learned the portable sanitation business one summer by helping a farmer friend, Carl Zylema, who pumped septic systems and rented portable restrooms as a sideline.

"It was one of those jobs where you learn from your mistakes," he says. "Fortunately, we both caught on."

Novotny launched his new venture with a bank loan and help of a government program that helps unemployed workers launch start-up businesses by paying unemployment compensation during a nine-week business development course. He came away from the class with a business plan in hand, including knowledge that the Winnipeg metropolitan area (population 672,000) had only three portable restroom operators at the time.

Gotta Go made its debut when its telephone directory advertising appeared in April 2003. By that time, Novotny had put the pieces in place. A key early step was making a seven-hour drive from Winnipeg to Minneapolis to shop for portable restroom units. There, he met Dave Holm, president of On Site Sanitation Inc., a large portable sanitation

### Gotta Go Portable Toilet Rentals

Grande Pointe, Manitoba, Canada

Owner: Ken Novotny

Founded: 2003

Employees: 2

Service area: 50-mile radius of Winnipeg

Services: Portable restroom rentals, septic pumping

Web site:

[www.gottagoportabletoiletrentals.ca](http://www.gottagoportabletoiletrentals.ca)







The fleet is poised for septic and portable sanitation service at Gotta Go in Grand Pointe, Manitoba, Canada.

operator serving the Twin Cities region. The two hit it off right away.

"Dave's become sort of a mentor to me. He's been very generous with help and advice," he says.

Novotny purchased 28 new portable restrooms from Satellite Industries Inc. He also bought his first service truck and 84 used Satellite units from Holm. From there, he started knocking on the doors of special events coordinators and construction companies in and around Winnipeg.

#### DELIBERATE GROWTH STRATEGY

Novotny has carefully kept Gotta Go in sync with his ability to serve his customers. He gradually added about 50 units a year until reaching the present total of 330 restrooms.

Most of Gotta Go's units and 16 hand-

*"Sometimes on the farm you couldn't wait around for parts to arrive. You just had to make do. That's where I learned it ... If you have the right tools, you can build pretty much anything you need."*

Ken Novotny

wash stations are from Satellite. About 20 used PolyJohn Enterprises Corp. units came from a Winnipeg-area operator. Novotny recently added a trailer-mounted VIP unit from NuConcepts for weddings and special events.

"I really think we're at an optimum size right now," he says. "You get to know your customers and they get to know you."

Novotny's nephew, Cory, 26, is Gotta Go's only other full-time employee. His daughter, Lindsay, 26, also jumps in to haul units. His wife, Lois, helps out as needed. Novotny sees several advantages to staying small:

#### Inventory management:

Newer units are held aside for weddings and special events, while older units are sent to longer-term rentals at construction sites. Having a relatively small inventory helps Novotny keep track of the units'

condition.

**Specialization:** Novotny cultivates high-visibility special events that provide repeat business and generate referrals. These include a dragon boat race, sports tournaments, fairs and festivals. He's found that event organizers are more comfortable when they know the company owner is available to resolve problems.

**Flexibility:** As a small operator, Gotta Go can quickly respond to customers. It's not unusual for Novotny to honor a customer's



At left, Novotny washes a unit on location. Below, he handles a call from a customer during a restroom service run.





request for an extra day on either side of a special event. "The thing is, you have to be reasonable. When you give good service, people will remember you," he says.

**Appearance:** Novotny believes that maintaining clean service trucks and portable restrooms are powerful advertising tools. He says that keeping his operation at a manageable size gives him enough time to sustain the spotless appearance. Each truck is equipped with a Honda pressure washer so units can be quickly cleaned and returned to service.

### STICKING WITH PORTABLE SANITATION

Gotta Go's customer base is a 50-50 split between construction customers and special events. Novotny notes that agriculture and energy exploration has helped insulate Western Canada's economy from the slowdown that affected much of the U.S. the past two years.

"Construction is a good, year-round base for us," he says. "We have a fairly short special events season. One day in 2009, we had all of our units out." Typically, Gotta Go has 70 to 80 percent of its units rented during the area's June-July-August events season.

In response to requests for septic service, Novotny is in his third year of providing



Novotny (above) uses a Ford F-550 service rig with two units strapped to the back during a service run. At right, he cleans a bank of restrooms.



limited septic tank pumping and waste hauling. He says he sticks to a 20-mile radius of his Grand Pointe base to keep from taking time away from servicing portable restrooms.

"I don't push the septic (business), but the calls keep on coming," he says. Portable

restrooms provide about 80 percent of Gotta Go's annual sales and Novotny expects that ratio to continue for the foreseeable future.

Meanwhile, the area currently supports seven portable restroom operators, including Novotny's old friend, Zylema. "Winnipeg keeps growing so there's still room for all of us," he says.

In addition to telephone directory advertising, Novotny keeps the Gotta Go name in front of current and potential customers by handing out refrigerator magnets, flashlights and pocketknives.

### THE HANDYMAN

Novotny spends some of his downtime in the winter months building and maintaining the service fleet in his own shop. The shop's equipment, including a welder, bench grinder, press brake and variety of hand tools, came from the farm where he grew up.

"Sometimes on the farm you couldn't wait around for parts to arrive. You just had to make do. That's where I learned it," he says.

Novotny did the build-out on two of his current service trucks: a 1999 Ford F-550 with a 750-gallon waste/200-gallon freshwater steel tank and a 2000 Ford F-350 with a 350-gallon waste/200-gallon freshwater stainless steel tank. Both are equipped with Jurop pumps.

He says he got ideas for how he wanted the rigs to look from viewing service truck displays at the Pumper & Cleaner Environmental Expo International. Then, he returned to his shop and assembled the vehicles from tanks and components acquired used from other portable restroom operators. Additional welding and metal work for the wintertime projects was done at Winnipeg area metal fabricators.

Novotny remodeled a snowmobile trailer



Wearing clothing with reflective material, Novotny works safely on a construction site.



## Carnivals Bring Reliable Income

Ferris wheels and cotton candy are part of Ken Novotny's world for a few weeks each spring and summer.

Over the past few years, his Gotta Go Portable Toilet Rentals has provided portable restrooms for the traveling carnivals that operate around Winnipeg. He drummed up this business soon after launching Gotta Go in 2003.

"One of my first events was a beer garden for a baseball tournament. The Wonder Shows carnival was set up nearby and they were using a competitor's restrooms. I introduced myself to the owner and he took my name down," Novotny says. "The next year, I contacted him again and he agreed to rent from us."

Word-of-mouth is important among carnival operators, whose travel schedules leave little time for vendor searches. Within a couple of years, Gotta Go also was doing business with two other major carnivals: Select Shows and Canuck Amusements.

Novotny says the carnivals typically rent two to six portable units per date. The shows set up at Winnipeg area shopping center parking lots and community celebrations for about a week at a time from May through early July before venturing out to far-flung regional fairs and celebrations.

"I've found that if you give a little, you'll get back a lot," he says of his association with carnival owners. "We're not only friends, we're wonderful business associates."

Novotny says the carnival operators appreciate his willingness to deliver units a day or two in advance of a date for the convenience of their workers. He'll later drop by the carnival with his vacuum truck to pump out the holding tanks of the trailers and RVs that serve as living quarters for traveling workers.

The carnivals are a reliable income source for Gotta Go, particularly in the spring as weekend special events are just getting started.

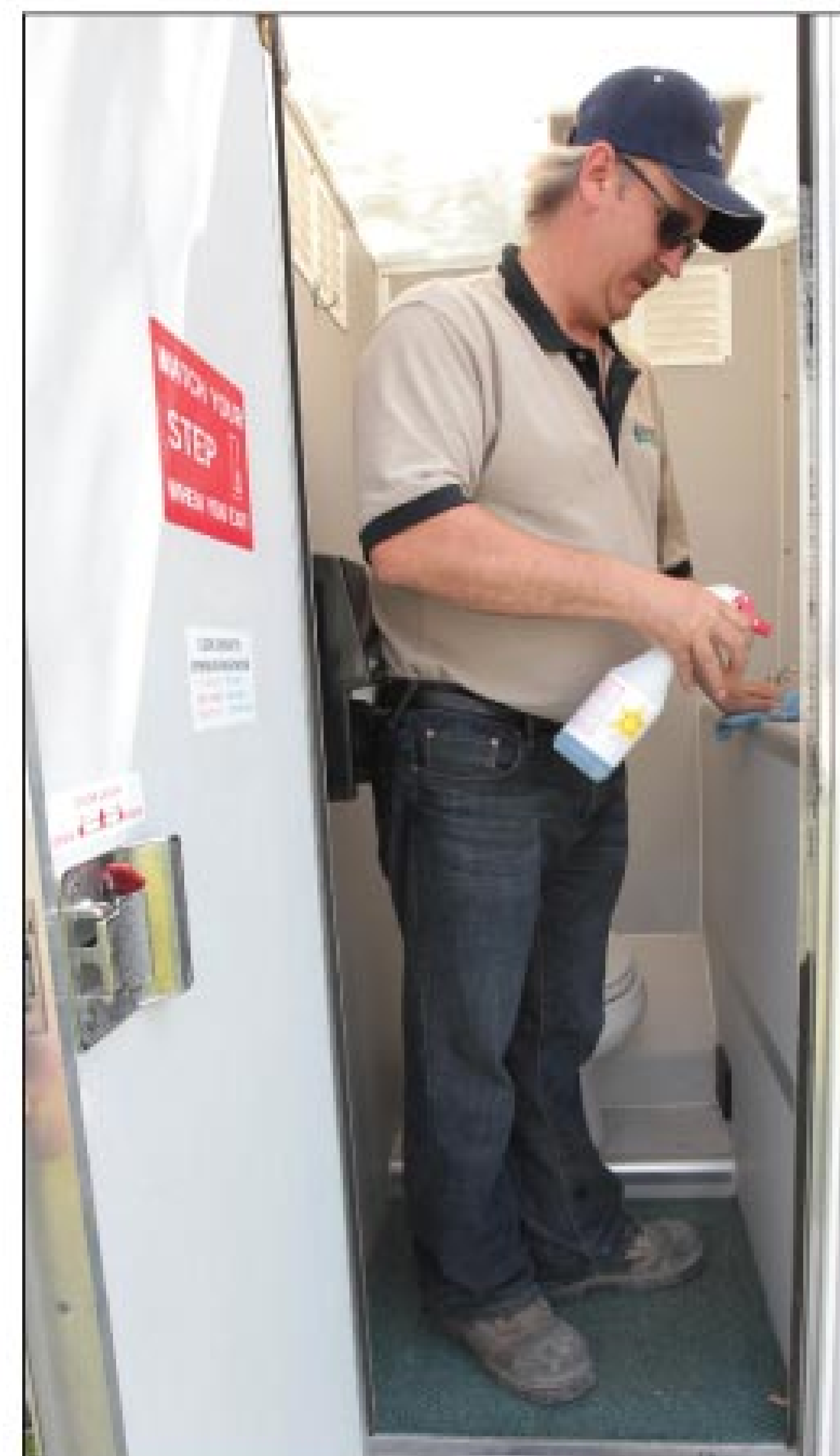
Despite his familiarity with outdoor show business, Novotny prefers to stick closer to home.

"They always kid me. They'll say, 'I'm gonna buy you out and you can run the carnival,'" he says. "I'm not interested — it's a tough business they're in."

into an enclosed transport that keeps up to 14 units clean and shiny during deliveries. He also has modified an open, former snowmobile trailer to transport up to 10 units and a small trailer that carries two to three mounted portable restrooms and is rented as a package for events at remote areas.

*"I've found that if you give a little, you'll get back a lot. We're not only friends (with carnival owners), we're wonderful business associates."*

Ken Novotny



Above left, Novotny works at a carnival. He has developed a rewarding relationship with owners of traveling shows that come through the area. Above right, Novotny cleans a trailer-mounted NuConcepts restroom unit used for weddings.

"If you have the right tools, you can build pretty much anything you need," he says.

Other vehicles in the Gotta Go fleet include a 1989 Ford F-450 built out by Satellite Industries with a 250-gallon waste/150-gallon freshwater steel tank and an Onan pump. The rig features a flatbed with a power tailgate that hauls six to eight units. Gotta Go also runs a 1999 Ford F-550 built out by Keith Huber Inc. with a

750-gallon waste/200-gallon freshwater steel tank.

Septic service and other waste hauling is handled with a 1992 GMC TopKick with a 2,000-gallon steel tank and a Jurop pump.

A New Holland LX665 skid-steer is used to move units around in the yard.

### HAPPY CAMPER

Novotny appreciates the friendships he's made among portable restroom operators. He regularly talks with much larger operators, including On Site Sanitation's Holm, and Scott Edwards of Scotty's Potties in suburban Detroit, whom he met at the Pumper & Cleaner Expo.

"It's really great to know people from companies that are a lot bigger than you who can give you pointers," he says. "I've gotten lots of advice over the years on how to promote ourselves."

Although he'll consider adding another full-time employee, Novotny is in no hurry to do so. "My goal now is to just keep my customers as happy as can be," he says.

### MORE INFO:

**Chandler Equipment Inc.**  
800/342-0887  
[www.chandlerequipment.com](http://www.chandlerequipment.com)

**Keith Huber Inc.**  
800/334-8237  
[www.keithhuber.com](http://www.keithhuber.com)

**NuConcepts**  
800/334-1065  
[www.nuconcepts.com](http://www.nuconcepts.com)

**PolyJohn Enterprises Corp.**  
800/292-1305  
[www.polyjohn.com](http://www.polyjohn.com)

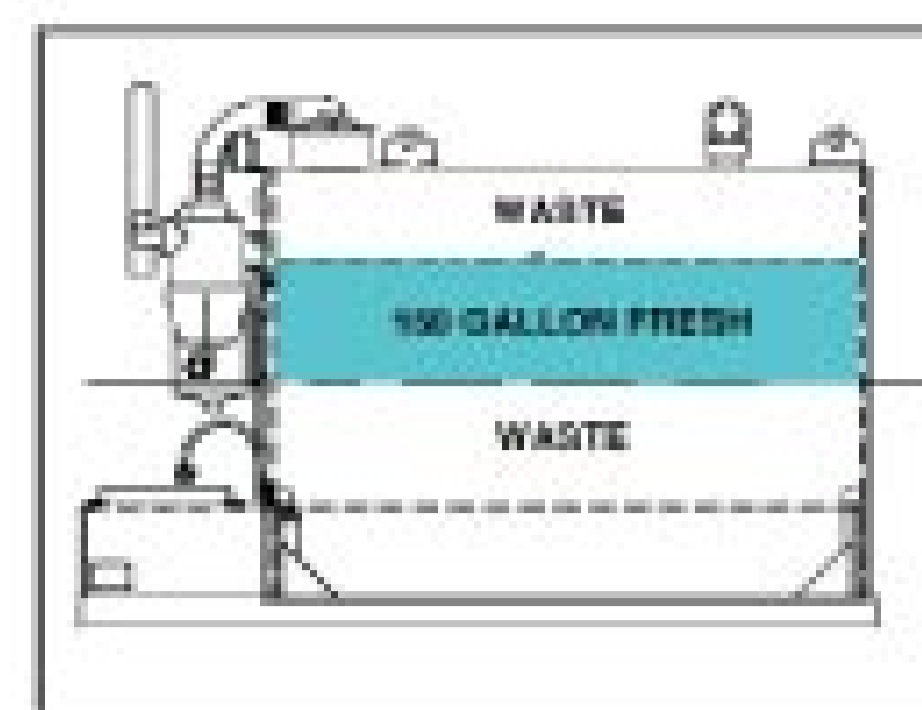
**Satellite Industries Inc.**  
800/883-1123  
[www.satelliteindustries.com](http://www.satelliteindustries.com)



# 3 STYLES 8 Capacities

IMMEDIATE 'Coast-To-Coast' DELIVERY

Just Released!  
New Design!  
TANK-IN-A-TANK



progress tank



435 Gallon "SpaceSaver"



435 Gallon Rear Engine



450 Gallon 'Tank In A Tank'

**\$7,995**  
Plus Freight



West Coast  
303-325-3186

## THE SLIDE IN WAREHOUSE

Your Single 'Coast to Coast' Supplier For Vacuum Slide In Units



East Coast  
814-933-1208

## Industry's 1st Collapsible Mover

Move portable restrooms in a fraction of the time compared to using the leading competitor solution. Collapse, store, & go. No transportation hassles. What's your time worth?

- ✓ Fits on a truck
- ✓ Fits in a john
- ✓ Durable & sturdy
- ✓ Lightweight
- ✓ Easy to use
- ✓ Time Saver



mini  
**METRO**  
mover.com

**Sizzling  
Summer  
Special**

call for a quote  
**920.493.2987**

[www.miniMETROMover.com](http://www.miniMETROMover.com)

©2009 Allied Forward Motion LLC  
mini METRO mover patent pending



MANUFACTURER OF QUALITY PORTABLE RESTROOMS AND SINKS



Dual VIP Restroom Trailer  
From \$9,841

Ideal for:

- Weddings / Parties
- Sporting Events
- Food Festivals
- Community Events
- Restroom Remodeling
- Movie Production

Features:

- Solar Powered
- Self-contained
- Flushing, china toilet
- Enclosed sink
- Power Converter (option)
- Air-conditioning (option)
- Interior Heater (option)
- Sink Water Heater (option)



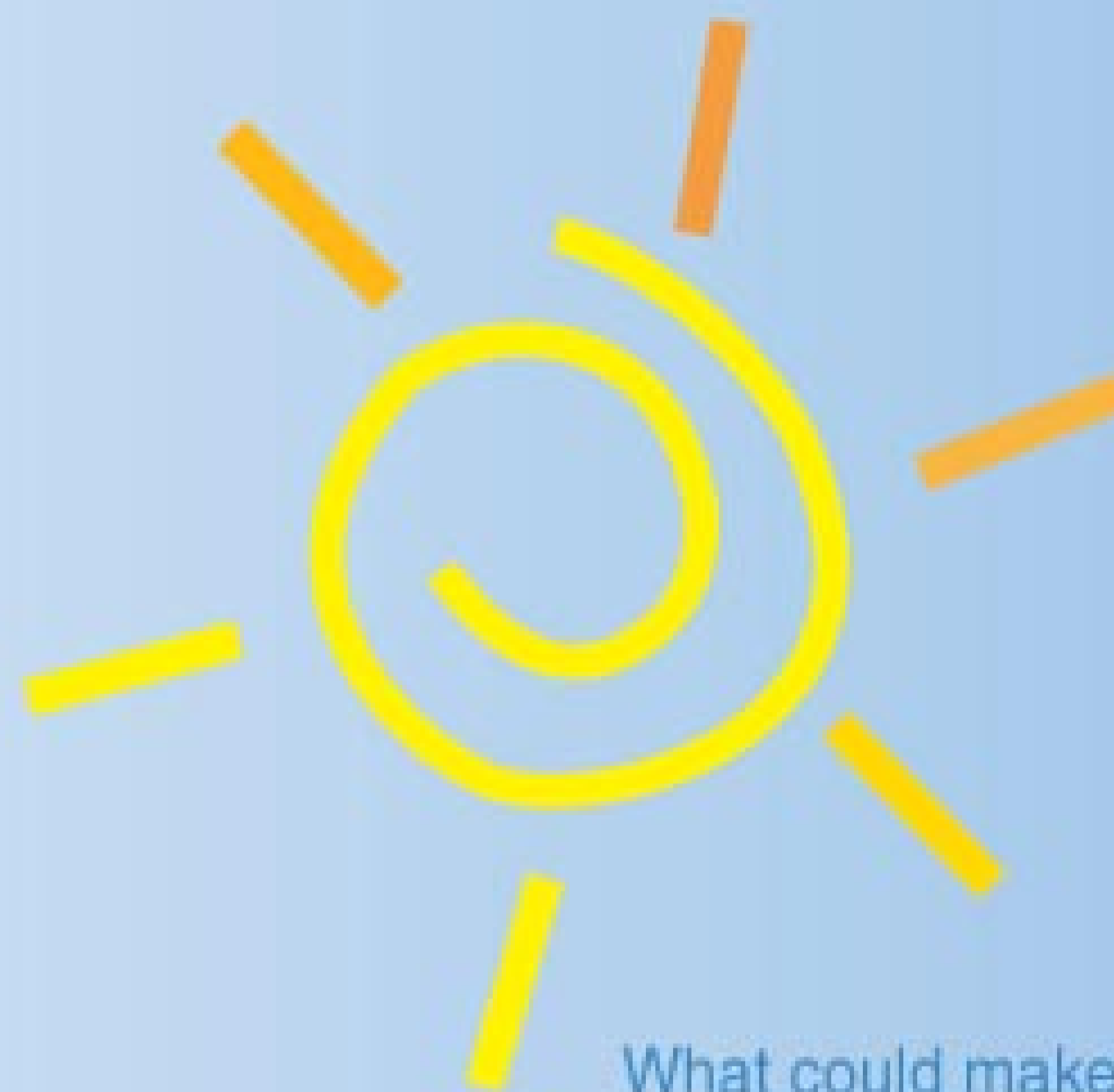
1737 S. VINEYARD AVENUE • ONTARIO, CA 91761  
PHONE 909-930-6244 • TOLL FREE 800-334-1065 • FAX 909-930-6237  
[WWW.NUCONCEPTS.COM](http://WWW.NUCONCEPTS.COM)



# SUMMER EVENT SPECIAL!

\$**400**  
**BACK TO YOU!**

WHEN YOU PURCHASE \$10,000 IN SPECIAL  
EVENT PRODUCTS, WE'LL GIVE YOU \$400  
CREDIT ON YOUR NEXT PURCHASE!



What could make you happier than giving your customers what they want and getting a bonus in return?

Well, happy days are here! Purchase any combination of special event products totalling \$10,000 or more and we'll credit your account \$400 on your next purchase.

Products you can choose from include Liberty, Freedom II, High Tech II, Maxim 3000 Deluxe Flush restrooms, Breeze and Wave hand wash stations or our new HandiStand hand sanitizing station. We're also including Safe-T-Fresh Event Tablets and QuickScent Packets.

The Summer Event Special is the perfect opportunity for you to upgrade your special event equipment and put a jingle in your pocket. Call your Area Manager or a Customer Service Representative to place your order.

**LIBERTY**<sup>®</sup>

**FREEDOM II**<sup>®</sup>



**HandiStand**<sup>™</sup>



**BREEZE**<sup>®</sup>

*order today!*

**800-328-3332**



[www.satelliteindustries.com](http://www.satelliteindustries.com)



## ON LOCATION

**THE JOB:** Vancouver 2010 Olympic Winter Games

**LOCATION:** Whistler, British Columbia, Canada

**THE PRO:** Carney's Waste Systems, Squamish, British Columbia, Canada



An Olympic worker celebrates a snowfall. (Photos courtesy of Carney's Waste Systems)

# Going for GOLD

**By treating the alpine events of the 2010 Olympic Winter Games as a management contract, Carney's Waste Services satisfied both a world clientele and its loyal customers**

*By Peter Kenter*

### THE TEAM

Carney's Waste Systems, its 30 trucks and 70 employees serve British Columbia's Sea to Sky region, a coastal area stretching from Vancouver in the South to Whistler in the north. Owner Owen Carney and operations manager Paul Kindree have built the business, which is located midway between the two cities.

### COMPANY HISTORY

The company was founded by Carney in 1965, expanding to include the rental of 450 portable restrooms, removal of construc-

tion and demolition debris, septic pumping, residential garbage and recycling pickup, residential recycling transfer stations and special events waste management.

### THE MAIN EVENT

The 2010 Winter Olympics and Paralympic Games were held in Vancouver, Richmond and Whistler, Feb. 12- 28 and March 12-21. The event played host to more than 2 million visitors and 2,600 athletes from 82 countries.

### MAKING CONNECTIONS

Carney's interest in the 2010 Winter Olympics began as early as 2001, when he worked on various committees to bring the games to the area. "His interest was on the sporting-side,"

Kindree says. "When it was clear that Vancouver was going to get the games, we had to bid along with everyone else."

Initially, The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games, or VANOC, had conceived the portable restroom contract as a comprehensive bid encompassing all of the Olympic venues, Kindree says. Carney's partnered with other companies to provide a bid covering the entire event.

"VANOC was not happy with the initial submissions," Kindree says. "They brought in more (restroom trailers). They then broke the contracts into north and south and created a separate contract for the supply of toilets. We went back to the drawing

board and successfully bid on the northern contract, which included all of the sliding, cross-country, biathlon, jump and downhill events in the Whistler area."

Carney's also won contracts for solid waste, recycling and potable water services.

The restroom supply contract went to PolyJohn Canada, which used a vacant yard at Carney's Squamish facility to store and stage the 750 units that would serve the northern events. "It was a loose partnership," Kindree says. "We assembled the units and helped with the deliveries and some of the logistics."

### TRIAL RUN

All Olympic venues are required to stage a major sporting event as a trial run. Carney's



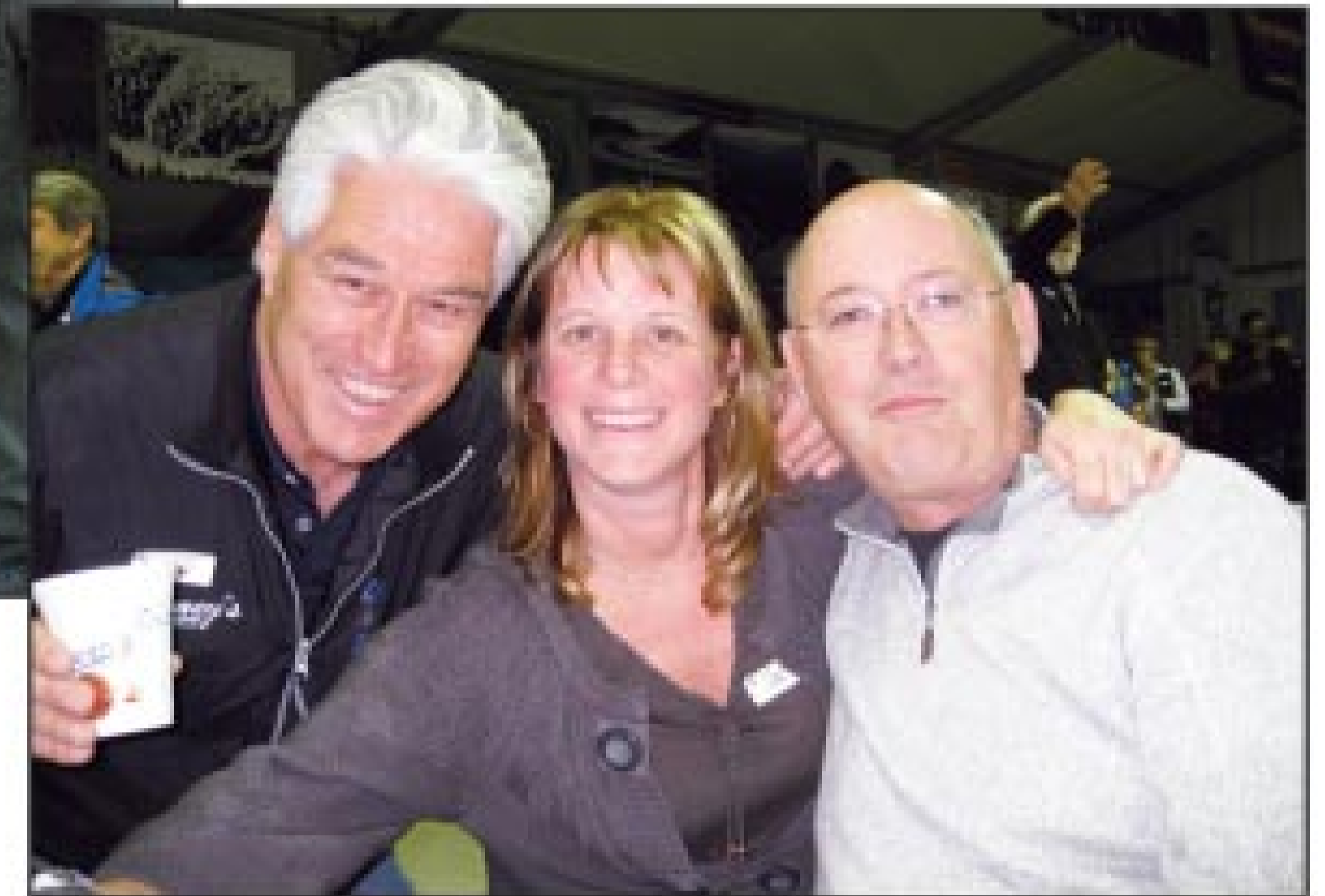




Above, subcontractors from Patrick's Water Hauling Ltd. pumped holding tanks and delivered freshwater. Shown (from left) are Rob Anderson, Craig Allen, Carolyn MacPherson, Reid Dyken, Rob Selzer and Steve Condie. At right, Owner Owen Carney, comptroller Pat Taylor and employee Barkley Craig enjoy a Carney's function at Whistler between the Olympic and the Paralympic Games.

*"Security was a huge part of the accreditation for our employees. We carried a lanyard containing security passes for vehicles, parking passes, transition passes, and a lanyard with company ID and VANOC accreditation ... We needed five keys to open each gate and if you were missing even one of them you were in deep trouble."*

**Paul Kindree**



worked the venue at the International Paralympic Committee alpine skiing event in March 2009. "It helped us to see where the toilets might be located and how we would work our way through the venue," Kindree says. "The estimates were that 30,000 to 50,000 people would need to use the units."

#### **A MANAGEMENT CONTRACT**

"We conceived our bid for

the actual games as a management contract," Kindree says. "Our first goal was to ensure that our core customers were looked after. The Olympics come and go, so we needed to be left with a satisfied customer base."

Core business included non-VANOC Olympic contracts for such additional business as cruise ships, military camps and Royal Canadian Mounted Police camps.

"We were required to handle a maximum of 38,000 gallons of wastewater every day, and deliver an equal amount of potable water," Kindree says.

Carney's dedicated four of its fleet vehicles to the Olympic events. A pair of Kenworth T300 service trucks were outfitted with tanks from Goldec Hamm's Manufacturing Ltd. The tanks hold 900 gallons of waste, 420 gallons of freshwater and 120 gallons dedicated to a pressure washer. A pair of T800 Kenworths provided capacity with a pair of 3,000-gallon tanks from Wastequip Cusco.

The trucks worked only at night and in the evenings after

major events had concluded.

To pull off the service requirements, Carney's called in allies from the area, bringing in three trucks, a manager and four drivers from Pattie's Portable Potties in Comox Valley, British Columbia, two trucks and three drivers from Smithrite Portable Services Ltd. of Coquitlam, British Columbia, and five trucks, a manager and seven drivers from Patrick's Water Hauling in Hinton, Alberta.

Internally, Carney's created a temporary division designed only to manage the Olympic contract. In the three months prior to the event, the company hired 12 drivers and 12 drivers' helpers to



Two rows of restrooms are placed at the snowy Creekside Village. At right, a delivery of fresh units is made to the Athlete's Village refreshment area.





*“Handling this international event showed the world what we were made of and provided a good message locally as well. It was great to work with VANOC and the entire team.”*

**Paul Kindree**



At left, a truck in the Whistler yard starts out for a night of pumping. Above, portable sanitation facilities at the top of the sliding center are inspected by Olympic officials.



boost the ranks for the solid waste and potable water contracts, allowing Carney's employees to concentrate on the portable restroom contract and existing business.

#### SECURITY CHECK

“Security was a huge part of the accreditation for our employees,” Kindree says. “A lot of work was done ahead of time to get the employees screened. We carried a lanyard containing security passes for vehicles, parking passes, transition passes, and a lanyard with company ID and VANOC accreditation, and tags containing important contact phone numbers. We needed five keys to

open each gate, and if you were missing even one of them you were in deep trouble.”

The company also had to create full training manuals for each employee, covering all aspects of the job.



#### BIGGEST CHALLENGE

“I think the biggest challenge was all the planning leading up to the actual day when the event started,” Kindree says. “We inspected the venue several times in the fall, but most of the toilets could not be delivered until the delivery window of between Jan. 15 and Feb. 5. The games were set to start on the 11th. VANOC employees were still moving around toilets based on camera sight lines and for other reasons right

up until the day before the Olympics. But everything fell right into place and each day got easier as the games progressed.”

#### KEEPIN' IT CLEAN

Access to Olympic venues occurred after event hours. Carney's Olympic crew would arrive at 4 p.m. and hit venues from 5 p.m. to 3 a.m. “Nobody saw any sports action while they were working,” Kindree says.

Pumping restrooms and providing potable water was relatively straightforward — except

Workers had to dig out restrooms after every snowfall. Sno-Cat tracked vehicles were used to collect waste from units at the alpine ski venue.



Contractors were required to carry a variety of security passes and identification to service units at the Olympics.



for units that continued to be moved each day by VANOC employees.

"Sometimes the toilets were moved according to plan because of events held that day," Kindree says. "Other times it would be pitch black and snowing and the crews would be trying to find the misplaced inventory by truck, driving around using the maps they were given and trying to avoid things like cables and electrical wiring."

Part of the restroom maintenance included removing snow from the top of the units. "VANOC was praying for snow to stage the events properly, and we had to remove it each day," Kindree says. "If you let that snow accumulate, you could get eight feet of snow sitting on top of a group of units over a week. When it starts to warm up, the weight of wet snow can crush a toilet."

Restrooms were pumped, and filled with brine — a solution of water and 22 percent rock salt — to prevent freeze-up during the cold-weather events. The company had worked with VANOC the year before to determine the most effective locations for treating the hauled waste.

"We needed backup plans in case a transportation route was blocked or something else went sideways," Kindree says. "We couldn't take all of the waste to Whistler because they were concerned that if we added too much brine to the system, it would upset the balance of their treatment bacteria."

Dump stations were split between Whistler and Squamish with a third backup site in Pemberton, to the north.

#### ALPINE RUN

The most challenging service location was on the side of the mountain used for the Super Giant Slalom events. The logistics of moving trucks up and down the hill would have added a large amount of time and excessive cost to the contract.

"Whistler had invested in a sewer line that traveled straight down the side of the mountain," Kindree says. "We convinced



**Black bears caused \$6,000 in damage when they tore up this garbage shed maintained by Carney's Waste Systems near Whistler.**

VANOC that it would be more effective to build a dump station in the middle of the line at about 4,500 feet above sea level, so we would only have to haul to a single middle altitude."

VANOC had purchased several Sno-cats, large tracked snow machines, and put one at Carney's disposal during the events. An employee used a ski lift to get to the Sno-cat, and then used modified mini-tanks that could be hooked to the cat's frontend blade mechanism. The cat also carried a brine tank to recharge the restrooms.

"Most of the toilets were located above the dump station and some below," Kindree says. "Logistically, this saved VANOC a lot of time and money."

#### IT'S A WINNER!

"The community and our customers already understood Carney's support for the Olympics," Kindree says. "Handling this international event showed the world what we were made of and provided a good message locally as well. It was great to work with VANOC and the entire team." ■

#### MORE INFO:

**Goldec Hamms Manufacturing Ltd.**  
800/661-1665  
www.goldec.com

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

**Wastequip Cusco Inc.**  
800/490-3541  
www.wastequip-cusco.com

## BEARS SMART, HUMANS SMARTER

The Sea to Sky region of British Columbia, Canada, is a favorite destination of tourists, skiers ... and bears. Rather than take a combative stance, residents have tried to foster peaceful co-existence with their ursine neighbors. In 2004, Carney's Waste Systems of Squamish, British Columbia, was named the Bear Smart Business of the decade by the Get Bear Smart Society for its continued efforts to bear-proof waste containers and minimize human interaction with bears.

"There's an abundance of bears here," says Carney's operations manager Paul Kindree. "Sometimes you're almost worried you'll step on their paws. Being a Bear Smart business means treating the animals with respect."

Workers spotted only a few bears during the company's 2010 Winter Olympics contracts because most of the population remained in hibernation. "At one point someone saw 17 black bears grazing on alfalfa near the Nordic Centre at Whistler," he says.

"We've had bears bite off the plastic corners of portable toilet units, and they might push one over out of curiosity, but they don't break in," Kindree says. "We've had to replace five or six units because of this over the years." An odor-masking agent used in the restrooms reduces the possibility that bears will find them interesting.

Kindree says drivers on grease trap service runs need to be careful because bears are enticed by the smell of hoses used to flush grease. "They'll chew those hoses given a chance," he says.

Leaving food in the cab of a restroom service truck is also an invitation to wildlife. "In bear country, you might come back to find a bear sitting in the front seat, and your lunch gone," he says.

Much of the company's effort goes into discouraging bears from breaking into waste containers or transfer stations maintained by the company in its municipal waste contracts.

"We use the latest in bear-proof containers, including household totes with bear-proof latches and roll-off compactors that discourage them," Kindree says. "If they can get a better deal eating berries in the woods, they'll look for the easiest meal."

Workers are trained to avoid bears, and to identify those most likely to be capable of aggression. "We're less concerned about big adult male bears because they're likely to get all the food they want, and the mother bears are also in good shape," he says. "It's the scrawny sub-adult 'teenagers' who are really hungry and likely to be looking for food."

Kindree describes a bear assault on a garbage shed the company maintains near Whistler: After chewing through 2- by 6-inch framing, it "threw the garbage bins against the shed door, broke the door off its hinges, then tossed the bins into the parking lot," he says. "It eventually got frustrated and tossed the bins on the roof of a parked car. That cost us about \$6,000 in damages."

Kindree recalls one crew's encounter with a baby bear stranded across the road from its mother.

"The baby was bleating like a lamb, so the driver thought he would get out of the truck and shoo it across the road," he says. "Instead he wound up chasing the baby bear around a waste container — until the baby started chasing him! Thankfully mother and cub were soon reunited."



# SHOWER TRAILERS

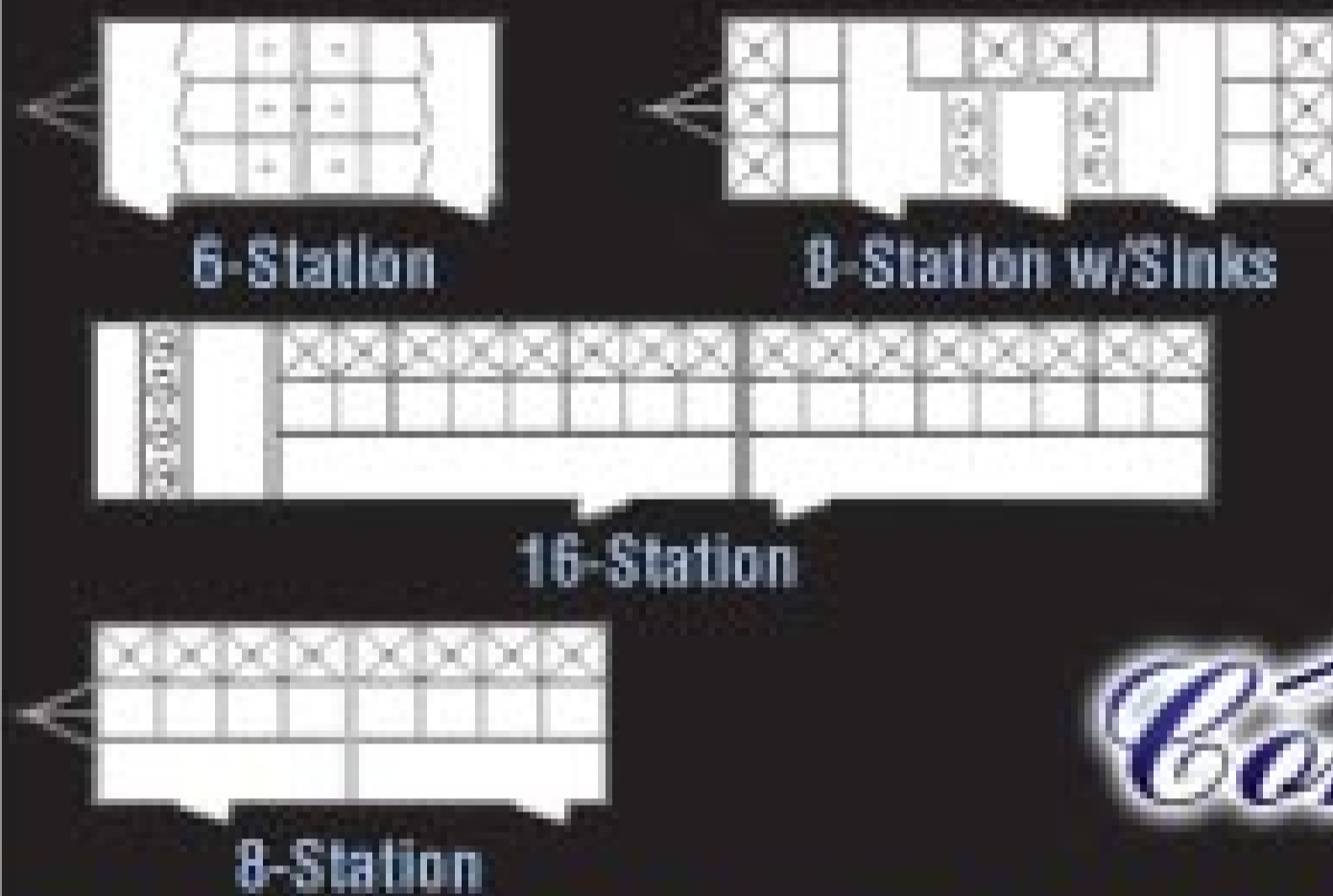
## DISASTER RELIEF – ARE YOU PREPARED?



**Call Now**  
To Be Included As A  
**Preferred Supplier**

### Standard Options

- Includes LPG Heat On Demand Water Heaters
- Private Showers
- Changing Area with Optional Bench
- Water Resistant Interior
- Steel Studs & Roof rafters
- Exhaust fans



*Comforts of Home*  
Services, Inc.

info@cohsi.com • 877.382.2935 • www.cohsi.com

# CUSTOM SIGNS AND DECALS

All Of Our Custom Manufactured Products Are Quality Engineered For Long Term Outdoor Durability.

**WE OFFER DECALS WITH HI-TAC ADHESIVE, PERMANENT ACRYLIC ADHESIVE, REMOVABLE ADHESIVE AND ALUMINUM SIGNS FOR USE ON: PORTABLE TOILETS, EQUIPMENT ROLL-OFFS AND VEHICLES**

CONTACT US AND WE WILL SEND YOU

## FREE SAMPLES

OF EACH MATERIAL!

Call (800) 903-3385 or FAX (800) 556-5576  
www.jcgury.com

*J.C. Gury Company Inc.*

## Pump it out! Wash it down! Fill it up!



Sutorbilt Model 4MP



RIV Brass Valves



Masport Model HXL4V



Reelcraft 7850



Plastiflex Hi-Vac



Burks DC10, Shurflo 2088, Pumtrec 356

An honest price, excellent service and premium tools are signs of a professional. On these things, successful businesses tolerate **"NO COMPROMISE"**.

Only the business owner can control the price and quality of his service, but, when it comes to the tools, Armstrong Equipment, Inc. can help. We are proud to offer the best quality pumps and components available. Sutorbilt and Masport are two of the most recognized and respected names in the industry. Couple them with Shurflo, Burks, Pumtrec, Reelcraft, RIV and Plastiflex and you have all the tools needed to assure a smoothly operating service truck.

**ARMSTRONG EQUIPMENT INC.**

**800-699-7557**

11200 Greenstone Ave. • Santa Fe Springs, CA 90670

562-944-0404 • Fax: 562-944-3636

www.vacpump.com

Hablamos Español

**MOSMATIC**

PORT-O-LET CLEANER

swiss quality

MOSMATIC Corp.  
BRISTOL, WI 53104-0400 USA | Phone: 1-800-788-9880 | www.mosmatic.com

car wash technology | high pressure cleaning technology | rotary unions

**EZTRAKR**

**Exclusive Portable Sanitation Software**

One Touch: Billing Service Schedules

Order Entry Reports

- ♦ Visual mapping and routing
- ♦ QuickBooks integration
- ♦ Automated timecard and inventory control
- ♦ Employee productivity reports
- ♦ FREE ONLINE DEMOS!!!

Canadian Version Now Available.

Only EZTRAKR offers positive service validation

Phone: 866-529-1938 Email: info@eztrakr.com Web: www.eztrakr.com



# TABsolute Perfection



Do you prefer controlling holding tank odors with tablets? Biodegradable, safe to handle and completely non-staining, PORTA-TAB quick-dissolve tablets surpass all competitors' tablets in performance and convenience.

- » *Coated for Easy Handling*
- » *Non-Staining EVERBLUE™ Color*
- » *Biodegradable and Formaldehyde-free*
- » *Powered by WAVE 2 Technology™ for Long-term Odor Control*





# How Far is Too Far?

## FOR CONTRACTORS AIMING AT PROVIDING CRACK CUSTOMER SERVICE ACROSS A BROAD TERRITORY, THE DECISION TO TAKE DISTANT JOBS IS NOT MADE LIGHTLY

By Mary Shafer

One of the challenges of remaining profitable for many PROs is determining when a service call is too far to be worth the trip. Many factors can influence the decision to take on a new rental placement: fuel prices, driver overtime, mileage on a given delivery or vacuum truck, how tough terrain can vary that mileage, going rates in the market, availability of disposal and licensing to operate in the area in question.

A few of your colleagues attending the 2010 Pumper & Cleaner Environmental Expo shared how they're dealing with this issue:



**Name: Wes and Curt Crecelius**  
**Company: CB Plumbing & Portable Restrooms**  
**Location: Blythe, Calif.**  
**Employees: 12**  
**Years in Business: 37**



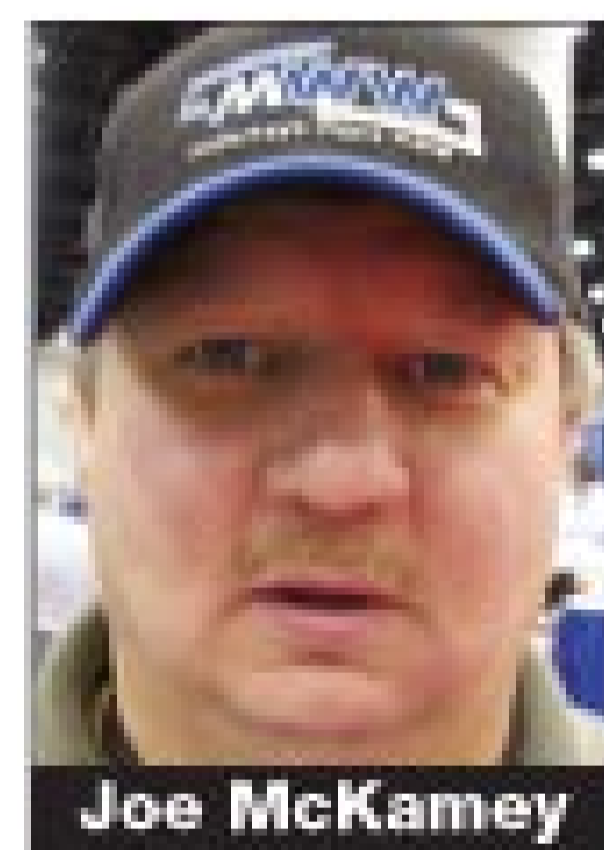
CB fields about 100 units, primarily for construction in a town of about 13,000 near the Arizona-California border. "It's a small town, so we do a lot of different kinds of jobs," says Curt Crecelius, a technician who's learning the ropes to eventually take over the business from his dad, Wes Crecelius. Their regular service area is roughly within a 100-mile radius of Blythe, and they charge a mileage fee to recoup fuel costs on service calls.

Asked what would make them accept or

reject a job outside their territory, Curt replies: "If the money's right, we'll do the job," regardless of distance. His dad concurs, with some caveats:

"We have the ability to travel. Money would be an issue, most definitely. We do have our limitations on how far we can go, on our workforce, and we only have 100 units," Wes Crecelius says. "We wouldn't damage our local business by placing units outside our regular territory and then not have enough for regular customers."

He says permitting is not an issue because CB is licensed in both Arizona and its home state. So they're ready to travel if a job doesn't compromise their ability to support local business.



**Names: Joe McKamey**  
**Company: American Portable Restrooms**  
**Location: Wheaton, Ill.**  
**Employees: 5**  
**Years in Business: 27**

Joe McKamey says when he gets calls from outside the company's traditional territory, he does some math to determine if the job is cost-effective. "If it's 70 miles away and it's only one unit, you can't make any money on that," he explains. So he's developed a kind of mutual aid agreement with colleagues on either side of his territory to subcontract jobs that are out of reach, profit-wise.

"Either we'll take our unit out there and

they'll service it, or they'll take theirs out and take care of the whole job for us." He says this agreement is reciprocal.

In this western suburb of Chicago, disposal doesn't affect the out-of-territory decision, McKamey says. "Having a septic company, too, we've got the bigger trucks and can always pump off the little trucks and just keep going."

Permitting doesn't limit McKamey, either, since the company regularly services the seven-county Chicago metro area, but is licensed in the entire state.



**Name: Trinity Kincaid**  
**Company: Kincaid Portables & Septic**  
**Location: Versailles, Mo.**  
**Employees: 2**  
**Years in Business: 10**

"First I find out how big the job is. If it's a huge job, it'll probably make it worth it to go wherever it is. If not, I'll usually refer it to a friendly competitor who will hopefully recommend back to me if they come across something in my area that I can take care of," Trinity Kincaid says.

Located in a small town halfway between St. Louis and Kansas City, Kincaid's regular territory extends to about 20 miles outside of Versailles. Mainly, he says, what will ultimately determine whether an out-of-territory gig will be worth the distance is "the amount of competitors in an area. If there are a lot of competitors in an area, there's a lot of business. But is it worth it for you to expand? Is there enough room in the market for you to come in and make a profit?"

For Kincaid, this is more than a question for a one-off job. He's considering expanding into adjacent territories, so distance from home is something he'd have to deal with on a long-term basis. "It's an investment, and you need to have enough capital to make it a good venture," he says. ■

*"We have the ability to travel. Money would be an issue, most definitely. We do have our limitations on how far we can go, on our workforce, and we only have 100 units. We wouldn't damage our local business by placing units outside our regular territory and then not have enough for regular customers."*

Wes Crecelius







# johnny's Choice

DEODORIZERS FRAGRANCES CLEANERS

**The savings keep on coming!**

## SEASONAL PROMO 2010

Buy 5, 6 gal. pails liquid deodorizer, get 1 FREE

Buy 10 cases dry deodorizer, get 1 case FREE

Buy 8 cases disk deodorizer, get 1 case FREE

Call now, toll free 1-888-729-6478

[www.johnnyschoice.com](http://www.johnnyschoice.com)

Save even more  
with CAP!

**CUSTOMER  
APPRECIATION  
PROGRAM**

Ask about CAP, our innovative Customer Appreciation Program. It's more than just product discounts.



# TANKS

## Holding And Fresh Water

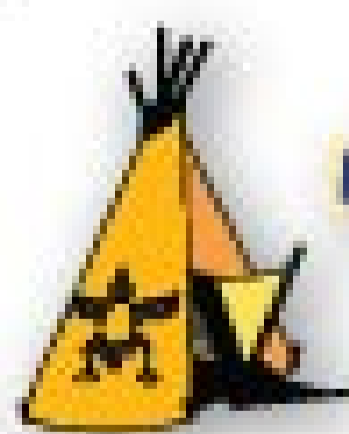
Visit our websites

[www.ronco-plastics.com](http://www.ronco-plastics.com) • [www.ronco-plastics.net](http://www.ronco-plastics.net)

400 Sizes Available

Wholesale Pricing Available

**714-259-1385**



## TP Re-Roller Co.

**Turns waste  
paper into  
profits!**

Call Milton Foss  
**360-385-1333**



Patented

## PRODUCT NEWS



### FMI Introduces Field Sanitation Service Trailer

The Field Sanitation Service Trailer from the WorkMate product line of FMI Truck Sales & Service, along with PolyJohn Enterprises Corp., was designed to meet agriculture safety for field sanitation standards and is Good Agricultural Practices compliant. The two-unit trailer features gender-specific restrooms, hand-wash facilities, drinking water and cups, and covered trash containers. The unit meets greywater and waste dump requirements. 800/927-8750; [www.fmitrucks.com](http://www.fmitrucks.com). ■

## ARE YOU COVERED?

Don't lose your business and life earnings  
to spotty insurance coverage



**THE MAJORITY OF INSURANCE BROKERS  
DON'T KNOW YOUR BUSINESS AS WELL AS WE DO.**

You need an insurance program that addresses the specific exposures you face, such as errors and omissions (E&O) coverage for the various services you provide.

**WE HAVE YOU COVERED.**

 **SANITATION**  
INSURANCE SERVICES

1-877-877-1555 • [www.SanitationIns.com](http://www.SanitationIns.com)



**450 Gallon Slide In** 300 Waste / 150 Fresh

- Self-Contained • Skid Mounted • Lightweight Aluminum
- Easily Maneuvered • Fits Standard Pick-Up

Electric Start 5.5 HP Honda Conde Super 6 vacuum pump w/ 4-way valve  
 12 V washdown system w/50' hose.  
 12 Volt battery w/PVC battery box  
 30' of 2" fill hose  
 3" Discharge



Introductory Priced At...  
**\$7,995**

**Cancelled Order!  
 Must Sell Now!  
 Call For Special Price!**

2000 Gallon Aluminum Septic  
 Masport HXL15, 2009 Ford F750



**New! Now Available From...** *progress tank*  
**1000 Gallon Restroom Service**

Masport HXL4 vacuum pump system,  
 washdown, remote PTO, toilet carrier,  
 storage cabinet

**2011 Ford 450**  
 16,500 GVW, 300 HP, auto.trans.

**INTRODUCTORY  
 PRICE!  
 \$59,850**



2000 Gallon Aluminum Septic, Masport HXL15  
 New! 2007 Freightliner M2, Manual Trans/Air



4200 Gallon Aluminum NVE 866 - 500 C.F.M.  
 2011 International 7500, 350 H.P., 10-Speed

**KeeVac**  
 Industries Inc.  
 www.KeeVac.com

**866-789-9440**

**Complete Work-Ready  
 Factory Assembled Units!**  
 FINANCING DELIVERY CUSTOM BUILDS



**One  
 Complete  
 Package**

- promonthly.com**
- cleaner.com
  - pumper.com
  - mswmag.com
  - onsiteinstaller.com
  - pumpershow.com
  - pumpertrader.com
  - tpomag.com
  - eq-mag.com
  - septicyellowpages.com
  - sewerpages.com

**COLE Publishing**  
**1.800.257.7222 | 715.546.3346**

SIGNS, SAFETY PRODUCTS, FLEET GRAPHICS & MUCH MORE

**DECALS**  
 LOW COST • HIGH QUALITY • FAST SERVICE



**Fleet/Tanker Graphics Available**

- Service Records
- Custom Decal Designs
- Die-Cut Shaped Decals
- Lack of Service Tags
- Fence Signs
- Signs & Safety Products



**ScreenTech** 800.829.3021  
 IMAGING a division of Road Signs, Inc. www.screentech.com

16931 S. State St. • South Holland, IL 60473 • Fax: 708.333.0209



## Flexible and Affordable Financing Options

### Financing for New and Used Equipment

Trucks • Tanks • Trailers • Toilets • Cameras • Jetters  
Computer Hardware & Software



7 Church Road, Hatfield, PA 19440  
Phone: 800.422.1844  
Fax: 888.883.9380  
Visit our website: [www.libertyfg.com](http://www.libertyfg.com)

Call Michael DeGroat (ext 12)

Commercial Equipment Financing Call 800-422-1844

## Looking for Affordable Paper?

Producing quality paper since 1986.

Specializing in the Portable Toilet Industry.  
• Small Core • 96 Roll • 1500 Sheet • Hand Towels

- ▶ 100% Recycled Paper
- ▶ Competitive Pricing
- ▶ Septic Safe
- ▶ Quantity Discounts
- ▶ Can ship 1 Case or Truck Load



Made In The USA

Manufacturers of most of our own products.  
Other products available. Please give us a call.

**1-866-767-2737**

Fax: 570-836-5897 • Email: [rick@centurypaper.com](mailto:rick@centurypaper.com) • Web Site: [centurypaper.com](http://centurypaper.com)

**Century**  
Paper & Chemicals



**PRO**  
PORTABLE RESTROOM OPERATOR  
DISCUSSION

## Painted Ladies

**IS THERE A PRODUCT THAT ALLOWS YOU TO  
SPRUCE UP FADED OLD RESTROOMS?**

**QUESTION:**  
Does anyone know if there is a paint that can be used to brighten up old units? We are looking at buying some, but from the photos it looks like they are quite weathered. I am wondering if there is a paint that doesn't peel or flake when applied to these units.

**ANSWERS:**  
They make a flexible automotive paint that adheres well to plastic and fiberglass. It's used on ATVs, snowmobiles, plastic parts on cars, etc. But it's expensive and probably overkill for dressing up a restroom. I think they also make some dyes for plastic. Parasol Inc. ([www.parasolinc.com](http://www.parasolinc.com)) is one company I know that makes products for plastic. I'm pretty sure DuPont, Sikkens and some others do, too.



What I've found with restrooms old enough to be faded is they are starting to become brittle and will crack. Buyer beware.



We use a steam cleaner to bring out the shine in our units. But just like the other post said, if they need paint they will probably be about done with service life.

## Try This Tip Next Winter

**QUESTION:**  
A tip you may want to try: I got ice stuck in my vacuum hose, and I couldn't suck it through or blow it out. So I figured that with a little air going through, why not try warming it up with exhaust from the truck? It worked, and beat making a trip back to the shop.

**ANSWER:**  
I got my hose plugged with frozen waste. It would almost come out, but kept getting caught at the valve entering the tank. Then I remembered your idea. I crawled under the truck and held the hose against muffler exhaust for about two minutes, then hooked back up and away it went.

### COME JOIN US ONLINE

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



# BUSINESSES FOR SALE

**Chicago-Area Biosolids, Land Application, Dredging and Industrial Services Business.** Established in 1985, owner is retiring. Reputable business includes real estate servicing the entire Chicagoland area with sludge and biosolids disposal and treatment services. Real estate and shop included with sale valued at \$750,000, business grosses in excess of \$3 million annually, \$6.3 million in equipment and assets including several TerraGators, Vac Trailers, dump trailers, loaders and much more. **\$4,900,000.** Huge potential, good profit and priced right. Non-Disclosure Agreement required, all P&L statements, list of assets, and financials available to qualified buyers.

**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.**

**Established portable restroom and septic service business located in central Virginia.** Excellent gross each of the past 3 years with no decline in revenue makes this business recession-proof. Steady work including many contracts and repeat customers. Extensive equipment inventory, good revenue, and owner willing to train. Great opportunity for expansion or a new career. **Asking \$775,000**

**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, Vector 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.**

**New Jersey VIP Restroom/ Portable Toilet Business.** 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.**

**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 Vector, 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.**

Go to [www.btwo.biz](http://www.btwo.biz),  
e-mail [jeffb@colepublishing.com](mailto:jeffb@colepublishing.com) or  
call **800-257-7222**  
and ask for **Jeff Bruss** for more details.

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

# ART Blaster

## All Purpose Graffiti Remover & Urinal Scale Cleaner

**Biodegradable  
No Harsh Fumes  
Eco & User Friendly  
Works Hard So You Don't Have To**



Call our customer service team for more details

**1-800-345-3303**  
[www.jjchem.com](http://www.jjchem.com)



## R.A. ROSS N.E., INC.

10280 Brecksville Rd. • Brecksville, OH 44141

TOLL FREE 1.800.678.4581 PHONE 440.546.1190 FAX 440.546.1188

EMAIL [RAROSSNE@RAROSSNE.COM](mailto:RAROSSNE@RAROSSNE.COM) WEB SITE [WWW.RAROSSNE.COM](http://WWW.RAROSSNE.COM)

**INDUSTRIAL & TRUCKING BLOWERS • VACUUM PUMPS • SALES, SERVICE & INSTALLATION**

We have a **FULL SERVICE REPAIR SHOP** capable of servicing and repairing a wide variety of different makes and models of blowers and vacuum pumps from all your top manufacturers including:  
**Tuthill/MD • Drum • Gardner Denver • Cycloblower • Duroflow • Sutorbill • Roots • Hibon  
Fruitland • Moro • Masport • Wittig • NVE Challenger • Jupop • Battioni • Presvac**



**NVE FRUITLAND**



**Vacuum Pumps • Components • PTO's • Hydraulics • Valves • Manways  
Gear Boxes • Mufflers • Silencers • Gauges • Camlocks • Hose**



# CLASSIFIED ADVERTISING

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

## BUSINESSES

**Looking to 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)

**Chicago-Area Biosolids, Land Application, Dredging and Industrial Services Business.** Established in 1985, owner is retiring. Reputable business includes real estate servicing the entire Chicagoland area with sludge and biosolids disposal and treatment services. Real estate and shop included with sale valued at \$750,000, business grosses in excess of \$3 million annually, \$6.3 million in equipment and assets including several Terra-Gators, vac trailers, dump trailers, loaders and much more. Offered at \$4,900,000 - huge potential, good profit and priced right. Non-Disclosure Agreement required, all P&L statements, list of assets, and financials available to qualified buyers. 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)

## 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)

Restroom trailer rental company for sale. Upstate South Carolina, established in 2004. Asking \$40,000. Call 864-787-6989. (T8)

**South Florida Commercial Real Estate, Plumbing, Septic & 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. 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)

## BUSINESSES

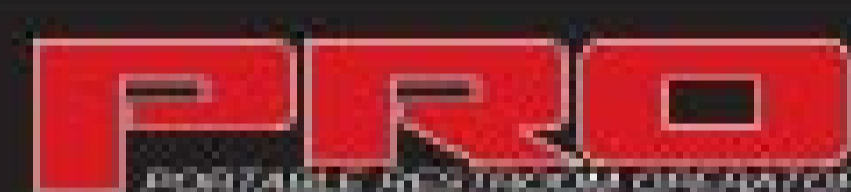
**North Carolina Septic and Installation Business for Sale.** Showing good growth over the past 3 years. Includes all equipment to operate, extensive customer list, and owner is willing to train if necessary. Asking \$110,000. E-mail jeffb@colepublishing.com, visit www.Btwo.biz or call 800-257-7222 and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

**Philadelphia/Allentown Pennsylvania Area Sewer Business For Sale.** 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. **Offered at \$330,000.** E-mail jeffb@colepublishing.com, visit www.Btwo.biz or call 800-257-7222 and ask for Jeff Bruss for more details. **A B2 Business Brokerage Listing.** (TBM)

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

## BUSINESSES

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



## Classified Ad Form

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

### 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 _____ |

### CLASSIFIED AD RATE

\$1.00 per word, per month with a 20-word minimum or \$20.00. \$1.00 extra per bold word (key words only).

### DEADLINE: 17<sup>th</sup> OF THE MONTH

For example: November 17<sup>th</sup> would be the deadline for the December issue of PRO.

### ADVANCE PAYMENT REQUIRED

No billing for classified ads. Payment must be received in advance before publishing.

**FILL IN BLANKS:** \_\_\_\_\_ MONTH(S) \_\_\_\_\_ WORDS \$ \_\_\_\_\_ AMOUNT

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

**MAIL** this completed form with payment to:  
COLE Publishing Inc., PO Box 220, Three Lakes, WI 54562

**FAX** this completed form to: **715-546-3786**

**ONLINE** form at: www.promonthly.com

PLEASE FILL OUT CREDIT CARD INFORMATION COMPLETELY INCLUDING V-CODE (3-DIGIT NUMBER FOUND BY YOUR SIGNATURE)

CREDIT CARD NO.: \_\_\_\_\_ V-CODE: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

CARDHOLDER NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

### WE ACCEPT:





## BUSINESSES

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

**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. Asking \$799,000. E-mail jeffb@colepublishing.com or call 800-257-7222 and ask for Jeff Bruss for more details. **A B2 Business Brokerage Listing-** www.BTwo.biz. (TBM)

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

**Established portable restroom and septic service business located in central Virginia.** Excellent gross each of the past 3 years with no decline in revenue makes this business recession-proof. Steady work including many contracts and repeat customers. Extensive equipment inventory, good revenue, and owner willing to train. Great opportunity for expansion or a new career. Asking price \$775,000. 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)

## COMPUTER SOFTWARE

**SOFTWARE FOR YOUR INDUSTRY!** Easy to use; affordable; powerful. Online demos or call for guided tour. **Version 4 Now Available! Limited Time Discount Coupon Code: "VER4".** Ritam Technologies, LP, www.ritam.com, 800-662-8471 or 208-629-4462. (TBM)

## PORTABLE RESTROOMS

Used PolyJohn, PolyPortable tan units, plastic skids, average to excellent condition. \$200-\$300 each. Can arrange shipping. Call Bob at 1-352-796-4540. (PBM)

**BLOW OUT SALE:** Good condition, 300 PolyJohn half units, \$250-\$350 ea.; 300 Maxim 3000 units, \$225-\$250 ea.; Regular units, \$125-\$200 ea. Call Manuel @ 305-970-9837 or email malonso@port-o-tech.com. (P8)

## PORTABLE RESTROOMS

75 used Satellite units, good condition, green with brown front. \$225 each. All or part. Central Oregon. 541-548-0234. (PT8)

\$100.00 PolyJohn units for sale! Green and gray in color! Good to fair condition, wood skids, MUST SELL! Please call 352-446-0475! (P9)

Security Federal Savings Bank is selling the inventory listed below. INVENTORY LIST: 4 - Excellent condition - \$250 each; 31 - Very good condition - \$200 each; 47 - Good condition - \$150 each; 61 - Fair condition - \$100 each. We also have over 100 toilets that are in need of repair and will be sold at \$50 each. Please feel free to call Ashley with any questions at 931-507-4330. (P8)

Used PolyPortable Standards with plastic lumber skids. Units are blue and could be used for special events, construction or disaster relief. Volume discounts and shipping available. Call 866-770-4271 or check us out at www.tmrstrooms.com. (T8)

## PORTABLE RESTROOM TRUCKS

2005 F450, 108,000 miles, very clean w/8-month-old Abernethy unit, aluminum wheels w/60% rubber. Very nice truck. \$30,000. 304-416-3238. (T8)

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)

Prime 1,500 US gallon, 2-compartment (1000/500 split) carbon steel; portable toilet service unit. (Stock #3469C) **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (PBM)

## 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)

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. (CPBM)

# PRO MARKETPLACE ADVERTISING

**1-800-333-WASH**  
www.1800333Wash.com

## GX HONDA POWERED - 3200PSI PRESSURE WASHER



GX 200 Honda Engine  
\*AR Pump

Includes: 25' Hose,  
Trigger Gun,

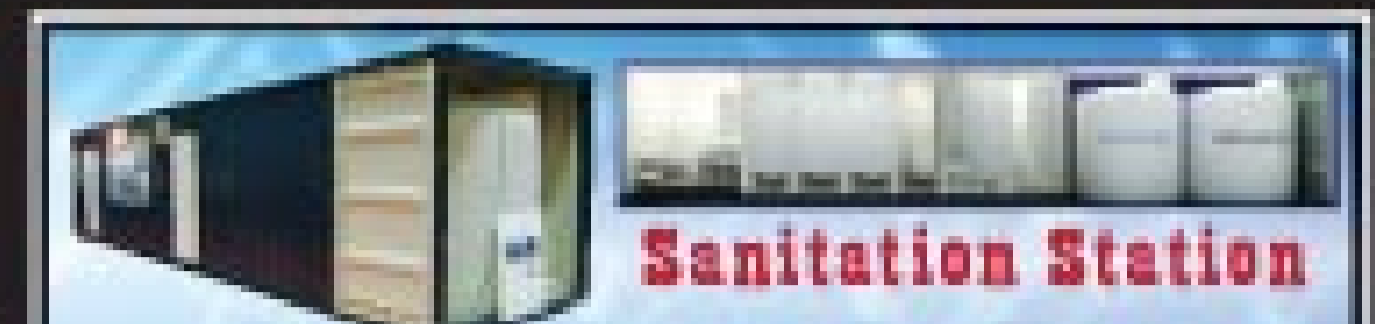
34" Wand, 4 Quick Nozzles,  
Soap/Chemical Injector

Blind  
Drop Ships  
Available -  
Let us  
Be Your  
"Drop Shop"

**\$499**

Assembled In U.S.A.

Specializing in Aftermarket Products for  
Pressure Washers, Pumps & Engines



Sanitation Station

Ask us how Zero Capital Outlay will make money?

**DROP BOX**  
Custom Modification Specialist

888-388-7768 • 740-532-7822

www.dropboxinc.com

rmitchell@dropboxinc.com

## EXPLORER



We Have Your Size...  
**1 to 24**



Now Available!

Hot Dip Galvanized  
Frame and Wheels

Explorer improves transport safety by directly clamping each toilet skid to the specially designed carrier slots on the trailer bed. Flexibility for the many styles of portable toilet skids used today.

Manufactured By: McKee Technologies  
**explorertrailers.com**  
**1-866-457-5425**



- Service Records •
- Portable Toilet Signs •
- Logo Signs •
- Signs (Plastic & Aluminum) •
- Gender Signs •

All types of custom printing  
and sizes available!  
Check out our great prices!

We Specialize in Waste  
Management Labeling Solutions



**Best Value in  
the Industry!**

10015 Rearwin Lane McKinney, TX 75071  
sales@anchorgraphics.com  
Phone: 972-422-4300 Fax: 972-422-4311  
(800)875-7859 www.AnchorGraphics.com

## Carry A Restroom & Super Mongo Mover On Your Pickup or Sport Utility



**Hitch  
Hauler**

**DA** Deal Assoc. Inc. **www.dealassoc.com**  
**866.599.3325**

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



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



# Thanks for Asking ... Again

## WE REPRISE SOME OF THE MOST COMMON TRUCK CORNER QUESTIONS RECEIVED FROM VACUUM TRUCK OPERATORS

Several reader questions come up frequently and bear repeating. A few of these questions might seem elementary to the experienced pumping professional, but they can be of critical importance to new company owners or technicians picking up their first issue of *PRO*. So using a rapid-fire approach, we'll review some of the most common questions we hear from contractors who operate vacuum trucks. We appreciate all your positive response to our column. Keep those questions coming!

### QUESTION:

What is the difference between a vacuum pump and a blower?

### ANSWER:

A vacuum pump evacuates the air out of a tank. That is to say, the air is forced out of the tank, putting the tank in an unstable state, and wanting the air to come back so it can return to normal pressure. When a valve is opened, the air rushes in. If the valve is hooked to a hose, whatever is at the end of that hose will be pulled into the tank. When the vacuum pump is turned off, the vacuum will remain inside the tank until the valve is reopened.

A blower is essentially a high-speed fan. The fan turns at a high RPM and creates a temporary vacuum inside the vacuum tank. When the blower is stopped, the vacuum dissipates. The operation is related to a vacuum cleaner, where air is brought into the machine and then vented out or exhausted to the atmosphere.

### QUESTION:

What precisely are the vanes inside a vacuum pump?

### ANSWER:

Vanes are made of a composite material. Each manufacturer uses its own formula to manufacture them. They are rectangular slats that slide into the rotor of the vacuum pump. As the rotor turns, the vanes rotate, pulling air from the tank and preventing air from returning, creating vacuum. As time goes on, vanes wear down and need to be replaced. When your pump is taking longer than usual to create vacuum, it can be a sign that the vanes are wearing out.

### QUESTION:

What is the purpose of a primary shutoff valve? Is it really needed or just an extra expense on a vacuum tank?

### ANSWER:

The primary shutoff valve blocks and collects waste as it progresses to the pump. It is a simple stainless steel device with a ball surrounded by a cage. As waste materials begin to fill the vacuum tank,

the ball rises and eventually seals the line and prevents the waste from moving on to the secondary and the pump. It is a safety device for your pump. Your system can run without a primary shutoff valve, but why risk your pump? Pumps are one of the costliest things on the truck. Why take a chance that debris and waste will get into the pump and cause damage?

### QUESTION:

Water-cooled pumps are more expensive than air-cooled pumps. Does that mean they are better, longer lasting pumps?

### ANSWER:

Water-cooled pumps serve a purpose somewhat different than an air-cooled pump. An air-cooled pump is exactly what it says it is. It is cooled by the atmosphere as it works. Air-cooled pumps operate best at sea level or slightly above. Once you move into mountain country, the water-cooled pump is going to be your best bet.

The thin air of the mountains means you will have a longer work cycle to create the vacuum necessary for any job. The longer work cycle means the pump is going to generate heat. Cooling it with the water from the truck's radiator will prevent overheating and help ensure a longer pump life. An air-cooled pump at high elevations will overheat a lot quicker. Make sure you have the right pump for your elevation.

### QUESTION:

How often should I drain the secondary?

### ANSWER:

Drain your secondary moisture trap at the end of every workday. Don't wait until the next morning. If you do, you will forget this critical maintenance once in a while. Imagine the waste trapped by the secondary and then starting the pump the following morning. The waste quickly jumps through the line and moves to your vacuum pump. We've heard this story too many times, with technicians simply forgetting to drain the secondary moisture trap after a long day's work. The secondary is the last filtering part in place before the waste gets to the pump. So shout it from the hilltops: "Drain your secondary after each day's operation!"

### QUIZ YOURSELF

Jerry and I want to throw a bonus question back at you: Do you know the brand and model number of your vacuum pump? Could you find parts for the pump quickly if you had to? This is important information to know when you suffer a breakdown and want to get back on the road as soon as possible. Keep on pumping! ■



# It's The Right Thing To Do!



PolyJohn's Recycling Program is the Portable Sanitation Industry's *first* recycling program, and the answer to years of questions about a safer, greener way to get old units out of your yard. Find out more by visiting our website, [www.polyjohn.com](http://www.polyjohn.com).

1-800-292-1305 – [www.polyjohn.com](http://www.polyjohn.com)





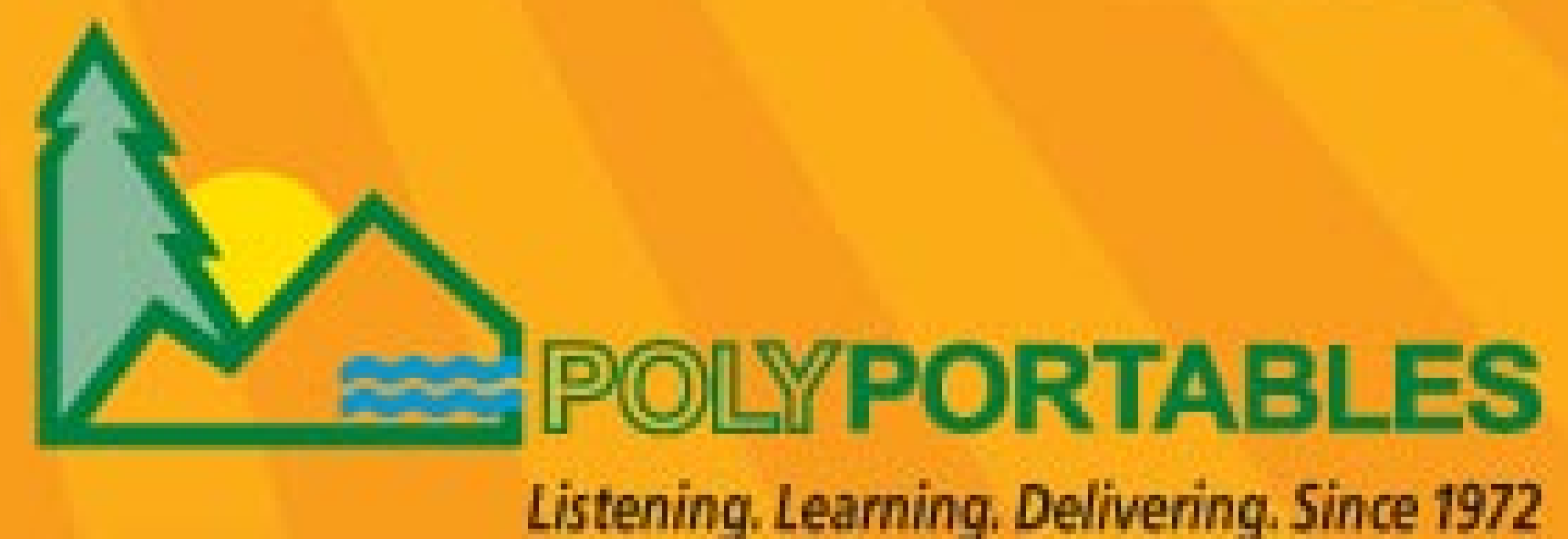
# HOW DO YOU LIKE YOUR SAVINGS? WET OR DRY?



## SAVE \$\$\$\$\$ ON DEODORIZERS IN EXCLUSIVE FRAGRANCES

Our Fragrance of the Month discount deodorizer program offers you a choice – either BlueWorks, our most powerful liquid deodorizer; or DriPax, our new water soluble, portion-controlled product. It's your choice and the savings are BIG! Just call **Cindy** at **(800)241-7951** or your PolyPortables division manager for details.

All purchases from Green Way Products qualify for Blue Bucks. Like money in your pocket, Blue Bucks spend like cash on PolyPortables or Green Way Products.



99 Crafton Drive, Dahlonega, GA 30533 USA • Phone (800) 241-7951 or (706) 864-3776 • Fax (706) 864-8111 • [www.polyportables.com](http://www.polyportables.com)

Only PolyPortables offers high-performance Green Way Products

TOILET DEODORIZERS • TOILET CLEANERS • AIR FRESHENERS

All Green Way deodorizers, cleaners and air fresheners are earth-friendly, people-friendly products. They are developed and manufactured in our facilities in Dahlonega, Georgia by Green Way Products, a PolyPortables sister company.

