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PRO

PORTABLE RESTROOM OPERATOR

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R-E-S-P-E-C-T

We all can fight the constant barrage of 'bathroom humor' that holds back the portable sanitation industry

By Jim Kneiszel

Despite the best efforts of its professional contractors, the portable sanitation industry still has something in common with the late comedian Rodney Dangerfield. It doesn't get any respect.

You hear the snickers any time portable restrooms become part of a news story. I reported on my blog recently at www.promonthly.com that organizers of an event on the National Mall in Washington, D.C., were worried about being able to provide enough restrooms for an event. The television media reported the facts with a straight face, but reporters and news talk pundits couldn't help themselves from throwing out some potty humor after they read the headlines.

Also recently, a photo of an errant hot-air balloon careening into a group of restrooms went viral and was sent to my PRO e-mail box by several people. The photo was always accompanied by a punch line about the balloon hitting four "buildings."

And whenever I read an online news account involving a portable sanitation-related mishap, it's always followed by a string of readers who respond with "bathroom humor" commentary. Sometimes the crassness of the comments in the face of a tragedy is sickening.

As an example, earlier this year a woman in Florida was killed after a restroom flew off a carrier trailer and hit her car. The online account of the story was followed by a comment that read: "How crappy is that?" There were numerous comments on newspaper websites that were far more vulgar, and thankfully the newspapers generally decided to remove the comments from their sites.

I'VE SAID IT BEFORE AND I'LL SAY IT AGAIN. THE KNEE-JERK REACTION TO MAKE FUN OF PORTABLE SANITATION HAS TO END FOR CONTRACTORS TO BE RECOGNIZED FOR THE CRITICAL PUBLIC SERVICES THEY PROVIDE.

NO JOKING MATTER

But it keeps happening. A few weeks ago, a newspaper in the Carolinas reported that a flatbed trailer hauling restrooms crashed, injuring the driver of another vehicle. What was the reader response? "Gotta watch out for those 'lavatory' retrievers," said one poster to the website. "I guess traffic isn't the only thing backed up here," said another. They go on and on and on. And most comments are far worse than these.

I've said it before and I'll say it again. The knee-jerk reaction to make fun of portable sanitation has to end for contractors to be recognized for the critical public services they provide. It's sad when the first thing the general public does when portable restrooms are mentioned is tell a joke. And I'll argue that this "bathroom humor first" attitude is costing contractors more than respect. It's costing them money.

If an event planner or foreman on a construction site snickers when

your truck pulls into view, the laughter doesn't do anything for your ability to build a solid working relationship with customers. Are these decision-makers more or less likely to follow your advice on the number and practical placement of units on a work site if they just got done telling a joke about the products you offer? I'll argue the answer is "less."

So what can we, as an industry, do to stem the tide of bathroom humor? Here are a few suggestions for starters:

Don't laugh when you hear a joke. I think PROs, in general, are just darn nice people who don't want to offend anyone and work real hard to get along with their customers. Sometimes it's easier to turn the other cheek and let out a little chuckle to acknowledge that same tired, old joke you hear at a jobsite practically every week. But when you do that, you reinforce the behavior and say it's all right to belittle the work done by your crews. You don't have to laugh.

Keep your own jokes to yourself. Go ahead and enjoy a funny one-liner or story related to your industry — just like the ambulance-chasing lawyers might do over a beer at the end of the day — but keep them among your friends in the industry. Don't broadcast the funny story about the restroom that tipped over with someone in it at every stop on your route today. Resist the urge to put slogans on your truck or website that will keep people from taking your work seriously.

Reach out to the media as a restroom expert. It seems like portable sanitation is coming up more often in the news these days, especially where contractors are serving special events. The public is getting more attuned to quality restroom products and services and you can help the media send out a message that raises expectations and changes attitudes about the portable restroom experience. If you put a new restroom trailer into service or enhance the services you offer for backyard weddings or special events, call your local newspaper or television news outlets and tell them about it. Invite them to have a look at how the industry is growing and changing.

Continue to build professionalism in your ranks. Workers in many trades have sought ways to improve their image in the public's eyes. And it's brought them greater respect and revenues. When's the last time you saw a plumbing or heating and cooling contractor on the job without a uniform? More and more contractors are upgrading the tools they use to do the job and carry themselves as professionals who are knowledgeable and solve problems. PROs who follow the same path to professionalism will be rewarded.

Become active in a local trade group. In recent months, we've included articles talking about joining the local Chamber of Commerce or other networking groups in your community. Getting involved in one of these groups will put you on equal footing with other professionals in your hometown. Not only will you rub elbows with potential new customers; many of these groups do good things for the community, which is something you can feel good about. ■



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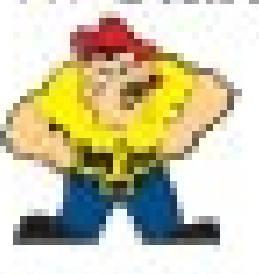










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Resolution? No. Re-evaluate? Yes!

It's no wonder most resolutions get broken before that New Year's baby is barely out of diapers. This year, make just one resolution for your business ... rethink everything, and save money.

By Judy Kneiszel

Resolutions are a hot topic in January, but you can't resolve to save your business money and then just expect it to magically happen. Take some time during the slow winter months to re-evaluate operations and it's likely you'll ring in some savings year-round.

Start by scheduling meetings with your insurance provider, accountant, banker and suppliers to re-evaluate your needs and costs. Could re-financing a loan save some dollars? Maybe there are supplies you could buy in bulk to get better pricing. Maybe your equipment has aged or changed and you are over- or under-insured.

Other areas to re-evaluate that could result in savings:

PHONE AND INTERNET SERVICE

Telecommunications companies like to play a game where they attract new customers by offering super-low monthly rates on local, long distance and/or wireless phone service. Then when the introductory rate expires, the monthly rate skyrockets, and it's up to the customer to notice and ask for a better one. They're happy to let customers blindly pay the high rate indefinitely.

As a business owner with countless day-to-day tasks to accomplish it's easy to take an eye off phone bills for a few months. But competition is heavy in the telecommunications industry, so it may be worth your time to spend an hour (or more) chatting with a phone company representative and letting them know you preferred paying the introductory rate and would like to do so again. If you are prepared to actually do it, threaten to go to the competition. Have a bill in front of you and beware of long-term contracts or bundles that sound good but end up costing you more than you bargain for. Don't pay for services you don't use.

Shop around for Internet services too. Smaller Internet Service Providers (ISPs) can have service and speeds similar to big companies and sometimes have shorter or no contracts. If you got a low introductory rate from a large provider and it has since expired, tell them you'll go elsewhere unless you can have that original rate back. They may be willing to negotiate.

CREDIT CARD SERVICES

If your business accepts credit cards you either have a merchant account or use a payment service, such as PayPal. You could benefit from evaluating the options and switching from one to the other if it will save you money. It all depends on the number of transactions conducted each month. A payment service costs more per transaction, but if you don't do a high volume of credit card transactions, it may save you money to switch from a merchant account to a payment service because you'll save on statement fees, monthly fees and discount percentages. Look at how many invoices a month are paid by credit card and calculate the costs using your current system and the alternative.

In busy months, a PRO can concentrate on taking in more dollars. In the slow months, however, it's hard to take in more, so spend some time re-evaluating where money is being spent.

ENERGY CONSUMPTION

Think about how many dollars it takes just to keep the lights on. Re-evaluating energy usage can result in significant savings. Most utilities offer free or low-cost energy audits for businesses, which may be the most effective way to re-evaluate your energy usage and lower your bills. Schedule an audit, but in the meantime, here are a few things you can do immediately to save:

- Next time you purchase computers, consider laptops, which use up to 90 percent less energy than a standard computer.
- Turn off as many unnecessary lights as possible. Use task lighting instead of overhead lighting whenever possible.
- Make sure that equipment and lights are turned off after hours.
- Replace old fluorescent lights with newer, more efficient models using electronic ballasts (for example, replace T12 lights with magnetic ballasts to T8 lights and electronic ballasts).
- Replace high-use incandescent light bulbs with compact fluorescent lights and make sure all bulbs, fixtures, lenses, lamps and reflective surfaces are cleaned regularly. Removing grease, dust and other dirt, increases light output.
- Install automatic room-lighting controls to turn lights on or off depending on occupancy or time of day.
- Set energy-saving features on office equipment to put them into sleep mode when not in use.
- Set the thermostat to 68 degrees during work hours and 55 degrees when the space is unoccupied. For every degree you lower the heat in the 60- to 70-degree range; you can save up to 5 percent on heating costs.
- Keep exterior and freight doors closed as much as possible.
- Maintain a regular filter replacement and cleaning schedule for your heating and ventilation systems.
- Rewire restroom fans to operate with the lights.
- Insulate water heaters and supply pipes.

RE-THINKING PROFITS

There are really only two ways for a business to increase profits. The first is to take in more money. The other is to spend less money. In busy months, a PRO can concentrate on taking in more dollars. In the slow months, however, it's hard to take in more, so spend some time re-evaluating where money is being spent. You'll have higher profits all year long, and that's a resolution you can take to the bank! ■

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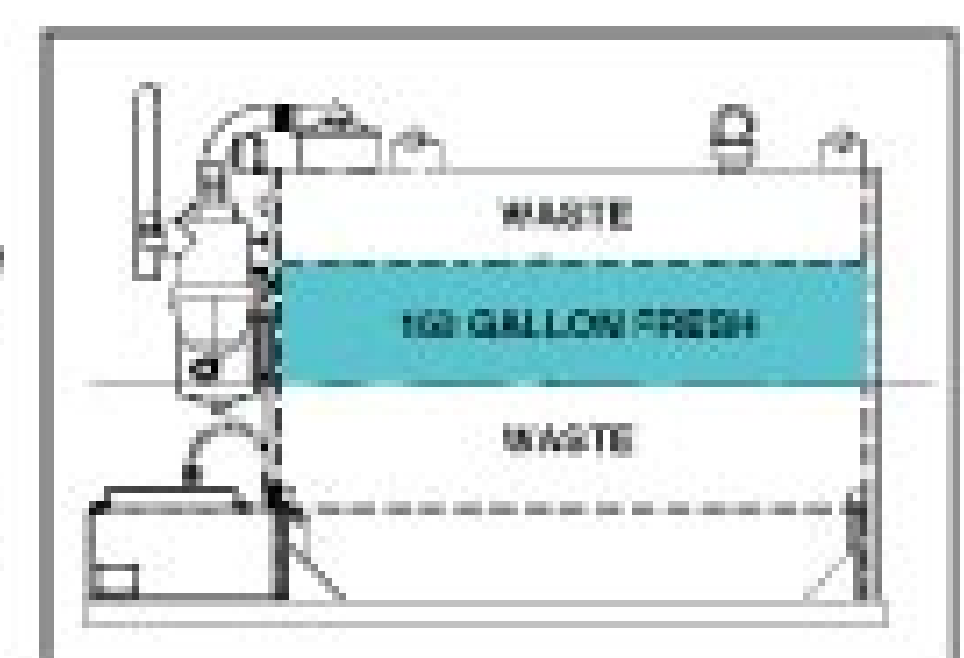
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This Wells Cargo COG restroom trailer is not part of the Gulf oil spill cleanup effort, but it's placed along the same beach at singer Jimmy Buffet's Land Shark open-air bar. (Photos by Barrett McClean)

COVER STORY

ON LOCATION

THE JOB: Gulf of Mexico Oil Spill Cleanup

LOCATION: Pensacola, Fla.

THE PRO: Boyett's Septic Tank Service & Portable Restrooms

On the FRONT LINE

Florida's Boyett's Vacuum Pumping supports the extended cleanup efforts following the Gulf oil spill

By Betty Dageforde



Robert Berry replenishes hand towels in a sink placed on Pensacola Beach for workers cleaning up debris from the oil spill.

THE TEAM

Lynn Boyett employs 16 people to help run his business out of a 4-acre facility in Pensacola, Fla. He operates under the name Boyett's Septic Tank Service & Portable Restrooms, although the legal name is slightly different — Boyett's Vacuum Pumping Inc. The company has a full-time mechanic, a full-time yard worker and two office workers. The others help out in all lines of business, the bulk of which is portable sanitation, followed by commercial vacuum truck work and septic service. Boyett's wife, Debbie, oversees the financial aspects, and Boyett works in the office in a "master coordinator" role. "I'm the organizer," he says. "I answer the phone most of the time. Everybody hands everything to me and I dispatch it out. That's where I make the most money for the company."

COMPANY HISTORY

The company was started as a sideline business in 1955 by Boyett's father, Leonard, who worked on U.S. Navy helicopters. By 1957 the business grew to the point that the elder Boyett went full time with it. Lynn Boyett, born

in 1957, worked in the business his whole life, buying out his father in 1981 and growing the inventory to 3,000 units.



A photo of company founders Leonard and Betty June Boyett hangs in the Boyett office.

MAKING CONNECTIONS

Boyett's is working primarily with two companies employed by BP for the Gulf oil spill cleanup. Eagle-SWS is a first response team for disasters. Boyett's has worked with them on a number of fires, hurricanes, plane crashes and other disasters since being hired to clean up after a train derailment a decade ago.

When Moran Environmental Recovery LLC came into town, they went to the Chamber of Commerce for a list of various contractors. It didn't take them long to select Boyett's after checking references and getting referrals. "Our reputation is everything, that's what we build



The Boyett's crew is hard at work keeping up a variety of equipment: (from left) Keith Weaver washes a unit, A.J. Orcutt loads a truck with supplies and Robert Berry works on a trailer.

our business on," Boyett says. "If somebody asks us to do something and we say we're going to do it, we don't make any excuses; we're going to go do it."

THE MAIN EVENT

On April 20, 2010, methane gas from an underwater well being drilled by BP in the Gulf of Mexico shot to the surface, causing an explosion that killed 11 workers on the Deepwater Horizon oil rig, creating the largest marine oil spill in the industry's history. On July 15, after releasing nearly 5 million barrels of crude oil, the wellhead was capped.

The incident has had a profound effect on marine and land animals, wildlife habitats, as well as the tourism and fishing industries. Numerous workers — paid and volunteer — have been working around the clock on land and sea to contain and retrieve the oil, clean up the beaches, and rescue wildlife.

THE JOB

The company is providing portable restrooms and sinks for the cleanup workers along 80 miles of the Florida coastline around Pensacola. The sinks are not

"I know a lot of people have gone out of business, the poor fishermen and people like that. I wish it never happened. But it happened so you have to deal with it. And we're just trying to do our part. We just make sure we do our job the way it's supposed to be done."

Lynn Boyett



Driver Mitch Bryant returns a hose to his truck after a service stop.

used for cleaning wildlife, but to wash oil off the workers' hands.

Boyett's is also providing greywater pumping services in camps where workers are being fed, and pump-out services for the buses that transport them to designated locations. These services are expected to be needed for up to two years.

LET'S ROLL

Four days after the explosion, the company began supplying restrooms and sinks — approximately 200 orange and blue Satellite Industries Inc. Tufways and 250 PolyJohn Enterprises Corp. dual-station Bravos. The numbers change constantly, as conditions warrant, a lot of which has to do with the wind. "When it blows to the south, that's when the oil comes here," Boyett says. The 10-unit flatbeds attached to their International 4300s were custom-built to have side tailgates, facilitating

curbside deliveries when needed.

Restrooms and hand-wash stations were dropped off at six staging areas along the coast. From there, SWS and Moran grab what they need each day, taking them to cleanup areas along the shore, or putting them on barges or ships working in the Gulf. They are usually returned to the staging areas for servicing and redeployment.

One of their three Wells Cargo C.O.G. restroom trailers is stationed on Pensacola Beach, outside of Jimmy Buffet's Land Shark open-air bar, but it is not part of the cleanup job. Boyett's has 16-foot and 31-foot Comfort Elite trailers and a 24-foot ADA Comfort Elite trailer from Wells Cargo.

KEEPIN' IT CLEAN

Boyett's provides daily pumping of greywater from four worker feeding areas. They use two 2007 International 7400 vacuum trucks with 4,200-gallon aluminum tanks from Presvac Systems Burlington Ltd., both with Battioni pumps.

Portable restrooms and sinks also are serviced seven days a week, most at the staging areas. In other cases, the company is notified where to find the equipment that day. "They call us at 5 or 6 in the morning to tell us where they're at," Boyett says. "You chase them down, basically." Remarkably, no units have been lost.

It takes four service technicians 10 to 12 hours to make the rounds using the company's newest vehicles, 2010 and 2011 International 4300 models from Best Enterprises Inc., both with Conde pumps (Westmoor Ltd.). The stainless steel tanks hold 1,500 gallons of waste and 500 gallons of freshwater. Waste is disposed of at the local wastewater treatment facility.

Three evenings a week the company pumps out 10 to 30 buses at the bayou staging area.

IN IT FOR THE LONG HAUL

Whether it's customers, employees or suppliers, Boyett treats people in a way that keeps them around. He doesn't believe in price-gouging in a time of crisis. "I'm not here to just knock it out for a couple months and then they throw us out because we're too high. We're here for the long term and to do the job right. That's why people use us, and then use us again," he says.



Left, Lynn Boyett shares his office with canine companion Sassy. Above, Boyett with his office staff, Melanie Withrow (left) and Lisa Williams.

He has no trouble keeping employees because he pays above-average wages and treats them well. He also likes to have long-term relationships with his suppliers. "I just don't believe in shopping around every month," he says. "These people will come back and help you when you need help." For example, the soap the company normally uses in its sinks was ineffective against oil, so Boyett called the supplier, explained the problem, and within 24 hours they sent him a product that worked great and cost about the same.

ESSENTIAL SERVICES

Boyett is well aware that while his business has benefitted from the oil spill, many others

have not been so lucky. "I know a lot of people have gone out of business, the poor fishermen and people like that," he says. "I wish it never happened. But it happened so you have to deal with it. And we're just trying to do our part. We just make sure we do our job the way it's supposed to be done." ■

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www.polyjohn.com
(See ad page 39)

Presvac Systems Ltd.

905/637-2353
www.presvac.com

Satellite Industries Inc.

800/883-1123
www.satelliteindustries.com
(See ad page 17)

Wells Cargo COG

888/574-4222
www.wellscargocog.com

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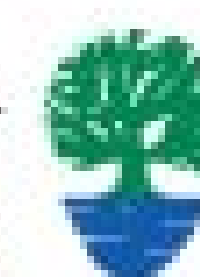


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A LOT to LEARN

The 2011 Pumper & Cleaner Expo offers 84 seminars with advice on improving business practices and in-the-field performance

By Ted J. Rulseh



POWER YOUR

Future

This year's Pumper & Cleaner Environmental Expo International education program offers 84 seminars given by industry experts covering a full range of topics for environmental service professionals.

The lineup includes instruction on industry-specific in-field techniques as well as sound business and management practices of interest to any business owner. Once again, the lineup for Education Day (Wednesday, March 2) is broken

into tracks hosted by leading industry associations.

Seminars on Thursday and Friday, March 3 and 4, provide more learning opportunities and include an expanded lineup of sessions presented in Spanish. Here is a brief look at the education program. For more information on seminar times, locations and speakers, visit www.pumpershow.com.

EDUCATION DAY, WEDNESDAY, MARCH 2

Portable Sanitation Association International

Two sessions in this track highlight keys to profitable operations in the portable restroom industry. Seminars include:

- Understanding Your True Cost Per Service for Special Events
- Understanding Your True Cost: PSAI panel of experts

National Association of Wastewater Transporters

NAWT presents six sessions dedicated to professionals in septic system pumping, operations and maintenance, grease pumping, waste treatment, and system installation. Seminars include:

- So You Think You Want to Own a Waste Treatment Facility
- Grease as a Resource
- Resource Recovery: Methane and Septage
- O & M Problems on Drip Distribution Systems
- O & M Problems We Have Seen
- O & M Problems with Media Filters

Leaders Resource Network

This series of seminars emphasizing business skills attracts large crowds every year. Sessions include:

- Profile of a Successful Business
- Successful Business Best Practice Discussion
- Successful Business Profile sessions
- Panel discussion with couples in business together

These seminars dispense general business knowledge but have a special focus on portable restroom and septic system service companies.

Southern Section Collections Systems Committee

These sessions are of special interest to sewer service contractors and municipal managers in charge of collection systems. Sessions include:

- Sewer Collection System History and the Evaluation of Pipeline Materials and Problems
- Combo Vacuuming: A Forgotten Art
- Keeping your Standard CCTV Inspection Program Relevant
- Growing Your Business by Building Your Company Image
- Pump Station and Lift Station Fundamentals and How to Achieve Maximum Service and Reliability
- Making Sense out of Nozzle Nonsense

NASSCO

This track provides insights on the finer points of pipeline inspection, evaluation, and rehabilitation, especially with trenchless technologies. Seminars include:

- Grout: Its Use and Application for the Total Collection System
- Look Ma, No Hands: Using Automated Controls in Temporary Bypass Pumping Applications
- Pipe Bursting Tools for Everyday Utility Installations
- How Will You Know if You Need to do a Sewer System Evaluation Survey (SSES)?
- Laser Profiling Applications for Documenting Piping System Conditions
- Advancements in UV Technology for Curing CIPP

National Environmental Health Association

This series covers a broad range of topics of interest to professionals who install, inspect and service onsite wastewater treatment systems. Seminars include:

- The Qualified O & M Service Provider: An Opportunity to Do Well While Doing Good
- Effluent Screens and Filters for Onsite Applications
- Develop Champions for Your Decentralized Wastewater Projects by Harnessing the Smart Growth Concept
- The Business of Management
- Developing O & M Inspection Actions in Partnership to Improve

- the Quality of O & M
- Building a Successful O & M Program: Working with Regulators, Regulations and Industry

National Onsite Wastewater Recycling Association

This track covers more topics related to the design, installation and management of onsite systems. Seminars include:

- Pumps: A Basic Understanding
- Selling the System to the Site Conditions
- Effluent Dispersal and Water Management Around Soil Absorption and Treatment Systems
- Troubleshooting Our Modern Waste Stream
- System Remediation: Why, What, When, Where and How
- Sampling Sewage Treatment Systems

WaterJet Technology Association

These sessions cover topics of interest to professionals in the high-pressure cleaning and industrial vacuum sectors. Seminars include:

- Estimating the Vacuum Job for Fun and Profit
- How to Maximize the Power of Your Waterjetter Through Tip and Hose Selection
- Waterjetting: Financial Startup Considerations and Real World Application

Safety Management Systems

A single session is offered: Avoiding Violation Fines and Tickets with DOT Safety Compliance Required.

Scott Hunter

Here is a special series of five seminars on building leadership skills and establishing a strong and prosperous business, given by motivational speaker and business coach Scott Hunter. Seminars are:

- The Mindset of Leadership, Part One
- The Mindset of Leadership, Part Two
- The Mindset of Leadership, Part Three
- Creating an Outrageously Successful Organization, Part One
- Creating an Outrageously Successful Organization, Part Two

THURSDAY, MARCH 3

Liquid Waste Track

- The Evolution of Effluent Filters
- Life Cycle: From Waste to Windfall
- Take Confined Space Seriously: A Matter of Life and Death

Business Track

- 45 Marketing Tips in 45 Minutes
- The Benefits of Vehicle Routing Software in Today's Economy
- Unleashing the Power to Profit and Freedom

New Business Opportunity Track

- Centripipe (Centrifugally Cast Concrete Pipe)
- Valve Exercising and Fire Flow Testing for a Reliable Water Distribution System
- The Basics of Buying and Selling a Septic or Sewer Business Company

Municipal Track

- Think Like Grout: For Better Point Repair of Below Grade Structures

- CCTV Inspections Evolve to Unparalleled Heights
- Manhole Chimney Section Rebuilds

Installer Track

- Membrane Bioreactor (MBR) Technology for Decentralized Wastewater Systems
- Shallow Pressurized Drainfields for Soil-Based Effluent Dispersal
- Onsite System Solutions for Shallow Installations

Spanish Track

- Técnicas Corrientes de Limpieza de Tuberías (Current Pipeline Cleaning Technologies)
- Avances en la Evaluación de Tuberías y Tecnologías sin Zanja para Rehabilitación de Tuberías (Latest Advances in Pipeline Assessment, Pipeline Rehabilitation and Trenchless Technologies)
- La Elección de Boquillas en la Limpieza de Drenajes (The Selection of Nozzles for Sewer Cleaning)

Advanced Installer Course

- Introduction and Site Evaluation
- System Sizing and Basic Design Principles
- Pumping to Systems
- Installations of ATUs
- Installing for Management
- Troubleshooting Systems

FRIDAY, MARCH 4

Portable Restroom Track

- Routing Efficiency and Analysis
- Give Me Three Reasons Why I Should Advertise My Portable Restroom Company
- Abriendo Caminos – Pathways

Liquid Waste/Installer Track

- Grease Interceptor 101
- Datalogging for On-Site Septic System Diagnosis
- Belt Press Performance Optimization

Business Track

- Save Money – Go Paperless
- Marketing Your Septic/Drain Service Business
- Evolving Your Business With Digital Solutions

Spanish Track

- Abriendo Caminos – Pathways
- Efficient Clean-Up Operations of Any Latin American Sewer Network
- Rodding Equipment and Simple Tools for Sewer Cleaning

Sewer & Drain Cleaning Track

- Inline Cutting Tools – Taking Science to the Sewer
- Waterjetting: Impact on Drain Cleaning
- Jetters: Don't Underestimate Your Cable Machines

Municipal Track

- Large Pipe Inspection
- Chemical Grouts and Grouting Methods
- Sectional CIPP Repairs Per ASTM F2599 ■



2011 PRODUCT PREVIEW

MARCH 2-5, 2011 • KENTUCKY EXPOSITION CENTER • LOUISVILLE, KY



JUST FOR YOU!

Pumper & Cleaner Environmental Expo exhibitors offer a preview of their latest technologies and services

By Ed Wodalski

Ask anyone who's been to the Pumper & Cleaner Environmental Expo and they will tell you one of the reasons they keep coming back is to see the latest products and services for their industry. With hundreds of exhibitors, thousands of products and more than 500,000 square feet of floor space to cover, it's difficult to see it all.

To make sure you don't miss out on any of the new breakthroughs at the Kentucky Exposition Center, show sponsor COLE Inc. has dedicated an area exclusively to new products. Introduced in 2010, this year's exhibit is moving to larger quarters and is expected to double in size. The display opens on Wednesday, March 2, for a pre-show sneak peek and will remain open during regular show hours.

There's also an interactive floor plan on the Expo website (www.pumpershow.com) to help you pre-plan your visit. So whether you're a first-time visitor or long-time guest, we're certain the 31st Annual Expo will have what you need to become more efficient and your business more profitable. As a start, here's a look at some of the products and services you don't want to miss.

RESTROOMS, RECYCLING

1 Armal Inc.

The Top Line Squatting Chemical Toilet from Armal Inc., popular in many foreign markets, can be used at crowded events and construction sites. It features smooth, easy-to-wash surfaces and overlapping walls to conceal rivets. The restroom weighs 185 pounds and measures 90 inches high, 47.2 inches deep and 43 inches wide. It has a 43-gallon tank and is available in eight colors. Options include sink and hygienic cleaning sprayer. 866/873-7796; www.armal.biz, Expo booth 7069.

2 PolyPortables Inc.

The Vantage portable restroom from PolyPortables Inc. features a large door opening and headroom-accentuating Keystone roof, sturdy double-wall construction and smooth ridge-free interior for quick cleanups. The unit's modular components are easily replaced — 70 percent of the restroom's components are interchangeable with the Integra model. Available in 16 colors, accessories include flushing tank, hand-wash station and other special-event amenities. 800/241-7951; www.polyportables.com, Expo booth 1140.

3 Satellite Industries

The Tufway Recirculating Foot Flush portable restroom from Satellite Industries features a flip-top tank and 22.5-inch by 16.75-inch opening for access to interior plumbing and basic services. The lid is secured to the tank with a full-length hinge that prevents twisting when the lid is open. Each pump delivers 7 ounces of spray over the width of the bowl. The foot pedal is enclosed in a sealed rubber jacket to keep out debris. Pump and hoses are attached to a recessed cavity in the base to prevent damage during transportation. 800/328-3332; www.satelliteindustries.com, Expo booth 1122.

4 PolyJohn Enterprises

The portable sanitation recycling program from PolyJohn Enterprises encourages environmentally friendly disposal of used restrooms, with contractors receiving a coupon for future equipment purchase. Any brand of plastic restroom can be recycled. Units must be complete as originally manufactured and free of foreign matter (concrete or harmful chemicals), debris and liquids. Holding tanks, urinals and dispensers must be empty, clean and dry. Decals and wood must be removed. Wood skids are not accepted. 800/292-1305; www.polyjohn.com, Expo booth 4031.

RESTROOM TRAILERS

5 Comforts of Home Services Inc.

ADA trailers from Comforts of Home Services Inc. can be raised or lowered without the addition of expensive or complicated components. Fully ADA compliant, trailers feature a reduced ramp length and can be set up by one person in 15 minutes or less. 847/856-8002; www.cohsi.com, Expo booth 9249.

6 JAG Mobile Solutions

The two-station, off-road-capable Porta Lisa Extreme Duty restroom trailer from JAG Mobile Solutions is designed to be pulled through deep mud, over large rocks, mountain trails and through deep snow. The unit features 31-inch tires with 22 inches of ground clearance. Other features include full-length welded skid plate, front rock guard, 300-gallon waste tank, 200-gallon freshwater tank, forced-air interior heat, electric or propane water heat, heated dump valve, heavy-duty watertight sprayed interior, fold-up galvanized steps with oversized porch and safety rails. 800/815-2557; www.jagmobilesolutions.com, Expo booth 7127.



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DEODORANT, ANTIFREEZE

7 Chempace Corp.

Extreme PowrPak restroom deodorant from Chempace Corp. is part of the PowrPak series. Designed for use in moderate temperatures, the deodorant provides time-released odor control and continuous coverage in all types of portable holding tanks. Featuring an environmentally safe, biodegradable formula, the deodorant contains a non-staining dye and is packaged in water-soluble film. Chempace also offers Ultra PowrPak for use in high temperatures and severe conditions and Super PowrPak for cool temperatures and special events. 800/423-5350; www.chempace.com, Expo booth 8069.

8 Johnny's Choice by Chempcorp Industries Inc.

The Sensory Grand Disk deodorizer by Johnny's Choice by Chempcorp Industries Inc. is made to last up to four weeks. The disks are designed for maximum surface area and feature fruity and floral scent varieties, offering aromatic "lift" and "diffusion" properties. 888/729-6478; www.johnnyschoice.com, Expo booth 133.

9 Nilodor Inc. (Nilodor Wash Down)

Deep Blue Wash-Down concentrate with fragrance enhancer from Nilodor Inc. is designed to eliminate severe odors. The concentrate can be mixed with water and sprayed inside the restroom or added to the cleaner/disinfectant when prepping or staging units for service. The odor control is available in Cherry, Natural, Tango Mango, Tutti Frutti, Citrus and Spring Mint. 800/443-4321; www.getdeepblue.com, Expo booth 4220.

10 Servant Products

St. George's Foam Shield restroom deodorant from Servant Products is biodegradable. One gallon diluted makes 15 gallons of foam when applied and returns to its one-gallon liquid state after breaking down (about one week). The odor- and splash-suppressing foam is available in a variety of scents. 260/410-5623; www.stgfoam.com, Expo booth 84.

11 Porta Pro Chem Co.

The clear solution Never Freeze all natural toilet antifreeze from Porta Pro Chem Co. is designed to safely keep portable toilets from freezing down to -40 degrees F. The biodegradable solution eliminates the need for a brine mix or methanol. Manufactured from plants, the solution will not corrode metal or pumps and does not leave a white film. It is safe to use in hand-wash stations and can be added directly to the freshwater tank to keep water from freezing. 888/673-5846, Expo booth 21.

SOFTWARE

12 Clear Computing Inc.

Total Activity Control's Stop-by-Stop Real-Time Profit and Loss Reporting software feature from Clear Computing Inc. tracks costs at the completion of each job, helping identify jobs that erode profits. 888/332-5327; www.clearcomputing.com, Expo booth 3179.

13 Ritam Technologies LP

Version 4 Summit Array software from Ritam Technologies LP offers automatic batch or individual e-mail invoices and statements, integrated credit card processing, route optimization with choice of Basic or Advanced street-level mapping, GPS/AVL integration option or ERIT technology for automatic proof of service and missed service follow-up. Other features include driver efficiency

reporting and geographic view of routes, training video library access, QuickBooks and PeachTree integration. 800/662-8471; www.ritam.com, Expo booth 118.

VACUUM PUMPS, TANKS

14 D&W Diesel Inc.

Remanufactured vacuum pumps from D & W Diesel Inc. are rebuilt to original manufacturer specifications. All brands of pumps are accepted. Each unit is disassembled and cleaned, components inspected, reassembled and tested. Many exchange units are available, including Gardner Denver, Fruitland and Masport. 888/858-1188; www.dwdiesel.com, Expo booth 161.

15 TOICO Industries

The five-chamber, 12-volt, piston water pump from TOICO Industries delivers flow rates to 5.5 gpm and pressure up to 60 psi. Features include 3/4-inch openings, adaptable to 3/8-, 1/2-, 5/8- and 3/4-inch quick connects, and hose barb fittings. Control options include an internal pressure switch (40-70 psi) and internal bypass (20-100 psi). The pump measures 4 by 5 by 8 inches, weighs 8 pounds, draws a maximum of 18 amps and comes with 12-inch stripped-end AWM lead wires. 888/935-1133; www.toico.com, Expo booth 2023.

16 Mid-State Tank Company Inc.

The 1,750-gallon stainless steel vacuum tank from Mid-State Tank Company Inc. features a two-compartment 1,300-gallon waste/450-gallon freshwater tank. 217/728-8383; www.midstatetank.com, Expo booths 4000, 4001, 4003.



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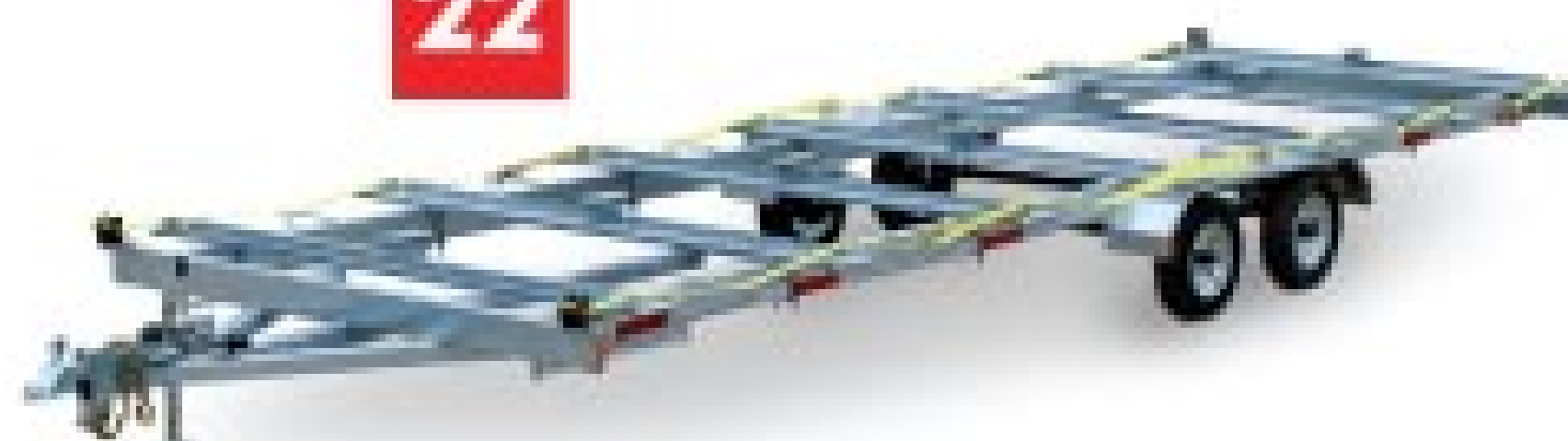
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2011 PRODUCT PREVIEW

MARCH 2-5, 2011 • KENTUCKY EXPOSITION CENTER • LOUISVILLE, KY



17 TankTec

The 2,000-gallon, Progress Tank portable restroom service truck from TankTec features an aluminum vacuum tank, Masport HXL4V, 158 cfm pump system with vacuum and pressure modes for fast vacuum build and the ability to pressure-dump loads. Other features include hot-shift PTO, heavy-duty pump driveline, stainless DC-10 freshwater pump, Hannay reel, 2-inch bucket fill line, light-weight two-unit hauler, vacuum hose and wand assembly. The 2011 International 4300 M7 chassis is powered by a V8-diesel engine. 888/428-6422; www.tanktec.biz/M7, Expo booths 5195, 6195.

18 Westmoor Ltd.

The Conde ProVac industrial portable pumpout station from Westmoor Ltd. is designed for grease trap pumping and locations not suitable for vacuum trucks, including indoor and remote hard-to-reach jobs. Able to pump 120 gpm, the unit includes built-in exhaust deodorizer to minimize odor. Pressure-mode off-loading can be done with the flip of a switch. 315/363-1500; www.westmoorltd.com, Expo booth 3091.

ACCESSORIES

19 Five Peaks Technology

The Sierra Ride-Along, free-standing hand-wash station from Five Peaks Technology features twin basins with molded-in maintenance-free spigots, recessed beverage holders, dual soap dispensers, oversized paper towel dispenser and large recessed foot pump area. An optional waste receptacle with locking lid is available. The unit conveniently "rides along" inside most standard portable restrooms and has a 49-gallon (22 freshwater/27 greywater) tank, eliminating the need for bladders and bags. 866/293-1502; www.livepeaks.net, Expo booth 8155.

20 AlturnaMATS

Ground protection mats from AlturnaMATS are designed to protect landscapes and keep heavy equipment from becoming stuck in mud, sand or snow. The half-inch-thick mats are available in black or white with cleats on both sides, one side or smooth on both sides. Sizes range from 2 feet by 4 feet up to 4 feet by 8 feet. 888/544-6287; www.alturnamats.com, Expo booth 7102.

21 Deal Associates

The Hitch Hauler from Deal Associates enables portable restroom operators to carry a restroom and Super Mongo Mover hand truck on the back of a pickup or sport utility vehicle. The restroom hauler can be attached to a standard 2-inch Reese style hitch receiver by one person. There are no folding or removable arms to obstruct the tailgate. 866/599-3325; www.dealassoc.com, Expo booth 3089.

22 McKee Technologies Inc.

The Explorer hot-dipped galvanized restroom trailer from McKee Technologies Inc. features adjustable carrier slats that clamp virtually any size restroom skid, even multiple size skids. Models range in size from 8 to 48 feet, accommodating up to 24 restrooms. Models include independent suspension axles and are available with front wind deflector to protect units from road spray, stones and wind loading. 866/457-5425; www.explorertailers.com, Expo booth 7049.

23 Williams Innovations LLC

The TeleSwivel 400 frame-mounted trailer hitch from Williams Innovations LLC features a 2.5-inch receiver box (2 inches with adapter sleeve). Made for medium- and heavy-duty truck frames with a 15,000 to 40,000 GTW tow capacity, the hitch eliminates the need for precise truck and trailer alignment by extending out and swiveling side to side, increasing the target zone by 25 times. The hitch also eliminates the need to "muscle" trailers into

place and enables most drivers to attach a trailer in a single pass. 888/835-7948; www.teleswivel.com, Expo booth 7198.

24 Kewanna Screen Printing

The Custom Combination Decal Package from Kewanna Screen Printing features portable restroom company information decals for the front door, both sides and a service record inside. Also included are "no smoking" and "no trash in the toilet" decals. Operators have choice of color and artwork. 800/348-2454; www.kspprints.com, Expo booth 3045.

25 Lenzyme Inc.

The Private Labeled Marketing Package from Lenzyme Inc. is designed to create more pumpouts and service work through emotional marketing. The package includes private-labeled Lenzyme septic tank treatment, private-labeled educational brochures and a private-labeled, 12-ounce bag of Cow candy to connect with customers. 800/223-3083; www.lenzyme.com, Expo booth 6151.



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MARCH 2-5, 2011

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From: Your buddy in the pumper business



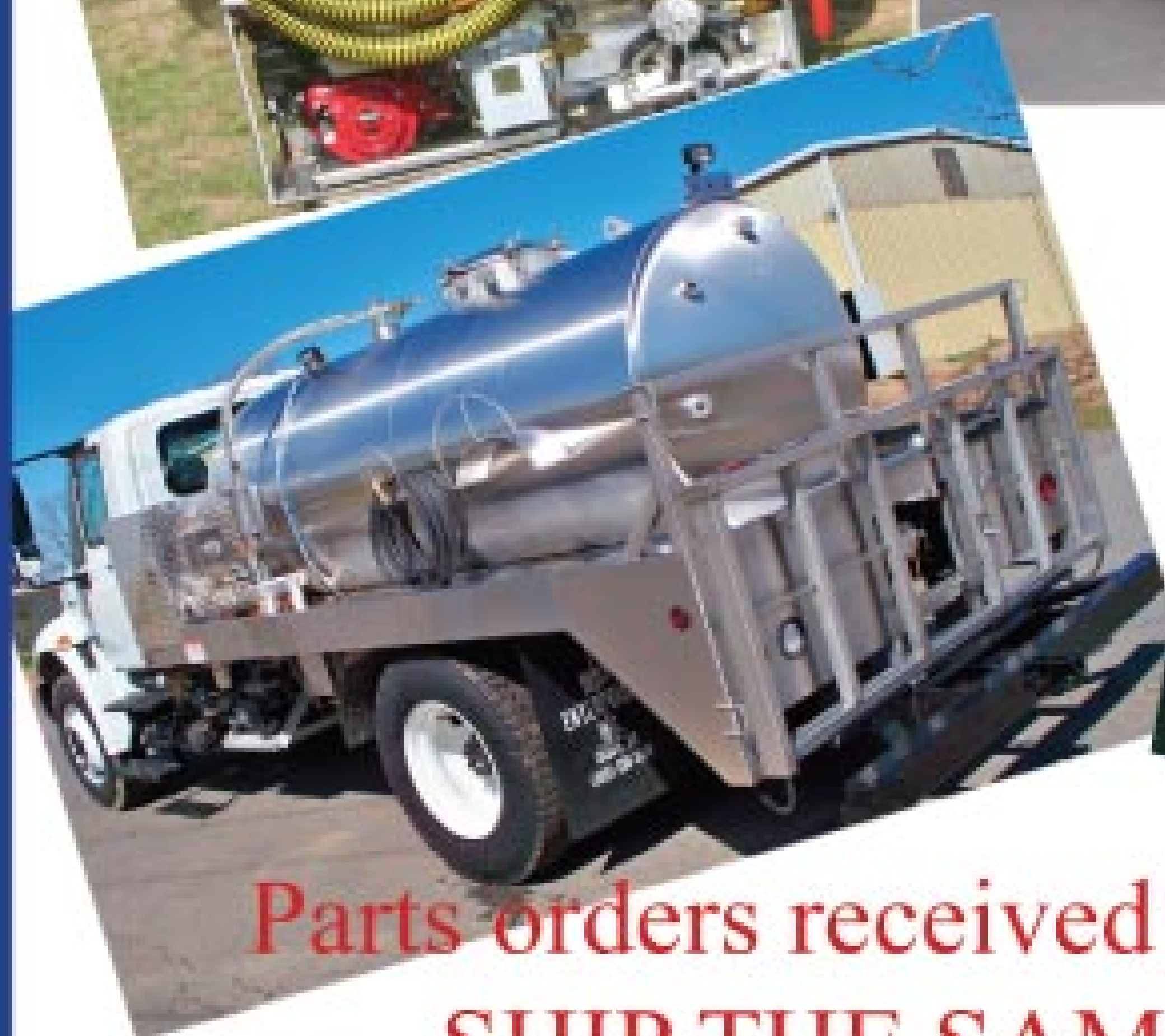
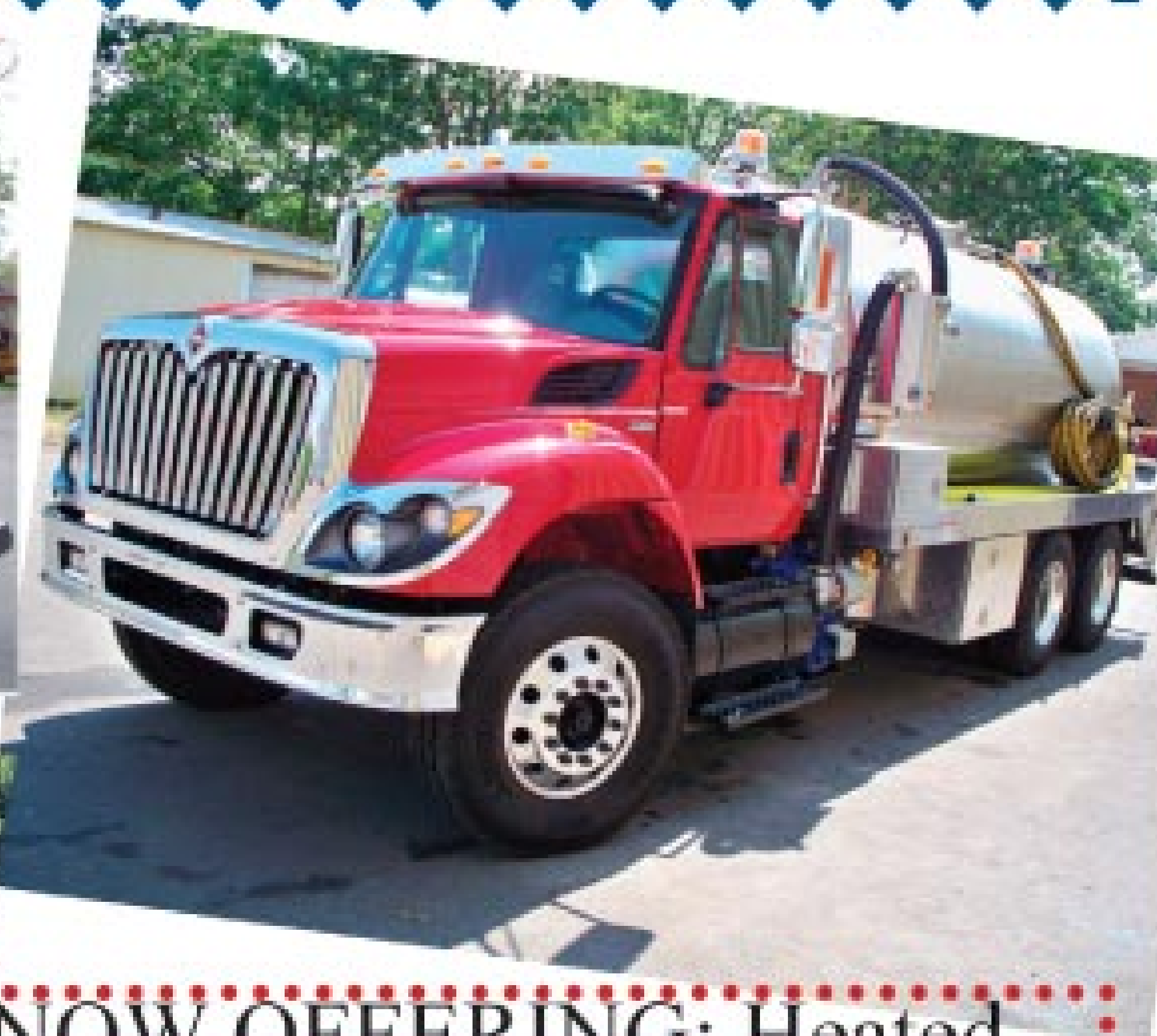
I hope the winter months find you well. I am visiting Arkansas this month. I just got through touring Best Enterprises, Inc. You know that great place with the super friendly people that make those awesome stainless steel tanks. I have to tell you I was amazed! Their products are unbelievable at the least! I wanted to send you this postcard to show you what I purchased while I was at Best Enterprises. I know you are looking for a great price on a septic truck and a porta potty truck. You will love the quality craftsmanship that Best Enterprises puts out. I hope to see you riding around in one of these! Best Wishes!



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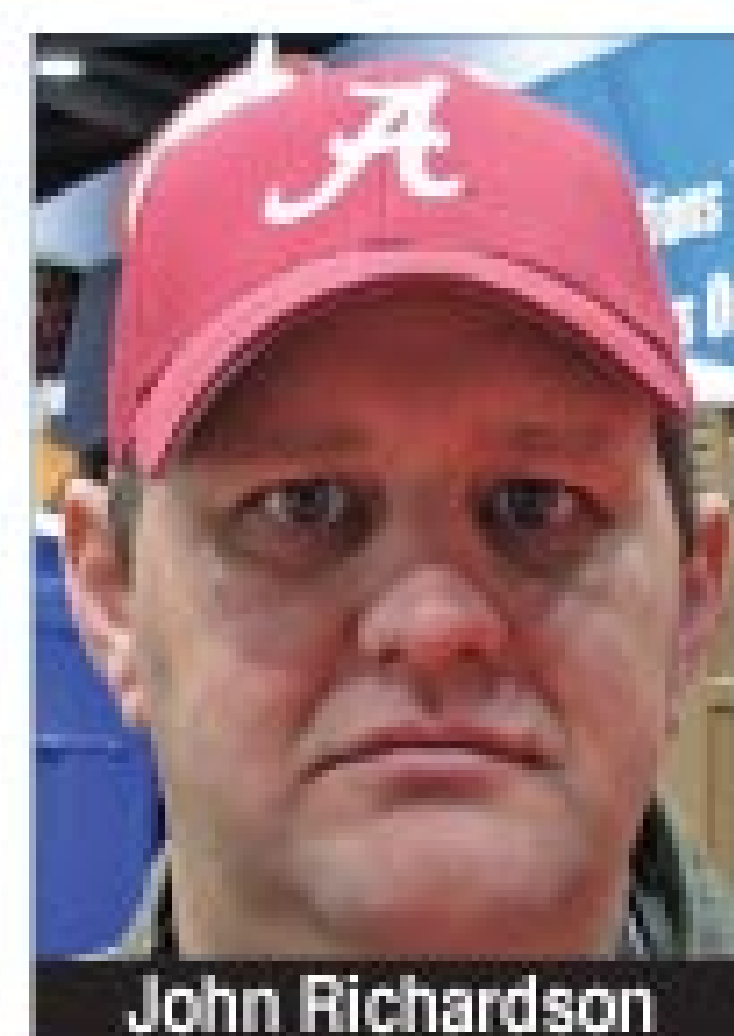
Expo Education Day

WHAT'S THE MOST USEFUL SEMINAR YOU'VE ATTENDED AT THE EXPO?

By Mary Shafer

The Pumper and Cleaner Environmental Expo International is always a much-anticipated industry event. It's well-attended by PROs looking for the latest in trucks, restroom units and trailers, and accessory equipment. But it's also a tremendous opportunity to find many professionals gathered in one spot, and to learn from that vast pool of knowledge.

One of the best ways to do this is to attend the Education Day seminars offered during the show. There are many to choose from, covering everything from equipment and technology to management and training. And these sessions are just the beginning of the learning opportunities at the show. We asked these PROs what their favorite sessions were, and the answers were as varied as the people themselves.



Names:
John Richardson and
Melissa Richardson
Company:
LeRoy's Outhouse
Location:
Pell City, Ala.
Employees: 2
Years in Business: 1

"We liked all of the classes we took," John Richardson says of his experience with Expo education offerings, "but I'd say (the most useful was the) profitability session, talking about how to run your business with more streamlined efficiency." He also enjoyed



Melissa Richardson

a session on line-jetting because he's considering getting into jetting. He says the knowledge he gained in Louisville will help him determine equipment to invest in when the time comes to make the move.

His wife and business partner, Melissa Richardson, enjoys the Ladies' Sessions offered during the same time slots on Education Day. She says it's nice to think about things other than just the business once in a while, and helps make the Expo pleasant as well as informative. "I enjoyed the wine tasting, and especially the three-hour workshop about how to re-energize yourself." It helps with the business, and in fact helps with everything, she says.

"WE LIKED ALL OF THE CLASSES WE TOOK, BUT I'D SAY (THE MOST USEFUL WAS THE) PROFITABILITY SESSION, TALKING ABOUT HOW TO RUN YOUR BUSINESS WITH MORE STREAMLINED EFFICIENCY."

John Richardson



Rajeev Kher

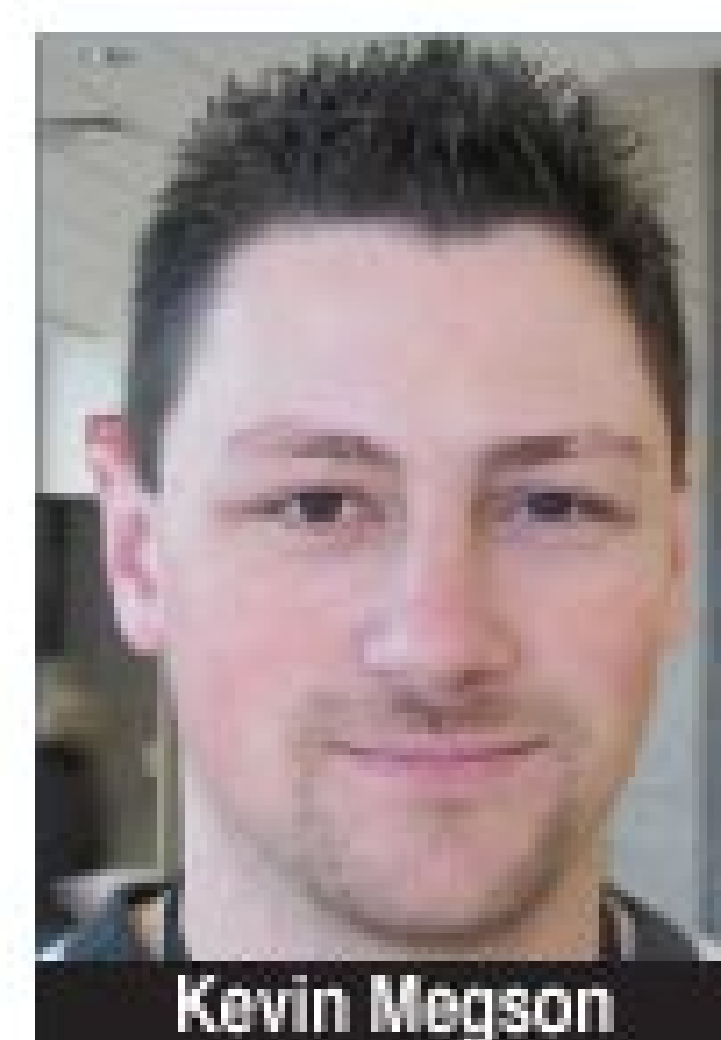
Name:
Rajeev Kher
Company:
Shramik Sanitation
Services
Location:
Pune, India
Employees: 200
Years in Business: 10

Rajeev Kher traveled thousands of miles to attend the Expo, and made the most of his time at the Kentucky Exposition Center by taking a full schedule of classes on Education Day. When asked which was the most useful, he didn't hesitate.

"I attended the one on employee training, which is very important to me. In India, we're not really following any set background of concepts, so everything is new in business. For me to learn new techniques as to how the employees can be motivated, how they can be trained, what kind of systems you can follow; writing reports, how to drive safely and clean restrooms safely, hygiene. All these things matter a lot, and no one teaches us these things in India, so for me this was a great learning opportunity."

He believes the course will help him run his own business better, but also become a business leader in his home country. "We do it a little differently, not just for events, but also provide sanitation for slums and rural areas, which are under-developed and not self-sufficient," he says.

He explains that in India, 50 percent of the population still defecates in the open. This obviously leads to all kinds of health issues, so providing portable restrooms is far more than a convenience service. "In India," he says, "good hygiene is still a luxury."



Kevin Megson

Name:
Kevin Megson
Company:
Wilton Sanitation
Inc.
Location:
Flesherton, Ontario
Employees: 5
Years in Business: 40

Wilton Sanitation driver Kevin Megson says every course he's attended at the Expo has been useful for developing his career. On Education Day in 2010, he attended about 10 sessions, and another two the first day of the show.

He was especially struck by the courses concerning the business side of portable sanitation. "It gives me a better understanding of what my boss has to go through to make things happen for us," he says, "more of an appreciation for what he has to do to sell."

He says he learns as much on the show floor as he does in the education seminars. "You look at what someone's doing there and say, 'Hey, we could maybe start doing something like that.' And all the guys you talk with, you learn a lot from them." ■

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LISTINGS

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.**

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Father and son Tom and Alex Harris with one of the portable restroom service trucks at New England Restrooms Inc. (Photos by Rick Karwan)

Burning Desire TO SUCCEED

By Mary Shafer

Owners of New England Restrooms Inc. douse flames by day and work with firehouse friends to build a portable sanitation business

Finding and keeping good workers is a five-alarm challenge for many portable restroom contractors. But the Harris clan of North Reading, Mass., has found a unique

way to leverage a family tradition of firefighting careers as a way to staff their upstart restroom business.

Nelson Harris is the former fire chief of this northern suburb of Boston. He held that position for 13 years and was a firefighter for 32. Eldest son Richard Harris, with 31 years as a firefighter, has held the fire chief post for four years. Richard's youngest brother, Tom, is a full-time firefighter with 25 years at the station.

For the past five years, the father/sons team has operated New England Restrooms Inc., providing restrooms to the greater Boston area and beyond. Theirs is a story of more than a family business. It's a tale of how that

family has found a way to meld firefighting and portable sanitation into an uncommonly successful business approach.

MOONLIGHTING

Since 2003, the Harrises had augmented their firefighting careers by owning a solid waste management business, and, "we wanted to add another service to our inventory," recalls Tom Harris. "We figured when someone calls for a roll-off container, they also need portables. It was a natural outgrowth." But the downturn in the economy killed the trash collection and disposal side of the business, so the Harrises cut their losses by selling the roll-off rental segment at the end of 2009.

Even during the downturn, portables rentals have grown for the company "due to hard

New England Restrooms Inc. North Reading, Mass.

Owners: Tom Harris and Nelson Harris
Years in Business: 5
Employees: 7

Specialties: Portable sanitation and site services
Service Area: Massachusetts, New Hampshire, Southern Vermont and Maine
Affiliations: Portable Sanitation Association International, Business Networking International
Web Site: www.newenglandrestrooms.com





Tom and Alex Harris assemble a new restroom in the company yard.

work, turning over every stone (in the search of new business), and being willing to take the jobs no one else wants," Harris reports. "People may have an office trailer they want to renovate to include a restroom, so we'll come in and take care of that. We'll bring in the water to fill their tanks, whatever they need." He says intense customer service focus drives the company's offerings.

Tom's sister, Dottie Harris, owns a cleaning business. She also pitches in with the portables venture, cleaning VIP units and sometimes serving as an attendant at special events. "She gives it the 'ladies' touch," Harris says. "She dresses up the units with flowers, makes sure the walls are washed and that everything

The close relationships forged at the firehouse have been a boon for New England Restrooms, as the Harrises hire fellow firefighters to help with the portables business. With his brother as fire chief, Tom Harris knows the schedules of all the firefighters. "And hauling hose is hauling hose," he says. "I know they can handle the physical part of the job."

There are other very real benefits to this arrangement, he adds. "I don't have to pay health insurance, because they're already covered. I can get a guy in here at a moment's notice. I have three or four guys I can call. One is regular staff (with us); the rest are on-call."

One of the full-time restroom staff, Richard Harris' son Cory Harris, is a shop foreman

and just became an on-call firefighter. The rest of the regular crew consists of non-firefighters.

Tom Harris says he doesn't notice that customers seem to have any particular expectations of his portables staff because they're also firefighters. "We don't advertise that. Some people know.

"If it wasn't for my father leading us with his knowledge and experience, we wouldn't be where we are today. I call him many times almost every day. We talk about everything from employee issues to office decisions. That's why this all works."

Tom Harris

Web Wise

Tom Harris credits the Internet with spurring New England Restrooms' growth trend. "We're tracking leads. We ask how they found the website, and it's usually through Google or Yahoo, one of the major search engines. We optimized our site (for search) last year through an outside company, and we buy Google AdWords."

The company has all but abandoned print advertising. They don't run any phone book ads. They do send out a couple flyers and postcards seasonally. "We have a flyer promoting trailers, portables and sinks, which we'll send out on a seasonal basis and keep following up," Harris says. But even that print effort relies on the Internet, which is where prospective customers are found to mail to.

Of course, maintaining growing sales requires an efficient office as well. New England Restrooms recently upgraded its office to better handle the logistics and paperwork side of the operation. They have been using scheduling, dispatch and billing software for some time, and the upgrade included putting in a server, a decision based on Tom Harris' most reliable source of advice: his father, Nelson.

Nelson Harris explains: "We have three stations working off the server so we can perform research, billing and dispatching simultaneously. I think we're probably ahead of ourselves in that respect, and we're presently trying to expand its capabilities. We're moving to an integrated software solution right now."

Some other firefighters also are construction contractors and they call us. They like to keep the business in the family."

TOOLS OF THE TRADE

The company's inventory consists of 475 standard units by various manufacturers including Satellite Industries Inc., PolyJohn Enterprises Corp., PolyPortables Inc. and Armal. New England supplements these with 10 PolyPortables hand-wash stations, 25 275-gallon holding tanks, and 15 PolyJohn WaterWorks Fresh Water Delivery systems.



Tom, Alex and Nelson Harris pose with a restroom trailer before sending it out on a job.

“We figured when someone calls for a roll-off container, they also need portables. It was a natural outgrowth.”

Tom Harris

Special events trailers include a 2010 custom-built JAG Mobile Solutions Inc. combination shower and restroom trailer with three bathroom stalls with sinks, which the company purchased at the Pumper & Cleaner Environmental Expo International in Louisville. The unit was built for display at the show, featuring a hideaway door that closes the showers off for special events.

The company recently purchased a 2010 Alpha Three three-stall trailer from Alpha Mobile Solutions. These are joined by a 2009 JAG Mobile Solutions Porta Lisa two-stall trailer; a 2008 Comforts of Home Inc. VIP trailer; a 2008 and a 2009 Wells Cargo C.O.G. Elite 3 shower trailer, each with three showers and three stalls; a 2008 Wells Cargo ADA trailer with one ADA stall, one women's and one men's standard stall, and a 2009 Cottage Series trailer from JAG Mobile Solutions.

These are hauled and serviced by a fleet including a 2009 Isuzu NPR with a 900-gallon steel flat tank from Crescent Tank Mfg. and a Masport Inc. pump; a 2008 Chevrolet 3500 with a Dyna-Vac Equipment Inc. slide-in unit carrying a 225-gallon waste/125-gallon freshwater steel tank; a 2006 Chevrolet 5500 with a Masport pump and a 1,000-gallon Dyna-Vac steel tank; a 2004 International D5500 with a 1000-gallon Lane's Vacuum Tank Inc. steel tank and Conde 1500 Series pump (Westmoor Ltd.); a 2005 GMC flatbed delivery truck with lift-gate and a 12-unit custom-built delivery trailer.



Tom and Alex Harris (left) go through supplies during a routine updating of a restroom trailer. The pair (above) clean out a restroom on location.

TRAFFIC SNARLS

Metro Boston is notorious for its traffic congestion. “It’s a problem,” admits Nelson Harris, who co-owns the business with son, Tom. “Traffic is backed up from 6 to 10 a.m., then again for afternoon rush hour. Getting units where they’re going and then back, we try to route them around all that.”

Another major challenge is the area’s extreme climate. During treacherous snow or ice storms, New England Restrooms pulls its trucks and drivers off the road. “We have them work in the shop fixing units, or doing truck maintenance for the day,” Nelson Harris reports.

Roughly 80 percent of New England’s portables business comes from construction customers, with the remainder in special events. Harris says the events area shows slow but steady growth every year. These gigs consist of weddings, work in Boston’s Navy Yard, bike ride marathons and fundraising events. They’ve also provided some units for Walmart during area store renovations. Part of their work for the

Navy includes a three-year contract for mobile shower units for an annual event in which chief officers are promoted.

Another area of specialization is the entertainment industry. New England provides restrooms for photo and movie shoots. Its first such gig came when movie producers found the company on the Internet to provide accommodations for the cast and crew of the upcoming film, *The Zookeeper*. The shoot called for three trailers and 15 flush units, serviced daily. “We were there all summer,” Harris recalls. “We brought the guys in early and dedicated a truck to the job all week. We always had to be off the set by 5 a.m.”

The portable sanitation side of the business benefited from some early good luck, Tom Harris recalls.

“We had gotten calls for a restroom and didn’t have one. We wanted to just ease into it, so we bit the bullet and took a gamble. We bought a trailer unit very apprehensively, not knowing if we could place it. But a week later, someone called for a six-month rental that turned into almost a year. We ended up buying another one as soon as that one went out.”

RELATIONSHIPS WITH COMPETITORS

Though some companies might run into difficulties keeping pace with growth, Harris says his company has filled demand when

Tom and Alex clean restrooms before sending them out for another job.



A woman with long dark hair, wearing a pink and black striped sleeveless top, is sitting at a desk in an office. She is smiling and looking at a computer monitor. Her right hand is on a red computer mouse. The desk has a black keyboard, a pen, and some papers. In the background, there are other office desks, a calendar, and some office supplies.

"We work with three other colleagues. We've gotten calls for chemicals when one guy ran out." The arrangement works through mutual respect, he says. "If it's a competitive bid, it's anybody's game, but we try not to go after someone's customers."

business owner to cultivate friendly and respectful relationships, and also to have someone in the industry you can trust to mentor you.

"If it wasn't for my father leading us with his knowledge and experience, we wouldn't be where we are today. I call him many times al-

most every day. We talk about everything from employee issues to office decisions. That's why this all works. We've never had an argument about running the business. The key is communication." ■

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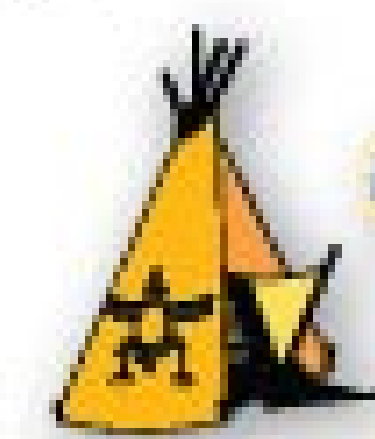


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INDUSTRY NEWS

JAG Builds Restroom for Dubai King, Prince

JAG Mobile Solutions supplied a luxury mobile shower-restroom for the king and crown prince of Dubai during their 17-day stay at the World Equestrian Games in Lexington, Ky. The 15-foot, two-room trailer features a toilet, urinal and custom shower in one room and 40-inch flat-screen TV, double vanity and sitting area in the second room. The trailer has granite counters, custom wall covering, custom woodwork and floating cabinetry, louvered interior doors, sconce lighting and custom exterior paint. The king's security force was based in a 24-foot JAG trailer that includes nine work stations and private conference room.



Water Cannon Launches Online Store

Water Cannon Inc. has launched an online product and equipment store at www.cole-mart.com/watercannon. The store offers 24-hour shopping, the ability to research and compare products, and a simple order process.

Hino Trucks Tops Satisfaction Ranking

Hino Trucks ranked highest among conventional medium-duty trucks in the 2010 J.D. Power and Associates Medium-Duty Truck Customer Satisfaction Study. Based on the 2009 model year, Hino scored highest in the six factors used to determine overall satisfaction: warranty, engine, cost of operation, ride/handling/braking, cab and body, and transmission. The study was based on responses from 1,200 maintainers of 2009 model-year Class 5, 6 and 7 trucks.

Ritam Technologies Launches Online Store

Ritam Technologies has launched a 24-hour online product and equipment store at www.cole-mart.com/ritam. The store offers the ability to research and compare products, and a simple order process.

Clear Computing Launches New Online Store

Clear Computing Inc. has launched an online product and equipment store at www.cole-mart.com/clearcomputing. The store offers the convenience of 24-hour shopping, the ability to research and compare products, and a simple order process.

Webinar Highlights Jetter Selection

US Jetting will sponsor a webinar on "Selecting a High-Pressure Jetting Unit for Maximum Use Applications and Profits" on Thursday, Feb. 3, from 4 to 5 p.m. Eastern time. *Cleaner* magazine will host the session.

Presenters from US Jetting are Ryan Peake, southeast regional sales manager, and Danielle Young, new unit and international sales coordinator. They will explain why purchasing a high-pressure jetting unit is a capital investment that must be researched thoroughly.

A profitable jetting unit needs to cover a range of pipe cleaning applications, and the wider the range, the greater the potential profits. The webinar will focus on selecting a unit with the pressure, water flow, water storage capacities and engine horsepower to fill the needs of any sewer cleaning operation. The webinar will last 45 to 50 minutes and will allow 10 minutes for presenters to answer submitted questions.

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We are reaching out to industry professionals and their families who would be interested in participating in a talent contest to be held during the 2011 Pumper & Cleaner Expo. Prizes would be awarded to the top three finalists.

GRAND PRIZE:

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- Backstage meet and greet with Dierks Bentley
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1. Send your name and information.
2. A YouTube link or digital video file of the video showcasing your talent.

ONLINE! - WWW.PUMPERSHOW.COM/TALENT

1. Send your name and information.
2. A YouTube link of the video showcasing your talent.

SUBMIT ALL VIDEOS BY JAN. 21, 2011

CONTEST RULES

1. You must be present and registered for the 2011 Expo. No transportation or hotel accommodations will be provided.
2. A video from all applicants performing their talent must be submitted to COLE Publishing in advance. All talents must be appropriate for all age groups.
3. An independent panel will pick the top ten finalists from the submitted videos.

4. The top ten finalists will then need to perform their talent in front of industry peers on Friday, March 4th, 2011 at the 2011 Pumper & Cleaner Expo.

5. The audience will be able to vote for their favorites and the top 3 vote getters will be the winners.

* All materials submitted become the property of COLE Publishing, Inc. and may be used for promotional or other purposes.

CLASSIFIED ADVERTISING

January 2011

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

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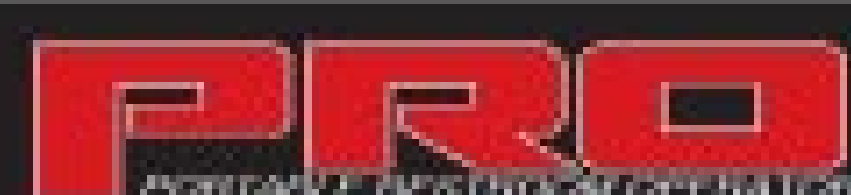
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BUSINESSES

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

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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)



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

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150 PolyJohn PJ3 construction grade units, aqua, \$100 each. Also 2000 Ford available. 719-633-8709 Tom or Phil, Co. Spgs., Colorado. (T01)

200 used Poly and Satellite portable toilets for sale in Utah. All in rentable condition. \$150 each. Contact Ryan at 801-430-7287. (PT01)

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2000 GMC 3500 with 12-ft. flat bed, tommy lift gate, tool boxes, strap system. 250,000 miles. runs good. \$5,500. Virginia. 540-765-7845. (T01)

2000 Ford 650, C7 Cat, air brakes and automatic trans. (150,000 miles). 20' flatbed with lift gate and 300 waste/100 fresh slide-in unit. PTO driven NVE vacuum pump. \$19,750. Call 254-534-5007 TX. (P01)

PORTABLE RESTROOM TRUCKS

2005 Ford F550, 4 wheel drive, 600 gallon tank, 210 fresh water, Moro 210 pump with 18 hp pony motor. \$19,500. 970-725-0126 CO. (P03)

2000 Ford F350, Super Duty Diesel. 600 gallons waste, 300 fresh water. 98,000 miles. Has a Conde pump, new tires, new fuel tank, new batteries, new starter. \$8,700. 248-437-0841 MI. (P02)

1990 International 4600, Allison automatic transmission, 261,000 miles. 900 gallon Best stainless tank, Masport pump. All in good working condition. \$6,500. 731-660-1781 TN, or; mike@allbritesignsandrentals.com. (P04)

2007 International 4100, 109k miles, 350 fresh/750 waste Crescent tank, dual side service, carries 8 toilets, pressure washer, lift gate, new Masport pump, excellent condition. \$45,000. 307-745-5190; honeywagon1@bresnan.net. (P01)

1999 International 4700, 6-speed transmission, 268,000 miles, 1200 gallon waste/350 gallon fresh. Non-CDL. \$15,000. Call John 610-705-5555 or e-mail les@pottyqueen.com. (PBM)

(2) 2004 F-550 Satellite toilet trucks. Auto, diesel, 135,000 miles, w/MD950 vac tanks. 2-unit toilet carriers. \$25,000 each. www.pumpertrucksales.com. Call Mike @ 303-478-4796 or JR. @ 720-253-8014. (PBM)

2009 Ford F750 1100-400 stainless tank. Less than 10,000 miles. Brand new truck used for 1 city project, no off road. \$78,500 new, now \$65,000. 251-490-5611 AL. (P03)

1996 International 4700 (diesel), under CDL, 1500 gal. (1100/400) Abernethy built C/S tank, Masport HXL75, tires 19.5, 170K miles, good shape, work ready. \$10,900. 423-787-0399 TN. (P01)

1994 International 4700 with 2003 Keith Huber 1100 US gallon waste, 400 US gallon water, 2-compartment, carbon steel vacuum tank, with Masport H7.5V vacuum pump. (Stock #6499C) www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648). (PBM)

2003 Ford F550: 2WD, auto, Satellite 600 waste/300 fresh, Conde pump, 6L diesel, fresh water pump, portable toilet carrier. Used in daily operation. 250K miles. \$15,000. 417-623-4818 MO. (P01)

2002 F550, 650/300, \$20,000. 2004 F550, 650/300, \$25,000. 2005 F550, 710/280, \$27,500. 2004 F650, 1100/400, \$30,000. 2005 F750, 1500/500, \$35,000. Fleet maintained and on route daily. Pictures available at www.advantagewaste.net. Call 205-590-1237 for more info. (P02)

2000 International 4700, 7-speed transmission, 278,800 miles, 1000 gallon waste/400 gallon fresh. Non-CDL. \$16,000. Call John 610-587-8879 or e-mail les@pottyqueen.com. (PBM)

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PORTABLE RESTROOM TRUCKS

Ford F700 w 70K miles, 900/150, Masport. \$12,000. 360-357-4338. WA. (P01)

GOING OUT OF BUSINESS: Aluminum portable toilet tankers: '03 Inter., \$32K; '04 Inter., \$34K; '05 Inter., \$39K. Contact Manuel @ 305-970-9837, or email malonso@port-o-tech.com. (P01)

SLIDE-IN UNITS

2002 Satellite 250/150 unit in great shape. Asking \$3,250. For more info. call 1-360-736-2011 and ask for Darryl. S.W. Wa. (P1)



Less Time at the Dump Station

If you're taking too much time to offload waste, think about customizing your tank for more efficiency

Over the past few months, we've received letters concerning the best way to unload a tank. Some PROs are frustrated that either they can't empty the tank completely or when they do almost succeed, there can be an incredible mess. So rather than addressing several similar questions, we'll simply talk about the most effective procedures for dumping.

Many technicians dump using gravity with a 3-inch hose, but find a lot of debris gets stuck on the bottom of the tank and plugs the 3-inch dump valve. To offload the clogging items (diapers, plastic bags and paper towels, for example) the technician may use a garden hose in the outlet or any open fitting that is available. Increased water flow inside the tank helps break the debris free and empties the tank. The basic unloading goes by relatively quickly, but the final cleaning and unclogging slows down the process.

OBVIOUSLY, THE OBJECT OF THE GAME ISN'T HOW LONG YOU CAN SPEND ON THE JOB DUMPING. GET IT DONE, COLLECT WHAT'S DUE AND MOVE ON.

Some procedures can be considered to complete the final rinsing process more efficiently and with less mess. The route-runner now may have to climb onto the truck bed to get out of the way of the flowing waste. Then care has to be taken to insert the garden hose for washout.

Here are some alternatives:

1. Replace the 3-inch outlet on the rear head with a larger fitting. Install a 4-inch outlet and use a 4-inch dump hose. When the fitting is replaced, make sure it is flush with the floor of the tank and tilted downward. In many vacuum trucks, the outlet is located above the floor of the tank so things frequently get hung up. The 4-inch valve is more expensive, but time lost coaxing waste out of the tank can add up. Remember, having to play with that silly garden hose for every dumping chews up time and adds to the risk of wearing some of the stuff home. And it doesn't help to be inefficient at a time when the competition is dumping and running back for more.

2. Another way to empty the truck is to locate a fitting on the side of the tank. If a coupling is installed with a plug or a cap that is easily reachable from the side, then water could be added without having to push and pull on a hose. This would save some time, but it also runs the risk of not getting the bigger stuff out of the tank. Garden hose water pressure is not the greatest force to empty tanks, but this would at least help.

When it comes to dumping, it is also good to have tanks built with a slight slope front to back to encourage more efficient draining. When your tanks are built, make sure that outlet is flush with the floor of the tank.

3. One can use the pressure of the vacuum pump if the pump comes with a four-way valve. Unloading with pressure is just the opposite of sucking up with vacuum. Switch your four-way valve to pressure, let the pressure build up and then with everything in place, open your outlet valve. Pressure will force the waste out, cutting your offloading time considerably.

IN CLOSING

PROs sometimes forget efficient dumping is part of gaining a competitive edge in the marketplace. So many times we accept these chores and forget to look for ways to save time and increase profitability. Obviously, the object of the game isn't how long you can spend on the job dumping. Get it done, collect what's due and move on. ■

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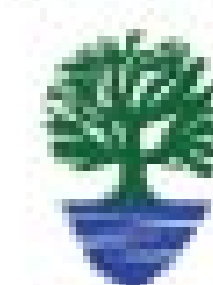
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