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Technician Raymond Hamilton of Nature's Calling steps into one of the company's new grease septic trucks. (Photo by Paul Cheney)

COMING NEXT MONTH — May 2011

- **On Location:** Visit a California airshow
- **PROFILE:** Rebranding an established Georgia company



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Is Your Service Scent-sational?

WITH THE BUSY SPECIAL EVENT AND CONSTRUCTION SEASON ON THE WAY, NOW IS THE TIME TO ASSESS YOUR USE OF DEODORANT PRODUCTS

By Jim Kneiszel

As you prepare for the long, hot summer, you're probably contemplating ordering restroom deodorant supplies for the busy season. As with any consumable product you handle, it's probably a good time to re-evaluate your deodorant usage practices. So here are a few questions to consider about providing the best possible service to your customers moving forward:

Is your choice of deodorants meant to please women, your most discriminating users?

Let's face facts. Men are probably, on a whole, less critical and easier to please when it comes to using a portable restroom. On a construction site, the unit is there, they use it. Usually that's the end of the story. But one bad restroom experience tends to linger with the ladies. They don't want even the slightest whiff of human waste, and who can blame them? That's why you should always aim high in your deodorizing regime. When you want to know if you're doing enough to clean and freshen a restroom, ask a woman to check out your serviced unit. Be sure your choice of fragrances and the extent of your deodorizing are pleasing to your toughest customers.

THE START OF THE BUSY SEASON IS A GREAT TIME TO REVIEW SERVICE PRACTICES WITH YOUR TECHNICIANS TO MAKE SURE THEY'RE HANDLING ALL CHEMICAL PRODUCTS SAFELY IN THE FIELD.

Should you expand your fragrance choices to match the customer or venue?

You might have a signature fragrance for your units. And you might want to rethink that notion. We don't live in a one-product-fits-all society anymore. People expect products to be tailored to a demographic, in everything from apparel to food to the cars they drive. Why should the quality of your restroom service be any different? Mulberry, while it is a pleasant fragrance, is probably not the best choice for every situation.

How about tinkering with your approach to fragrances? Order a variety this year and experiment using different scents in different settings. Then talk to your customers and see what they liked and didn't like. Rather than a berry scent at an outdoor concert aimed at tweens, why not throw in a bubble gum or fruit fragrance? Rotate the fragrances at a construction site for three months and then ask the contractor if he had a preference.

Trying new approaches to deodorizing might not make a big difference to some of your clients. But it shows you're always looking to make improvements to your service routine and enhance the user experience.

Tabs, packs or bulk liquid?

Deodorizers come in so many different forms and packages these days that it only makes good sense to review how you are buying and applying the product. Portion control is a critical factor in both service-per-unit cost and getting just the right odor-fighting capabilities.

If you're buying bulk liquid, do you have the most efficient plan for dispensing the right amount of product when recharging a holding tank? When the heat and humidity of July and August hit in your service territory, is your standard operating procedure from the past still giving you a fresh enough result? Are deodorants in the tank sufficient for the best user experience, or do you need to consider adding scent disks and scented wash-down sprays? Now is the time to review past practices and consider upgrades.

Are you thinking 'greener' these days?

Contractors tell me they're always on the lookout for ways to promote an environmentally friendly image to their customers. Switching to non-formaldehyde-based deodorant products is one way to start building a green focus. Of course, more than a simple desire to become greener should go into this decision. If you work in the hot Southern climate, you may have determined that formaldehyde-based products are what you need to mask odors.

Maybe you have an opportunity to use formaldehyde-free products more often and slow your use of products that are thought to be less environmentally acceptable. If you haven't tried newer deodorants touted as being green in a while, maybe you should give the newer formulations a try.

You might be surprised at their effectiveness.

Is safety top of mind for your service technicians?

The start of the busy season is a great time to review service practices with your technicians to make sure they're handling all chemical products safely in the field. Are your workers wearing all the appropriate gear to protect themselves from splashing, not only from disease-carrying wastes, but from chemical agents they use every day? To ensure proper safety, you must be vigilant with the message that technicians always need to wear protective gloves and eyewear whenever they service restrooms. To review safety best practices, you can contact the Portable Sanitation Association International at www.pesai.org.

INNOVATION NEVER STOPS

Keep in mind that while you may have adhered to the same deodorizing practices over the years, the industry has moved forward with many new products and formulations for masking or eliminating odors. Experimenting with new products and procedures might just improve your service and help you stand out from competing service companies.

ANOTHER SUCCESSFUL EXPO

Inside this issue of *PRO*, we put a wrap on the 2011 Pumper & Cleaner Environmental Expo International, which concluded March 5. Our annual Expo product roundup brings a variety of equipment we saw at the Kentucky Exposition Center back home to the portable sanitation contractors who couldn't make the trip to Louisville.

My thanks go out to so many of you who stopped by our editors' booth and told us about the challenges you face in your business. Visiting with the great people of this industry is a highlight of my year and critical to making this magazine relevant to readers. You help me stay on top of the important issues faced by PROs.

Even though it seems like the last shiny new vacuum truck just rolled off the Expo show floor, I'm already looking forward to 2012, as we move on to Indianapolis. ■

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Writer Judy Kneiszel has operated her own small business for 15 years and is familiar with the many rewards and challenges of business ownership. Write to her with questions, comments or topic suggestions at thewordhouse@ameritech.net.



Payment Plan

IF YOU'RE SUFFERING WITH A SLOW PAYER OR AN OUT-AND-OUT DEADBEAT, TRY THESE TACTICS TO GET THEM TO SHOW YOU THE MONEY

By Judy Kneiszel

It's easy to say what other PROs should do about customers who don't pay, right? Be tough! Cut 'em off! Take 'em to court! But when it's your own customer, it can be more difficult. This is especially true if the customer who has neglected to pay is someone you've done business with for years.

Collections can get a little sticky, especially if you operate a business in a community small enough that you might see the guy who owes you money eating a Porterhouse steak at the table next to you in a restaurant after you've ordered the burger special. In cases like this, effective collection is also good public relations. You want him to pay without making either of you look bad in the community. Screaming at him and demanding payment in public would tarnish both your reputations.

YOU'RE NOT ALONE

Small businesses are vulnerable to not getting paid because many customers of small businesses are other small businesses, and up to half of all small businesses don't last five years. On the other hand, small businesses that have been around a long time are remarkably stable, so you don't want to risk losing a long-term customer over one missed payment.

Also consider this: a customer who owes you money probably owes others money. Your goal is to position yourself at the front of the line. How do you do that? By keeping in contact. Make your bill their top priority.

CONSTANT COMMUNICATION TRAINS CUSTOMERS TO PAY BILLS PROMPTLY AND LEADS TO AN EFFICIENT, PROFESSIONAL RELATIONSHIP.

LOOK BEFORE YOU LEAP

The key to successful collections is keeping lines of communication open. Constant communication trains customers to pay bills promptly and leads to an efficient, professional relationship. Usually, a polite telephone call to ask about a late payment will get the ball rolling, or at least tell you when to expect payment.

Before you pick up the phone in a rage to call a delinquent customer, review their history with your company. If this is the first time a customer has been late in paying, it could be a bookkeeping error or a temporary cash flow problem. Maybe they moved to a new office, installed some new accounting software or hired a new person who is still learning the ropes of bill paying. It could be that your client is waiting for their customer to pay them. If you've successfully dealt with all parties before,

that might be all you need to hear.

If your review indicates the client has been late in paying before, consider how the situation was resolved in the past. If problems need to be addressed before payment can be issued, your phone call will let you start clearing them up.

When making the collections call, be professional and use a pleasant respectful tone of voice. But get to the point and clearly explain why you are calling.

If you don't receive payment in the agreed upon timeframe after an initial phone call, call again. Generally the longer a debt goes unpaid, the harder it is to collect. You can continue sending past due notices and collection letters, but phone calls are harder to ignore.

TIPS FOR MAKING A COLLECTIONS CALL

1. Have a plan. Before you call a customer, have a few options ready to present them.

2. Remember to listen. When you get the customer on the phone, be patient and listen. You can't work with them to resolve the problem unless you hear what the problem is.

3. Get it in writing. If your customer agrees to a payment plan, get the agreement in writing, then follow up as soon as the agreement isn't being met.

4. Be prepared next time. You know the old saying, "Fool me once, shame on you; fool me twice, shame on me." If a habitually delinquent customer comes back for more service, insist on payment upfront.

COLLECTIONS

If a delinquent customer refuses to talk with you or won't commit to a payment plan after you've tried repeatedly to work something out, you may be facing a bad debt situation and need to take further action through an attorney or collection agency. You may recover more money using one option or the other, depending on the total amount of the debt and the hourly rate or percentage the lawyer or agency charges.

If you decide to go with a collection agency, ask friends or business owners for referrals, or look in the Yellow Pages to find collectors who handle your type of claim. To make sure the agencies are reputable, contact the Better Business Bureau or your Secretary of State's office. Collection companies must be bonded with the state they do business in.

Most collection agencies take their fee as a cut of the collected money, so there is no upfront cost to you. Shop around to find an agency with the best rate.

BANKRUPT

If a customer who owes you money files for bankruptcy, you are

legally prohibited from any further collection efforts. You will receive a bankruptcy notice with a "claims bar date," which is the deadline for filing the paperwork required if you want to share in any distribution of funds. If you don't file by the claims bar date there is no chance of recovering any of the money owed you.

An attorney can answer questions you have about bankruptcy proceedings, help you understand your options and decide on the best course of action. But don't assume you'll never collect what is owed you when a customer declares bankruptcy. Companies may emerge from bankruptcy stronger than before and able to pay their bills, while companies that are liquidated are able to pay creditors at least a portion of their debts.

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Brian Wintjen (left) and Steve Green at the dump station located at the headquarters of Nature's Calling in Charleston, S.C. (Photos by Paul Cheney)

Continual diversification in related fields helps prevent boom and bust periods for South Carolina's Nature's Calling

By Ken Wysocky

In sports, a deep bench always helps when injuries strike or a game plan changes, requiring players with different skills and abilities. It's no different at Nature's Calling Inc. in Charleston, S.C., where owner Russ Perkins relies on several diverse business segments — portable restroom rentals for construction sites and special events, roll-off containers/waste hauling and environmental services — to support each other.

"Without diversification, I wouldn't be in business anymore," says Perkins. "While the special-event market has remained good for restroom rentals, construction business has fallen dramatically since 2007 ... the economic downturn has been pretty catastrophic for many businesses here.

"Our construction rentals in 2009 declined about 35 percent, and we're about 5 percent down this year from last year," he says. "Our roll-off business is way off, too, because it's construction related. The special-event market is down some, but nothing like construction. Without special events, I'd be out of business — or at least scaled down an awful lot."

Perkins cites four factors critical to successful diversification. First and foremost, develop good relationships with and listen closely to customers; their needs can lead to new business opportunities. Second, offer complementary services that fit in well with what you already do. Third, provide excellent customer service in your core business, which establishes a built-in customer base if you expand into other segments. And fourth, find non-competitive mentors in other geographic regions who can show you the ins and outs of whatever business you're looking to get into.

Today, about half of Nature's Calling busi-
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"I've been very fortunate to have people who opened their doors and told me about the mistakes they'd made, so I could avoid them. I surely would encourage others to find mentors."

Russ Perkins

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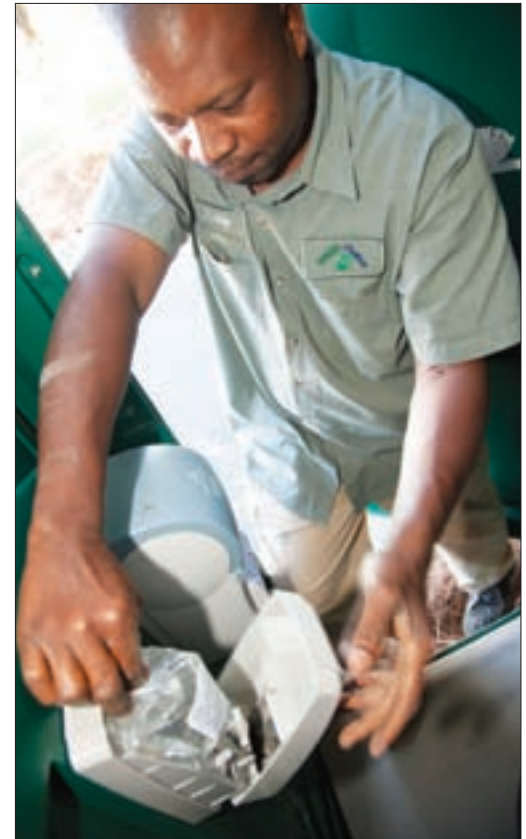
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Teddy Bammann pumps a restroom for Nature's Calling.



Bobby Simmons (above) installs hand sanitizer in a hand-wash station at the Daniel Island Country Club. Below, John Mixon welds a tow hitch.

ness volume comes from portable restroom rentals and service, with a 60/40 split between construction and special events. Waste disposal accounts for another 45 percent, and grease trap and septic tank service represents the remaining five percent. Perkins also recently acquired Fenn-Vac LLC, an environmental and industrial cleaning service, which stands alone as a separate company from Nature's Calling.

CONTAINERS GOT DIVERSITY ROLLING

Perkins' entry into the roll-off container business offers a good example of how those factors work together. A few years after establishing Nature's Calling, customers started asking Perkins why he didn't offer waste-hauling service with roll-off containers.

"Certain customers were telling us they weren't getting good service on roll-offs," Perkins explains. "They said that since we provided good service on the portable restroom side, they'd give us their business if we ever decide to get into roll-offs."

That prompted Perkins, who used to work for a waste-hauling company, to start doing market research. He checked out the service competitors provided and their rates, then contacted more of Nature's Calling customers to see if more demand existed. Confident

that enough demand existed to make a go of it, he ordered a truck and 10-yard containers. He opted for 10-yarders — as opposed to more common 20- and 30-yard containers — because Charleston is filled with narrow streets. "We had our restroom sales people ask remodelers if they would use 10-yarders, and got a positive response," he says. "The 10-yard containers take up only one parking space, which is important because space is at a premium downtown. No one else had 10-yarders, either, so I carved out a niche for myself."

THE PRICE IS RIGHT

How did Perkins price his new service? Research told him what the market would bear and indicated demand would be strong.

"So from there, you figure out your expenses and what you need to make a profit," he says. "Also, being in the waste business already, I had a general idea of where rates should be. It's all about supply and demand. But the most important thing you need to know is your real costs."

Perkins also drew on his experience in the portable restroom business. "Would you rather pump 500 restrooms at \$80 dollars each or 800 restrooms at \$50 each?" he asks rhetorically.



"Golly, that's a no-brainer. I'm a 500-at-\$80 guy."

To avoid heavy debt, Perkins bought containers as he needed them. "In my situation, my restroom business was strong enough to help me finance the roll-off business," he explains. "I did only 10-yarders for two years before I bought 20- or 30-yard containers, and I paid off all the 10-yarders before I started to buy bigger ones."

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Raymond Hamilton attaches stairs to the restroom trailer at the 18th hole of the Daniel Island Country Club.

“Without diversification, I wouldn’t be in business anymore. While the special-event market has remained good for restroom rentals, construction business has fallen dramatically since 2007 ... the economic downturn has been pretty catastrophic for many businesses here.”

Russ Perkins

At that point, Perkins says, he relied on customer service to carry the day. “You can’t control competitors’ prices, but you can control customer service,” he says. “You call us in the morning, we’ll get you in the afternoon; you call us in the afternoon, we’ll get you in the morning. We are Johnny-on-the-spot when it comes to service.”

Perkins also reduced his capital costs to a degree by configuring three of his five smaller roll-off trucks to double as restroom delivery and service vehicles. Those trucks carry 300-gallon waste/150-gallon freshwater tanks from Best Enterprises Inc., as well as a skid that holds four restrooms. “That turned those roll-off trucks into universal vehicles,” he notes.

DIVERSIFICATION TRAINING

Perkins learned first-hand about diversification while working as a sales representative for the Fennell Container Co., a waste-hauling firm, starting in 1982. In spring 1983, the company started a portable restroom business called Fenn-E-Let, so it could sell two services with one sales call. In 1983, Fennell opened yet another business arm, Fenn-Vac Inc., which provided industrial cleaning services.

Eventually, Perkins became the vice president of Fenn-Vac. But in 1995, he sold his interests in Fenn-Vac and Fennell, and bought Fenn-E-Let, changing its name to Nature’s Calling.

“To be perfectly honest, I thought it (Nature’s Calling) would be a source of income while I started another industrial environmental business,” Perkins says. “But after I took it over, we put over 100 restrooms and 20 holding tanks at a construction site for a local steel plant. We serviced the restrooms there five days a week and the tanks three times a week.”

Then the company received another huge job: seven-day-a-week servicing of 130 restrooms at a chemical plant expansion.

“Working two major construction sites was a challenge, to say the least — just keeping up with that level of service for five and seven days a week.” Perkins says. “It was like adding 1,400 services to our normal weekly service. We rotated (the weekend work) through our crews and they all got overtime, which helped them buy into it.”

A FIT FLEET

Over the years, the company’s equip-

ment inventory has grown dramatically. Today, Nature’s Calling owns 750 roll-off containers, mostly from Bakers Waste Equipment Inc.; 19 roll-off waste-hauling trucks, mostly Macks with Galbreath Inc. roll-off hoists; nearly 3,300 portable restrooms from Satellite Industries Inc. and PolyPortables Inc., including 46 handicapped-accessible units and 35 with sinks; seven shower trailers made by Advanced Containment Systems Inc. (ACSI); 35 restroom trailers, made primarily by ACSI and a few by Comforts of Home Services Inc.; and two laundry trailers (used for emergency disaster relief efforts), also made by ACSI.

For restroom service vehicles, Nature’s Calling relies on a variety of trucks, all with aluminum tanks: seven International 4700s (1996 to 2001) six from Lely Manufacturing Inc. and one from Progress Tank (New Progress LLC), with dual waste/freshwater tanks ranging from 1,000 to 2,550 gallons; 2004 and 2007 International 4300s with 2,000-gallon two-compartment tanks from Progress Tank; a 2006 Ford F-750 with a 1,500-gallon waste/500-gallon freshwater tank from Progress; a 2007 Isuzu JW5R04 with a 1,350-gallon waste/250-gallon freshwater Progress tank; a 2007 Mack

continued

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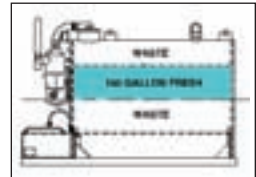
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700 CV built out by Amthor International with a 4,600-gallon waste/200-gallon freshwater; a 2010 Isuzu NRR built by Progress (1,100-gallon waste/400-gallon freshwater tank); and a 2009 International 4000S from Progress with a 1,500-gallon waste/500-gallon freshwater tank. Most of the trucks rely on pumps made by Masport Inc.

Perkins says restroom trailers have been profitable for Nature's Calling. For example, in 1989, he purchased one trailer to handle emergency relief work stemming from Hurricane Hugo. "Then we brought it back to our yard and it basically did nothing," he recalls. "So I repainted it, put the company name all over it and started putting it out at special events where I had restrooms out, to get some advertising. It kind of grew from there."

GREAT DISPOSAL ARRANGEMENT

In terms of waste disposal, Perkins substantially lowered his operating costs — and gave his company a large competitive advantage — by doing something unique: He paid to have a sewer line, a manhole with a trash filter and a lift station installed on site at his company, where he is allowed to dump septage and portable sanitation loads directly into the municipal system.

Perkins started by asking the local sewer district if it was possible, and was told it was. From there, he hired an engineer to draw up a plan and presented it to the state environmental agency, which approved it.

"It cost me about \$100,000, which was a lot of money back in 1998," he says. "At the time, the disposal rate (at a local treatment plant) was 7 cents per gallon. With monthly sewer fees, which are based on volume and measured by a flow meter, I pay only a half-cent per gallon. The line paid for itself in three years."

The sewer line also was a substantial financial boon because it dramatically reduced the amount of time and fuel spent traveling to and from a disposal site. "My drivers dump every night," Perkins says. "Then every morning, they leave with an empty tank. So I don't have to purchase larger trucks, like I did at the start."

MORE DIVERSIFICATION IN STORE

Perkins continued his diversification strategy in July by purchasing Fenn-Vac, the same company he partially owned 25 years ago. He heard through the grapevine that a company that bought Fenn-Vac in 1995 was looking to sell, and he decided to give it a go. Fenn-Vac now provides environmental services, such as hazardous-waste transporta-



Nature's Calling president Russ Perkins (left) and Fenn-Vac division manager Jeff Forslund.

tion and emergency response for hazardous and non-hazardous waste spills.

The acquisition was attractive because Perkins was already familiar with the industry. And he was able to reassemble the same work team that operated Fenn-Vac some 25 years ago — a valuable asset.

"While doing due diligence, I found out that a lot of plants and industries that had projects on hold (because of the economy) were starting to release funding, and environmental business was starting to pick up," he says. "And in terms of diversification, we do a lot of disaster relief work, so we saw very beneficial synergies between the two companies.

"Plus, its services get us into industrial plants, which provides more opportunities to sell portable restroom rentals and solid-waste removal services," he adds. "It puts us in a position where customers can make one phone call and solve any liquid- or solid-waste issue that arises."

Just like in sports, it never hurts to have a deep bench. ■

Mentor Relationship Pays Dividends

When Russ Perkins looks back at his years as owner of Nature's Calling Inc. in Charleston, S.C., he's quick to credit a good amount of his success to two mentors: David Allen, the owner of Amason's Septic Services Inc. in Jacksonville, Fla., and Jan Fay, the owner of Fay Portable Toilets Inc. in Knoxville, Tenn.

In 1996, shortly after Perkins set out on his own with Nature's Calling, a restroom vendor recommended he talk to Allen. As luck would have it, Perkins' daughter had a swim meet coming up in the Jacksonville area, so he called Allen and asked if he'd have time to talk.

"He made time and showed me around, and we've been friends ever since," Perkins says. "He showed me how his contracts were written, helped me spec out trucks ... and introduced me to the special-event market in a big way. He was already doing a lot of big events, things like the University of Georgia/University of Florida football game in Jacksonville, Professional Golf Association tournaments and numerous festivals.

"And through our networking together and our friendship, we also exchange equipment when we're in a jam," he adds. "If I need extra trailers, I rent from him, and if he needs trailers, he rents from me."

Perkins says he talks with Allen frequently, and meets him at the Pumper & Cleaner Environmental Expo every year. He says it helps a great deal that they're not direct competitors.

An equipment vendor in the roll-off container industry referred Perkins to Fay, whose business includes roll-off container service. Coincidentally, Perkins happened to be planning a vacation near Knoxville at the time, and called Fay to ask if he could visit.

It was Fay who suggested that Perkins consider starting out with 10-yard containers — a strategy that proved critical to Perkins' successful entry into the business.

"I've been very fortunate to have people who opened their doors and told me about the mistakes they'd made, so I could avoid them," he says. "I surely would encourage others to find mentors."

MORE INFO

Advanced Containment Systems Inc.
800/927-2271
www.acsi-us.com

Amthor International
800/328-6633
www.amthorinternational.com
(See ad page 29)

Baker's Waste Equipment Inc.
800/221-4153
www.bwe-nc.com

Best Enterprises Inc.
800/288-2378
www.bestenterprises.net
(See ad page 13)

Comforts of Home Services
847/856-8002
www.cohsi.com
(See ad page 30)

Galbreath, a Wastequip Company
800/490-3541
www.wastequip-cusco.com

Lely Manufacturing Inc.
800/334-2763
www.leylus.com

Masport Inc.
800/228-4510
www.masportpump.com

PolyPortables Inc.
800/241-7951
www.polyportables.com
(See ad page 5)

Progress Tank LLC
913/279-3050
www.progresstank.com
(See ad page 26)

Satellite Industries Inc.
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(See ad page 20-21)



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2011 EXPO PRODUCT ROUNDUP

Profit Boosters

By Jim Kneiszel and Ed Wodalski

The Pumper & Cleaner Environmental Expo featured the latest and greatest in products for the portable sanitation industry

The 31st Annual Pumper & Cleaner Environmental Expo International closed a four-year run in Louisville with 3,644 companies, cities and utilities represented and 8,286 total attendees. The Expo moves to Indianapolis for 2012, running Feb. 27 to March 1 at the Indiana Convention Center.

The 2011 Expo offered a full slate of educational seminars spread over three days and included 477 exhibits of new and familiar products and technologies. Here is a sampling of the new offerings on display for portable sanitation contractors:



Advanced Containment Systems

LUXURY TRAILER

Advanced Containment Systems Inc. displayed its latest restroom trailer designed for high-end service at weddings, corporate and other special events. The 34-foot trailer has two stalls and two urinals on the men's side, five stalls on the women's side and a matching hydraulic-lift ADA-accessible unit with landing and ramps. The interior features hand-cut Carrera marble countertops, full-sized custom-framed vanity and wardrobe mirrors, full-height private stalls, electronic-eye flushing urinals and sinks, along with pushbutton flushing toilets. The unit also features track lighting, hand-stained six-panel doors and hand-laid tile flooring. **800/927-2271; www.restroomtechnology.com.**

clothes hooks and seating. Water in the 2.5-gpm (20 psi) shower is heated with LP gas or electricity and maintains a constant 107 degrees. **574/892-5151; www.ameri-can.com.**

CUSTOM RESTROOM TRAILER

Art Co. showed a custom-built 20-foot restroom trailer with one stall and two urinals in the men's side and three stalls in the women's side. The trailer is built in 10-, 12-, 16-, 20- and 24-foot sizes, or custom lengths, and features unibody undercoated steel frame construction, aluminum sheet exterior, integral skirting, hydraulic levelers and DOT safety and LED exterior lights. The trailer has hands-free faucets, pushbutton-flush toilets, standard slide-out steps and maple cabinetry, pocket doors and crown molding, all stained in an oak color. For durability, the units feature laminate walls, solid-surface countertops with integrated sink, vinyl plank flooring with a hardwood look, trash can and integrated soap dispensers. The trailer includes heat, air conditioning and a 725-gallon waste tank with room for an optional 200-gallon freshwater tank in the utility room. **269/435-4278; www.arestroomtrailer.com.**

TOSS-IN PACKET WITH GRAPEBURST SCENT

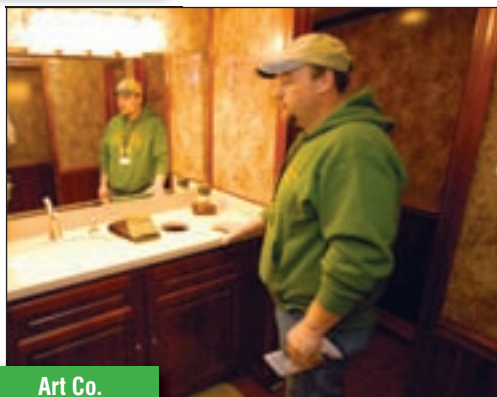
Century Chemical Corp. introduced a water-soluble toss-in restroom deodorant packet featuring GrapeBurst odor-control technology. The non-



Ameri-Can Engineering

MOBILE DECONTAMINATION TRAILER

Typically used in asbestos or lead paint mitigation operations or other hazard situations, **mobile decontamination trailers** from **Ameri-Can Engineering** come in a standard range of sizes from 16 to 32 feet, but have been custom-built up to 48 feet for specific applications. Workers enter the dirty room at the back of the trailer and remove dust-covered clothing and gear in the closed area, which maintains negative air pressure, changes the air seven times per hour and uses HEPA filtration. Workers then move to the central shower area, where water is collected and filtered before discharge, and dress in the heated and air-conditioned clean room at the front of the trailer that includes lockers,



Art Co.



Century Chemical Corp.



Chempace Corp.

formaldehyde product is safe for users and the environment and improves portion control for technicians in the field, saving time and eliminating product waste. The film dissolves in one minute, dispersing fragrance, dye and chemical to fight odors for seven days. **800/348-3505; www.centurychemical.com.**

BACTERIA-BASED URINAL BLOCK

BioFORCE bacteria-based urinal blocks from **Chempace Corp.** are designed to replace chlorobenzene-based products. The blocks are sold in 50-unit pails and come in a variety of fragrances and sizes to work effectively between two and four weeks. Salt added to the blocks helps prevent freezing in restrooms in winter months. **800/423-5350; www.chempace.com.**

ALUMINUM RAMP FOR ADA TRAILER

The 26-foot, 9-station ADA restroom trailer from **Comforts of Home Services Inc.** showed a new **aluminum ramp** with hydraulic assist. The 26-foot diamond-plate ramp features removable handrails and folds up and connects to the trailer with pins front, center and back. Hydraulic assist makes installing the ramp a one-person job. The trailer was shown with pewter metallic exterior, chocolate interior, four ladies' stalls, two men's stalls and two urinals, and an ADA family room with fold-down diaper station. **877/382-2935; www.cohsi.com.**

SLIDE-IN SKID FOR RESTROOM HAULER

A new **slide-in skid** can turn the restroom unit carrier from **Explorer Trailers** into a flatbed hauler of ADA restrooms, hand-wash stations or other supplies. The galvanized metal skid slides into the channels used to contain standard restrooms and can be clamped down to carry a variety of equipment to the jobsite. The lightweight skid is easy for one person to handle; two units span the width of the trailer. Skids can be painted to match trailer color. **866/457-5425; www.mckee technologies.com.**

SMOOTH-SIDED RESTROOM

The **Glacier** portable restroom from **Five Peaks Technology** adds smooth single-wall construction to a standard Aspen model and a new hair-cell finish to the polyethylene formulation to promote easier cleaning and make the unit more graffiti-resistant. With heavier sheet stock, the unit gains 14 pounds to weigh 150 pounds. Like the Aspen, the unit has a coat hook, hover handle, corner shelf, gender signage, three-roll paper holder and 65-gallon tank. **866/293-1502; www.fivepeaks.net.**



Comforts of Home Services

SPECIALTY PUMP-OUT UNIT

Imperial Industries Inc. introduced its 100-gallon (75 waste/25 freshwater) specialty pump-out system. The unit has a Conde Super 6 pump with 5.5-hp electric-start Honda engine. Made for servicing golf courses and cross-country ski trails, the unit weighs 500 pounds and fits in the bed of an ATV side-by-side. **800/558-2945; www.imperialind.com.**

LIQUID DISSOLVING DEODORANT PACKET

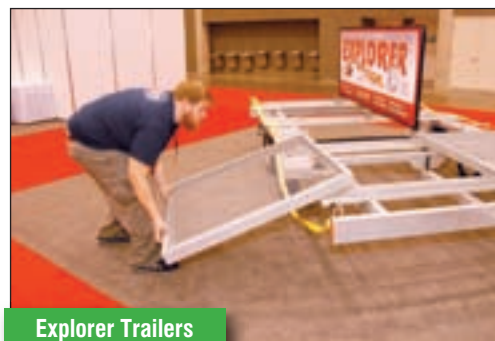
Water-soluble **Liquid Pack** non-formaldehyde packets from **J & J Chemical Co.** dissolve immediately and provide seven days of protection from odors in portable restroom holding tanks. The packets currently come in a mulberry fragrance, but other scents will be added. The product is sold 75 packets per bag, 300 packets per case, and is designed to improve portion control and cost effectiveness. **800/345-3303; www.jjchem.com.**

LOWERING ADA TRAILER

The 2011 lowering **ADA trailer** from **JAG Mobile Solutions Inc.** features the popular Cottage interior and was presented with an 18-foot-long cabin and 22-foot total length. The entire unit lowers hydraulically and uses a drop-tank design with a 425-gallon waste tank serving the ADA unit at the rear of the trailer. The unit has a fiberglass laminated exterior, stainless steel piano door hinges and continuous axle for durability. Another innovation is gender placards allowing restrooms to be earmarked for men or women to suit the demands of specific special events. The trailer is equipped for winter use. A central storage room houses a spare tire, 200-gallon freshwater tank and has room to stow the ADA ramp. **800/815-2557; www.jagmobilesolutions.com.**

MACERATING PUMP

The **Vacuuarator** macerating pump from Norwegian manufacturer **Jets Standard AS** will liquefy and convey toilet waste 10 feet up and long horizontal distances to make it suitable for use in restroom trailer construction. One pump can move waste from five toilets, using a quarter-gallon of water and 30 gallons of fresh air to move waste through the macerating knife and into a holding tank. The unit is used in many mobile bathroom applications, including ships and trailers and in other military settings in Europe and the U.S. The pump is distributed in the U.S. by Contractors Outlet Group. **800/789-1212; www.contractorsoutletgroup.com.**



Explorer Trailers



Imperial Industries



J & J Chemical



JAG Mobile Solutions



Jet Standard AS



Five Peaks Technology



Piccadilly Concepts

STANDARD RESTROOM

The **Piccadilly Poly** from **Piccadilly Concepts** is designed to resemble an English phone booth, with windowpane graphics on the front panel and 2- by 4-foot flat areas on all sides for additional graphics or advertising, and 6- by 24-inch logo panels on each side. The restroom comes in a red exterior or custom colors on orders of 100 units. The majority of the unit is blow-molded, with a thermoformed roof and rotomolded skid. The unit has an oversized mirror, hover handle, door latch, four hinges embedded in the door jamb, corner shelf, 65-gallon holding tank and extruded corner pieces that give the interior a finished appearance. The restroom is 44 by 48 inches and weighs 195 pounds. A channel was molded into the upper panel to allow contractors to run standard rope lighting around the inside of the roof. **888/255-8883; www.piccadillyconcepts.com.**



Service Sales

RESTROOM DEODORANT

Service Sales Co. introduced its **Fireball** line of restroom deodorants and Spray Nitro cleaners. The Fireball deodorant syrup is available in several fragrances of formaldehyde and non-formaldehyde concentrate. A 7-gallon drum of concentrate makes 55 gallons of standard deodorizer. Super Fireball concentrate, available in formaldehyde and non-formaldehyde, is packaged in a 55-gallon drum for 4,500 services. Also displayed was Spray Nitro fragrance solvent base spray, Spray Nitro with graffiti repellent, Sweet Oil pump exhaust deodorizer and Bathroom Buddy acid urine and stain remover. **800/940-1046.**



Rich Restrooms

RUGGED-DUTY RESTROOM TRAILER

The **512 model** restroom trailer from **Rich Restrooms** is designed for heavy-duty use at construction and industrial sites. The 12-foot trailer has a rugged fiberglass exterior and full winter package. The interior of the men's and women's rooms – each with one stool (and a waterless urinal on the men's side) – features diamond-plate wainscoting, stainless steel sinks, wall heaters, insulated waste tank, full thermal wrap around the exterior and roof, interior access to the mechanical room and onboard freshwater tank. The trailer features a new hitch that swings up and secures to the front of the trailer to lower freight costs, provides easier access to the 3-inch dump valve and eliminates a tripping hazard. **260/593-2279; www.richrestrooms.com.**



Satellite Industries

NEW DEODORANT FORMULATION

Satellite Industries Inc. has rebranded its **Safe T Fresh** line of odor control products and introduced three formulations of Quick Tabs restroom tank deodorizers. The new product uses triple molecular technology, including a perfume technology, a multi-biocides system and an odor-neutralizing complex for optimal control. The tabs come in three formulas — regular, event and extreme — so customers can choose the strength they need. The tabs are designed to provide good effervescence, dissolve rapidly in water or brine, give an instant blast of fresh floral fragrance, and last for a typical seven-day service cycle. The product comes in 48 tabs per bag, 240 tabs per case. **877/764-7297; www.satelliteindustries.com.**



PolyJohn Enterprises

LARGER SINK BASIN

The **HandStand** hand-wash station from **PolyJohn Enterprises Corp.** comes with a larger sink basin and a higher sink tap for specific special event applications such as near food-vending operations where utensils are washed. The HandStand model retains its 17-gallon freshwater, 20-gallon greywater capacities, foot pump, soap and towel dispensers, and integrated wheels and handle for easier transport. It also features an integrated drain hose to release greywater into floor drains. **800/292-1305; www.polyjohn.com.**

CONTAINMENT TRAY

To adapt to new laws controlling wastewater runoff from portable restrooms, **T.S.F. Company Inc.** introduces a restroom containment tray. The tray is constructed of 3/16-inch thick rotomolded polyethylene for durability and is designed for a universal fit with all standard restrooms. The tray comes in black or safety orange colors. **800/843-9286; www.tuff-jon.com.**



T. S. F. Company

SLIDE-IN SAFETY LOCK

Westmoor Ltd. introduced the **Conde Pro-Check** locking system. Made to transport the Conde Pro-Vac pump-out unit from job to job, the system safely secures the vacuum unit on a trailer or pickup bed in about 10 seconds. Featuring a tubular steel frame mounted on a galvanized steel plate, the transport system securely locks the tank into place by engaging four spring pins and tightening two hold-down knobs, eliminating the need for tie-downs. **800/367-0972; www.westmoorltd.com.**



Westmoor Ltd.

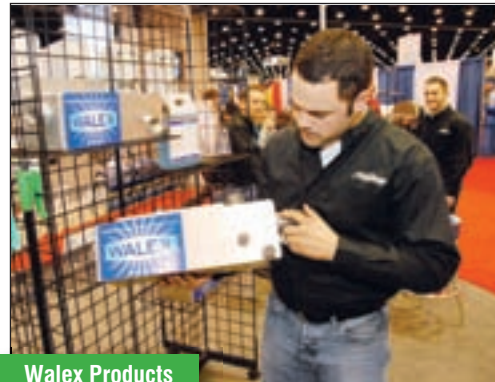
PUMP EXHAUST DEODORIZING SYSTEM

To freshen the environment around waste vacuum trucks, **Walex Products Co.** introduces the **Vacu-Fresh** pump exhaust deodorizer system. An aluminum box is threaded onto the vacuum tank pump system and charged with a gallon of Vacu-Fresh deodorizer through the top-side fill port. The chamber contains bioballs that aid in the exhaust filtration before the exhaust is emitted. A charge fights malodor for up to a month, at which point the deodorizer is drained and replaced. **800/338-3155; www.walex.com.**

HAND-WIPE STATION

The **Hand Wet-Wipe Station** from **PolyPortables Inc.** provides dual wet-wipe rolls that are anti-bacterial and non-alcoholic for washing as well as hand sanitizing. The base of the unit houses a waste container and storage compartment for up to six rolls of hand wipes. The unit is designed for school

gymnasiums, special events and emergency relief. The side panels allow for slide-in advertising cards. The unit weighs 42 pounds when filled with wipe rolls. **800/241-7951; www.polyportables.com.** ■



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Your Next Market Niche?

PROS EXPLAIN WHERE THEIR REVENUE STREAMS WILL FLOW AS THE ECONOMY RECOVERS

By Mary Shafer

The upheaval caused by the economic recession has reverberated through every level of life in America. With that in mind, we decided to do a little informal temperature-taking on the portable sanitation industry. Everyone has been affected, but not in the same way, and not with equal intensity.

Here, a few portable sanitation contractors predict where the strength of their businesses will be in the coming months.

PAUL THORPE
Nor-Kam Vacuum Pumping Service Inc.



Location: Dawson Creek, British Columbia, Canada
Employees: 4
Years in Business: 10

Through Nor-Kam Vacuum Pumping Service, **Paul Thorpe** provides portable sanitation to oil and gas production fields.

“Oil and gas operations are here one minute and gone the next,” Thorpe explains. “They may be at a hole for two weeks or a month, and then they’re on to the next one. But there’s still a lot of activity around those wells once they move on, and that’s where our long-term business is.”

In this short term, though, he’s concentrating on having sanitation solutions “we can take in, leave on a location, clean it out and then take it on to the next location.” Sounds like business

as usual, right? Except that in this land of brutal cold and punishing conditions, there is no such thing. Every job is a challenge.

Now, Thorpe’s mission is to find portable restroom trailers with heat and hot, running water that can be rapidly re-deployed as needed, while staying fully functional and comfortable.

He’s already got his sights set on his next challenge as well. He says environmental concerns will be the driving force behind Nor-Kam’s evolution. He’s getting out in front of the issue by attending educational seminars and reading up on current and pending legislation. He’s also making the rounds of industry trade shows to familiarize himself with products and equipment that will help him remain in compliance and maybe even take the green lead in his region.

KATHY WILD
Delo Drain & Septic LLC



Location: Holland, N.Y.
Employees: 4
Years in Business: 24

“This year, we’re focusing on succeeding in renting restroom trailers,” says **Kathy Wild** of her business that provides portable restrooms. Delo already has 8-foot and 14-foot restroom trailers, and is looking to add to its fleet.

“We’re going for the high-

“OIL AND GAS OPERATIONS ARE HERE ONE MINUTE AND GONE THE NEXT. THEY MAY BE AT A HOLE FOR TWO WEEKS OR A MONTH, AND THEN THEY’RE ON TO THE NEXT ONE. BUT THERE’S STILL A LOT OF ACTIVITY AROUND THOSE WELLS ONCE THEY MOVE ON, AND THAT’S WHERE OUR LONG-TERM BUSINESS IS.”

Paul Thorpe


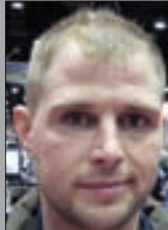
end events,” Wild explains, “like concerts, weddings and others that have more profit potential.” She feels they must provide accommodations of similarly high quality and appeal to reach farther into that market.

Competition isn’t an issue for Delo Drain & Septic, even though the area supports three other PROs, “We all get along great!” Wild says. “Nobody’s into the high-end restrooms in our area. We used to rent out the individual units, but we sold that part of the business.” Now, she says, it’s a comfortable division of the market between providers. They call each other when there’s a customer need one can’t serve.

With his company still in its infancy, **Josh Dugger** says his main challenge is basic enough: “trying to develop new business and beat the competition.” Doo-Dah’s driver and field technician, **Dylan Louhery**, explains why the company launched at the height of the recession in 2009.

“We’ve done construction our whole lives, and every construction site has a portable restroom. We know all these con-

JOSH DUGGER **DYLAN LOUHERY**

Doo-Dah’s Septic LLC
Location: Mooreland, Ind.
Employees: 3
Years in Business: 1

struction guys, and we have the trucks. So we figured, why not get our foot in the door and do what we can?”

To help in their quest for new revenue streams, they’ve watched what the competition is charging and how pricing is fluctuating. They’ve also attended industry trade shows to see what new equipment and products are available to help differentiate their offerings from the competition.

Both men have a clear grasp on the concept that to stay profitable in this increasingly competitive field they’ll need to constantly and consistently innovate. ■



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INDUSTRY NEWS

Woodbine Expands Tommy Gate Plant

Woodbine Manufacturing Co., maker of the Tommy Gate hydraulic lift, has completed the first phase of a three-phase expansion of its Woodbine, Iowa, manufacturing facility. The 74,250-square-foot addition nearly doubled the size of the plant. The next phase will add 20,000 square feet of floor space. Plans also include the remodeling of 3,000 square feet of manufacturing space.

Heil Trailer Celebrates 110th Anniversary

Heil Trailer International of Cleveland, Tenn., is celebrating its 110th anniversary in 2011. The manufacturer of liquid, dry bulk, oilfield, platform and specialized trailers was founded in 1901 by Julius Heil as the Heil Railjoint Co. in Milwaukee, Wis.

KeeVac, ORI Featured on Modern Marvels

Portable restroom trucks from KeeVac Industries and the service operation of ORI Portable Restroom of Blue Springs, Mo., were featured on the History Channel's *Modern Marvels* American truck episode Feb. 4. The program can be viewed on the program's website: www.history.com/shows/modern-marvels/videos/playlists/full-episodes#modern-marvels-american-trucking. ■



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Emil Norsic technician Trevor Poach serves restroom trailers near a practice ring at the Hampton Classic Horse Show. (Photos by Russell Beal)

Thoroughbred Service

By Betty Dageforde

What started as an emergency service call for Emil Norsic & Son turned into a 30-year working relationship with the Hampton Classic Horse Show

THE TEAM

Skip Norsic is the third generation to run Emil Norsic & Son Inc., a portable sanitation, roll-off container and septic-pumping business on Long Island, N.Y. Seven of his staff of 64 are dedicated to portable sanitation, which accounts for about 20 percent of their work. In addition, two people in the office coordinate restrooms for special events and construction. He has two locations in Southampton, N.Y., one a corporate office, the other a storage yard. And four years ago he built a 20,000-square-foot building 15 miles away in River-

head, N.Y., to store equipment and to operate vehicles out of during winter.

COMPANY HISTORY

The business started with Norsic's grandfather, Emil, in 1932. Working on an estate as a caretaker, he noticed garbage pickup service was erratic, which gave him the idea for the new business. He bought an existing garbage company and a septic service truck. His son, Emil, joined him in 1945 and took over in 1962. By 1969 the third generation Emil (called

MAKING CONNECTIONS

It was 30 years ago when Skip Norsic's father received a frantic call to serve the Hampton Classic Horse Show when another contractor failed to show up to pump out 60 campers. "We didn't have a portable restroom truck at the time so we cleaned them with the septic truck," Norsic recalls. "We didn't have the right hookup. It was horrible, but we got it done." The event organizers were so impressed that they asked for a three-year bid on the spot. Three years expanded into 30 — with one exception.

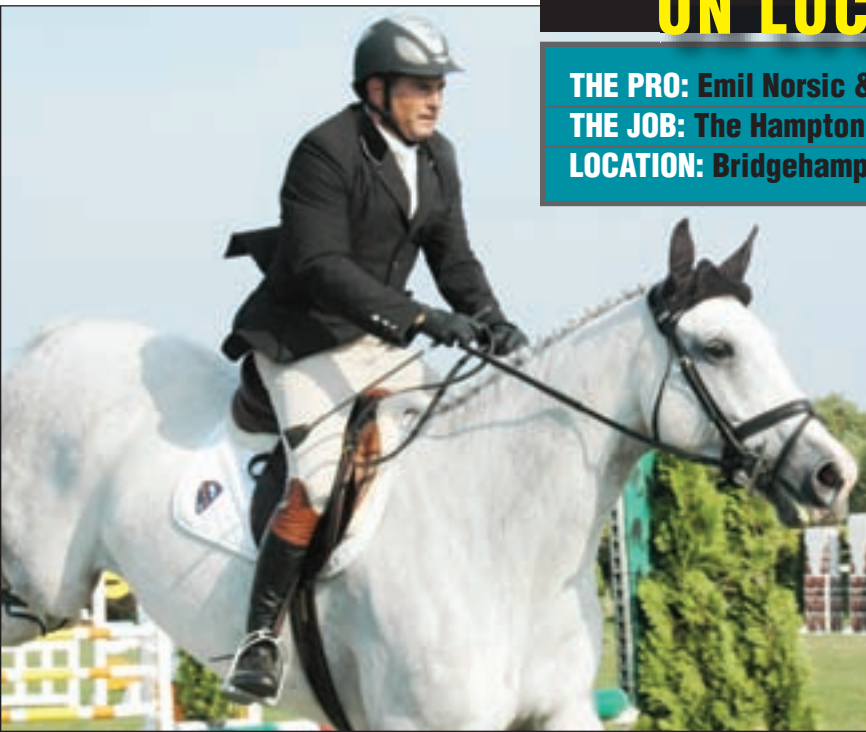
"In 1993, somebody on the board thought they should get competitive bids," Norsic explains. The low bidder got the job, but things didn't go so well. "After the show was over, the director sent a letter and drew a stick figure on their knees with their hands in prayer position, saying, 'Please forgive us, we will never stray again. Please take us back.' Ever since then, they've never questioned anything as far as price goes because they know they're going to get good service."

THE MAIN EVENT

The Hampton Classic, a world-class horse jumping competition held in Bridgehampton, N.Y., is the social highlight of the summer season. The 2010 event, held Aug. 29 through Sept. 5, was the 35th year for the competition. About 50,000 spectators watched 1,600 horses com-

ON LOCATION

THE PRO: Emil Norsic & Son Inc.
THE JOB: The Hampton Classic Horse Show
LOCATION: Bridgehampton, NY



Skip by his grandmother) came onboard. The area around the Hamptons started to grow as wealthy landowners built lavish second homes. That's when Skip Norsic added portable restrooms; the company has 1,000 units today and 11 restroom trailers.



Technician Robbie McCallen pumps units used by officials of the American Society for the Prevention of Cruelty to Animals.

pete for \$600,000 in prize money. There were also boutique shopping, seminars, and kids' activities. Among the high-profile list of attendees were Madonna, Christie Brinkley, Kelly Ripa, Matt Lauer and Rudy Giuliani.

BY THE NUMBERS

The company placed 50 dark green Poly-

John Enterprises Corp. standard Fleets with hand sanitizers, 20 Fresh Flush Fleets with built-in sinks, and five ADA-compliant units. These were placed in heavy traffic areas such as parking lots, food stands and grandstands.

They also supplied 10 restroom trailers including the Presidential from Advanced Containment Systems Inc. (ACSI), the Royale, Oasis

The Emil Norsic crew (below) pumps recreational vehicles based at the horse show. At right, day crew chief Pete Blank checks trailers stationed at the practice ring.



“WE DIDN'T HAVE A PORTABLE RESTROOM TRUCK AT THE TIME SO WE CLEANED THEM WITH THE SEPTIC TRUCK. WE DIDN'T HAVE THE RIGHT HOOKUP. IT WAS HORRIBLE, BUT WE GOT IT DONE.”

Skip Norsic

and Dooley from Ameri-Can Engineering, and their two new company-designed units built by ACSI. These latest purchases were the 24 foot Entourage with bamboo interior and the 28 foot Estate. Both have four women's stalls, two men's, and feature marble sinks, touchless fixtures, and high-end accessories.

Two trailers were placed near the grandstands for the general public, the smaller Doolley was located at the main office for event personnel, and the others were set up in VIP areas.

LET'S ROLL

Using a 2008 Chevy 2500 pickup truck with an Ameri-Can Engineering Toter trailer, 30 units were dropped off Aug. 23 for construction crews. The rest were delivered the day before the event to a central location. Event personnel then forklifted them to desired locations and provided the company with a map. Restroom trailers were brought in on Aug. 31.

Removal was started the day after the event. Twenty units were left on site for three weeks for the tear-down crew.





At left, Skip Norsic (right) gives a television crew a tour of a 28-foot restroom trailer at the event. Below, television reporter Ernie Schimizzi interviews crew member Pete Blank (right) and Norsic about portable sanitation service.



KEEPIN' IT CLEAN

The company came in every day to clean the 30 units placed early. But when the event started, one service truck remained on site at all times and two more were brought in each evening. These were a 2005 and two 2007 Kenworth T300s with 800-gallon waste/200-gallon freshwater stainless steel tanks. For access to tight spaces, the company used a 2004 GMC TopKick with a 400-gallon waste/200-gallon freshwater steel tank.

They also used two 4,000-gallon stainless steel septic trucks — a 2006 Volvo and a 2007 Kenworth — to pump restroom trailers, private motor homes, and eight on-site trailers, and to transfer waste to the Riverhead treatment facility. The company's vacuum truck fleet was built out by Coleman VTM Corp. and has Masport pumps.

Three uniformed technicians equipped with walkie-talkies and golf carts loaded with paper supplies and Walex cleaning products stayed on site during the event for continuous cleaning, checking and restocking of the restroom trailers. "We're very particular," Norsic says. "We're really on top of making sure everything is spotless. Even behind the toilet bowl."

WEATHER OR NOT

Although the company's been serving this event for decades, workers take nothing for granted and have learned to be ready for anything. The one bit of excitement in 2010 was the weather — or at least the threat of it, as Hurricane Earl came close to forcing cancel-

lation of the whole affair. Organizers took the precaution of rescheduling events, removing a number of horses from the site on Friday night and putting contractors on standby for possible evacuation. In the end, the storm didn't arrive, the horses returned, and the event went off without a hitch. ■

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The crew waits on standby near a row of restroom trailers to rectify any problems that might arise.

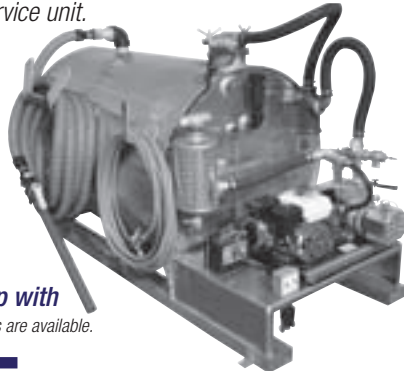


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2005 Olympian 20' Executive, (2) womens stalls, (1) sink, (1) mens stall, (1) urinal, (1) sink. Heat, A/C, and hot water. Stereo, interior and exterior lighting. \$14,000. Located in NY. Call 845-883-7880. (P05)

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2002 Chevy HD 4x4, 300/100, wash down pump, Conde pump, lift gate, hauls 6 units. Truck is in great working condition. \$16,500. 989-845-6280 MI. (PT04)

(2) 2001 International 4700: 233,000 mi, DT466, automatic, air brakes, GVW 25,000, NON-CDL, SS Prime tank 200/900/200, 2-unit carrier, Masport pump, DC10 water pump w/50' hose reel, heated dump & F/water coolers - \$25,000. Call Pete @ 732-721-3443 NJ. (P04)

2007 F650 with Satellite MD1250 tank, Cummins, automatic, 2-unit toilet carrier, 106,000 miles. Excellent condition. Call 585-657-4104 NY. www.crescent-tank.com. (P04)

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Pre-owned 325 US gallon vacuum tank with two (2) 75 gallon poly water tanks mounted on a 2007 FML Fabform Trailer model FM112-10K Workmate. (Stock #0477) **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (PBM)

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2004 F-550 Satellite toilet truck. Auto, diesel, w/MD950 vac tank. 2-unit toilet carrier. \$25,000. Excellent shape. **www.pumper-truck-sales.com.** Call Mike @ 303-478-4796 or JR. @ 720-253-8014. (PBM)

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2004 Vacutrx on Ford diesel F350, 300 gal. waste/180 gal. water, 6-unit carrier. Asking \$16,000. Call 519-944-6422 ext. 4040 or email louis@cerentals.ca. (P04)

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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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1990 Ford diesel F800 pumper truck, 2500 gal., large pump. Retired, no longer needed. Phone 502-352-9613; Cell 502-803-0486. KY. (PT04)

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Everything in its Place

Bob Carlson is owner of Glendale Welding in Glendale, Ariz. His company has been building and repairing portable sanitation trucks for 40 years. Send questions for Carlson to truckcorner@promonthly.com.

BETTER SERVICE TRUCK ERGONOMICS HELP YOUR DRIVERS BECOME MORE EFFICIENT ROUTE RUNNERS AND STAY SAFER AND HEALTHIER

QUESTION:

As a driver, I wondered how service trucks were designed. It seemed difficult to perform various tasks. As a company owner, I still drive and two other guys work for me. Why does it seem that some of the components are placed in the wrong places? At times, not only is the job made more difficult but it also becomes physically damaging. The day is going to come when I have to replace one of these trucks, and I don't want another truck that I have to battle with in order to make it work. A user-friendly truck is what I want.

Hank Jepson
Pontiac, Mich.

ANSWER:

You're talking about ergonomics. When you purchase a new service truck, you should insist on helping in the design of the vacuum system. In a perfect world, you and the truck builder — working together — should develop a design that works best for you.

The International Ergonomics Association defines ergonomics as “the scientific discipline concerned with the understanding of interactions among humans and other elements of a system, and the profession that applies theory, principles, data and methods to design in order to optimize human well-being and overall system performance. Ergonomics is employed to fulfill the two goals of health and productivity. It is relevant in the design of such things as safe furniture and easy-to-use interfaces to machines.”

has to climb on the tank or the truck, the risk of injury rises.

- When climbing is required, is there a simple step and a grab handle available to make the climb safe and easy?
- What about inside the cab? Are switches and knobs easy to reach without becoming a distraction? So much is made today of people talking and texting on their cell phones. Are the controls to your truck easily accessible without putting the driver in jeopardy?
- Is the driver provided with Bluetooth technology so he or she can communicate hands-free with the office when calls are necessary? Drivers need to concentrate on driving, not pushing buttons or swiping at touch-screens.

In your operation, you probably have identified more tasks that could be made easier through improved equipment ergonomics. Machines are intended to make the workday easier to bring greater convenience to your technicians. Ergonomics is being put into workplaces everywhere to provide a more productive and safer environment.

The Sampler Port Explained

QUESTION:

My competitor has a 6-inch plugged fitting on top of his tank. I asked him what that was for and he told me it was a sampler port. What is a sampler port?

Sam Thomason
Enid, Okla.

IS THE DRIVER PROVIDED WITH BLUETOOTH TECHNOLOGY SO HE OR SHE CAN COMMUNICATE HANDS-FREE WITH THE OFFICE WHEN CALLS ARE NECESSARY? DRIVERS NEED TO CONCENTRATE ON DRIVING, NOT PUSHING BUTTONS OR SWIPING AT TOUCH-SCREENS.

When it comes to ergonomics, truck owners have some fundamental concerns. The first is to make sure the driver isn't getting injured while doing his job. Let's look at some of the common equipment placement concerns I hear about:

- Hose racks that are hung too high on the truck. Hoses can be heavy. In some cases, the technician must toss the hose up and over the hose rack. Shoulders get injured over time and it's off to the doctor. The answer for this is a lower hose rack.
- When gauges, such as pressure and vacuum relief, are needed to be seen and tested, they should be visually and physically accessible without requiring the driver to climb up on the truck. Anytime someone

ANSWER:

Some disposal facilities require a sample of waste to be offloaded from your truck. Most of these dumpsites are located in the bigger cities and regulated by city or state ordinances. Upon arriving, the driver opens the sampler port and a sample is taken and tested for hazardous materials, such as cyanide, chromium and copper. The load is then rejected or charged an extra fee for the dangerous materials contained inside the tank.

Some materials dumped into the wrong places can be dangerous to the water supply or to the public health. Typical waste from portable restrooms and septic tanks is fundamentally no problem. Rural areas generally don't require testing.

Every state has its own legal requirements for dumping. Don't overlook or assume the regulations for your area. We all pay a price for illegal dumping. Know your costs for doing business and price your service accordingly. ■

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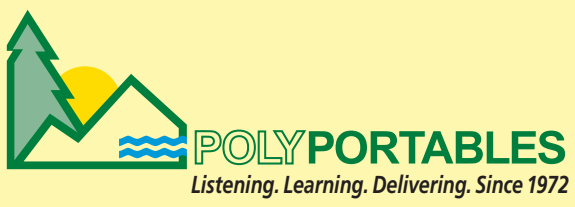
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