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Matthew Duras, owner and founder of Johnny Servis, is shown with one of his portable sanitation service trucks in Prague, Czech Republic. (Photo courtesy of Johnny Servis)

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PRO

PORTABLE RESTROOM OPERATOR

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Ready to Respond

ALABAMA PROS SCRAMBLE TO PROVIDE VITAL EQUIPMENT FOR THEIR FRIENDS AND NEIGHBORS IN THE WAKE OF DEVASTATING TWISTERS

By Jim Kneiszel

Portable restroom operators scrambling to serve their communities in the aftermath of a series of devastating tornadoes in Alabama all have the same reaction to the April 27 twisters: The scope of the damage defies description, and you wouldn't understand unless you saw it with your own eyes.

"There's really no way to describe it without seeing it. Even pictures don't do it justice," says **Tony Thompson**, owner of **East Alabama Portable Toilets**, in Anniston, Ala. "You can take communities out here and it looks like you just set off a bomb. There are some places where the houses are totally destroyed and you can't even tell there was a house there."

Thompson's company was close to the path of the tornado that killed more than 40 people in Tuscaloosa, Ala., then stayed on the ground heading northeast to the Georgia state line. On that one day, an estimated 75 to 100 twisters hit Mississippi and Alabama, killing almost 250 people.

PROs in the state reported restroom units blown away in the

Kelly Allen of All American Rental & Contractor took this aerial shot of his company yard while surveying tornado damage as an emergency government employee.



"It makes you sick to your stomach. It's so much torn apart," Dain said. "Everybody's lives are in garbage cans. Everything they had is being loaded into garbage cans."

UP TO THE TASK

Though the tornadoes wiped out so much infrastructure, PROs in the area say local restroom inventory would be sufficient to handle further emergency response and all the construction work expected to follow as residents and businesses rebuild in the coming months and years. There were reports of the Federal Emergency Management Agency turning to sources outside the state for restrooms early on, but contractors said that was unnecessary.

When Hurricane Katrina hit in 2005, thousands of restrooms were deployed from across the country and manufacturers expanded production to meet a staggering need. Many contractors added to their inventories at that time, and a healthy construction industry before the

2008 market collapse also bolstered unit numbers. But over the past few years, many of those restrooms were stored.

Dain said there are four restroom companies in his territory, and that two of them probably had 300 to 400 idle units before the storms hit. He only lost two units in the storm – placed at an auto auction facility – and had no plans to add to his inventory of 150 units in anticipation of expected construction site orders.

Advantage Waste LLC of Birmingham, Ala., quickly deployed about 150 units for local emergency response, servicing them seven days a week for the first few weeks following the tornadoes. But unlike Katrina, the costliest natural disaster in U.S. history, government demand for restroom service was already slowing down in mid-May.

"There were actually enough units in the state of Alabama to take care of all of this," said **Debora Campbell**, who owns Advantage with her husband, Mark. "If this had been five years ago, there might not have been enough sitting around."

"THE ONLY THING I COULD DO IS GIVE THEM A PLACE TO GO TO THE BATHROOM. I PUT ALL THE TOILETS OUT AND SAID, 'YOU GUYS NEED THEM MORE THAN I DO.' "

BERT DAIN

storms, but despite some messy yards and extended power outages, the sanitation contractors hit the ground running after the storms passed, looking to get restrooms to people who no longer had a place to call home. Though the tornadoes passed through mostly rural areas, they also wiped out a lot of newer subdivisions and tore through the center of cities, flattening houses and businesses.

Bert Dain of **Aerial Sewer Service**, Athens, Ala., watched the storm clouds move a few miles from his home and business, then quickly loaded a trailer of fresh restrooms and headed out to a nearby trailer park that was hit hard.

"I can't believe how many people were helping out. The only thing I could do is give them a place to go to the bathroom. I put all the toilets out and said, 'You guys need them more than I do,' " Dain said. He serves the trailer park for some onsite system maintenance work, and had repairs to make following the tornadoes. But he just felt it was important to donate units for residents and emergency workers.

Campbell felt fortunate that the biggest tornado spared the Advantage Waste office and yard, passing about a half mile away. They were also safe from damage at their home 35 miles from Birmingham.

"They say, 'Get in a safe place when the weather hits.' Well, there wasn't a safe place to be" if you were in the path of the tornado, she said. But Campbell sounds a positive note, both about the great support she's seen from people flooding into Alabama to lend a hand and the way Alabamans are facing this tragedy head-on.

"We're just ready to work and do whatever the contractors want us to do. That's how people in Alabama work. We just keep moving forward," she said. "We are banding together and everyone is helping out. Our churches and everyone has reached out so much to people who are hurting."

BE PREPARED

Kelly Allen, owner of **All American Rental & Contractor** in Cullman, Ala., has a unique perspective on the disaster. In addition to running his restroom service, Allen is deputy director of the Cullman County Emergency Government Agency. His office is coordinating emergency relief efforts, where he put in 200-plus hours of overtime in less than two weeks after the biggest tornado took out much of downtown Cullman and surrounding communities.

Ethically, Allen didn't think he could offer his own restroom services when the National Guard called his emergency government office. So he directed requests to other providers, and he assumes he'll be busy putting out units for the rebuild. His business sustained about \$11,000 in damage to restrooms and hand-wash stations stored in the company yard. In addition to coordinating basic relief efforts, Allen worked on

a new county mobile funeral preparation vehicle used to retrieve and prepare 18 bodies for burial after the storms.

While he was monitoring events in his basement emergency government office at the county courthouse, there was a terrible moment when transformers nearby were exploding, and then the power went down as the tornado passed overhead.

"The 30 seconds without power felt like an eternity," he said. Then generators kicked in. "The first thing that came to my mind is, 'Am I dreaming?' Will this nightmare ever end? I have to focus on 80,000 citizens, and am I going to have to be facing going home and digging my family out of the rubble?"

Cullman lost 400 homes and 90 businesses. With little time to take shelter, Allen said he has been using media interviews to promote storm preparedness. Among the tips he'd share with portable restroom contractors is to have weather radios in the office and at home, and to have a safe place to go, stocked with food and water and a battery-powered portable radio to monitor the news.

A THANKFUL PRO

In Anniston, Thompson reported he lost about 100 restrooms in one yard. He also lost a camper and all the trees on lake property he owns that was in the direct path of a twister. His home and office were spared.

"Fortunately, we didn't lose anything more than material things. Nobody I know personally was hurt and the tornado missed us by a mile," he said. "When something like this happens, it's pretty humbling, especially when you get out and see the damage." ■

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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.



Promises to Keep

WHEN YOU SAY YOU ARE GOING TO DO SOMETHING ... DO IT.

By Judy Kneiszel

In the past few months I've had two experiences where a business put something in print, and then failed to honor what they wrote. The first incident was minor. I ordered a sandwich at a fast-food restaurant where a prominent sign indicated its price was \$5. When I went to pay for the \$5 item, I was asked to fork over \$5.85. When I questioned the amount, the counter person explained the item was \$5.50, plus tax. I pointed out that the sign clearly said the item was \$5, to which she replied, "The sign is wrong." Huh?

The second incident was more significant. In the middle of a happy evening at home a family member came charging up the stairs yelling about water in the basement and possessions being ruined. After determining the source of the problem was somewhere in the household plumbing, my husband reached for the phone book and called not one, but two plumbers whose ads claimed emergency 24-hour service.

Neither answered the emergency service phone line, nor had a live answering service. He left frantic voicemails and both companies returned the call in the morning ... 10 hours later. We spent a sleepless night periodically checking to see if the water was rising. Thankfully, it was not, but what if it was?

DELIVER THE GOODS

There are many ways you can stand out from your competition, but just saying you'll do something — like have a low price or respond to calls 24 hours a day — isn't enough. You've got to practice what you preach.

MAKE SURE YOUR PROMISES RESONATE WITH THE CUSTOMER YOU ARE TRYING TO ATTRACT, AND REMEMBER THAT MAKING EMPTY PROMISES IS A WASTE OF TIME AND ULTIMATELY UNPROFITABLE.

This should be a given in business, but it seems companies need frequent reminding that in order to gain and keep customers, they have to deliver what is promised, for the price promised, in the time promised.

That's not demanding too much. A company is not required to be the biggest, best or cheapest ... unless they say that they are. A reputable business does what it promises. That's it.

When a business does not deliver on promises, those responsible waste a lot of time and effort making excuses. But being held up on one jobsite is not the fault of the customer waiting at a second jobsite two hours after the promised arrival time, and excuses are not what they want delivered.

THE FALLOUT OF BROKEN PROMISES

By consistently not delivering on promises, businesses train customers to expect disappointment. That means customers bounce around from

company to company looking for whoever is going to disappoint them the least, or in a different way than the last company. If you surprise customers by keeping promises, their bouncing days could be over.

And if you break promises? Studies claim as many as 9 of 10 consumers will tell at least one other person about a bad experience. The Internet allows negative comments to have an even greater impact, because up to 25 percent of customers having a bad experience will post a negative comment and the possible number of viewers is endless. This is not the kind of publicity you want.

MAKE GOOD PROMISES

Don't make promises willy-nilly or make the same promises as the competition just to keep up. Before you make a promise, carefully deliberate over whether or not you can reasonably expect to keep it every time. By making promises, you build customer expectation, so make the right promises. Make sure your promises resonate with the customer you are trying to attract, and remember that making empty promises is a waste of time and ultimately unprofitable.

A good promise is:

- Something customers you are trying to reach really care about.
- Something that sets your business apart from the competition.
- Something you can expect customers to believe you will live up to.
- Something you and your employees can deliver on consistently.
- Something you have the tools to fulfill. For example, if you promise emergency service, you need a way to take calls 24/7.

Vague promises can get you in trouble. Being specific makes promises more meaningful. Don't promise a customer you'll arrive sometime between 7 a.m. and 5 p.m. on Tuesday. That may be easier to keep, but not feel like much of a win to the customer. By narrowing down a promised time as much as possible and calling if you are going to be early or late, you earn the respect and understanding of the customer.

Make sure everyone in the company knows specifically what promises have been made and stress that these promises are to be kept. Outline for employees how particular promises are to be kept.

MISTAKES HAPPEN

If you make a mistake when making a promise — like the fast-food place did in my opening story — honor it anyway. If you advertise something at a specific price only to discover you've underpriced it, it's OK to tell the customer you made a mistake, but don't try to get out of honoring the advertised price. Fix the sign, ad, billboard or whatever medium you used to announce the price as quickly as possible to minimize future damage.

As for the customer you are giving the promised price to, take the long view. The small loss in profit could be overcome by a long-term relationship with this customer. Hopefully they will spread the word that you are a businessperson who keeps promises. That goodwill should go far in improving your reputation in the community and ultimately building your business. ■



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ON LOCATION

THE PRO: Empire Waste

THE JOB: St. George Marathon

LOCATION: St. George, Utah

DASH FOR CASH

One of the top U.S. marathons keeps Utah's Empire Waste hopping on race day and constantly updating its restroom inventory

By Betty Dageforde

THE TEAM

Empire Waste in St. George, Utah, is a multi-generational family-operated portable restroom and roll-off container business. Leader Susan Dorius oversees the office functions and coordinates all activities. Her husband, Troy, sons Skylar and Jerry Hasen, and brother-in-law Daniel Dalton round out the team.

COMPANY HISTORY

Troy Dorius' father, Allen, started the portable restroom business in April 1979 after having worked in construction. "He just saw a need for it. It was a small town at the time and nobody else (provided the service)," explains Troy Dorius, who worked for his father and took over the company when the elder Dorius died in 2009. In 1996 they added the container business, which accounts for 50 percent of their work.

continued

Skylar Dorius wraps the hose onto his Ford F-550 service rig after cleaning restrooms. Inset, runners head for the finish line in the St. George Marathon. (Photos by James Speth)



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The Empire Waste team, shown with service trucks from Keith Huber Inc. and Satellite Industries Inc., includes Jasmayne Dorius, Daniel Dalton, Jerry Hafen, Skylar Dorius, Susan Dorius, Troy Dorius and Zoie Wasden.

“WE’VE JUST HAD TO GROW WITH IT. WE MAKE BIGGER TRAILERS ALL THE TIME TO ACCOMMODATE IT, TO GET OUR UNITS WHERE WE NEED THEM. AND WE’RE BUYING AND REPLACING UNITS ALL THE TIME TO KEEP UP WITH IT. EVEN THOUGH IT’S A ONCE-A-YEAR EVENT, IT’S SOMETHING YOU HAVE TO PLAN FOR THROUGHOUT THE YEAR.”

Troy Dorius

The company has 600 restrooms and about 75 percent of their work is construction-related. Tucked into the southwest corner of the state, their 50-mile service radius runs mainly along the I-15 corridor from Cedar City, Utah, to Mesquite, Nev.

MAKING CONNECTIONS

In the early days of the St. George Marathon, when both the town and the event were much smaller, the whole community participated. Empire Waste was there from the beginning. “I remember when we were hauling 25 or 50 units,” Troy Dorius says. Recently, as the event grew, and competition came in, the city began

putting vendor operations out to bid. Empire won the most recent three-year contract.

THE MAIN EVENT

The 34th St. George Marathon took place on Saturday, Oct. 2, 2010. The course started in the tiny mountain village of Central, Utah, at an altitude of 5,240 feet and it was mostly downhill from there along Utah 18 to St. George at 2,680 feet. It’s the 15th largest marathon in the U.S., considered one of the most scenic, and voted by *Runner’s World* magazine readers as the most organized. Some

7,400 runners from 49 states and nine foreign countries were selected by lottery out of a field of 11,000 applicants.

It’s a community-supported event, as residents volunteer to work and to cheer on the runners. The mayor of St. George sponsored a 2.2-mile citizens walk early in the day to ensure that an enthusiastic crowd would be on hand to greet the runners as they crossed the finish line in Worthen Park.

BY THE NUMBERS

Empire brought in 335 standard and two ADA-compliant units for the marathon. They used a variety of restrooms from PolyPortables Inc., PolyJohn Enterprises Corp., and Satellite Industries Inc., in a multitude of colors, mostly tan.

Units were transported on trailers using service vehicles and 2006 and 2007 Chevy Silverados. The company designs its own carrier

continued

Keeping restrooms clean throughout race day (below) is one challenge for the Empire Waste team. At right, the crew loads restrooms in the company yard for delivery.



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Skylar Dorius (left) cleans a bank of restrooms along the marathon route. Below, he stocks tissue in restrooms from a storage cabinet on the truck.



trailers and has a local welder build them. The six trailers carry from 2 to 16 units. Several of them allow for side loading.

LET'S ROLL

Before sending units out, the company lined them up in their yard to get a final count. Then they loaded them onto trailers and on Wednesday brought their first load to Central. "We do our own little marathon," Susan Dorius says. "It's 52 miles roundtrip." The company made the trip six times to get everything in place by midnight Friday.

Of the inventory, 176 units were placed in Central and 24 in St. George, along with one ADA-compliant unit each. The rest were

placed along the route, three to five units at each of the 14 aid stations, plus several units every few miles.

The road was closed to traffic on the day of the race, but as soon as it opened at 1 p.m., the company retraced its steps and started the process of removal, finishing up on Sunday.

KEEPIN' IT CLEAN

The company spent the month before the event cleaning, repairing and stocking units. "There's no dirt anywhere, even on the floorboard, so it looks like a brand new restroom," Susan Dorius says. The final touch is to spray them with air freshener and add a cherry or citrus deodorizer from Toico Industries to the holding tanks.

After the event, units were pumped out using three service vehicles — 2004 and 2005 GMC C550s built by Keith Huber Inc. with 500-gallon waste/250-gallon freshwater steel tanks, and a 2001 Ford F-550 from Satellite Industries with a 300-gallon waste/250-gallon freshwater steel tank, all equipped with Masport Inc. pumps. These were followed by the two Silverados and a 1993 Jeep Grand Cherokee, which hauled them back to the yard. Waste was taken to the St. George water treatment facility.

KEEPING UP

The St. George Marathon is Empire's biggest event, and each year it gets bigger. This has driven

the company to evolve so as not to get left behind. "We've just had to grow with it," Troy Dorius says. "We make bigger trailers all the time to accommodate it, to get our units where we need them. And we're buying and replacing units all the time to keep up with it. Even though it's a once-a-year event, it's something you have to plan for throughout the year."

The planning paid off, as everything went smoothly. And despite working feverishly for five days, the team enjoyed the experience. "It's an exciting event for us. And it's fun to do," Susan Dorius says. "It gets us working together as a family. And we get to enjoy the scenery." ■



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With the mountains in the background, Empire Waste had to set up a seemingly endless row of restrooms from PolyPortables Inc., PolyJohn Enterprises Corp. and Satellite Industries Inc. for race participants and spectators.



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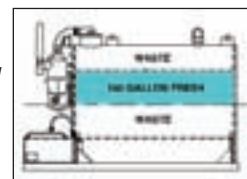
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CZECH MATE!

By Ken Wysocky

The Johnny Servis sales team is shown with some of the company's marketing products and equipment in Tetin, Czech Republic. (Photos courtesy of Johnny Servis)

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It may sound daunting, but it's all in a day's work for Matthew Duras, owner and founder of Johnny Servis, a portable restroom company based in Prague, the capital of the Czech Republic. And by emphasizing great customer service, quality equipment and service diversity, Johnny Servis thrives in a competi-

tive, fast-moving and somewhat chaotic post-Communist world.

"It's very exciting to see all the changes," says the Canadian-born Duras, who started Johnny Servis in 1996, about six years after the Czech Republic (at the time, known as Czechoslovakia) became a democracy after almost 50 years of Communist rule. "I didn't plan to stay when I first arrived here. I figured I'd eventually go back to Canada and do something completely different. But it's so exciting ... you get the feeling that there's constant improvement. In a relatively short time, things have caught up (with the modern world).

"When I first started, for example, it was difficult to get a landline telephone connection," he recalls. "Now everyone has jumped to cell phones before land

lines were even well established. People here used to wait 15 years to get a landline under Communism. Now most people don't even use land lines here ... they've almost become obsolete before they had a chance to become common."

Equally dramatic changes occurred in Europe's portable restroom industry, where one of the market leaders is Germany-based TOI TOI Sanitarsysteme GmbH. Established in 1974, the company opened a Czech subsidiary in Prague in 1993.

"It's hard to imagine, I know, but until 1993, mobile restrooms didn't even exist here," Duras says. "Construction restrooms basically were a hole in the ground with a wooden shack built over it. So when portable restrooms arrived, the initial reaction was, 'Hey, there's

Johnny Servis Prague, Czech Republic

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Employees: 95
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Above, units at a PGA Golf tournament in the Czech Republic. At left, workers assemble fencing at Children's Day in Slovakia.



a toilet — that's great.' But now people are much more conscious about what's available, so now they want restrooms with sinks. Customer expectations change very quickly."

RETURN TO THE HOMETLAND

Duras' father was a Czech native who escaped from the country in 1951 and moved to Toronto, where Duras was born and earned an engineering degree. His father returned to his native country in 1992, when the government began returning personal

property to families — in his father's case, a family farm. But Duras' father eventually decided to go back to Canada, while Duras stayed to run the family farm.

Duras struggled to make the operation profitable, overwhelmed by the investments required to atone for years of neglect. So after a year, he began looking for a better business opportunity. He noticed construction was booming countrywide, and he had already started hauling waste for construction companies on the side, using the farm's trucks. Simply expanding

that service made sense.

"I thought it was a good opportunity," he says. "It was good timing, because construction was booming and there was only one competitor, TOI TOI, which was already in business here for several years — they had a little head start on us."

Johnny Servis now owns about 7,000 PolyJohn Enterprises Corp. restrooms; about 40 restroom trailers, made by Germany-based Vario Trailer and Czech-based EuroWagon; 35 to 40 temporary office trailers (for construction sites and special events) made by the same two companies; 55 vacuum trucks, ranging from slide-in units with 400-liter (106-gallon) wastewater/150-liter (40-gallon) freshwater tanks to large vehi-

"The combination of fencing and restrooms wasn't common at first. But at a construction site, fences usually are the first thing to go up. Once you have that, you have a chance to sell customers something else — a restroom, or an office. It was a matter of listening to customers and what they want ... customers like it when one supplier can provide multiple services."

Matthew Duras

cles with 2,500 liter (660-gallon) wastewater/750-liter (198-gallon) freshwater tanks; and about 85 miles of temporary fencing in various heights and styles.

The smaller trucks that carry the slide-in units are made by Volkswagen and outfitted by IBOS s.r.o., a Czech company. The larger vacuum trucks consist of Mercedes-Benz chassis and IBOS tanks and pumping systems.

"In general, pumping trucks here are smaller than in the United States or Canada," Duras explains. "They're fuel efficient (roughly 20 miles per gallon). We also need smaller trucks because in old cities like Prague, the streets are very narrow, plus many streets have weight restrictions (because they're still made of centuries-old cobblestone, for example). So we use the larger trucks mainly for rural runs or longer hauls."

CHALLENGES ABOUND

Duras faced other obstacles early on, not the least of which was ethnic differences from country to country — or even region to region within countries. Getting people to work together was no small matter.

Duras also dealt with language barriers, although that issue now is easing somewhat as English becomes a more common language, especially among younger people. He also found people in different countries did business in different ways. For example, Hungarians like to spend a lot of time discussing and negotiating contracts, while Czechs prefer faster, direct negotiations.

He also discovered that acceptance of new products took



A Johnny Servis restroom and fencing placement at a major marathon in Prague.

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"In 1996, it was completely new for someone to call a customer, thank them and then ask them if we could count on them again for business the next year. They really appreciated it then and appreciate it today."

Matthew Duras



Service technician Marcel Hanzlik prepares to clean a restroom using a truck-mounted power washer.

Czech Businesses React to Rapid Technology Advances

The business climate in the Czech Republic and the United States are similar in one important way: Changes in technology come swiftly. So says Matthew Duras, the owner and founder of Johnny Servis, a portable restroom and on-site services company based in Prague, the Czech capital.

Take marketing, for instance. When Duras founded Johnny Servis in 1996, telephone book advertising was the preferred marketing method, just like in the United States.

"The books got thicker and thicker every year," Duras recalls. "Then all of a sudden, it was the Internet. In about a two-year span during the early 2000s, telephone books died off and Internet took over. It was incredible.

"It totally surprised me because that jump occurred through wireless technology," he continues. "Now, well over 50 percent of our sales leads come from the Internet. The Internet is an ongoing challenge for us — figuring out what works and what doesn't work. We're still learning."

Duras also markets Johnny Servis by offering 25- to 50-percent discounts in exchange for free signage and listing Johnny Servis as a sponsor in programs for special events, like the Prague Marathon. But like his U.S. counterparts, he has to be careful about what events his company sponsors. His preference starts with charities.

"It's effective for us. It provides a better light on the company if you're listed as a sponsor for a charity," he says. "But you can't say yes to all of them, so you have to choose what you're going to support, which isn't always easy. We have a budget to meet, too."

more time in some countries. For instance, in Slovakia, it took two years before customers became interested in plastic restrooms, he says. The company operates in the Czech Republic, Slovakia Republic, Hungary, northern Romania and metropolitan Vienna, Austria.

Duras wanted to set his company apart, concentrating on providing quality products and service, the latter of which he says was something new in the post-

Communist era.

"It was an easy sell for us," he says. "We'll not only rent you restrooms, but we'll look after you, too, with personal contact and follow-up. At first, people would laugh at me when I'd start a phone call by asking how they are," he says. "They'd say, 'Why are you asking me that? No one ever asked me that for the last 50 years.'"

To effectively pursue that customer philosophy, Duras

created a sales team. Even though the country is relatively small, the business culture varies from region to region, so Duras recruited sales personnel from each service territory.

"In the beginning, it was expensive for us, but it paid off," Duras says. "We now have a lot of smaller customers that have been with us for years. In 1996, it was completely new for someone to call a customer, thank them and then ask them if we could count on them again for business the next year. They really appreciated it then and appreciate it today."

TOI TOI's dominance in the market for large special events also yielded another unexpected bonus by forcing Duras to concentrate on smaller events. Those smaller events proved to be more profitable, as stiffer competition pushed down pricing for large concerts and sporting events.

The same thing happened with construction companies. At first, Duras couldn't call on larger accounts because he couldn't guarantee he'd have enough restrooms. So he went after small construc-



One of the company's 40 compact restroom trailers. The units come from German-maker Vario Trailer and Czech-based EuroWagon.

tion companies instead. "In today's economy, that's a big advantage — lots of legs to stand on," he says.

continued

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Today, construction rentals represent about 65 percent of Johnny Servis' sales volume, with the balance stemming from events and other services, such as on-site fencing and temporary office trailers.

DIVERSITY AND AGILITY

Duras says the addition of new services also boosted Johnny Servis' growth. "Diversity has brought us closer to customers and made relationships stronger because we can offer a complete package," he says. "The combination of fencing and restrooms wasn't common at first. But at a construction site, fences usually are the first thing to go up.

"Once you have that, you have a chance to sell customers something else—a restroom, or an office," he continues. "It was a matter of listening to customers and what they want ... customers like it when one supplier can provide multiple services."

It also helped that Johnny Servis was smaller and more nimble. For example, it's more difficult and expensive for big companies with large inventories to react when customer standards for products, such as restrooms with sinks, start to change. Duras addresses that issue by buying restrooms that

can easily be upgraded with sinks at a low cost.

More and more, government regulations are encouraging better sanitation standards. Before, customers would give Duras a budget and that would dictate how many restrooms they would order, regardless of how many workers were on a construction site or how many people were attending an

example) and how often they must be cleaned."

UNIFORMITY IS COMING

Duras says that with standardization brought on by the European Union, it's becoming easier to operate in different countries. That coincides nicely with his plans for further expansion into countries like Bulgaria and Romania.

Below, Johnny Servis luxury trailers are deployed at a polo tournament. Inset, the interior of a luxury trailer for a visit by Pope Benedict XVI to the Czech Republic.



Technicians Ladia Vrsecky and Vaclav Mottle unload a Johnny Box Office unit for use at the Czech Open tennis tournament in Prague.



Because of high fuel costs and tight European city streets, Johnny Servis employs small Volkswagen service vans. This one carries a 200-gallon waste, 50-gallon freshwater slide-in unit from Czech company IBOS. The photo at left shows the pump hose and pressure washer. The trucks get 20 mpg.

event.

"Now it's going in a direction we welcome," he says. "It's becoming more and more strict, both in the number of restrooms required, what kinds of restrooms (sinks and flush toilets, for

"We can't be too aggressive right now, but those countries remind me of the Czech Republic when we started," he says. "I'm very optimistic. We're always looking at new areas and new services. And the best part is I still love the business. I'm not at all tired of it." ■

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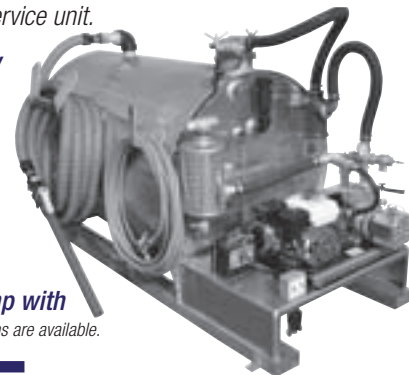
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800-558-9750 • Fax: 920-922-3303
www.brennertank.com
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C**Century Chemical Corp.**

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800-348-3505 • 574-293-9521 • Fax: 574-522-5723
sales@centurychemical.com
www.centurychemical.com
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rick@centurypaper.com
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info@cohsi.com
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sales@crescent-tank.com
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john@dynamicdecals.com
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www.fivepeaks.net
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770-424-5575 • 877-445-5511 • Fax: 770-424-5536
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360-385-1333 • Fax: 360-385-7703
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www.tuff-jon.com
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jredstreak@vacuumsalesinc.com
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chris@jjchem.com
www.jjchem.com
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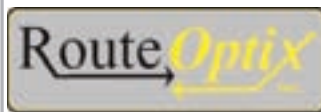
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2501 N. Bethlehem Pike (Rt 309)
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800-220-3448 • 215-997-5800 • Fax: 215-997-9887
info@hartzellinsurance.com
www.hartzellinsurance.com
Ad on page 53

Heffernan Insurance Brokers

PO Box 69038
Portland, OR 97239
800-208-6912 • 503-226-1320 • Fax: 503-226-1478
markh@heffins.com
www.heffins.com
Ad on page 51

Sanitation Insurance Services

PO Box 9028
Michigan City, IN 46360
877-877-1555 • Fax: 888-877-0104
jlarkin@sanitationins.com
www.sanitationins.com
Ad on page 43

Leasing/ Financing Services

Liberty Financial Group, Inc.

7 Church Rd.
Hatfield, PA 19440
800-442-1844 • 215-996-5656 • Fax: 888-883-9380
michaeld@libertyfg.com
www.libertyfg.com
Ad on page 45

Liquid Level Indicator

Masport, Inc.

6140 McCormick Dr.
Lincoln, NE 68507
800-228-4510 • 402-466-8428 • Fax: 402-466-8355
customerservice@masportpump.com
www.masportpump.com
Ad on page 45

Odor Control Products

Century Chemical Corp.

28790 C.R. 20 West
Elkhart, IN 46515
800-348-3505 • 574-293-9521 • Fax: 574-522-5723
sales@centurychemical.com
www.centurychemical.com
Ad on page 53

Century Paper & Chemicals

PO Box 432
Lake Winola, PA 18625
866-767-2737 • 570-836-0676 • Fax: 570-836-5897
rick@centurypaper.com
www.centurypaper.com
Ad on page 26

Chempace Corporation

339 Arco Dr.
Toledo, OH 43607
800-423-5350 • 419-535-0101 • Fax: 419-535-0531
lboehme@chempace.com
www.chempace.com
Ad on page 26

Five Peaks Technology

1790 Sun Dolphin Dr.
Muskegon, MI 49444
866-293-1502 • 231-830-8099 • Fax: 231-739-2131
info@fivepeaks.net
www.fivepeaks.net
Ad on page 19

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

99 Crafton Dr.
Dahlonega, GA 30533
800-241-7951 • 706-864-3776 • Fax: 706-864-8111
info@greenwayproducts.net
www.greenwayproducts.net
Ad on page 56

johnny's Choice

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18-20, 5730 Coopers Ave.
Mississauga, ON L4Z 2E8 Canada
888-729-6478 • 905-712-8335 • Fax: 905-712-8909
sales@johnnyschoice.com
www.johnnyschoice.com
Ad on page 3

Masport, Inc.

6140 McCormick Dr.
Lincoln, NE 68507
800-228-4510 • 402-466-8428 • Fax: 402-466-8355
customerservice@masportpump.com
www.masportpump.com
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2530 Xenium Lane N
Plymouth, MN 55441
877-764-7297 • 765-519-6524 • Fax: 763-519-6534
mitchm@satellitete.com
www.safetfresh.com
Ad on page 9

Service Sales Company "FIREBALL"

110 S Collins St.
Arlington, TX 76010
800-940-1046 • 817-795-7378 • Fax: 817-795-7453
servsale@aol.com
Ad on page 53

TOIGO Industries

3205 S Bouwhuis Dr.
West Haven, UT 84401
888-935-1133 • 801-393-4100 • Fax: 801-393-4003
info@toico.com
www.toico.com
Ad on page 45

**Walex Products Company, Inc.**

PO Box 3785
Wilmington, NC 28406
800-338-3155 • 910-371-2242 • Fax: 910-371-2094
info@walex.com
www.walex.com
Ad on page 15

Padlocks

Lock America International

9168 Stellar Ct.
Corona, CA 92883
800-422-2866 • 951-277-5180 • Fax: 888-422-2866
sales@laigroup.com
www.laigroup.com
Ad on page 25

PolyPortables, Inc.

99 Crafton Dr.
Dahlonega, GA 30533
800-241-7951 • 706-864-3776 • Fax: 706-864-8111
info@polypartables.com
www.polypartables.com
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info@toico.com
www.toico.com
Ad on page 45

Paper Products

Century Paper & Chemicals

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rick@centurypaper.com
www.centurypaper.com
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Service Sales Company "FIREBALL"

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servsale@aol.com
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888-935-1133 • 801-393-4100 • Fax: 801-393-4003
info@toico.com
www.toico.com
Ad on page 45

Portable Restroom Accessories/Supplies

Aglow Systems

10101 Westland Dr.
Knoxville, TN 37922
865-312-7312
www.aglowsystems.com
Ad on page 48

Allied Forward Motion, LLC

PO Box 11
Sturgeon Bay, WI 54235
920-493-2987
allied4word@yahoo.com
www.miniMETROmover.com
Ad on page 16

Century Chemical Corp.

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Elkhart, IN 46515
800-348-3505 • 574-293-9521 • Fax: 574-522-5723
sales@centurychemical.com
www.centurychemical.com
Ad on page 53

Century Paper & Chemicals

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Lake Winola, PA 18625
866-767-2737 • 570-836-0676 • Fax: 570-836-5897
rick@centurypaper.com
www.centurypaper.com
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Bloomfield, NY 14469
585-657-4104 • Fax: 585-657-1014
sales@crescent-tank.com
www.crescent-tank.com
Ad on page 47

Category Listings

PROMONTHLY.COM/BUYERSGUIDE

Deal Associates, Inc.

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Roxboro, NC 27573
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sales@dealassoc.com
www.dealassoc.com
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866-293-1502 • 231-830-8099 • Fax: 231-739-2131
info@fivepeaks.net
www.fivepeaks.net
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Gamajet Cleaning Systems, Inc.

604 Jeffers Cir.
Exton, PA 19341
877-426-2538 • 610-408-9940 • Fax: 610-408-9945
sales@gamajet.com
www.gamajet.com
Ad on page 11

Green Way Products by PolyPortables, Inc.

99 Crafton Dr.
Dahlonega, GA 30533
800-241-7951 • 706-864-3776 • Fax: 706-864-8111
info@greenwayproducts.net
www.greenwayproducts.net
Ad on page 56

J & J Chemical Co.

1550 Timothy Rd. Ste. 103
Athens, GA 30606
800-345-3303 • 706-546-7069 • Fax: 706-546-7178
chris@jjchem.com
www.jjchem.com
Ad on page 21



Liquid Waste Industries, Inc.

2962 MT Taber Church Rd.
Dallas, GA 30157
770-424-5575 • 877-445-5511 • Fax: 770-424-5536
bill@lwiinc.com
www.lwiinc.com
Ad on pages 33 and 42

Lock America International

9168 Stellar Ct.
Corona, CA 92883
800-422-2866 • 951-277-5180 • Fax: 888-422-2866
sales@laigroup.com
www.laigroup.com
Ad on page 25

PolyJohn Enterprises

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Whiting, IN 46394
800-292-1305
info@polyjohn.com
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info@polyportables.com
www.polyportables.com
Ad on page 5



Satellite Industries

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Plymouth, MN 55441
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mitchm@satelliteco.com
www.satelliteindustries.com
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servsale@aol.com
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Lakewood, CA 90714
800-421-7545 • 562-869-7711 • Fax: 562-869-7114
harleestanley@thompstontank.com
www.thompstontank.com

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info@toigo.com
www.toigo.com
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TP Re-Roller Co.

PO Box 853
Port Townsend, WA 98368
360-385-1333 • Fax: 360-385-7703
Ad on page 51

TSF Company, Inc.

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

WEST-MARK
800-692-5844
Jeff Hurst
www.west-mark.com

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3513 W Mountain Springs Rd.
Cabot, AR 72023
800-288-2378 • 501-988-1905 • Fax: 501-988-2880
info@bestenterprises.net
www.bestenterprises.net
Ad on page 13

PolyJohn Enterprises

2500 Gaspar Ave.
Whiting, IN 46394
800-292-1305
info@polyjohn.com
www.polyjohn.com
Ad on page 55

PolyPortables, Inc.

99 Crafton Dr.
Dahlonega, GA 30533
800-241-7951 • 706-864-3776 • Fax: 706-864-8111
info@polyportables.com
www.polyportables.com
Ad on page 5

Ronco Plastics

15022 Parkway Loop
Tustin, CA 92780
866-355-5950 • 714-259-1385 • Fax: 714-259-0759
sheillas@ronco-plastics.net
www.ronco-plastics.com
Ad on page 49



Satellite Industries

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Plymouth, MN 55441
800-328-3332 • 763-519-6524 • Fax: 800-328-3334
mitchm@satelliteindustries.com
www.satelliteindustries.com
Ad on pages 28 and 29

Portable Restroom Mover

Allied Forward Motion, LLC

PO Box 11
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920-493-2987
allied4word@yahoo.com
www.miniMETROMover.com
Ad on page 16

Deal Associates, Inc.

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sales@dealassoc.com
www.dealassoc.com
Ad on page 53

Portable Restroom Service Trucks

Amthor International

237 Industrial Dr.
Gretna, VA 24557
800-328-6633 • 434-656-6233 • Fax: 434-656-1101
bramthor@amthorinternational.com
www.amthorinternational.com
Ad on page 25

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info@bestenterprises.net
www.bestenterprises.net
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sales@crescent-tank.com
www.crescent-tank.com
Ad on page 47



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800-927-8750 • 503-286-2800 • Fax: 503-286-3223
johnb@fmitrucks.com
www.fmitrucks.com
Ad on page 53

Imperial Industries, Inc.

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Wausau, WI 54402-1685
800-558-2945 • 715-359-0200 • Fax: 715-355-5349
toma@imperialind.com
www.imperialind.com
Ad on page 53



KeeVac Industries, Inc.

3100 Cherry Creek S Dr. Ste. 704
Denver, CO 80209
866-789-9440 • 303-789-9440 • Fax: 303-459-4439
info@keevac.com
www.keevac.com
Ad on page 17

L.M.T., Inc.

1105 SE 2nd St.
Galva, IL 61434
800-545-0174 • 309-932-3311 • Fax: 309-932-3155
info@tanksandpumps.com
www.tanksandpumps.com
Ad on page 51



Mid-State Tank Co., Inc.

PO Box 317
Sullivan, IL 61951
800-722-8384 • 217-728-8383 • Fax: 217-728-8384
ggood@midstatetank.com
www.midstatetank.com
Ad on page 41



Pik Rite, Inc.

60 Pik Rite Ln.
Lewisburg, PA 17837
800-326-9763 • 570-523-8174 • Fax: 570-523-8175
sales@pikrite.com
www.pikrite.com
Ad on page 7

PolyPortables, Inc.

99 Crafton Dr.
Dahlonega, GA 30533
800-241-7951 • 706-864-3776 • Fax: 706-864-8111
info@polyportables.com
www.polyportables.com
Ad on page 5



Progress Tank

450 Arlington Ave.
Fond du Lac, WI 54935
800-467-5600 • 913-279-3005 • Fax: 913-279-3105
mpaul@progress.com
www.progresstank.com
Ad on page 35



Satellite Industries

2530 Xenium Lane N
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800-328-3332 • 763-519-6524 • Fax: 800-328-3334
mitchm@satelliteindustries.com
www.satelliteindustries.com
Ad on pages 28 and 29

Slide-In Warehouse

3100 Cherry Creek South Dr. #704
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866-786-9440 • 303-789-9440 • Fax: 303-459-4439
kevin@keevac.com
www.keevac.com
Ad on page 17

Thompson Tank, Inc.

PO Box 790
Lakewood, CA 90714
800-421-7545 • 562-869-7711 • Fax: 562-869-7114
harleestanley@thompstontank.com
www.thompstontank.com

TOICO Industries

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info@toico.com
www.toico.com
Ad on page 45



Tri-State Tank

1201 W. 31st St.
Kansas City, MO 64108
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phodes@tristatetank.com
www.tristatetank.com
Ad on page 39



Vacuum Sales, Inc.

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Lindenwold, NJ 08021
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jredstreak@vacuumsalesinc.com
www.vacuumsalesinc.com

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info@bestenterprises.net
www.bestenterprises.net
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Crescent Tank Manufacturing

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www.crescent-tank.com
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Deal Associates, Inc.

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866-599-3325 • 336-599-3325 • Fax: 336-598-0297
sales@dealassoc.com
www.dealassoc.com
Ad on page 53

Explorer Trailers/ McKee Technologies, Inc.

20 Martins Ln.
Elmira, ON N3B 2A1 Canada
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info@mckee technologies.com
www.explorertrailers.com
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Liquid Waste Industries, Inc.

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770-424-5575 • 877-445-5511 • Fax: 770-424-5536
bill@lwiinc.com
www.lwiinc.com
Ad on pages 33 and 42

Category Listings

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ART Co. LLC

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Constantine, MI 49042
269-435-4278 • Fax: 269-435-4507
info@arestroomtrailer.com
www.arestroomtrailer.com
Ad on page 49



Comforts of Home Services, Inc.

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Montgomery, IL 60538
877-382-2935 • 847-856-8002 • Fax: 847-574-7600
info@cohsi.com
www.cohsi.com
Ad on page 47

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Workmate Trucks

8305 NE MLK Jr. Blvd.
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johnb@fmitrucks.com
www.fmitrucks.com
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JAG Mobile Solutions, Inc.

PO Box 100
Howe, IN 46746
800-815-2557 • 260-562-1045 • Fax: 260-562-2478
charlies@jagmobilesolutions.com
www.jagmobilesolutions.com

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Ontario, CA 91761
800-334-1065 • 909-930-6244 • Fax: 909-930-6237
bob@nuconcepts.com
www.nuconcepts.com
Ad on page 27

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Whiting, IN 46394
800-292-1305
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sales@laigroup.com
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Ontario, CA 91761
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bob@nuconcepts.com
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PolyPortables, Inc.

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www.satelliteindustries.com
Ad on pages 28 and 29



TSF Company, Inc.

2930 St. Philip Rd.
Evansville, IN 47712
800-843-9286 • 812-985-2630 • Fax: 812-985-3671
tsftuffjon@sbcglobal.net
www.tuff-jon.com
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Muskegon, MI 49444
866-293-1502 • 231-830-8099 • Fax: 231-739-2131
info@fivepeaks.net
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www.dultmeier.com
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Lewisburg, PA 17837
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800-545-0174 • 309-932-3311 • Fax: 309-932-3155
info@tanksandpumps.com
www.tanksandpumps.com
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Masport, Inc.

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PRODUCT NEWS

Cecomp Offers Digital Pressure Gauge

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Amarillo, Texas sewer, drain & plumbing business established in 1976. Owner wants to retire, so take the keys to a 2004 Sprinter outfitted with all of the equipment you'll need to run this business. Price includes real estate with 80x100 shop/office on two city lots. Good gross, good profit, financials available with signed non-disclosure. **Offered at \$495,000.**

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Price reduced. Grossing in excess of \$600,000 annually, customer list of nearly 2,000 accounts and 430 contracted customers. Includes nice late model equipment, most are 2007, 2008 model years. Owner retiring after nearly 40 years in business. Real estate available upon request. **Reduced to \$450,000.**

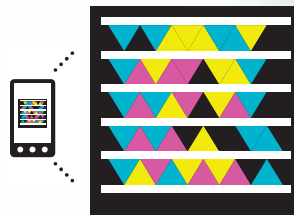
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Remove the Urinals?

GIVEN THE MAINTENANCE COST AND PROTESTS FROM FEMALE USERS, A DISCUSSION FORUM POSTER WONDERS IF PROS SHOULD STOP USING URINALS IN RESTROOM UNITS

QUESTION:

I was ordering a new handicap unit today and started discussing the need for a urinal in the standard unit. Women customers hate sitting down right next to the urinal. The restroom salesperson said they make units without a urinal in pink just because of that. Then I asked him if we really need urinals. He said he had a customer who orders all of his units without urinals. If users complain, the contractor asks them if they have a urinal at home. They say no, and everything's fine.

This got me thinking if there was no urinal, no urinal block (or cake). The cost of the urinal block and the labor would be, say 50 cents a week x 52 weeks a year, or \$26 per year per unit. For 100 units, that would save \$2,600 per year, or for 1,000 units, \$26,000 per year, and for 1,000 units used for 10 years, you would save \$260,000 in labor and blocks.

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WITH NEW OUTLAWING OF SOME OF THE URINAL BLOCKS IN CERTAIN STATES, SHOULD WE CONSIDER AN INDUSTRY-WIDE CHANGE TO BECOME GREENER AND MORE PROFITABLE? REMOVAL OF THE URINAL WOULD MAKE IT EASIER TO CLEAN, CHEAPER TO BUY AND LESS EXPENSE TO SERVICE.

With new outlawing of some of the urinal blocks in certain states, should we consider an industry-wide change to become greener and more profitable? Removal of the urinal would make it easier to clean, cheaper to buy and less expense to service. Just a thought.

ANSWERS:

I think you bring up a good point that's worthy of discussion. Urinals have been the "standard" in almost every male restroom since the beginning of time. Women have to sit, men don't.

On one hand, if you remove the urinal, you make everyone use the same toilet. This means many men will not lift the seat, which will probably upset the female users. If you have the urinal, you incur extra cost.

My vote is to keep the urinal in hopes of keeping the women happy, thus creating repeat customers.



Good point about men not lifting the seat. Do women just sit down if there is a urinal or do they wipe the seat off first? And I know this sounds rude, but I hate catering to women or to anyone who will not make the effort to keep him or herself safe. As an owner and technician, even I would wipe down the seat before I used it. I would take some toilet paper, and if there was hand sanitizer, put some on it, and wipe the seat down.

I'm still using (urinal blocks), and I don't actively plan to remove my urinals.

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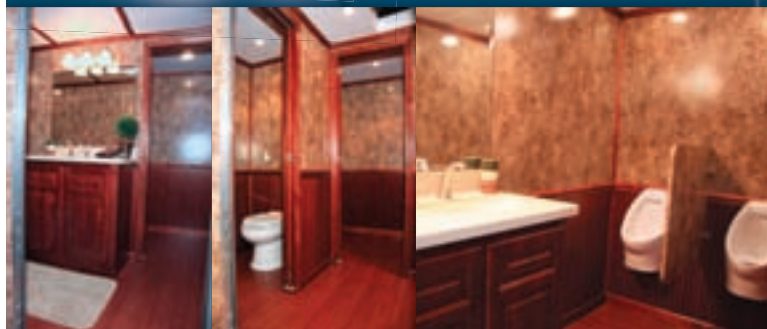
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By Bob Carlson

QUESTION:

I'm looking for an explanation or a description of how the primary shutoff works. Maybe I'm confused, but it seems the secondary should be plenty protection for a vacuum truck. What can you do to help me understand the primary and why it is so important?

Jack Hempstead, Billings, Mont.

ANSWER:

The purpose of the primary shutoff as well as the secondary moisture trap is to provide protection for the vacuum pump. This is accomplished by making sure that waste — solid or liquid — does not work its way into the vacuum pump, where it can cause damage and prompt expensive repairs. So how does it work?

Sometimes a picture provides more insight than words. Take a look at the basic primary design as shown in Figure 1.

In the photograph, you can see the area called the cage, where the ball float rises and drops depending on the amount of waste in the tank. As the tank fills, the ball rises, and when the tank is nearly full, the ball seals off the passage to the secondary. If left operating, the pump will attempt to create more vacuum but with the passage to the secondary now sealed shut, the vacuum relief valve will need to open and relieve the increasing amount of vacuum. These two components, the primary shutoff and vacuum relief, work together to save the life of your vacuum tank and pump.

There is no doubt that, over time, random bits of debris get caught in the airflow and head up through the primary shutoff. More and more, especially if the tank fills to capacity, the waste and the water eat away at the primary. As you see in Figure 1, the cage is painted with primer to help prevent rust and corrosion.

As the airflow of vacuum moves at a steady rate, and then rests overnight, it is impossible to stop corrosion entirely. Figure 2 is a photograph showing the internal wear and tear of a primary shutoff. The sludge builds up and moisture attacks the steel. You can clearly see the ball float in the primary.

What can occur is that the bottom bar that keeps the stainless steel ball in the cage corrodes and the ball falls to the floor of the tank, removing a line of protection for the pump.

Nearly all vacuum trucks take advantage of the primary shutoff. It is not necessary, but when it comes to the economics of running a vacuum truck, its nominal cost promotes longevity and profitability for the pumper.

THE PRIMARY SHUTOFF

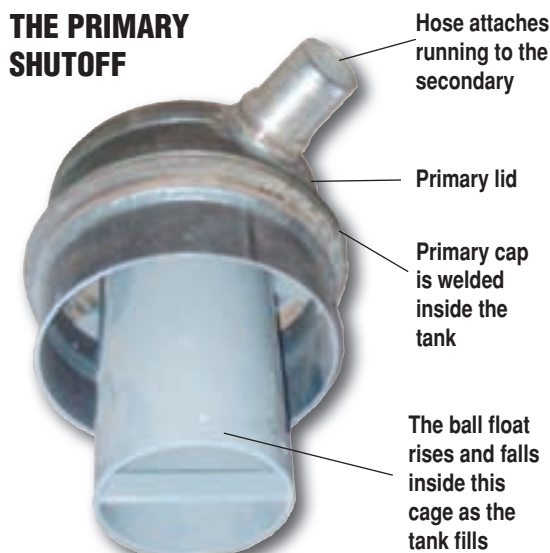


Figure 1



Figure 2

Truck Corner Quiz Winner Announced

Congratulations to our "Test Your Vacuum Truck Knowledge" quiz winner, **Todd Boelter** from Minden, Nev. Todd was the first entry to come up with all the right answers to the *Truck Corner* test that ran in the May issue of *PRO*. For those of you who played and for those who are still wondering, here are the correct answers to last month's quiz:

1. C ; 2. B ; 3. C ; 4. D ; 5. D ;
6. F ; 7. F ; 8. A ; 9. B ; 10. A.

For being the first reader to answer all the questions correctly, Todd received a copy of the book, *Pumper 101 – The Complete Guide Owning and Operating a Vacuum Truck*. Thanks to all who entered.

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