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November 2011
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ROAD WARRIORS

Iowa's Selco Inc. rolls out
restrooms, orange barrels

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SUPERSIZE ME!

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Make a Fall Checklist

TAKE ADVANTAGE OF A LULL IN BUSINESS THIS TIME OF YEAR TO PREPARE FOR A PROFITABLE 2012

By Jim Kneiszel

For most PROs, it's time to put on an extra layer of clothing as you watch the thermometer dip into frosty territory. In many respects, November is about slowing down. As the leaves fall from the trees, your business will probably drop off too. You're in the midst of that seasonal lull after frantic special events and construction work fades away.

The distractions of the holidays and the new year will soon come, but you have a few weeks to catch your breath and ponder the future of your company. It's a perfect time to get a start on the activities that will fill your winter and help you get ready for 2012. Here's my small business fall checklist to get you going:

MAINTAIN TRUCKS

Your vehicles have been run hard and put up wet every day for the last six months. Hopefully you've been taking notes on what needs attention to keep your vacuum trucks, pickups and other rigs in good working order. If it's close to maintenance intervals, be on the safe side and replace belts, tires and other wear parts, and change the engine oil, transmission fluid and antifreeze sooner rather than later.

Organize your vehicle records so you have a better handle on needed maintenance, and think about a replacement schedule for active-duty

road-weary trailers. Spend downtime fixing broken equipment now and it won't fail you when you need it.

BOLSTER INVENTORY

Remember how you ran out of a consumable product during the heat of last summer, and you wasted valuable time reordering or hunting down an everyday item at a time when the big box retailers were sold out? Perhaps you had to buy a paper product in small quantities and paid more than usual, eroding your profit margin on a big job. It's almost always better to buy bulk.

Now's the time to take an inventory of consumables and make a better projection of usage for 2012. Do you have a lot of one product left over in the warehouse, while the shelves are bare and you've dealt with a constant demand situation with another? Resolve to improve your inventory situation.

SOMETHING NEW IN 2012

There's so much talk these days about becoming more of a "one-stop shop" for customers. Is there a product or service you can begin offering next year that will add convenience for your customers and build revenue for your company?

Diversification may require several changes in your business plan, and you'll want to start soon to be ready to market a new offering next spring. If you decide to add fencing for construction or special event use, trash containers or a VIP restroom trailer, you'll need to spend time researching the best products and developing a marketing plan.

IDLE HANDS CAN BECOME A PROFIT-ROBBER THIS TIME OF YEAR. THE CREWS WENT GANGBUSTERS ON SUMMER ROUTES, BUT AS THE WEATHER TURNED COLD, THE WORKLOAD EASED AND YOUR CREW IS LOOKING FOR SOMETHING TO DO ... SPEND DOWNTIME FIXING BROKEN EQUIPMENT NOW AND IT WON'T FAIL YOU WHEN YOU NEED IT.

equipment. Educated decisions on the optimum time to replace service trucks can make a big difference to your business bottom line.

LINE UP REPAIR WORK

Idle hands can become a profit-robber this time of year. The crews went gangbusters on summer routes, but as the weather turned cold, the workload eased and your crew is looking for something to do. At the same time you probably took a duct tape and baling wire approach to equipment repairs to get through the busy season.

Make sure every restroom is inspected and refurbished so they'll be ready for service. Tighten bolts, replace worn springs and tires and paint

MEET WITH YOUR CREW

You and your business family have been fighting side-by-side in the trenches the past months. You've endured hot weather, big crowds, dusty and dirty outdoor venues and met every challenge to the best of your abilities. But you've been too busy to review how things went and look toward the future.

Make time to sit down with each employee to review job performance. Pat them on the back for months of hard work. Talk about the challenges they can work to overcome in the future. If you have a formal review process, now is a good time to start it and, if the ledger sheet calls for it, work toward handing out raises at the first of the year.

And remember that meetings with employees are most valuable if the discussion goes both ways. Ask workers to assess how you and managers have done over the past year. Encourage them to tell you what changes should be considered to help them become more productive. Maybe their suggestion for a new piece of equipment or a streamlined procedure will save money for the company. They have a lot to offer; explore their ideas.

ASSESS SPACE NEEDS

Do workers run into each other or knock over piles of paperwork when they navigate the office? Are you frequently running out of consumables because you just don't have a place to store adequate toilet paper and deodorant products? Every time it snows or rains (depending on your climate), do you wish you had more indoor storage space for equipment and vehicles?

If you answered "yes" to these questions, it might be time to think about taking out a wall and expanding your complex or moving to a new address.

PLAN A GETAWAY

I know how hard you work all year, but especially from May to October. The suggestion to take a few days off during these peak service periods will often meet with a chuckle from a hardworking PRO. But this time of year, most of you don't have an excuse not to slow down and relax.

Take a plane, train or automobile away from your business for a few days to recharge the batteries. And while you're away from the phone and

other distractions, your overworked brain might even come up with a few good business ideas you can implement later.

MAKE EXPO PLANS

I can't help myself from putting in a plug for the 2012 Pumper & Cleaner Environmental Expo Feb. 27-March 1 in Indianapolis. A visit to the Expo will help you put check marks alongside many of the items on this list.

Education Day, Monday, Feb. 27, offers dozens of seminars to help you run more efficiently and learn ways to diversify your business. The exhibit hall, open Feb. 28-March 1, features the world's greatest collection of products and services related to your industry. You're sure to find a product to complement your menu of services and help grow your business in 2012.

The Expo is certainly a great way to bolster your inventory, whether you simply make connections with vendors to plan for the 2012 busy season or if you buy a truck, trailer or portable restrooms off the show floor and take them home.

And last, but not least, the Expo provides the means to get away from your daily grind ... though it's not a time to escape thinking about your business! Quite the opposite. While you're relaxing far away from home, the Expo will energize you to return to the office with newfound enthusiasm for our industry. Come and learn, shop and enjoy the camaraderie of other portable sanitation contractors from across the country. ■

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Don't Be Irreplaceable



IF YOU HAVE MADE YOURSELF SO IMPORTANT TO YOUR COMPANY THAT IT CANNOT SURVIVE WITHOUT YOU, YOU HAVE NOT CREATED A LASTING BUSINESS – YOU'VE JUST CREATED A BIG JOB FOR YOURSELF.

By Judy Kneiszel

No matter how profitable your company, how many employees you have, or your legal status, your business is – for all practical purposes – a sole proprietorship if no one else knows what you know or can do what you do.

You're a hands-on owner. Isn't that good? Sure ... to an extent. But what if for some unthinkable reason you couldn't be there tomorrow? We hear the stories all too often. A business owner is killed in an accident or diagnosed with a serious illness. Could your business carry on if something tragic happened to you? Or what if you just want to take your spouse to Hawaii for a month? Could you do it and come back to the same successful company you left?

Making yourself irreplaceable puts a huge burden on you and your family and could put your company in jeopardy. If no one else knows the ins and outs of your operation and the word vacation is not in your vocabulary, you're heading for burnout and you risk leaving your employees and customers stranded.

MAKING YOURSELF REPLACEABLE BY DELEGATING DAILY TASKS TO OTHERS FREES YOU UP TO DO SOME LONG-RANGE PLANNING AND PERMANENT PROBLEM-SOLVING. THIS WILL MAKE THE BUSINESS RUN MORE SMOOTHLY WHETHER YOU ARE THERE OR NOT.

ARE YOU YOUR COMPANY?

When customers call, do they always ask for you, the owner, and refuse to deal with anyone else? And do you gladly serve these people yourself because you believe customers who are handled by the boss become more loyal to the company? This may result in loyal customers, but it means you have to devote all your time to daily problems that arise and give these problems priority over long-term planning, which never seems to get done.

Decisions made on the fly as you handle daily operations are not based on any kind of in-depth thought about the situation. Simply put, if you are always putting out small fires, you don't have time to think about how to fireproof the building.

Making yourself replaceable by delegating daily tasks to others frees you up to do some long-range planning and permanent problem-solving. This will make the business run more smoothly whether you are there or not.

HOW TO BECOME REPLACEABLE

Much of the information a business owner needs day to day is stored in his or her head. To become replaceable, that information needs to be written down and made accessible to others. Start by making a list of everything you did today. What information would another person need to complete those tasks to your satisfaction?

Do this for several days and you'll have enough information to create a written manual detailing how every one of your tasks is done. Make sure at least one person knows where this manual is stored and that it is to be referenced if something prevents you from being on the job. Include information about who is to do what in your absence. It would be easiest to have one person designated to step into your shoes, but if that's not possible, clearly outline exactly who is to be responsible for what.

This contingency manual should include instructions on logging into your computer, passwords, and the names and locations of important files. It may be useful to include a log of your daily routines so your stand-in knows what needs to be done and in what timeframe. Other information to consider sharing in the manual: the combination to the safe, company tax I.D. number, security system codes, location of extra keys, and names and phone numbers of support providers like your accountant, attorney, suppliers, bankers, insurance agent, etc. You may want to make two copies of this manual – one to be used in case of an emergency that includes the more sensitive information mentioned above, and another more general version to be used for training purposes. Things will go a lot smoother during a crisis if others are already trained to do your jobs.

A MATTER OF TRUST

Making yourself replaceable is easier said than done, especially if you view your business as an extension of yourself. The first step is to consider who in your company shows leadership potential. The next step is actually giving them some responsibility.

If the person you've tapped to take over some of your duties hesitates or is reluctant to take over, tell the employee you've identified them as someone who can help you become replaceable. Just be sure to explain your reasoning in enough detail so that rumors about your imminent departure don't start flying around the office and yard.

After assigning one of your usual tasks to someone and carefully explaining what needs to be done, step back and let the person do it. Establish a standard of quality and set a reasonable deadline for accomplishing the task, but stop yourself from micromanaging unless you can clearly see that things are headed in a dangerous direction. Let them make mistakes.

Be patient. Don't expect perfection right away. If they have different ways of doing things than you, try to accept it.

WORKING SMARTER, NOT HARDER

Delegating responsibility is a way of teaching people new skills, and eventually it can help reduce your workload. But don't just teach your employees tasks, try to develop their problem-solving skills so they can handle the unexpected in your absence. If an employee comes to you for help when a problem arises, resist the temptation to take over the job and do it yourself. Point out what the issues are, suggest possible solutions, and ask for your employee's ideas on solving the problem. Make it clear that you still expect the employee to handle the situation on his or her own.

A good start toward becoming replaceable is to simply step out of the way occasionally. Get away from the business for an afternoon, a day or even a week. Then you'll learn the secure feeling of having a more capable staff to keep the business up and running in case you can't be around to steer the ship. ■

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FROM THE EXCITEMENT OF THE INDY 500 TO THE BEST TACOS IN THE CITY,
NEARBY ATTRACTIONS ADD TO YOUR VISIT DURING THE PUMPER & CLEANER EXPO **By Ted J. Rulseh**

INDY ATTRACTIONS

Few Indianapolis 500 races have been as exciting as this year's, when Dan Wheldon took the checkered flag after rookie JR Hildebrand crashed on the last turn. You can relive the entire history of what is called "The Greatest Spectacle in Racing" at the Indianapolis Motor Speedway Hall of Fame Museum.

The museum, five miles northwest of downtown Indianapolis on the speedway grounds, houses one of the world's largest collection of racecars, including more than 30 Indy 500 winners. They include:

- The Marmon Wasp, which won the first Indy 500 in 1911 with Ray Harroun at the wheel
- The four cars driven to victory by A.J. Foyt Jr.
- The Duesenberg #12 Murphy Special, the only car ever to win both the Indianapolis 500 (1922) and the French Grand Prix at Le Mans (1921)

The Borg-Warner Trophy, which honors the winner of each Indianapolis 500, is also on display. Visitors also can see the equipment and methods used to time and score the race. A computer presentation explains the progress through the years. To feel the excitement of the race, you can visit the 48-seat Tony Hulman Theater, which offers 20 minutes of rare historic footage and Indianapolis 500 highlights.

Built as a test track for local automakers, the Indianapolis Motor Speedway opened in 1909. Two years later, the 2.5-mile oval hosted its first 500-mile race. The original Hall of Fame Museum was built in 1956. In 1987, the museum and speedway grounds were honored with the designation of National Historic Landmark.

The museum will be open daily during the Pumper & Cleaner Expo. Bus tours around the race-track are available except when the track is in use for testing or racing. Visit www.indianapolismotor-speedway.com/about/35204-Museum.

Delicacy

A favorite winter delight for Hoosiers is hot chocolate from South Bend Chocolate Company's Chocolate Café, six blocks from the Convention Center at 20 N. Meridian St. At Christmastime, locals like to take their hot chocolate and walk around Monument Circle, enjoying the Circle of Lights and toy soldiers. Visit www.sbchocolate.com.

Shopping

For downtown shopping in Indianapolis, nothing tops Circle Centre, connected to the Convention Center via skywalk. Anchored by Carson Pirie Scott, the mall offers more than 100 specialty stores, plus a wide array of restaurants. Stores include the Colts Pro Shop, Pacers Home Court II, Lane Bry-

ant, Coach and Godiva Chocolatier. Favorite dining spots include PF Chang's China Bistro, Ruth's Chris Steak House and the Weber Grill.

Dining

La Revolucion, a new Mexican cantina on Fountain Square, serves some of the city's best tacos with a variety of drinks (insiders recommend the red chili pepper margarita). The atmosphere inside is relaxing. In nice weather, customers can take a drink to the outdoor tiki bar in back. The restaurant is at 1132 Prospect St., a two-minute cab ride from the Convention Center.

Arts/Entertainment

Two blocks from the Convention Center, the Eiteljorg Museum contains one of the world's top collections of Native American and Western Art and is one of only two such museums east of the Mississippi. The Mihtohseenionki (The People's Place) gallery explores Indiana's indigenous peoples - the Delaware, Miami and Potawatomi Indians - through rare objects, historical photos, and interactive displays. Other galleries show Native American art and artifacts including pottery, basketry, woodcarvings, beadwork and apparel. The Nina Mason Pulliam Education Center offers demonstrations, workshops and other hands-on activities. Visit www.eiteljorg.org. ■



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Technician Steve Viertel of Selco Inc., washes a PolyJohn Enterprises Corp. restroom using a pressure washer built by Mi-T-M Corp. (Photos by Mark Hirsch)

ROAD WARRIORS

THE HARDWORKING CREWS AT SELCO INC. PUMP RESTROOMS THROUGHOUT THEIR IOWA HOMETOWN AND PLACE ORANGE BARRELS ALONG HIGHWAYS IN THREE STATES

By Paul Holley

"There's a lot more here than meets the eye," says Clark Wolff with a sweep of his hand. Inside the shop at Selco Inc. are boxes filled with miles of reflective tape, hundreds of battery-powered amber blinkers, wiring for temporary traffic lights and stacks of bright orange highway construction signs.

Selco, a 38-year-old company based in Dubuque, Iowa, rents temporary signage, safety barriers, lighting, message boards and other traffic control paraphernalia used on road construction projects in parts of three states.

But the company is also a long-time portable sanitation operator, providing restrooms and sinks for construction sites and special events in the Dubuque area. The construction side of his traffic control business dovetails naturally with the portable restroom rentals.

STARTING SMALL

Wolff, 67, was a backhoe operator making the top union scale of \$6.30 per hour back in 1973 when he had the opportunity to purchase

200 wooden safety barricades that he could rent to local utility and concrete contractors.

"A light went on in my head. I thought this could be a good, little one-person business," he says. "I already had an old pickup truck. So, I rented an old garage with a dirt floor and got started."

Wolff named his new business Safety Equipment and Leasing Co., which was later shortened to Selco Inc.

Wolff used a \$15,000 second mortgage on his home to launch the business and carry it through its first six months. The rental rate per barricade, including pickup and delivery, was 25 cents a day.

"You make it up on volume - just like McDonald's hamburgers," he says. "After a while, I was able to incrementally increase my prices up to 30 cents, then 35 cents, then 50 cents. I eventually moved into a shop and office as it kept growing."

Ironically, a downturn in the U.S. economy spurred Selco into a different, faster-growing business direction.

"When interest rates skyrocketed in the 1980s, everything just died here. That's when I made the switch from local rentals to bidding on state highway jobs," Wolff says.

He became a subcontractor to highway paving and bridge contractors who needed someone to provide traffic control devices, including signs, signals, floodlights, message boards and the ubiquitous orange barrels. That business grew rapidly in the past two decades as state and federal budgets continued to fund the construction and repair of thousands of miles of highways.

Today, Selco operates in parts of Iowa, Illinois and Wisconsin. The company has 30 employees based at shops in Dubuque and Blue Grass, Iowa.

PORTABLE SANITATION IS CRITICAL

At the request of construction customers, Wolff diversified into portable restrooms in 1975 using a \$2,000 loan from his father. While portable sanitation accounts for a small frac-

(continued)



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Clark Wolff

tion of Selco’s annual sales, Wolff says it’s still an important part of the business mix.

Wolff believes in uniformity for the portable sanitation part of his business. Aside from a handful of trusty USANCO units from the 1980s, Selco has 400 portable restrooms from PolyJohn Enterprises and a selection of sinks, also from PolyJohn.

“I can’t see having a mish-mash of stuff,” he says. The inventory is kept clean with a power washer from Mi-T-M Corp.

In 2011, Wolff replaced his two service trucks with a pair of identical rigs painted to match the gray PolyJohn units. “We’ve spiffed up our image,” he says of the new service rigs.

Each of the service trucks was built out by Advance Pump & Equipment Inc. of Dubuque on a 2011 International TerraStar chassis. The twin rigs have Masport HXL 4V pumps and 800-gallon waste/300-gallon chemical/100-gallon freshwater stainless steel tanks.

Wolff says the three-compartment tanks were chosen so the trucks can easily fill sinks while servicing portable restrooms at weekend events.

Four home-built trailers, ranging from 20 feet to 24 feet and originally made to tote road barricades, are used to haul the restrooms and sinks.

Selco’s portable sanitation rentals have always been a strictly local affair. Wolff says it isn’t economically feasible for his company to service portable restrooms at highway construction sites 200 miles from Dubuque.

Instead, the company has a 50-50 mix of in-town construction and special event rentals within about a 30-mile radius. That’s enough to keep two service drivers busy, particularly from May through September, when church festivals and other events are held throughout the community.

Long-time connections with the local construction industry and event planners have helped Selco’s portable restrooms become commonplace around town. Riverfest, Dubuque’s annual July 4 weekend celebration, requires 80 units and is one of the company’s biggest annual events.

REMEMBER THE AQUAZYME?

Selco has a direct link to portable sanitation industry history. Its first portable units were an early design, made of ABS plastic, from Aquazyme Industries of Minneapolis.

“We’d drive up there with a trailer and bring them back in parts. We’d hand-assemble them with a pop-rivet gun. Each one had 200 to 300 rivets,” he says.

Selco Inc., Dubuque, Iowa



Owner: Clark Wolff

Years in business: 38

Employees: 30

Services: Portable barricades, construction signs, floodlights, traffic signals, portable sanitation.

Service area: Barricades and related

Equipment: 200-mile radius of Dubuque, Iowa; Restrooms and sinks: 30-mile radius of Dubuque.

Associations: Portable Sanitation Association International, American Traffic Safety Services Association

The egg-shaped Aquazyme units were roomy and easy to handle, but the plastic became brittle after a few years of use. When Aquazyme ceased business, Wolff purchased the remaining inventory and molds and unsuccessfully tried to produce the units with more durable polyethylene plastic.

He says that except for producing a few doors and roof sections, poly plastic just didn’t work with the molds. So after, using up the remaining parts, he discarded the molds and the rest of the units.

Another long-lost portable restroom brand – USANCO – survives at Selco. Wolff bought about 150 of these rotomolded units in the early 1980s. About three dozen are still in the inventory for construction site rentals.

CONSTANT BIDDING

Bidding on traffic safety rental contracts and then managing and maintaining equipment is a year-round proposition at Selco. Wolff handles the bidding and tracks the company’s construction rental jobs. His son Mark, 45, runs the day-to-day operations.

The company regularly receives bid packages for road and bridge projects from Iowa, Illinois and Wisconsin. Wolff then assembles bids for various combinations of barricades, signage, portable traffic lights, message boards and temporary striping. The Selco bids are then considered by the project’s general contractor.

As a subcontractor, Selco is awarded the business only if selected by a winning general contractor.

How are bid prices developed? “It’s called experience,” Wolff says. Among factors used to develop bids are travel distance, length of the rental period, type of equipment and the risk of loss and damage. Typical rental packages run from \$5,000 to \$50,000.

Wolff uses a decidedly low-tech – but effective – method to track his company’s project

(continued)



Jeff Burdt, left, the shop foreman, and Austin Wolff, load a PolyJohn Fleet Series restroom for delivery from the Selco yard.

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status. Huge roadmaps, speckled with colored pins, cover his office walls. The pins indicate the site, type and equipment in use at each project. For example, a set of blue pins might indicate the location of an asphalt road resurfacing job in western Illinois.

The system is helpful in determining bid rates. Wolff says by glancing at the wall maps,

“WE DON’T PUNCH A CLOCK HERE. IT’S AN HONOR SYSTEM THAT USES TIME CARDS AND IT’S RARELY ABUSED. I’M ABOUT AS EASY TO GET ALONG WITH AS YOU CAN FIND BECAUSE I’VE BEEN ON BOTH SIDES OF THE FENCE.”

Clark Wolff

he can take the location of an existing job into consideration to help save on moving equipment from place to place.

Selco’s fleet includes about 20 stake-bed trucks to transport signs, barricades and other gear. Specialty vehicles, such as digger derricks, boom trucks and a rock auger, are used for tasks like setting temporary utility poles for traffic signals and installing overhead lights. One specialty vehicle, called an impact attenuator, is designed to serve as a temporary crash cushion in construction zones.

The boom trucks and augers were purchased from electric utility companies in the area while the crash cushion was home-built with components from Wanco Inc. and TraFix Devices Inc.

The company has been a heavy user of Chevrolet’s W4 series stub-nosed diesel models for its stake-bed trucks. More recent purchases include International TerraStar models for the stake-beds and Sterling, Peterbilt and Freightliner for specialty vehicles.

MAKING HAY

Mid-April through mid-November is the Midwest’s peak road and bridge construction and portable sanitation season. “It’s a lot like farming. You’ve gotta make hay while the sun shines,” Wolff says. But, the paperwork and equipment maintenance never ends.

“It used to be we would pretty much shut down from November until February, but that’s no longer the case,” he says. Instead, state road construction bids now trickle in from January through June. Selco’s crews, meanwhile, are kept busy repairing equipment much of the winter.

All but about five of the company’s employees work year-round. A complete equipment inventory is conducted each January. Wolff says an annual average loss rate of 10 to 20 percent is normal, as vehicle collisions and weather take a toll on traffic barrels and road signs.

“Plastic has made a big difference,” he says. “When everything was made of wood, our losses were closer to 40 percent.”



Members of the Selco Inc. team pose with their two International Terra Star trucks built by Advance Pump & Equipment Inc. Pictured clockwise from the left are Mark Wolff, Trevor LaPage, Jade Griesinger, Steve Viertel, Sonny Boose, Andrew Cole and Clark Wolff.

The lifespan for a traffic barrel is about three years while an electronic message sign is usually good for about 10 years. Today's more sophisticated traffic safety devices are pricey. Wolff says new electronic arrow boards are \$4,000 to \$5,000, the message signs run about \$20,000 and new portable traffic lights cost about \$50,000 apiece. The more commonplace barrels and barricades run about \$50 to \$60.

Selco's traffic control products come from a variety of sources, including Wanco Inc. (electronic message boards), Work Area Protection Corp. (arrow boards), TraFix Devices Inc. and Sun Safety Inc. (barricades, cones and barrels), Lyle Signs Inc. (traffic signs) and Tower Sign and Signal (portable traffic lights.)

HUMAN RESOURCES

Selco voluntarily became a union shop (Teamsters International) about 10 years ago to be compatible with the general contractors working on jobs in Illinois.

While two-thirds of the company's employees are union members, all receive the prevailing wage rates in each state. The benefits package includes paid health insurance, paid vacation and five casual days each year.

"We don't punch a clock here. It's an honor system that uses time cards and it's rarely abused," Wolff says. "I'm about as easy to get along with as you can find because I've been on both sides of the fence."

Tips for Growing a Business

Clark Wolff is the first to say he's learned a few things in nearly 40 years of owning and operating Selco Inc. And, he's not at all reluctant to share his wisdom with other entrepreneurs.

HERE ARE A FEW NUGGETS:

- Don't try to grow too big, too fast: "I took it in small increments. I'd buy maybe 20 or 25 barriers at a time," he says. "I'm glad I did it that way. I've seen a lot of people get into trouble because they got over-extended."
- There can be opportunity in adversity: Wolff says that when the early 1980s recession killed the local construction industry, he started bidding on traffic barricade rentals for state highway construction projects. "I was looking for ways to survive. It turned out to completely change our business," he says.
- Make friends with your banker and suppliers: "The hardest part about starting a business is getting the financing," he says. By repaying debt on time and keeping lenders and suppliers in the loop, a business operator will gradually earn their trust.
- Trust your employees: "I've found that employees will watch your back. But, you have to trust them to do what's right," Wolff says.
- If you need it, buy it: "Having the right tool or piece of equipment when you need it will pay off," he says. "I've tried it both ways and I'd much rather save the time and aggravation by having what I need to do the job right."

Selco's employee turnover is fairly low. In fact, Wolff says that in recent years, two workers who left to take other jobs later returned to Selco.

NO RECESSION HERE

Commercial and residential construction may have been knocked for a loop, but the U.S. recession didn't touch road construction. Selco

picked up some extra work in 2009-10 from asphalt repaving projects funded by federal stimulus money.

Wolff notes that road projects are part of long-term budgets, which are seldom amended by federal and state officials. Wolff doesn't see a slowdown on the horizon. And, he personally doesn't expect to slow down for the foreseeable future.

"I just have to say, it's been a great run," he says. ■



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(See ad page 39)

Left to right, Selco's Griesinger, Boose, Cole and Wolff, load a truck with road signs and other safety equipment for delivery to a construction site.



Indianapolis 2012

February 27 - March 1, 2012 | Indiana Convention Center

A DAY TO LEARN

EDUCATION DAY AT THE PUMPER & CLEANER EXPO DELIVERS AN ARRAY OF BUSINESS-BUILDING KNOWLEDGE FOR PORTABLE SANITATION COMPANIES

By Jim Kneisel

Education Day at the 2012 Pumper & Cleaner Environmental Expo moves to Monday, Feb. 27, with a full lineup of seminars given by representatives from the industry's leading trade associations. You can attend as many as six sessions, selecting from among 46 courses given in eight tracks.

Further seminars will continue on Tuesday and Wednesday, February 28 and 29. You can learn about new tools, technologies and methods for solving specific problems, fine-tune your knowledge of basic in-the-field practices, and learn business leadership practices to help transform your performance and profit. Here is a list of seminars of special interest to portable sanitation professionals.

The Expo runs Feb. 27 to March 1 at the Indiana Convention Center. For a complete list of Education Day and other seminars and Expo information, visit www.pumpershow.com. The early registration price through Jan. 20 is \$50, a savings of \$20.

SEMINARS OF PARTICULAR INTEREST TO PROS INCLUDE:

Portable Sanitation Association International (PSAI)

1:30 p.m. to 4 p.m.: Panel Discussion, Cost Analysis: Delivery, Removal, Moves and Tipovers (two sessions)

Experienced portable restroom contractors will talk about many aspects of expenditure tracking with a goal to help operators understand their actual cost per service and avoid pricing their services below actual operating cost. This panel discussion will span two seminar hours.

National Association of Wastewater Transporters (NAWT)

8 a.m. to 9 a.m.: Bob Kolvey, What I Need to Know About Trucking Safety

This presentation will introduce and stimulate a discussion about new CSA (compliance, safety and accountability) requirements and how they impact drivers and companies. It's a topic vital to small businesses that operate truck fleets. There also will be a discussion about accurately filling out logbooks.

1:30 p.m. to 2:30 p.m.: Tom and Todd Frank, Is There Value in Processing My Own Sludge?

This presentation from contractors who run their own processing plant will help liquid waste contractors determine the feasibility of operating an independent dewatering facility. They will walk through the NAWT Excel cost spreadsheet to help contractors answer financial questions.

Northwest Michigan Onsite Wastewater Task Force

8 a.m. to 9 a.m.: Harnessing the Power of the Internet to Grow Your Business

Does the world of social media seem daunting or of questionable value to your business? This session will teach you how to tweet effectively, use Facebook to your advantage and join other companies in your area on LinkedIn.

9:30 a.m. to 10:30 a.m.: Social Media – Taking It to the Web, Infinity and Beyond!

Do you need to be a graphics wizard to have a cool website? No, but a few basic design rules and a simple free Web service like Wordpress.com can get your business quickly up and running online. This session looks at how COLE Publishing organizes its Web content and how a business can incorporate the social media tools reviewed in the previous session.

Scott Hunter, Business Coach

8 a.m. to noon: Keeping Employees and Customers Happy

Ninety percent of new companies fail within 10 years. One key reason: unhappy employees or unhappy customers. It takes leadership to create and keep a winning atmosphere at work. This three-part session teaches you how to do exactly that. It tells why people become unhappy and customers get disappointed – and how to produce the opposite result.

3 p.m. to 5:30 p.m.: How to Be Successful and Profitable in Any Economy

Many companies fail because their owners run them by the seat of their pants and have never learned what's needed for a company to succeed. This program tells what it takes, day in and day out, no matter what is going on in the economy, to have a company that is profitable and fulfills the owner's vision and objectives. ■

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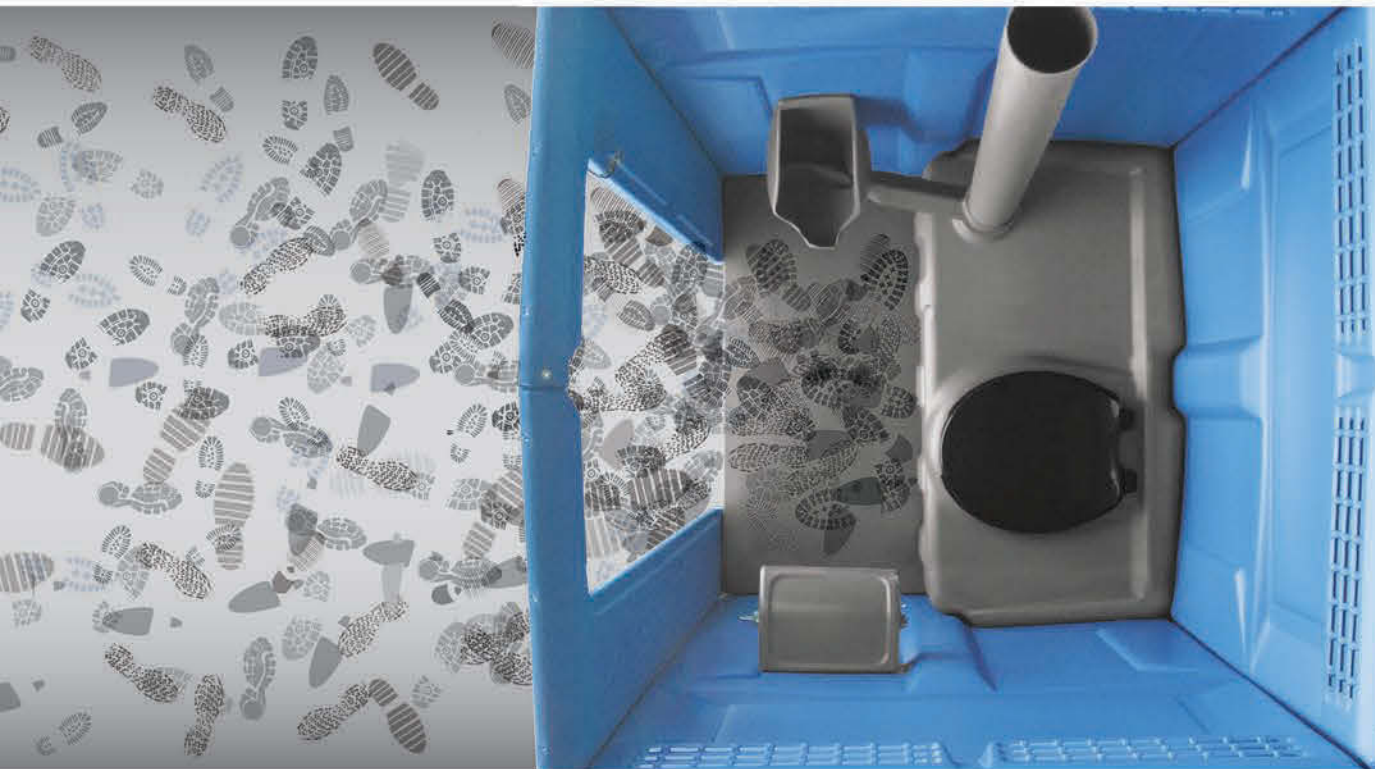


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FENCING & BARRICADES

Many of your construction and special event customers call another vendor to set up temporary barriers. Why don't you add that service to your portable sanitation offerings?

By Ed Wodalski

You're already placing portable restrooms and hand-wash stations at construction sites or dropping off restrooms and shower trailers at special events. Have you thought about also offering barricades and temporary fencing that's often required at work-sites or events? Here are some products you might consider adding to your service menu:

COVERSPORTS USA

Grand Slam fencing from **CoverSports USA** is available in red, blue and green – all with yellow top markers for visibility in 4- or 5-foot heights (5 foot in green only). Kits are available in multiple lengths (471, 314, 150, 100 and 50 feet) and include impact-resistant PVC poles inserted through loops woven into the fence fabric. Custom sizes are available. Ground sockets and other accessories are optional. Barriers, barrier covers and banners are available. **800-445-6680; www.coversports.com.**



CoverSports USA

DIXIE POLY DRUM

Poly-Cade polyethylene safety barriers from **Dixie Poly Drum** feature interlocking joints that connect multiple units for a continuous barricade. Units have a 5-inch diameter fill cap and 2-inch diameter drain for filling with sand or water for added stability. Available in orange, yellow, white and granite colors, sizes include 72 inches long, 16 inches wide and 35 inches high and 60 inches long, 16 inches wide and 24 inches high. **800-845-0536; www.dixiepolydrum.com.**



Dixie Poly Drum

IMPERIAL INDUSTRIES

Lightweight Imperial barricades from **Imperial Industries** are stackable and interlocking with a 2-inch top fill and three 1-inch drains. Available in orange, yellow or amber light, the units measure 29 inches wide, 37 inches tall and 65 inches long tip to tip. The barricades weigh 45 pounds empty and 180 pounds full. **800-558-2945; www.imperialind.com.**



Imperial Industries

JACKSON SAFETY

TrailBOSS Channelizer drums from **Jackson Safety**, a division of Kimberly-Clark, meet MUTCD and NCHRP-350 requirements with or without barricade lights (drum can accommodate one or two Type A or C lights). The drum is designed to inhibit roll after impact, eliminating further hazards or potential damage. Features include tapered design for storage nesting or transport. The polyethylene drums measure 41.27 inches tall and 23 inches in diameter at the bottom, with a choice of four bases: HDPE Snap-On (can be weighted down with sandbag), 25-pound base, 40-pound base and 22.5-inch tire ring. **800-255-6401; www.jacksonsafety.com.**



Jackson Safety

KERKSTRA PRECAST INC.

The self-aligning J-J Hooks connection system from **Kerkstra Precast Inc.** automatically locks into place without the need for pins, bolts or loose hardware. The barriers are NCHRP-350, Test Level 3 crash tested and meet or exceed requirements for Jersey, F-Shape, Constant Slop and other profiles. Available in 10-, 12- and 20-foot sections with 24-inch wide base, one barrier can be removed without disturbing the others. Applications include controlling vehicle and pedestrian traffic for major events, conferences and concerts. Approved for use in 45 states and the District of Columbia as well as Canada and other countries, barrier sections can be modified to include a top-mounted security fence. **616-224-6176; www.kerkstra.com.**



Kerkstra Precast Inc.

KORMAN SIGNS INC.

The **EZ-Kade Type III barricade** from **Korman Signs Inc.** features a quick-release bracket for easy setup and storage. Constructed of square tubing for long life with lightweight plastic rails, the barricades can be set by one person. No tools are needed. Made in 4-, 6-, 8-, 10- and 12-foot lengths and available in 5- and 7-foot heights, the single- or double-sided barricades lay flat for transport and storage. Three pattern styles (left, right, chevron) are available. **800-296-6050; www.kormansigns.com.**



Korman Signs Inc.

MERCHANTS METALS

Tuf-Temp temporary fencing from **Merchants Metals** is made of galvanized welded wire for rigidity, strength and durability and will not sag when installed or snag when stacked. The 45-pound panels can be inverted for extended use.

Features include multi-positioned thermosplastic footings and anti-lift brackets for added security. Panels measure 11 feet, 4 inches long by 6 feet, 10 inches high with heavy-duty frame made from 1 3/8-inch 0.065 tubing. **866-888-5611; www.merchantsmetals.com.**



Merchants Metals

PLASTICADE

Econocade Type I and Type II barricades from **Plasticade** are made of high density polyethylene and feature a molded-in handle where a flashing light can be attached and click-lock hinges that keep legs from spreading too far. Measuring 45 inches tall and 25 inches wide, barricades weigh 16 pounds and are available in white, yellow and orange. Rust-free and impact-resistant, the one-piece signs meet MUTCD standards and have been accepted under NCHRP-350 as a crashworthy traffic control device. Barricades are molded hollow to accept up to 10 pounds (5 pounds each leg) of sand for ballast. **800-772-0355; www.plasticade.com.**



Plasticade

POLYJOHN

Rhino Safety Barriers from **PolyJohn Enterprises** are designed to organize traffic flow, aid with security and protect workers. They measure 6 feet, 6 inches long and weigh 120 pounds when empty. The barriers can be placed by two workers. Each barrier holds 77 gallons of water and takes about 15 minutes to fill with a garden hose, bringing the total weight to about 700 pounds. Barriers can be connected via a locking pin system that extends throughout the entire length of each barrier, providing the ability to pivot up to 45 degrees to form curves or circles. Tested to meet U.S. Department of Transportation standards for use on federal highways, the barriers can be emptied in about seven minutes and are easily stackable. **800-292-1305; www.polyjohn.com.**



PolyJohn Enterprises

SAFETY FLAG CO. OF AMERICA

High-impact instant A frames from **Safety Flag Co. of America** are designed to accept 2-inch by 8-foot wood or plastic boards and barricade lights. The 2-inch by 8-inch plastic barricade boards are available in 4-, 6- and 8-foot lengths with engineer grade reflective orange and white sheeting on one or both sides. **401-722-0900; www.safetyflag.com.**



Safety Flag Co. of America

SIGNATURE BARRICADES

CrowdStopper steel barricades from **Signature Barricades** are built from 1.5-inch O.D. 16-gauge or 1.25-inch O.D. 14-gauge steel tubing, hot-dipped galvanized inside and out for long-term weather resistance (non-galvanized powder-coated green, black and orange available). Event or concert barricades come with a choice of detachable bridge (GS01) or detachable flat foot (GS02) systems. Barricades interlock using a hook and half-loop fastening system. Fully OSHA-compliant, the 43- and 44-pound barricades measure 43 inches high and 8 feet, 4 inches long when interconnected. Galvanized barricades are available for rent. **800-769-0096; www.signaturebarricades.com.**



Signature Barricades

TAMIS CORP.

Perimeter Patrol temporary fencing panels from **Tamis Corp.** can be used at construction sites and large events to secure "no access" areas. Panels are 6 feet high and 7.5 feet long. Powder-coated in "caution yellow," panels are night-reflective and maintain their visibility in darkness. The 37-pound panels can be set up by one worker. An inside diameter weld ensures no edges become hung up while loading or unloading. Crowd control barricades are available. **866-909-5338; www.weldedwirepanels.com.**



Tamis Corp.

VOLM COMPANIES INC.

EZ Fence with Pocket-Net system from **Volm Companies Inc.** features sleeves that cover rusty or jagged posts. UV treated for long life, fencing is available in orange, green, lime green, yellow, blue and red. Designed for events, fairs, expos and crowd control, the 4-foot by 50-foot fencing material has six post sleeves and caps. The 4-foot by 100-foot fence has 12 sleeves and caps, while the 4-foot by 150-foot fence has 18 sleeves and caps. **800-253-4737; www.volmcompanies.com.**



Volm Companies Inc.

WANCO INC.

Three-line message signs from **Wanco Inc.** display three rows of alphanumeric characters in highly legible, ultra-bright LEDs. Weighing less than 3,000 pounds, the solar-battery-powered signs can be towed by most vehicles. Features include 2-inch ball coupler tow hitch and hydraulic lift that allows one person to raise and lower the message board. The tower rotates 360 degrees for optimal positioning. A single disk brake holds the board in place during operation, while a cradle supports and holds the board in travel position. The board has a self-contained onboard computer with preprogrammed text messages and arrows (multi-level password protection limits access to software control). Internal clock facilitates schedule programming. Optical lenses and sunshades increase visibility, while the wide footprint and outriggers provide stability in wind. **303-427-5700; www.wanco.com.**



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Precast concrete DOT barriers from **Wieser Concrete** are approved for highway medians in Wisconsin, Minnesota, Illinois, Iowa and South Dakota. The temporary highway barriers measure 12 feet, 6 inches long, 32 inches tall with 22.5-inch base and PVC sleeves to hold metal fence panels (not included). Sleeves can be placed as specified. **800-325-8456; www.wieserconcrete.com.**



WORK AREA PROTECTION CORP.

Lane Changers traffic drums from **Work Area Protection Corp.** are 36 inches tall with 18-inch top width. Features include rounded ergonomic handle for easy access, multiple-base compatibility, recessed reflective band tiers for sheeting protection and four 5-inch-wide anti-rotation claws to keep drums facing traffic. Other features include five-tier design for better visibility and 10-inch wide anti-roll bottom to resist movement after impact. Barrels have double light mounts, domed top to shed debris and water and ribbed bottom lip for easy base attachment. The two-piece top and base design allows for dragging without base and drum separation. **800-327-4417; www.workareaprotection.com.**



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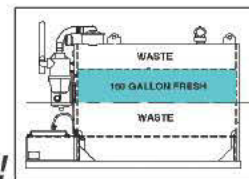
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ATTENTION TO SEVERAL BASIC ISSUES CAN HELP YOU ENJOY THE BENEFITS OF A FAMILY BUSINESS WITHOUT THE POTENTIAL DESTRUCTIVE CONFLICTS

By Rhonda R. Savage

If you've ever been in business with a family member, you know there are several advantages, but even the most dedicated, hard-working family member can experience or create tension, stress and conflict in the company.

Can you really separate your family history, emotions and the knowledge you have of a person at a deeper level and still have a great working relationship? Families have successfully worked together, but there are reasons why it has worked.

What qualities create successful family working relationships? What are common issues and practices within companies that employ family? If you work with family members, awareness of several issues can prevent problems in your business.

Loyalty leading to micromanagement

Often, family members are more dedicated to the success of the business than other employees. Yet too much caring can cause conflict.

One business owner employed his mother. The owner had established his vision and goals, but he had trouble developing a consistent, fair style of leadership. He found staff management was much harder than actually doing the work. His mother, in her eagerness to help him succeed, openly voiced her concerns and opinions during business hours and outside the office.

She felt the office staff wasn't diligent enough in collecting money at the time of service and was inconsistent in processing methods. She felt they weren't doing a good job and needed more attention to detail. The boss had difficulty enforcing his policies because of the conflicting views between his mother and others.

His mother became a micromanager, telling everyone how they should be doing their jobs. She meant well and only wanted to help the business succeed, but her micromanaging drove down morale.

Taking work home

One business owner enjoyed working with his wife. She, however, was concerned that employees weren't held accountable for their work. Because the owner was sensitive to conflict, he avoided meetings, coaching and performance reviews. His wife was quite verbal during off hours about her feelings, and that caused him discomfort, creating tension in their relationship.

It's important, especially for couples, to separate their work life and personal life. Bringing personal issues into the workplace, and visa versa, can create tension and an uncomfortable environment.

Hiring someone you can't fire

Business owners can be hesitant to talk to a family member about a problem at the office because of how it might affect them on the home front. They might walk on eggshells at work, worried about how the family member will respond if he or she were treated the same as other employees.

To be successful, family members need to know their role in the business. Being a family member and an employee can put anyone in a difficult position. Other employees, no matter how hard the family member works, may look at him or her differently. Because of this, the family member will need to hold himself or herself to the same or even a higher level of accountability than other employees.

Unfair pay

Some business owners try to help their family out by paying more than the average wage for the job category. That can affect payroll overhead. It is unfair to neglect other employees because you want to give special treatment to a family member. Resentment and unhappiness build if you do this.

When morale goes down, productivity goes down. In addition to pay, gender difference or age differences that affect your relationship with employees may feel intensified with family employees. Recognize that some conflict develops due to these differences and work at learning about better communication and leadership.

Being part of a team

What are the traits of a great family employee? If you happen to be an employee in a family business, there are several things you can do to avoid issues:

1. Be early.
2. Be dependable.
3. Pay attention to your work responsibilities; be accountable.
4. Follow through.
5. Be friendly and have fun.
6. Be encouraging. Use the words "Absolutely!" and "Certainly!"
7. Be a mentor.
8. Actively learn about the business; be excited about your industry.
9. Speak positively about the owner and the business, in and out of the office.
10. Offer advice when asked or ask first before discussing a concern.

Addressing problems

If family employees and other employees can't seem to get along, you must resolve the issue. If you don't, tension will build, morale will go down and the business will suffer.

It seems easier to brush these issues under the carpet. Yet talking about them is what you'll need to do if your business is to have the harmonious atmosphere your customers seek.

If you find your employees don't get along, you'll need to lead the discussion. There are two questions you can ask yourself to help take emotions out of the equation:

1. Is whatever is happening in the best interest of customer care?
2. Is whatever is happening in the best interest of the business?

A FINAL WORD

The key to a successful employee/family relationship is to treat everyone the same. You need the same level (or higher) of accountability, timeliness and dedication to customer service from all of your employees, especially family members.

Specifically outlining each employee's role and keeping personal issues out of the workplace will ensure a positive work environment for you and your family member.

Rhonda Savage, DDS, is a motivational speaker on leadership, women's issues and communication. Visit www.DentalManagementU.com or email Rhonda@MilesandAssociates.net. ■



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January 30-31, 2012 - Laughlin, NV
Southwest Regulators Conference
Contact: Kitt Farrell-Poe at (520) 621-7221

**Operation & Maintenance
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January 26-27, 2012 - Red Deer, Alberta
NAWT Operation & Maintenance Training Part I
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Installer Training Course:
December 9, 2011 - Citrus Heights, CA
Installation of OWTS
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SUPERSIZE ME!

ON LOCATION

THE PRO: Active Deployment Systems Inc.

THE JOB: Operation Medical Shelter 2011

LOCATION: Camarillo, Calif.



Active Deployment Systems provided its new large-scale restroom trailer for a disaster preparedness exercise at Camarillo Airport in California. (Photos by Steve Osman)

ACTIVE DEPLOYMENT SYSTEMS SHOWS OFF ITS NEW GIANT RESTROOM TRAILER AT A CALIFORNIA DISASTER RESPONSE EXERCISE

By Betty Dageforde

THE TEAM

Simon Elliott, owner of Active Deployment Systems Inc. (ADS), heads a team of 15 drivers, managers and administrative staff. ADS focuses on large, specialized equipment – portable show-

ers, sinks, restroom trailers and laundry trailers – for disaster relief, military training programs and other special events.

The company is headquartered in Spicewood, Texas, but some of its equipment and about 10 employees work in California. Senior manager Lance Washington, who is often dispatched around the country for different events, worked on the Operation Medical Shelter project.

try. He joined them full time after graduating from college in 1994, and took over the operation in 1999. In 2005, after Hurricane Katrina, Elliott started thinking about the need for shower trailers. He went to the hardware store and picked up stalls, pumps and miscellaneous parts, and proceeded to build trailers out of Conex shipping containers.

His first attempts ranged from 8- to 30-head shower units. A call for laundry units after Hurricane Ike led to building a laundry fleet. In 2008 he bought a 10 stall restroom trailer from Wells Cargo at the Pumper & Cleaner Environmental Expo International.

That same year he set up ADS as a separate business under the umbrella of the existing company and in 2010 decided to separate the divisions to pursue his interest in specialty equipment full time. He handed the reins of the portable restroom company over to his younger brother, took over the trailers, created a website, www.activedeployment.com, and began his new venture.



Father-son team Lance and Emmanuel Washington were tasked with delivery and maintenance of the Active Deployment Systems trailer during the disaster drill.

COMPANY HISTORY

Growing up, Elliott helped out in the family portable restroom business started by his mother and stepfather in the early 1980s. The company specializes in sizeable military contracts around the coun-

“THIS IS EXACTLY WHAT THE SUPER TOILET WAS BUILT FOR. I TOLD THEM IF THEY GOT A LOCAL GUY TO SERVICE IT, I’D SET IT UP FOR FREE.”

Simon Elliott

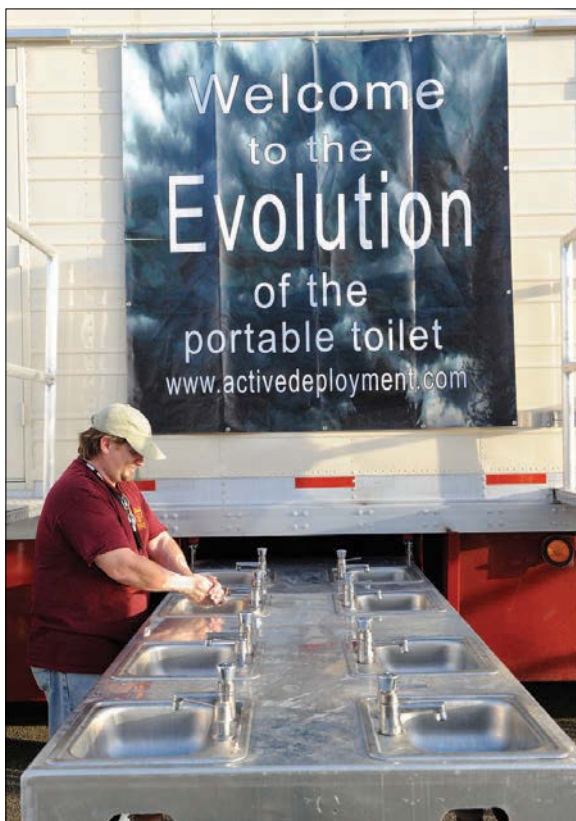
SUPERSIZE IT

When Elliott bought the restroom trailer, he wanted to test a unique pump system in hopes of building a “super large” restroom trailer to give event organizers an alternative to ordering large banks of portable restrooms. He worked with a company in Dallas that built trailers and repaired delivery vans. When it came time to hook up the pumps, he flew in a representative from the Norwegian company that sold him the system to ensure the complex piping was laid out correctly.

The first Simon’s Super Toilet, dubbed SST1, was completed in 2009. It had 24 toilets and six urinals. To test drive it, he let the military use it for free.

For the next two models he reduced the number of stalls to 18, and increased the number of urinals to 22. They were housed in three rooms

Emmanuel Washington checks the onboard water supply that serves the massive trailer.



Above, a participant in the disaster drill uses a sink at the Active Deployment trailer. Above, right, Lance Washington makes adjustments to the trailer during the event. Below right, Washington monitors cleanliness and supplies inside the 53-foot trailer.

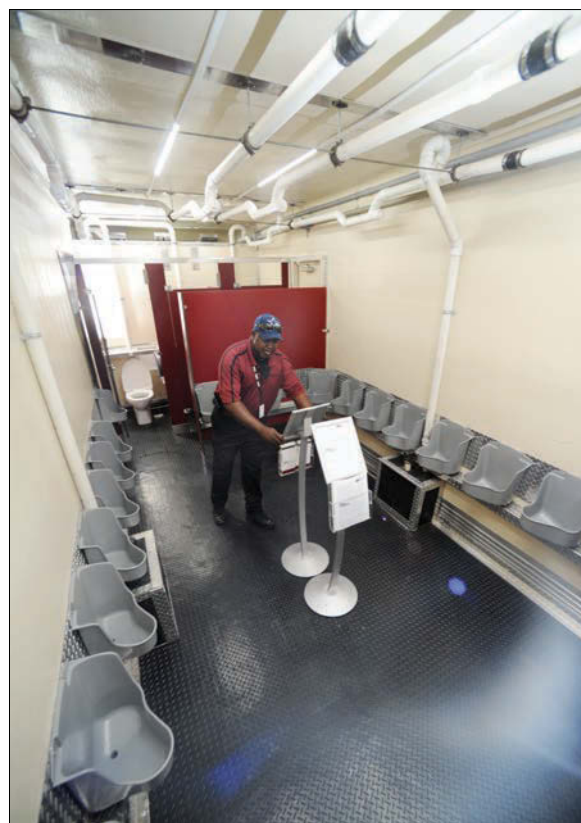
inside a 53-foot semi-trailer with four access doors. Waste is vacuumed through a series of lines, macerated, and ejected into a 2,000-gallon tank mounted under the trailer. Waste can be transferred to an additional storage tank up to 500 yards away, or even directly into a sewer.

THE MAIN EVENT

On May 9-11, the Ventura County, Calif., Public Health Department conducted an emergency preparedness and disaster response exercise at Freedom Park in Camarillo, Calif., in which several thousand medical, law enforcement and fire personnel participated. The deputy director of the Federal Emergency Management Agency was on hand as well as National Guard and numerous state and federal officials. To help train first responders, the final day included a mass casualty exercise in which a number of community volunteers of all ages participated, acting the part of injured or deceased victims.

MAKING CONNECTIONS

The company was in the process of market-



ing their services to California’s fire protection agency when they learned about the training exercise. The timing was perfect because the SST2 was ready to be field tested.

Elliott jumped at the chance. “This is exactly what the Super Toilet was built for,” he says. “I told them if they got a local guy to service it, I’d



At left, first responders train on extinguishing fires at the one-day disaster drill. At right, local county sheriff's deputies prepare a mock victim to be hoisted into a helicopter.

per Toilet 140 miles from its storage location in Temecula, Calif., to the training site using a 2004 Freightliner tractor. He remained with the trailer during the three-day event to keep it clean and watch for problems. Elliott also was on hand to meet officials, demonstrate the unit, and get feedback.

The trailer was not hooked up to city water, sewer or electrical, but operated using holding

tanks and onboard generators. It was pumped out by a local company prior to removal on May 12.

EMERGENCY RELIEF

Elliott says the event provided valuable publicity for his service, as he was able to show emergency response customers how his trailers can be deployed, operate in harsh environments without infrastructure, run for extended periods between servicing, and provide a quality experience.

"I was overly nervous about the unit failing," Elliott says. But he was happy with the response. "Women especially applauded it." The only complaint was lack of mirrors, and people didn't always recognize it as a restroom trailer - both easy fixes. ■

set it up for free." Event organizers used the unit to reduce the number of portable restrooms they planned on bringing in.

LET'S ROLL

Early on May 9, Washington drove the Su-

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Education Day

Monday, February 27th

SSCSC

Southern Sections Collection Systems Committee

- 8 a.m.** Rust into Gold
- 9:30 a.m.** Maintaining Collection System Easements
- 11 a.m.** Sanitary Sewer Overflows: What To Do When It Is Flowing Down the Street
- 1:30 p.m.** Finding Success and Growth in the Pipeline Cleaning Business
- 3 p.m.** Evaluating and Optimizing the Efficiency of a Combination Truck
- 4:30 p.m.** CCTV Inspection Essentials

NOWRA

National Onsite Wastewater Recycling Association

- 8 a.m.** Aerobic or Anaerobic - Which One Is Better?
- 9:30 a.m.** Mound Systems - Not Just for Wisconsin!
- 11 a.m.** Dead Bacteria - How Overuse of Cleaners and Household Products KILL
- 1:30 p.m.** Onsite Electrical
- 3 p.m.** Managing Commercial Wastewater Treatments
- 4:30 p.m.** Choosing the Right Float to Control Your Pump

NAWT

National Association of Wastewater Transporters

- 8 a.m.** What I Need to Know About Trucking Safety
- 9:30 a.m.** Setting the Dose, Establishing the Pump Delivery Rate & Relative Control Sensor Adjustment
- 11 a.m.** Certification and Septic System Inspections
- 1:30 p.m.** Is There Value in Processing My Own Sludge?
- 3 p.m.** Maintenance Frequency Standards and Requirements
- 4:30 p.m.** Working with Small Communities: System Management

NEHA

National Environmental Health Association

- 8 a.m.** Promoting Competence: What's in It for Me?
- 9:30 a.m.** Septic Tank Science
- 11 a.m.** Advanced Treatment - What Does That Mean?
- 1:30 p.m.** Successfully Dosing Pipe Networks
- 3 p.m.** Pump Replacement
- 4:30 p.m.** The State of the Industry: The Forecast, The Strategy, The Tools

NASSCO

National Association of Sewer Service Companies

- 8 a.m.** Sewer Ops and CMOM - Leveraging the CMOM Process for Operational Benefit
- 9:30 a.m.** Larry Keist - Developments in Water Main Linings
- 11 a.m.** Culvert Rehabilitation: Have It Your Way
- 1:30 p.m.** Manhole Lining: The Secret to a Successful Installation
- 3 p.m.** Inspection of Pipelines Under Full Flow Conditions
- 4:30 p.m.** Sewer and Industrial Equipment Rental - What are the Options?

BUSINESS TRACK

General Business - Scott Hunter

- 8 a.m.** Keeping Employees and Customers Happy - Part 1
- 9:30 a.m.** Keeping Employees and Customers Happy - Part 2
- 11 a.m.** Keeping Employees and Customers Happy - Part 3
- 3 p.m.** How to be Successful and Profitable in Any Economy - Part 1
- 4:30 p.m.** How to be Successful and Profitable in Any Economy - Part 2

WASTEWATER EDUCATION

in Association with NOWRA

- 8 a.m.** Social Media: Friend or Foe?
- 9:30 a.m.** Taking it to the Web, Infinity and Beyond!

WJTA

WaterJet Technology Association

- 8 a.m.** Accessorizing Your Vacuum Unit
- 9:30 a.m.** Good Craftsmen Have Heavy Toolboxes
- 11 a.m.** Waterjet Technology: Applications and Equipment

PSAI

Portable Sanitation Association International

- 1:30 p.m.** Cost Analysis: Delivery, Removal, Moves and Tip-Overs - Part 1
- 3 p.m.** Cost Analysis: Delivery, Removal, Moves and Tip-Overs - Part 2



DETAILED SESSION INFORMATION AVAILABLE AT:

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Indianapolis 2012

Tuesday Sessions

February 28, 2012

MUNICIPAL TRACK

- 8 a.m.** Inspecting and Locating Laterals
Edward A. "Digger" Diggs - CUES, Inc.
- 9:30 a.m.** Get Quality Results From Your Inspection Management Program!
Rod Thornhill, Cori Criss - Infrastructure Technologies
- 11 a.m.** Using Chemical Grouts to Protect Mainlines, Laterals, Manholes and Lift Stations
Daniel Magill - Avanti International

SEWER AND DRAIN TRACK

- 8 a.m.** Contractors Need to Improve Jetting Sales
Nick Woodhead, Ken Bryson - US Jetting
- 9:30 a.m.** Lift Station Backup Pumping
Majid Tavakoli - Thompson Pump
- 11 a.m.** Optical Advancements Improve Range and Clarity of Pipeline Zoom Inspection
Richard Lindner - EnviroSight

BUSINESS TRACK

- 8 a.m.** Market Like the Green Bay Packers
Jerard Nighorn - Lenzyme, Inc.
- 9:30 a.m.** Training is the Key to Unclogging a Messy Business
William Raymond - Nexstar Network
- 11 a.m.** How to Make Profits That Drop Straight to the Bottom Line
Jenny Alday - One Biotechnology

PORTABLE RESTROOM TRACK

- 8 a.m.** How Your Portable Toilet Company Can Save Money By Saying "No"
Joel Smith - Clear Computing
- 9:30 a.m.** New Emission Standards for Service Trucks
John Olson - Satellite Industries
- 11 a.m.** New Portable Restroom Products
David Roncadori - J&J Chemical Co.

LIQUID WASTE TRACK

- 8 a.m.** What You Should Know About ATUs and How to Evaluate and Service Them
Doug Dent - Ecological Labs
- 9:30 a.m.** From the Kitchen to the Grease Trap to the Landfill
Dennis Brunetti - FloTrend
- 11 a.m.** The Evolution of Effluent Filters
Theo Terry - Bear Onsite

Wednesday Sessions

February 29, 2012

PIPE RELINING TRACK

- 8 a.m.** Advances in Monitoring Technology Help Ensure Proper Liner Cure
Jake Wells - Pipeline Renewal Technologies
- 9:30 a.m.** UV Cured Fiberglass Pressure Liner
Richard Montemarano - LightStream
- 11 a.m.** New Braunfels Utilities Performs Manhole-to-Manhole Lining in-House
Travis Bohm - Perma-Liner Industries

INSTALLER TRACK

- 8 a.m.** Installation and Operation of Float Switches
Brett Wilfong - SJE-Rhombus
- 9:30 a.m.** STEPping Up
Dennis Hallahan P.E. - Infiltrator Systems

BUSINESS TRACK

- 8 a.m.** Septic, Sewer & Portable Business Valuation Basics
Jeff Bruss - COLE Publishing
- 9:30 a.m.** Inexpensive Marketing, Promotion & Advertising Ideas for Septic, Sewer & Portable Companies
Jeff Bruss - COLE Publishing
- 11 a.m.** Making the Most of Mobile Marketing
Jeff Bruss - COLE Publishing

GAS, OIL AND MINING TRACK

- 8 a.m.** Vacuum Equipment in the Marcellus Shale Region
Mark Nixon - MORO USA
- 9:30 a.m.** How to Vacuum More Efficiently with a Positive Displacement Blower
Jeff Peterson - Hibon, Inc., a division of Ingersoll Rand
- 11 a.m.** Why Choose Hydroexcavation? Opportunities in the Oil and Gas Exploration Industry
Neil McLean - Hydro Excavation Consulting Unlimited

INDUSTRY SAFETY TRACK

- 8 a.m.** Cross Bores, Deadly but Preventable - Your Actions Can Save Your Life
Mark Bruce - Can Clay
- 9:30 a.m.** Is the Air in Your Manhole or Confined Space Safe to Breathe?
Ed Fitzgerald - Jack Doheny Companies
- 11 a.m.** OSHA: Introduction to Soil Analysis
Gary Hooks



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INDUSTRY NEWS

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Erik Akopiantz

PRODUCT NEWS

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Cut Through the Sludge

A READER BOUGHT A USED TRUCK WITH A LAYER OF HARDENED WASTE IN THE TANK. WHAT'S NEXT?

By Bob Carlson

QUESTION:

I bought a used portable sanitation service truck last winter. In the spring, we noticed after we dump the sight glass remains full. So I opened the manhole cover to check the inside of the tank and there was more than a foot of solids left in the tank after dumping. I have no idea on how to clean the tank. Do you have any suggestions?

Jerome Fossett
Chicago, Ill.

ANSWER:

There are a few things you can try, none of which are very pleasant. The older the solids are, the more compacted they will be, especially after sitting for a winter. But, let's give it a try. Here are your options:

1. If a fitting can be accessed (or added) to the tank, then you can purchase a vibrator that will "shake" things up. In this case, you would insert the vibrator and turn it on. The vibration will loosen the sludge at least to the point where it will fall out the rear manhole if the truck is parked on a slope. If the loosened sludge won't fall out, you can add water through the top manhole and hope the water lubricates the sludge before, during and after the vibration. If there is no rear manhole, this technique isn't going to work.
2. Without a vibrator, you can add water through the top and drive the truck around to see if bouncing the load will help. Most likely you've already done this, but it is worth a shot.
3. If you have access through a rear manhole and a top manhole, then you can use a sharp rod to break up the sludge. The goal is to break the sludge into pieces and either wash the chunks out the rear or shovel them out the old-fashioned way using a shovel, a pair of rubber gloves and rubber boots.
4. The poke-and-chop method is a tough way to go. If that is the only way to get some of this stuff loosened up, do a section at a time, add some water, and then drive the truck around. Return to your dumpsite and try dumping.
5. If you have a four-way valve and want to try pressurizing the tank, there is no problem trying. Just remember, if the stuff isn't loose it has literally become part of the tank and is most likely rock solid. Without loosening it up in some way prior to the pressurization, there is not much chance of success.
6. At this time, I don't know of any chemicals that can be added to the sludge to loosen it.

FOLLOW THE RULES

Whenever you are dumping, make sure you are in compliance with your state's dumping laws. It can be incredibly frustrating to buy a used truck and then find out six months later that the tank has a residual layer of sludge. That doesn't mean you can dump it anywhere.

WHEN YOU BUY A USED VACUUM TRUCK, CHECK OUT ALL THE COMPONENTS. MAKE SURE EVERYTHING IS FUNCTIONING PROPERLY AND THERE ARE NO STRANGE, UNEXPLAINABLE SOUNDS. AND LOOK INSIDE THE TANK!

HERE'S THE LESSON

They call it "looking under the hood." My father always said that before you buy a car, look under the hood. Of course, for my dad, that meant something. He understood engines, valves, lines, spark plugs and the works. I wasn't that smart, but when I bought a used car I did look under the hood. Once you buy a used car or piece of equipment, the deal isn't going to be undone by a later discovery that something is wrong.

When you buy a used vacuum truck, check out all the components. Make sure everything is functioning properly and there are no strange, unexplainable sounds. And look inside the tank! Grab a flashlight, open up the manhole or whatever openings are available and look inside.

If there is a foot of solid sludge on the bottom, the vacuum system could run as smooth as possible but you've lost as much as 300 gallons of tank capacity. Also, you run the danger of some of that sludge chipping off as you are operating the system and who knows where it will end up.

Maybe the previous owner never checked the inside of the tank and wasn't intending to sell you a half-ton of sludge. It doesn't matter whether he knew or not, it is the buyer's responsibility to check things out before writing the check. ■

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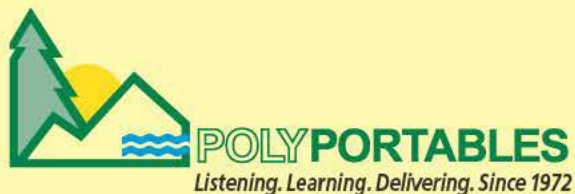


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