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PROfile: Image Enhancers

Michigan's Kerkstra Services Inc. parlays targeted advertising, promotional videos and a reputation for clean service to create a business-building juggernaut.

- Dee Goerge

ON THE COVER: Randy (left) and Ryan Van Rhee, standing with a row of prepped and ready Five Peaks restrooms, used technology to build a clean and professional image for their company, Kerkstra Services Inc., in Hudsonville, Mich. (Photos by James Markus)

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How About a Discount?

THE AUTHORS OF THE NEW BOOK, *POWER QUESTIONS*, SHARE STRATEGIES FOR SUCCESSFUL NEGOTIATIONS WHEN A CUSTOMER ASKS YOU TO LOWER YOUR PRICES

By Jim Kneiszel

It's that time of year when your portable sanitation business is in full swing and, hopefully, the phone is ringing every day with customers who want to know about your services for a home construction site, a weekend party or a local special event.

Getting the call – with effective marketing driving potential customers your way – is half the battle. Now you lay the groundwork by finding out the particulars about the job ... How many units, how frequent the service, would you like a hand-wash station with that order? Every interaction with a new customer goes that way.

So you review the customer's needs and throw out your price for the job.

More and more in budget-conscious times, the next thing out of the customer's mouth can either kill the sale or shave your profits down to almost nothing. With so much competition for business these days, you've come to expect the response. The customer asks for a discount.

What's your next move? Do you count up the greenbacks in your head and quickly say "Yes" as long as you're making a few dollars off the deal? After all, a new customer is nothing to sneeze at, and maybe you can get them to pay full price the next time around.

Or do you balk at the attempt to drill down your prices, quickly say "No" and hang up the phone? Many good contractors believe their price is the right and fair price and stand their ground. On the plus side, you will prevent working for nothing if you stick to your guns, but you most likely won't get a second shot to land that customer.

Maybe there's another approach to customers who want you to sharpen your pencil and drop your prices. Andrew Sobel, an expert in customer loyalty, and author with Jerold Panas of the book, *Power Questions: Build Relationships, Win New Business, and Influence Others*, recommends countering the pressure to discount with several key questions of your own.

WHY DO YOU ASK?

"Clients ask for discounts for different reasons," Sobel said in a recent interview in support of the new book published by Wiley. "If you can find out why your customer wants a discount by asking the right questions, you may discover that you can give them what they need without having to undercut your own bottom line."

First things first, rather than answer with a concrete yes or no, Sobel says you need to find out why the customer is asking for a discount. Determining the motivation will help you decide if you want to fight for the business in hopes of building a lasting business relationship or get off the phone as quickly as possible and hope to never hear from the caller again.

Here's how Sobel defines the four types of customers who seek discounts:

Red Ink Clients. These clients are in genuine financial trouble. If this is the case, you need to know the full story.

RFP Czars. Some clients want to bid every project and will seek out the lowest possible price. They believe you are a commodity. GE is notorious for this.

Bargain Hunters. This type of client always wants to feel you've given them a deal, even if it's just a small concession.

Chicken Littles. Some clients just like to complain about how much everything costs and don't actually need a discount to be satisfied. They want to be heard and understood.

"First, you'll find out what kind of discount seeker your client is," Sobel says. "Second, you'll force your client to reflect on the value you bring to the table and how your business is different from other businesses. Finally, you'll illuminate what the client really values, allowing you to potentially renegotiate the engagement in a way that preserves your profitability."

GETTING TO KNOW YOU

The following are some of Sobel's suggested questions for discount seekers and your reason for asking them:

To kick-start the conversation: "Before I respond, would you mind if I asked you a couple of questions so I can better understand your request?"

To dig deeper: "Occasionally a client requests a discount, and I find I am able to be more helpful if I understand why they're asking for one. Can you say something about why you think my fee is too high and would like a reduction?"

To size up your competition: "I know you are talking to other service providers about this project. Do you feel my price is dramatically out of line with the market?"

To say "No" while identifying possible terms for a positive negotiation: "I am able to reduce the price when the scope and breadth of the proposal

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are also cut back. Would you like me to prepare an option for you that would do that?" Or, "We are able to reduce the price in exchange for terms and conditions that help lower our risk and long-term cost of doing business with you. Would you like me to develop a proposal for a long-term supply arrangement with built-in discounts for guaranteed volume levels?"

To learn more about your client's buying process: "Where will the budget come from for this? Who can give this final approval?"

To accentuate the value you are offering and clarify what is most important to the client: "I'm not sure we had a thorough discussion about the benefits you expect from this. Can we review those, as you see them?" Or, "What parts of this proposal are most important to you? Which aspects of it do you find less valuable?"

To differentiate yourself from the competition: "Would you mind if I briefly reviewed several aspects of my proposal that I think represent value above and beyond what our competitors offer? I'm not sure I articulated these very well."

To tie your proposal to your client's higher-level goals: "Can we review one more time what your goals are here? What are you hoping to accomplish?"

To go toe to toe: "Do you give your own customers discounts?" And if they say "Yes," you respond, "That's why you need me." And if they say "No," you respond, "So why should I?"

If you don't delve further into the reasons the customer is seeking a discount, you might miss that diamond in the rough, a customer who can be swayed to understand that your quality products and services are worth paying a profit-sustaining price.

FIND THE KEEPERS

If you don't delve further into the reasons the customer is seeking a discount, you might miss that diamond in the rough, a customer who can be swayed to understand that your quality products and services are worth paying a profit-sustaining price. After all, isn't one customer who's convinced about the value of paying your asking price worth 10 customers who are continually price shopping? You can't afford to lose out on customers who are ultimately quality-conscious.

"The goal here, of course, is to preserve and strengthen the client relationship - assuming it's a client you'd like to keep," Sobel says. "If you've priced your services properly, you cannot afford to discount. But if you simply say, 'No,' he might head for the door and never come back. By using power questions, you can delve deeper into his situation and his needs. You might find another way you can show him the value he wants. In the long term that will be viewed much more positively than a one-time discount and is a much better option than turning him down completely." ■

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.



No Shortcuts to Good Hiring

PROPERLY INTERVIEWING JOB CANDIDATES TAKES TIME ... BUT IT'S TIME WELL SPENT

By Judy Kneiszel

Most small business owners don't take the decision to hire a new employee lightly. The costs and benefits of a new hire are weighed carefully.

Once the decision to hire is made, however, many take the process of hiring too lightly, just wanting to get it over with so they can cross it off their to-do list and get back to business as usual.

The need to hire is precipitated by one of two scenarios. In scenario one, growth has caused a company to become so busy, an additional hand is required or the rest of the crew will start a mutiny. In the other scenario, someone has abandoned ship and a replacement is necessary because others have taken on their workload and the pressure is building.

All too often, employers respond to that pressure by hiring someone on an impulse to fill the gap. They often regret it later. The answer is not to hire the first person with a pulse who responds to your "help wanted" ad to fill the position as fast as possible.

Hiring isn't something you do every day, so it pays to take the time to do it right, even if it means going a few more days or weeks with an open position. In the long run, taking the time to hire well is better for your company than having to let someone go and start the whole process over again. And while it takes time, interviewing candidates is one of the most effective tools in the hiring process - if it's done right.

WHY INTERVIEW?

Even if a job candidate looks good on paper, sounds good on the phone, and gives you references, a formal in-person interview is still essential to make sure a candidate is right for the job. Before you even shake hands, you'll have learned by bringing them in for an interview if they are punctual, if they can find their way around your locale, if they are neat in appearance

and if they have the confidence to look you in the eye. Then if you introduce them to the rest of your staff you can get a feel for how well they'll fit in. These are things you can't do over the phone. They, in turn, will be sizing up you and your company in a way they couldn't do over the phone. For the job seeker, it's better to decide you just aren't comfortable with a work situation at the interview than on your first day of work.

HOW TO INTERVIEW

1. Be prepared. Have the job candidate's application or resume in front of you and read it over before they arrive so you aren't wasting time getting reacquainted with his or her basic qualifications. Make a list of questions you want to ask so you don't forget anything. Have a private office or conference room ready to use for the interview. Invite a business partner or trusted employee to sit in if you think a second pair of eyes and ears would be helpful. Often two people will observe different things about a person or interpret what they say differently.

2. State the facts. After greeting the candidate, begin the interview by presenting them with basic information about your company and a clear description of the job. List the skills and qualities you are looking for and your expectations for the position. You may want to put this information on a fact sheet for them to take along. People often forget things that are said to them in an interview because they are nervous and worried more about what they will say than what the interviewer is saying.

3. Set the agenda. To put your candidate at ease, you might explain that you plan to talk in the office for a few minutes, and then take them on a tour of the facility. Give them an estimate on how long the entire process will take.

4. Ask good questions. Begin by saying, "Tell me a little about yourself and why you are interested in this job." Ask open-ended questions. These usually start with what, when, why or where, and cannot be answered with just a yes or no. Ask about past work experience and how that experience applies to this job. Encourage them to talk more by asking situational questions. That means asking what they would do in a specific work situation that is likely to come up if they get the job.

5. Don't ask these questions. It is illegal to ask about a person's age, race, religion, marital status, plans to have children or disabilities.

6. Take notes. This will help you review when making your decision. Be careful not to write anything you wouldn't want the candidate to see,

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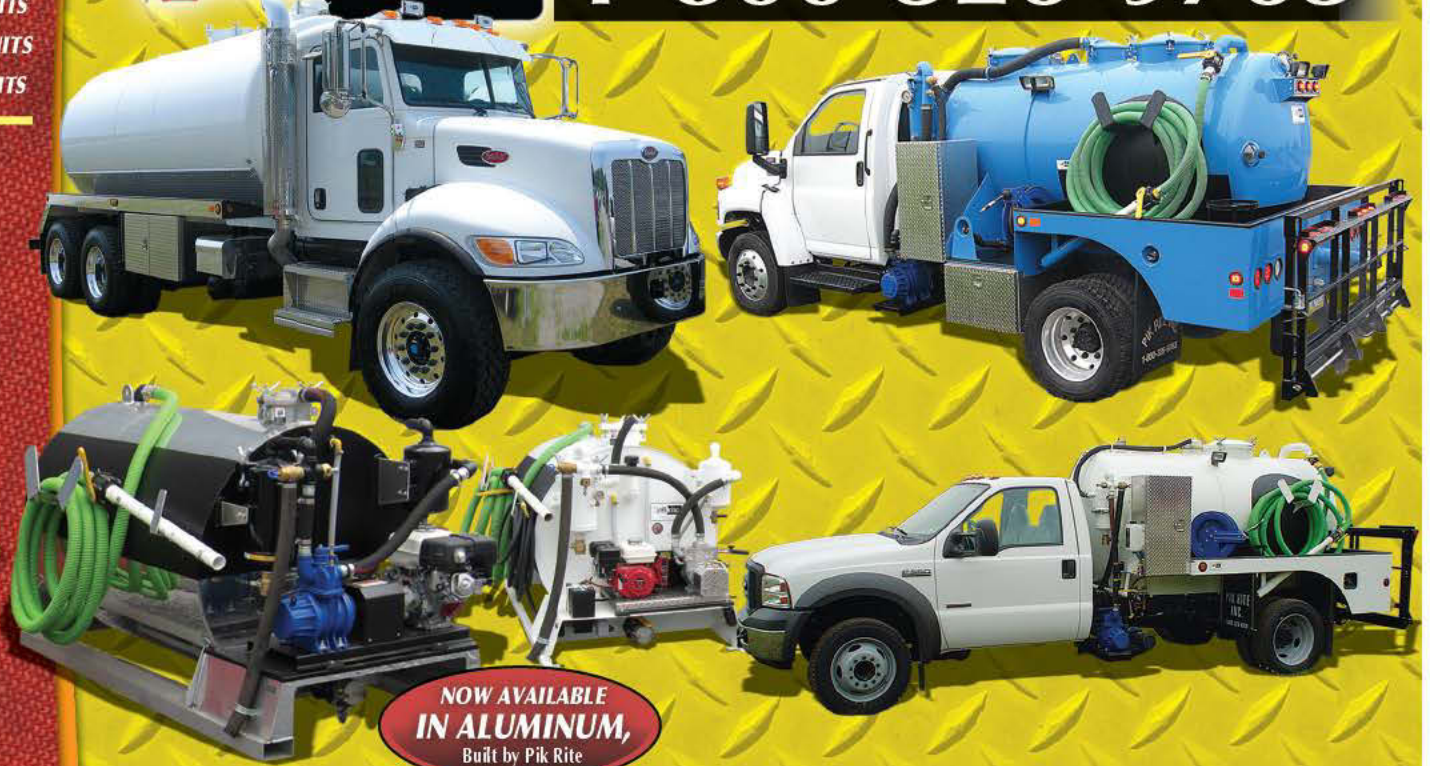
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however, since in some cases when a person isn't hired they can request to see any notes taken during the interview.

7. Turn the tables. Allow the candidate to ask you questions about the job and company. Answer as honestly as possible. A candidate who is lied to in an interview quickly becomes a dissatisfied employee.

8. Don't leave them hanging. Let them know what will happen next and when they can expect to hear from you. For example, you may tell them you are interviewing a few more candidates, then checking references and that you'll be making a decision in two weeks.

9. After they leave. Review your notes and then check references to confirm the information provided in the application and interview is accurate.

10. A footnote. It's up to you if you want to check into the background of job candidates by using the Internet. You can learn a lot about a person by searching their name. As of this writing, the jury is still out as to whether you can ask job candidates for Facebook passwords to view their profiles. However, it seems likely you can learn on Facebook the answers to questions you can't legally ask a job candidate, so you may be on shaky legal ground by demanding their password.

HAPPILY EVER AFTER

These steps should help you hire the best person for the job, not necessarily the person who made it through the door first. This, in turn, should result in a long, productive relationship between your company and your new hire. ■

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The Kerkstra team includes (from left) Kate Dennis, Mike MacDonald, Jordan Scharphorn, Ryan Van Rhee, Tim Bosch, Randy Hyma, Rick Holy and Randy Van Rhee. The company's fleet of service trucks is from Prime Industrial Tanks Inc., Imperial Industries and Satellite Industries. (Photos by James Markus)



MICHIGAN'S KERKSTRA SERVICES INC. PARLAYS TARGETED ADVERTISING, PROMOTIONAL VIDEOS AND A REPUTATION FOR CLEAN SERVICE TO CREATE A BUSINESS-BUILDING JUGGERNAUT

By Dee Goerge

If there are ways to make the portable sanitation business “cool,” Ryan Van Rhee plans to pursue them. With unit upgrades and aggressive, high-tech marketing, the 31-year-old is on a mission to grow the company that he played a part in starting with his father, Randy, in 1996.

At 15, Ryan assembled 20 portable restrooms to start things rolling. Now, with 2,500 units, the younger Van Rhee uses modern ideas to manage the portable restroom side of Kerkstra Services Inc. But he also respects and follows the emphasis on quality and common sense that his father established.

SMALL START

“I worked for a septic tank company (Kerkstra PreCast) and bought the septic cleaning part of the business,” Randy explains. “There wasn’t enough work in the winter, so I bought 20 portables.”

Located in Hudsonville, Mich., near Grand Rapids, the first portable sanitation customers were construction companies and a produce farmer who wasn’t satisfied with a competitor’s service.

“The next year we had 30 restrooms at a big nursery, which gave us a big boost,” Randy says. In his area of western Michigan, Kerkstra identified three potential markets – construction, events and agriculture.

“Hudsonville is called the salad bowl city,” he explains. Area farmers grow apples, strawberries and other produce crops. They need restrooms that are stationary, plus units on trailers that can be moved from field to field as workers move.

Area nurseries also require restrooms. Gradually, Randy built his inventory to 300 units, a service truck and a flatbed delivery truck. Then opportunities came up to expand in all directions by buying out five existing restroom rental businesses. Owners were retiring or had small operations, and Randy picked up 65 to 350 units at a time. He created satellite shops in Muskegon (northwest) and Ionia (east). In 2009, he set up a shop in Morley (northeast). Each shop has two or three employees. The Van Rhees work out of Hudsonville and cover the Grand Rapids area and south to Kalamazoo.

Currently, Kerkstra covers six counties and about 26 communities. About 40 percent of the business is for events and weekend rentals. The other 60 percent is monthly rentals for construction, agriculture and nursery customers, and campgrounds, county parks and school sports fields.

At the Morley shop, Kerkstra also does RV and houseboat pumping.

STICKING TO STANDARDS

“The industry has grown and changed over the years,” Randy says. “Everybody used to call

Kerkstra Services Inc., Hudsonville, Mich.

Owners: Randy and Ryan Van Rhee

Founded: 1996

Employees: 12-14

Service Area: Western Michigan

Services: Portable restroom rentals, pumping RV/campgrounds, septic tanks, etc.

Associations: Michigan Septic Tank Association, Portable Sanitation Association International

Website: www.kerkstraservices.com



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Kerkstra fabricates most of its own trailers, including this rig that hauls 20 Five Peaks restrooms to special event sites.

them portable johns. Now it's a better image, calling them restrooms. We are doing more upscale. You have to do a better job to keep customers."

He recalls the good years in residential construction from 2000-2005. When the economy crashed, Kerkstra lost residential contractor business. Competitors slashed prices.

"We lost some customers," he notes. "Then a year down the road, they came back to us."

Fortunately, commercial construction held its own, especially in Grand Rapids, with new medical facilities, other downtown buildings and a new downtown campus for Grand Valley State University.

Whatever the economy, the Van Rhees emphasize professional service. Workers wear uniforms and keep their appearance – and their trucks – clean.

"Our employees care about the business," he adds, and turnover is low. The Van Rhees pay a decent wage and offer benefits including health insurance, paid vacations, cell phones, uniforms and a retirement program.

The Van Rhees believe that keeping loyal, respectable employees is important to the company's success. They must also understand regulations. At one training session, for example, the Van Rhees brought in a retired Michigan Department of Transportation employee to explain how to properly fill out paperwork.

COMPLETE FLEET

Kerkstra's prices haven't changed in the past five or six years, though fuel and expenses have increased.

To compete, the Van Rhees focus on adding services and equipment. Because they bought out businesses, they inherited a colorful assortment of portable restrooms from a variety of existing and defunct manufacturers, including Satellite Industries, PolyJohn Enterprises and PolyPortables Inc., and a three-stall bathroom/shower trailer from Rich Specialty Trailers.

As they add new units, they shop locally at Five Peaks, based just five miles from their Muskegon satellite shop. The Van Rhees own 700 Five Peaks Aspen and K2 restrooms, about 100-trailer-mounted units from various makers, and hand-wash stations from Five Peaks, PolyJohn and PolyPortables. They also carry 20 250-gallon holding tanks from PolyJohn, Satellite and Five Peaks, as well as five 100-gallon freshwater tanks from PolyJohn.

The hand-wash stations are required for agricultural clients and stocked with unscented soap to meet GAP (good agricultural practices) mandates. Most of the units hook on the back of the trailers.

"Farmers are audited every year, so we make sure to keep up on the regulations," Ryan says, including how many restrooms are required

according to the number of employees and the distance they walk. Kerkstra provides farm customers with a spill response sheet that explains the plan of action if a restroom tips over.

The 100-gallon freshwater and 250-gallon waste holding tanks help Kerkstra meet commercial construction clients' needs for water in office trailers. Contractor customers also appreciate Kerkstra's crane racks, which they fabricate themselves, and PolyJohn high-rise units. One customer had a 32-story building project, and the wheeled units made it easy to bring the restrooms down an elevator for servicing.

The service truck fleet includes several Ford F-550s with 550-gallon waste/350-gallon freshwater steel tanks; an F-550 with a 1,050-gallon waste/450-gallon freshwater aluminum tank; an F-550 with a 650-gallon waste/400-gallon freshwater steel tank; an F-550 flatbed truck with a

"When people call about (the upscale trailer) we can just tell them to look at the video. It's very convenient, easier than explaining it to them and saves them a trip. Making videos is pretty inexpensive, and a good way to get on YouTube and something fun on our website. The more exposure you have, the higher you get on search engine listings."

RYAN VAN RHEE



Randy Van Rhee demonstrates the operation of an 80-gallon freshwater holding tank from PolyPortables Inc.

(continued)

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475-gallon waste/275-gallon freshwater steel tank; an F-350 flatbed truck with a 300-gallon waste/150-gallon freshwater steel tank; a GMC 3500 flatbed truck with 300-gallon waste/150-gallon freshwater steel tank; two International 4700 trucks with 20-foot flatbeds 250-gallon waste/100-gallon freshwater steel tanks and an International 4700 20-foot flatbed truck. The trucks range from the late 1990s to 2012 and all have Masport pumps, and vacuum systems from Prime Industrial Tanks Inc., Imperial Industries Inc. and Satellite Industries.

"We fabricate most of our trailers, or extend smaller trailers," Ryan says. "We built bigger trailers to haul bigger loads. One hauls 22 units." The other transport trailers include four 20-unit haulers, three 16-unit haulers, two 14-unit trailers and three 10-unit trailers.

A full-time mechanic in the Hudsonville shop keeps the fleet maintained, does body work and switches out pumps and tanks.

Kerkstra purchased a U.S. Cutter Laser Point to make all of its vinyl signage.

COOL MARKETING

One tip Ryan picked up at a Michigan Septic Tank Association meeting was to embrace Internet promotion.

"We looked at all our advertising spending in phone books, and we were shocked," Ryan says. He downsized the ads and invested money with a marketing person to help Kerkstra brand itself and create a new logo.



Ryan Van Rhee shows how he uses a GPS device while running a route. Ryan uses the latest technologies to manage restroom service.

"The logo has been all over the place in the last 13-14 years," Ryan explains. "We needed something with a clean and fresh look to be consistent on our trucks and clothing."

But, the Van Rhees maintain one fun tradition with their trucks. Each has a mural with a bear on the door with the truck's name, such as Honey Pot



Ryan (left) and Randy Van Rhee of Kerkstra Services Inc.

LIGHTS, CAMERA, ACTION

Research indicates women are more comfortable with a business if they can associate a face with it. Ryan Van Rhee is the face for Kerkstra Services Inc. He has no problem posing for photos for phone book ads, on billboards and print ads. But the outgoing business owner was surprised by his nervous response to a microphone and camera when shooting videos.

Working with his marketing person, Ryan had input on the script and how the first video made for the Kerkstra website should be shot.

"We took the roof off a portable restroom so he could tape down," Ryan says of a sequence on servicing a unit. It took about an hour and a half to tape, which the marketing person edited to less than 2 minutes during which Ryan looks cool, calm and collected.

They decided to have some fun with a second video to show how Kerkstra cares about customers and does a professional job, compared to a stereotypical "Cheap John" business, portrayed by one of Ryan's buddies.

A third video took the least time to show the details of the shower unit.

"It's good to have. When people call about (the upscale trailer) we can just tell them to look at the video. It's very convenient, easier than explaining it to them and saves them a trip," Ryan says. "Making videos is pretty inexpensive, and a good way to get on YouTube and something fun on our website. The more exposure you have, the higher you get on search engine listings."

While he hired a professional to do everything, Ryan notes that people could shoot their own video and hire someone to edit the content to produce the final video.

"Have fun with it. Don't take it too serious," he suggests. "It's a good tool. You have it forever."

and Honey Holer. "My dad's first septic truck had that on it. It's something we got to be known for," Ryan says. Though everything else is vinyl, they hire the same artist to airbrush murals on their trucks.

Ryan says the Internet also attracts customers, and he uses it to counter people's fears of portable restrooms. The home page takes the mystery out of the process with a video of Ryan cleaning a restroom and then showing the units they have for different needs.

"I want to be the 'cool' portable restroom company," Ryan says. "We want Kerkstra to be the first name people think of."

Since social media is "cool," he started a Facebook page that chronicles events where Kerkstra portables are used. He posts photos and makes comments about what's going on behind the scenes.

As he expands advertising on the Internet, television, radio and billboards, Ryan notes he is working on tracking where people learn about Kerkstra, to effectively spend advertising dollars.

EVENT GROWING

Located along the eastern shore of Lake Michigan, Kerkstra's service area offers opportunities in tourism and events. Kerkstra has a proven track record covering small to large events. Their largest contract to date was for 1,200 units at a music/art event a few years ago. NASCAR, the circus, car shows and music events are the most common. Ryan notes he pumped motor homes owned by country singer Taylor Swift and her entourage at one event.

"When we do big events we pull in the septic guys (from the other part of Kerkstra's business)," Ryan says. "A lot of events we stay on site and camp all weekend. We have travel trailers to stay in, and a tanker on hand to transport the waste to the treatment plant."

FUTURE

At 52, Randy appreciates having his son in business with him. Randy oversees the septic side of the business, pumping tanks and grease traps for restaurants, as well as environmental recovery work for things such as gas spills. He manages the office and paperwork.

"It works pretty well, because he lets me do my thing, with more and more responsibilities," Ryan says. He enjoys getting out of the office to make deliveries and pickups, and he runs a service route once a week.

"I'm kind of a competitive person and I want to see how it can grow and what we can do with it," Ryan adds. "We're all super hard workers."

There are no plans for buying more businesses or growing the service territory, but there is always room to add more customers and provide more services.



Randy Hyma, the company's full-time mechanic, performs a variety of duties on the fleet of trucks, including body work and switching out pumps and tanks.



Ryan Van Rhee fills a bucket to wash down a restroom on location.

MORE INFO

Five Peaks
866/293-1502
www.fivepeaks.net
(See ad page 5)

Imperial Industries, Inc.
800/558-2945
www.imperialind.com
(See ad page 33)

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

PolyJohn Enterprises
800/292-1305
www.polyjohn.com
(See ad page 51)

PolyPortables, Inc.
800/241-7951
www.polyportables.com
(See ad page 19)

Satellite Industries
800/328-3332
www.satelliteindustries.com
(See ad page 26-27)

"We can do anything in the portable restroom industry," Ryan says. He's pleased with the response to the website and confident that technology and new ideas will take the family business in new directions - hopefully some "cool" ones. ■

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ON LOCATION

THE JOB: Monument Wildfire

LOCATION: Near Sierra Vista, Ariz.

THE PRO: A-1 Port-A-Pots and Septic Service

The Heat is On!

ARIZONA PROS DRIVE INTO AN INFERNO TO PROVIDE SERVICE FOR FIREFIGHTERS BATTLING DEADLY WILDFIRES
BY BETTY DAGEFORDE

Thought to be under control on the second day, flames roared back over this hill, eventually taking out several homes in the area.
(Photo by Dawn Long)

THE TEAM

Tom and Ashley Van Wart operate A-1 Port-A-Pots and Septic Service out of their 5-acre homesite in Benson, Ariz., a town of about 5,000 in the southeast corner of the state. Their business is split 50/50 between septic and portable restrooms. Tom Van Wart generally handles the septic routes, and their driver services the portable restrooms. Ashley Van Wart oversees office operations, but doesn't hesitate to drive a truck when needed, as was the case with the Monument fire.

COMPANY HISTORY

When Ashley Van Wart's parents decided to sell their portable restroom company in 2007, they jokingly suggested their son-in-law might want to start pumping restrooms now that he finished getting his master's degree in counseling. But the Van Warts decided to take the offer seriously and thought they could make it work. They knew they'd have to grow it, so they quickly purchased more units and added septic service.

Currently, the company has about 150 portable restrooms in its inventory, most of which are used for construction. Their territory covers most of two counties. "I could drive 100 miles in any direction," Van Wart says.

MAKING CONNECTIONS

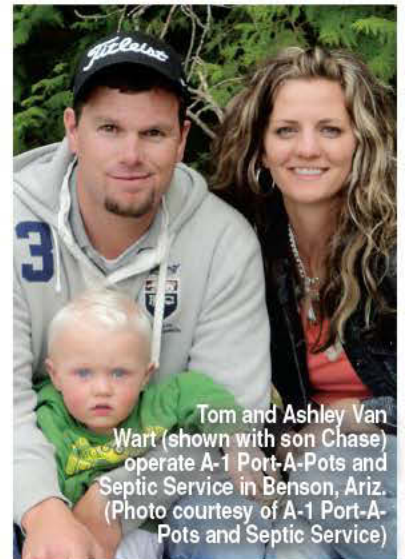
The company decided to go through the federal government vendor registration process. Although there were no special requirements such as

certification, training, security clearance or drug testing, it's not otherwise an easy process. "There's quite a bit of paperwork," Tom Van Wart says. "And you have to know exactly what you're filling out and how to do it."

The couple learned that the hard way. When the Sierra Vista fire broke out on June 12, 2011, they expected to get called – but didn't. They later discovered they hadn't registered in all the right places. Meanwhile, the U.S. Forest Service had gotten portable restrooms from one local vendor but desperately needed more. Finally a connection was made, and on June 19, just as they sat down for a Father's Day lunch, the Van Warts got a call asking if they could provide 45 units immediately.

THE MAIN EVENT

Nearly a million acres of Arizona forest burned the summer of 2011 during some of the driest months on record. The Monument Wildfire near Sierra Vista in the Coronado National Forest



Tom and Ashley Van Wart (shown with son Chase) operate A-1 Port-A-Pots and Septic Service in Benson, Ariz. (Photo courtesy of A-1 Port-A-Pots and Septic Service)

(continued)



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Fire destroyed this landmark tavern and auto mechanic shop. (Photo by Dawn Long)

consumed 47 square miles, destroying more than 60 homes and other structures. More than 10,000 nearby residents were evacuated. Van Wart estimated that 1,500 firefighters, security personnel and other crews were on hand during the three weeks it took to contain the fire.



Firefighters gear up to put out smoldering areas and hold the line on the fire. (Photo by Dawn Long)

BY THE NUMBERS

The company provided 45 royal blue Maxim 3000s and five older hand-wash stations, all from Satellite Industries. The units were originally placed at the two firefighter base camps. After a few days, the company relocated five portable restrooms to a heavy equipment parking area for the standby crews, and another five to a halfway point between the fire and base camp for crews working their way back and ground personnel monitoring the water tank that helicopters and water trucks drew from.

LET'S ROLL

Using three vehicles and a borrowed friend, the company delivered all units the night they were called, in one 120-mile round trip. Between them they drove the septic truck with a 16-foot trailer, a 1-ton Ford F-350 with a 32-foot gooseneck flatbed trailer from PJ Trailers, and a 3/4-ton Ford F-250 with a 36-foot trailer from Big Tex Trailers. Because of road closures, it took them until midnight. "It was surreal," Van Wart says. "It was pitch dark. It looked like a Christmas tree, all these red cinders." The darkness was punctuated by burning buildings. The Van Warts had the shocking experience of seeing two badly burned deer running across the road. "It was like driving through a war zone," he says.

"It was surreal. It was pitch dark. It looked like a Christmas tree, all these red cinders. It was like driving through a war zone."

TOM VAN WART

KEEPIN' IT CLEAN

With the Forest Service ensuring he was never in harm's way, Van Wart serviced all units daily for 13 days. He used the company's septic truck, a 1999 International 4600 with a 1,500-gallon waste/500-gallon freshwater steel tank and a Masport Inc. pump. Waste was taken to the Sierra Vista municipal treatment plant.

(continued)



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The company uses Safe-T-Fresh products. And Van Wart likes to put bleach in the wash water, which comes from his well.

“I would drink two gallons of water every day. I couldn’t drink enough water. I lost close to 15 pounds.”

TOM VAN WART

HOT AND HOTTER

Temperatures in southern Arizona were well into the 100s last June. Add to that the scorched earth, nearby blazes, and lack of air conditioning in his truck, and it’s clear Van Wart was working in extreme conditions. Plus, he was required to work during the hottest part of the day, between 10 a.m. and 4 p.m., when the camps were least active. “I would drink two gallons of water every day,” he says. “I couldn’t drink enough water. I lost close to 15 pounds.”

The fire was so hot that the only thing left of a portable restroom the company had at a nearby residential development site was the door springs. “The rest was completely incinerated,” he says.

GOVERNMENTAL ORGANIZATION

Van Wart doesn’t think having serviced a major fire will give them priority for future jobs, but it did help them better understand the federal

vendor registration process. And despite the hassles with that, they had a good experience working with the U.S. Forest Service. The staff not only was helpful but just pleasant to be around, he says. “In the beginning it’s kind of a train wreck, as everything’s getting set up. But they were very systematic and organized, and did a good job of helping people – but not in a fashion that’s demeaning. I’ve been to a lot less complicated affairs and had more difficulty.”

Even exhausted firefighters took time to thank them for their service. “It was a really good experience. Everybody’s got a job to do, and was respectful of every-one else.” ■



Tom Van Wart restocks paper supplies in restrooms. (Photo by Maranatha Struse)

Tom Van Wart cleans a row of Satellite Industries restrooms for firefighters working at Ramsey Canyon. (Photo by Maranatha Struse)



MORE INFO

Masport, Inc.
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www.safetfresh.com
(See ad page 13)

Satellite Industries
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(See ad page 26-27)

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A Healthy Start

HAND-WASH STATIONS AND FREESTANDING HAND SANITIZERS CAN ENSURE THE GREATER PUBLIC HEALTH AT YOUR NEXT SPECIAL EVENT PLACEMENT

By Ed Wodalski

Hand washing is no longer an afterthought when it comes to ensuring the health of your customers and their special events guests and is a must-have wherever food is served. Simple to install and maintain, here are some of the latest hand sanitizers and hand-wash stations – some with hot water – to consider for your health-conscious customers.

ACTIVE DEPLOYMENT SYSTEMS INC.

The 20-foot-long, 6-foot-wide hand-wash sink trailer from Active Deployment Systems Inc has 20 sinks – 10 on each side. Trailers contain freshwater and graywater storage tanks with battery backup.



The hand-wash trailer can be set up in almost any location and is not dependent on water hookups or electricity to operate. Features include water auto shutoffs, soap dispenser, paper towel dispenser, internal trash cans, water heaters and redundant pump systems. **866/975-4201; www.activedeployment.com.**

FIVE PEAKS

The movable, free-standing ADA-compliant Sierra hand sanitizer station from Five Peaks can be used at festivals, special events, food vending, agriculture and construction sites. The unit features rotational molded construction and tapered design for stability in high traffic areas. The hand sanitizer fits inside most standard portable restrooms for easy transportation. Its contemporary design and smooth, gray granite finish is easy to clean and complements any restroom line. Other features include a flip top with integrated hinges for easy filling, locking hatch, carry handles, four 1,000 mL dispensers and recessed beverage holders. A stake-down bracket is optional. **866/293-1502; www.fivepeaks.net.**



IMPERIAL INDUSTRIES INC.

The Imperial Wash Sink from Imperial Industries Inc. is durable for construction site use and versatile for special events. The rotomolded unit features a Whale foot pump, dual hand-wash ports, storage for paper products, 25-gallon freshwater capacity and 30-gallon wastewater capacity and two bottom drains. The sink fits inside most portable restrooms for transportation. **800/558-2945; www.imperialind.com.**



J & J CHEMICAL CO.

Foaming hand sanitizer from J & J Chemical Co. is a waterless wash that also disinfects, killing 99 percent of disease-causing germs. The sanitizer is biodegradable, dye- and alcohol-free with a light lime fragrance. **800/345-3303; www.jjchem.com.**



MCKEE TECHNOLOGIES INC.

The hand-wash station trailer from McKee Technologies Inc. has a 230 USG poly freshwater tank and 230 USG galvanized wastewater tank, self-closing, water-saving faucets, paper towel and soap dispensers. The trailer has a structural steel frame, 2-inch coupler, rubber torsion 2,200-pound suspension, front tongue jack and four corner stabilizers. Features include 15-amp, 120-volt power cord, 20-gallon, 500-watt heater with mixer valve, 120-volt, on-demand pump with reserve tank and front compartment with locking doors. The station is 108 inches long, 72 inches tall to the top of the tank and 72 inches wide. **866/457-5425; www.explorertailers.com.**



POLYJOHN ENTERPRISES

The HandStand sink from PolyJohn Enterprises is portable, durable and offers warm water for hand washing. Features include wheels for easy transporting, soap and paper towel dispensers and hands-free foot pump operation. The unit has an optional water-heating feature and extra-large basin for a splash-free, germ-free environment. Other features include easy-flow drainage and slim profile. The sink has non-marking rubber wheels and moves like a hand truck. It weighs 189 pounds with water and delivers 1,000 uses on a single 17-gallon fill. **800/292-1305; www.polyjohn.com.**



T.S.F. COMPANY INC.

The TJ Handy Stand sanitizer from T.S.F. Company Inc. holds four waterless gel touch hand-wipe dispensers. The dome-top unit has a 6-gallon base for stability with fill cap, drain plug and holes for stake down. It comes in a variety of colors with black or white gel dispensers. The 18-pound stand measures 18 inches long, 18 inches wide and 52 inches tall. It can be used inside or outside at special events and jobsites. **800/843-9286; www.tuff-jon.com. ■**



POLYPORTABLES INC.

The Vanity wash station from PolyPortables Inc. offers instant hot water and runs on 110-volt power. The station meets many compliance requirements with a non-institutional look. Standalone and in-unit wash stations have an all-plastic design, molded-in spigots, jumbo towel dispensers and Spray Soap lotion dispensers. **800/241-7951; www.polyportables.com.**



SATELLITE INDUSTRIES

The Breeze two-person hand-wash station from Satellite Industries is designed to attract attention with its bright blue/gray color combination. Black flecks within the blue colored areas hide potential scuff marks. The top, middle and bottom gray areas are extended to create a natural bumper when being transported or inadvertently dropped. The middle gray section can be replaced if it becomes overly scuffed. Features include side handles for lifting, tethered caps, flip-top towel dispenser, freshwater and graywater drain at bottom and tie-down ring for attaching cable to a ground stake. **800/328-3332; www.satelliteindustries.com.**



TOICO INDUSTRIES

The Multi-Use hand-wash station from TOICO Industries can be used as a single-user wash basin and mounted inside a portable restroom or mounted with an optional holding tank for a multi-user wash station that can accommodate up to six users. Features include Baby Whale foot pump and high-gloss finish. The unit is available as a sink or sink and mounted soap and towel dispenser with optional 15-gallon holding tank. **888/935-1133; www.toico.com.**



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Jeff Wigley is president of the Portable Sanitation Association International and co-owner of Pit Stop Sanitation Services Inc. in Atlanta. Contact him at 770/439-2888 or by email at wjwigley@bellsouth.net.



Certification Program Plays Valuable Role in Promoting Better Sanitation

By Jeff Wigley

The Portable Sanitation Association International is celebrating the 20th anniversary of its Certification Program. This is just one of the cornerstones of PSAI membership.

The Certification Program began in 1992 in an effort to set the standard for skills and knowledge in our industry. Since then, over 1,200 individuals have taken the course and successfully passed the certification test.

RAISING STANDARDS

Certification is voluntary and all participants must attend 5-6 hours of educational training and review. At the conclusion of the classroom portion of this training, each participant must pass a written test of technical skills and industry knowledge. If the participant is a restroom company employee, they earn a certificate of compliance. If the participant is a PSAI Associate Member they earn a certificate of education. The training is the same for both, however the portable restroom operation meets the compliance of an approved disposal facility, while an Associate (supplier) Member would not. It is important to note that the individual is certified, not the company.

The PSAI Health and Safety Manual has evolved over the years to include 114 pages of training and reference material as well as a glossary of over 125 industry terms. Sections on industry standards and equipment include portable restrooms (pre-inspection, cleaning, delivery, placement, pickup), hand-wash stations, freshwater flush units, recirculating flush units, and restroom trailers. Other topics include disposal, winter service procedures, and spill handling procedures. The PSAI has produced a service video shown in training and provided to regulatory agencies on a worldwide basis.

TRAINING GOES BEYOND DAY-TO-DAY JOB RESPONSIBILITIES OF A SERVICE TECHNICIAN TO INCLUDE TREATMENT OF WASTE AT THE WASTEWATER TREATMENT FACILITY, AND GIVES INSIGHT INTO THE SCIENCE OF THIS PROCESS.

Training goes beyond day-to-day job responsibilities of a service technician to include treatment at the wastewater treatment facility, and gives insight into the science of this process. In addition, the manual covers the Americans with Disability Act, the U.S. Environmental Protection Agency, and HIV/AIDS and Hepatitis information as these issues pertain to our industry.

PSAI Certification is the accredited licensing education for portable sanitation companies and/or their employees in Alabama, Illinois, Michigan, Minnesota, Wisconsin and elsewhere. Other states such as Georgia are reviewing this program for accreditation.

Certification is valid for three years before renewal. With different continuing education requirements, the renewing process will require a full classroom session within six years. Once a person has active certification, there is never a need to re-test.

REACHING OUT

The program was translated into Spanish in 1993. History was made in May at the PSAI Board of Directors Meeting in Cali, Colombia, as individuals from South American portable restroom companies participated in PSAI Certification. The premise was these managers will now be able to train their service technicians and certification can grow even larger in these countries. In addition, this was one of the largest gatherings of an international audience for training outside of the U.S. and represents the international growth and scope of this program.

After 20 years, it is fair to say that this program is raising the standards throughout the world. If you have additional questions, please visit the PSAI website at www.psaai.org, call 800/822-3040 or email info@psai.org. ■



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Bob Carlson is author of Pumper 101: The Complete Guide to Owning and Operating a Vacuum Truck and spent many years building and repairing trucks for the portable sanitation industry. Send questions for Carlson to truckcorner@promonthly.com.



Diagnosing a Pancaked Tank

A COLLAPSED VACUUM TANK MAY BE CAUSED BY FLAWED OR COMPROMISED STEEL NOT DETECTABLE WITH A SIMPLE VISUAL INSPECTION

By Bob Carlson

QUESTION: I guess I learned a lesson, but you're going to have to tell me what lesson I learned. I bought a used pump truck in another state. I picked up the truck, brought it home and went to work. After six weeks of operation - without anything really appearing to be wrong - the tank collapsed. I called the seller and he has no idea why the tank collapsed and, of course, he has no plans of giving me my money back. I don't think I did anything wrong or different than I normally do while pumping. Some people said the type of steel used for the tank could have been the problem. Isn't steel steel? What's your opinion on my dead tank?

J. G. Garner
Houston

ANSWER: You are partially right. Steel is steel, but there are many grades of steel. The most common type used in building vacuum tanks and the type that I recommend is designated as ASTM A36. Generally it is simply called A36.

For background, the ASTM designation refers to the American Society for Testing Materials. In the beginning days of steel manufacturing, ASTM was established in 1898 and began setting standards for steel in 1901 with the standard for steel rails. In 1981, the European community recognized ASTM as the standard so steel designations would be the same internationally.

A36 steel is composed of the following: 98 percent iron, 1.03 percent manganese, 0.25-0.29 percent carbon, 0.28 percent silicon, 0.20 percent copper and less than 0.10 percent phosphorous and sulfur.

As for strength, A36 steel has a yield tensile strength of 36,300 psi and an allowable bending stress of 22,000 psi. The experts report that A36 steel has properties allowing it to deform as stress is increased beyond the normal yield strength. That is one of the reasons it is commonly used in construction. When there is an emergency, the deforming process allows buildings to stand longer after yield strength limits have been surpassed.

COMMERCIAL QUALITY

When manufacturers are "cooking" a batch of steel and it goes through hot rolls to create plate, the steel is tested to see if it lives up to the A36 specification. Sometimes the steel fails to make the grade of A36. The steel does not meet specifications in terms of thickness, width, surface, chemistry or physical properties. Do they throw these sheets of steel away or melt it down again? No. They sell it.

It is sold at a discounted price compared to prime steel (A36) and it may be suitable for some other applications. It is either called commercial quality (CQ) plate or secondary steel. For some manufacturers, the savings in price on CQ plate are a great temptation.

Many years ago we tried it in our shop and one of our tanks simply cracked. Not just a tiny crack, but a 3-foot long crack right in the middle of the sheet. That was the last time we bought CQ plate. This doesn't mean every CQ plate is going to crack, but the problem is, you never know what you are getting. All you know when you buy CQ plate is that something is wrong with it and it does not meet the A36 rating.

How can you tell the difference between the two types of plate? Not by looking. The A36 plate will come from the steel warehouse with papers certifying it as A36. The CQ plate will have no such papers.

If CQ plate is used in a vacuum tank, it could collapse because of weak spots in the steel that are unable to withstand the power of the vacuum. The steel might also have been called 1/4-inch plate but not have been that thick. So with CQ, anything is possible.

Before you buy a used vacuum truck, become as familiar as possible with the tank. Who built it? What is it made of? How old is it? When you can't get these basic answers, proceed cautiously.

OTHER COLLAPSE CAUSES

There are other possible reasons for the tank collapsing. Perhaps there was an undetected indentation, taking the tank out of round. This would be the weak spot in terms of the vacuum strength. The tank only needs one weak spot to collapse.

It could be that the tank was simply too thin and/or too old to handle the amount of vacuum you were putting on the system. And of course, you could have had the perfect storm and had all three of these factors happening at once on your tank.

The lesson you're looking for is simple: Before you buy a used vacuum truck, become as familiar as possible with the tank. Who built it? What is it made of? How old is it? When you can't get these basic answers, proceed cautiously. ■

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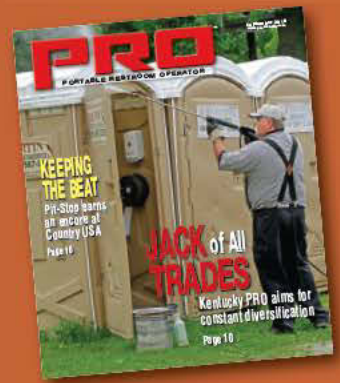


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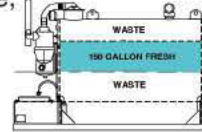
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INDUSTRY NEWS

Mr. John featured in *Only in America* episode

Portable sanitation company Mr. John was featured in a February episode of *Only in America with Larry the Cable Guy* on the History Channel. A film crew visited Mr. John's in Glen Gardner, N.J., facility to shoot footage for the episode, offering a behind-the-scenes look at the business.



Amthor forms tank program with UD Trucks

Amthor International and UD Trucks North America formed a tank program for the refined fuel, propane, vacuum/septic and related tank industries. Dealers for UD Trucks of Greensboro, N.C., will be trained on the sales, marketing, installation, service and maintenance of Amthor Tanks mounted on a UD chassis.

D & W Diesel expands production center

D & W Diesel added 55,000 square feet to its production and distribution center in Auburn, N.Y. The expansion is the fourth for the company. The 110,000-square-foot-facility houses inventory and a bar-coding system. The expansion is expected to add 25 new positions over the next three years.

Wabash National to acquire Walker Group Holdings

Wabash National Corp. agreed to purchase Walker Group Holdings of New Lisbon, Wis., and its Progress Tank and Tri-State Tank divisions. Based in Lafayette, Ind., Wabash specializes in the design and production of refrigerated vans, dry freight vans, flatbed trailers, dropdeck trailers, truck bodies and intermodal equipment.

PRODUCT NEWS

RMT safety camera system



The TRACK-VISION safety camera system from RMT Equipment Inc. has a 115-degree field of view in any direction, eliminating blind spots to the front, rear and sides. The system has a shockproof 7-inch, high-resolution LCD monitor for clarity in low light enabling the operator to view up to four cameras. 450/622-0682; www.rmt.ca. ■



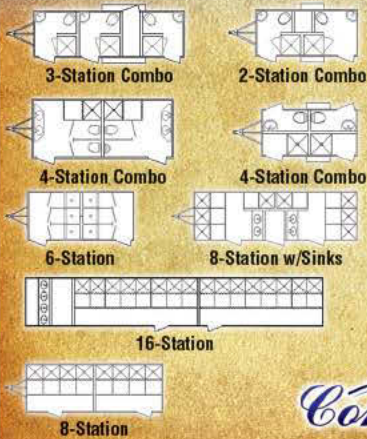
UPCOMING TRAINING & EVENTS

Inspector Training & Certification: May 30-31, 2012 - Santa Rosa, CA Instructors: Jacque Sommers and Kit Rosefield Go to www.COWA.org June 18, 2012 - Albuquerque, NM POWRANM & NAWT - Recertification - Contact: Bill McKinstry at (505) 989-7676 or admin@powranm.org June 22-23, 2012 - Waco, TX Instructors: Jim Anderson and Dave Gustafson Go to www.NAWT.org August 27-28, 2012 - Casa Grande, AZ Univ. Of AZ - NAWT Contact: Kitt Farrell-Poe at (520) 621-7221	Operation & Maintenance Training Certification: September 12-13, 2012 - Mill Valley, California Operation & Maintenance, Level 1 Instructors: Mike Treinen or Kit Rosefield Go to www.COWA.org November, 2012 - (TBA) California Operation & Maintenance, Level 2 Instructors: Nick Weigel or Kit Rosefield Go to www.COWA.org
Installer Workshops June 27, 2012 - San Diego, CA NAWT & NCHA 2012 AEC Instructors: Jim Anderson and Dave Gustafson October 15, 2102 - Dover, DE DOWRA Conference Contact Hollis Warren at (302) 284-9070 or Htwarren43@aol.com October 25-26, 2012 - Lakewood, CO CHURCH Onsite Wastewater Consultants Contact: Kim Seipp (303) 622-4126 or highplains@ttds.net	CEU's for NAWT Recertification May 7-8, 2012 - Payson, AZ - Univ. Of AZ - NAWT 7th - Inspection Pumps & Design 8th - Inspection Subsurfacing Drip System Contact: Kitt Farrell-Poe at (520) 621-7221 July 26, 2012 - Sacramento, CA COWA - NAWT - Low Pressure Pipe Drainfield & Drip Design - Go to www.COWA.org

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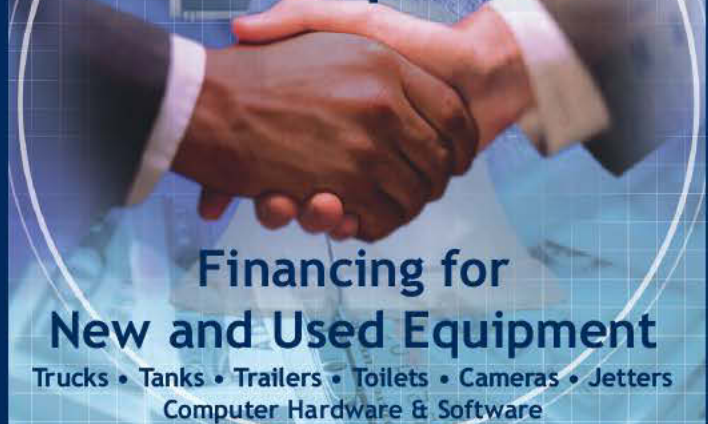
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