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**INDY EXPO**  
Page 22

## *Flipping* **THE FLEET**

Louisiana's Ace Enterprises reloads,  
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Page 10

## *Rising to* **THE OCCASION**

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Page 26



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**ADVERTISERS** in this issue December 2012

COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE
<b>A</b>		<b>E</b>		<b>K</b>		<b>N</b>		<b>S</b>	
Allison Transmission.....	5	EZTrakR Systems Inc. ....	32	Kentucky Tank, Inc. ....	7	NAWT, Inc.....	37	Satellite Industries .....	20-21
Amthor International .....	3	<b>F</b>		<b>L</b>		<b>P</b>		Slide-In Warehouse .....	38
Armstrong Equipment, Inc. ....	14	Fruitland Manufacturing.....	19	Liberty Financial Group, Inc...	14	PolyJohn Enterprises.....	39	Surco Products.....	9
<b>C</b>		<b>G</b>		Liquid Waste Industries, Inc. .	17	PolyPortables, Inc.....	11	<b>T</b>	
Century Paper & Chemicals ..	32	Gamajet Cleaning Systems, Inc.....	33	<b>M</b>		<b>R</b>		T.S.F. Company, Inc. ....	2
Classifieds .....	37	Green Way Products .....	40	<b>Marketplace</b> .....	37	Roeda Signs & ScreenTech Imaging .....	31	<b>W</b>	
Comforts of Home Services, Inc. ....	9	by PolyPortables, Inc.		McKee Technologies Inc./ Explorer Trailers Surco Products		<b>TANKS</b>		Walex Products .....	15
<b>D</b>		<b>J</b>		Mid-State Tank Co., Inc. ....	36	<b>S</b>			
Deal Associates, Inc. ....	17	J & J Chemical Co. ....	27	<b>N</b>		Safe-T-Fresh.....	35		
		J. C. Gury Company, Inc. ....	36						
		Johnny Mover Trailer Sales.....	8						
		<b>K</b>							
		KeeVac Industries, Inc.....	38						

- 6 From the Editor: Build Your Web Rep**  
Take the time to check out your online credibility with customers ... and then accentuate the positive reviews.  
- Jim Kneiszel
- 8 Back at the Office: Preventing Employee Theft**  
If you think fraud is something that only takes place at huge companies like Enron, think again. It could be going on right under your nose.  
- Judy Kneiszel
- 10 COVER STORY**
- 
- PROFILE: Flipping the Fleet**  
A complete turnover of work trucks and a concentration on professional service keep Louisiana's Ace Enterprises ready for any challenge.  
- Eric Brothers
- ON THE COVER:** Braden Jones, 35, has been at the helm of his family's company, Ace Enterprises, in Baton Rouge, La., since 1999. He's shown here with a new fleet of vacuum trucks built out by Keith Huber Inc. on Peterbilt chassis. (Photo by Tim Mueller)
- 16 Product Roundup: On the Move**  
Transport trailers, restroom movers, auxiliary holding tanks and liquid waste accessories get you on site quickly and ready to roll.  
- Ed Wodalski
- 18 2013 EXPO: Sharing For Success**  
Through Expo roundtable discussions, contractors network their way to better use of emerging technologies, improved customer service and marketing ideas that produce results.  
- Jim Kneiszel
- 26 On Location: Rising to the Occasion**  
The PROs at Johnny on the Spot help the Great Texas Balloon Race soar to greater heights.  
- Pete Litterski
- 30 2013 EXPO: Culture Club**  
Six historic Indianapolis neighborhood districts showcase thriving art and music scenes for visitors to the Pumper & Cleaner Environmental Expo.  
- Sharon Verbeten
- 32 PSAI News: Strategic Planning Meeting Paves Way for Bright Future**  
- Jeff Wigley
- 34 Truck Corner: You Have a Mechanic Problem**  
User error, not a design flaw, is responsible for the performance woes of a writer's vacuum pump.  
- Bob Carlson
- 36 Industry News**

## COMING NEXT MONTH — January 2013

- **Profile:** California company thrives on diversity
- **Take 5:** Workforce and weather pose challenges in Pennsylvania

# PRO

PORTABLE RESTROOM OPERATOR

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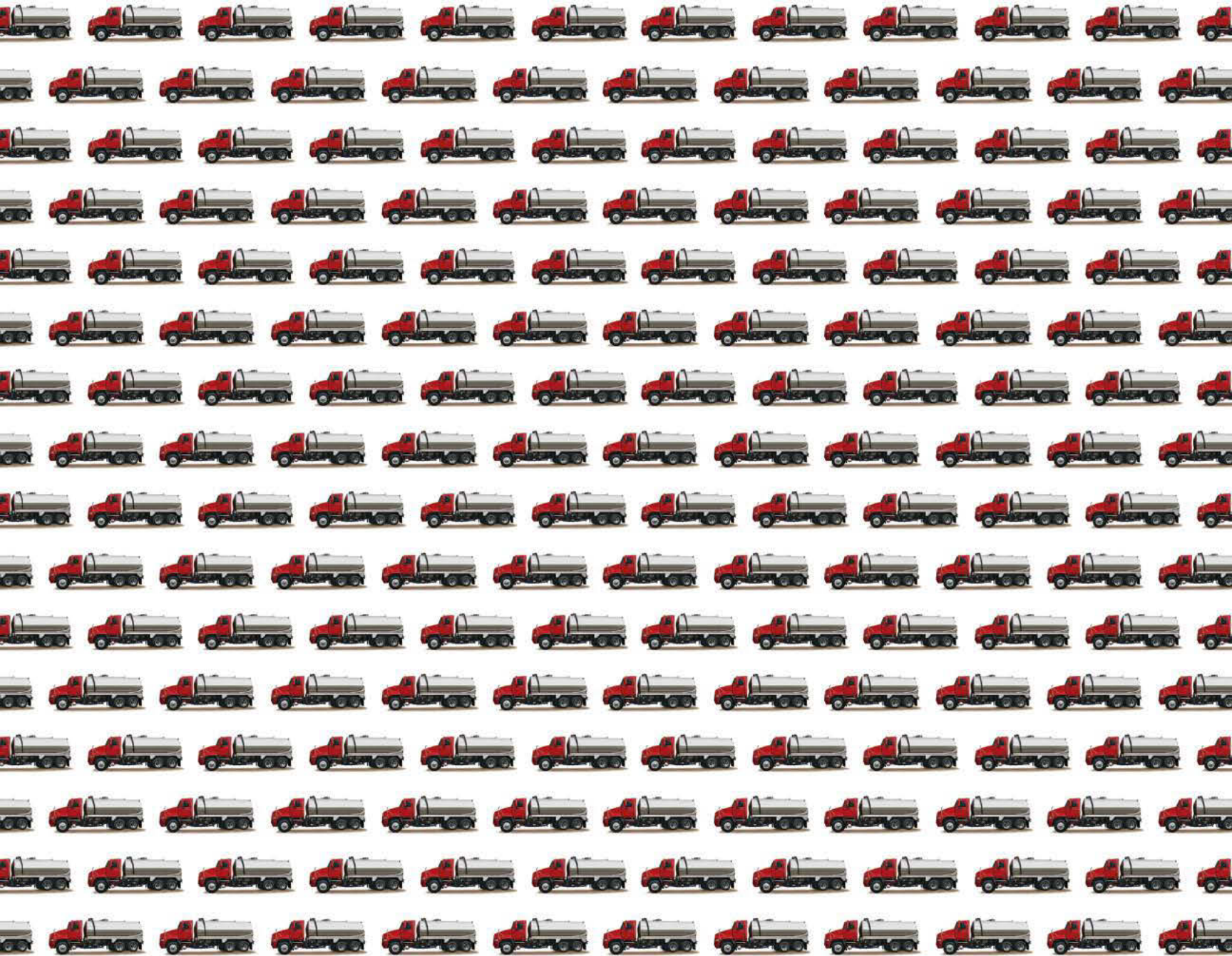
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## Build Your Web Rep

**TAKE THE TIME TO CHECK OUT YOUR ONLINE CREDIBILITY WITH CUSTOMERS ... AND THEN ACCENTUATE THE POSITIVE REVIEWS**

By Jim Kneiszel

If yours is like most portable sanitation businesses, this is the time of year you can pause to reflect on the past busy season and think about what you want to do differently when the pace picks up again next spring.

Between thinking about getting your equipment back into tiptop shape and looking at your holiday to-do list, you may want to noodle around on the Internet to look at your company's Internet presence. As more customers are migrating to the Internet to find service providers, is your website all that it should be? Does it have a professional appearance? Is it outfitted with the tools 21st century consumers would demand, like online ordering, lightning fast interactivity and lots of educational content?

### CHECK YOUR REPUTATION

And while you're out there surfing, do a Google search for your company's name. You never know what you'll find ... and may be surprised with what people are saying about you. Contractors often tell me that word-of-mouth is their best advertising, and a positive testimonial from a loyal customer makes for marketing magic. If that's the case, what does a negative review of your services do for your efforts to attract new customers?

Nobody's called to complain about your service, you might say. But you may be surprised to find out that someone has given you a negative online review that could be carrying a lot of weight with perspective customers. Look at service review sites like Yelp.com to see if anyone's talking about you. I perused the comments about a California PRO's service (I won't name names) and found widely divergent reviews:

#### The Good

"The portable toilet was delivered successfully! And when I needed to extend it a little longer, they were very accommodating. Wonderful service!"

#### The Bad

"Don't bother even sending them an email. I sent one a week and half ago and got a one sentence response. I responded back and now nothing. With customer service right off the bat that was this bad, I don't want to even give them my business just to be disappointed. There are plenty of other options. I sent out three other emails to local companies and all three have way better communication and act like they actually want my business."

#### And the Ugly

"Are they professional enough to complete their order? I think not! It never showed up. I called their so-called emergency number and left a

message three hours after the appointed time of arrival. Six hours after the party was over, the inside of my house is a disaster from people running in and out trying to use the bathroom, still no (restroom) ...

So, would I recommend (the company) to anybody for service? Not even to my worst enemy! (company name) YOU SUCK!"

---

**"A bad review published in a newspaper, or broadcast on radio or TV, is short-lived, but a bad review posted online can live indefinitely."**

**John S. Rizzo**

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### WHO'S POSTING?

As you read in these examples, anonymous reviewers - and even those who use their names at the review websites - don't pull any punches, especially when they fire up the computer as they are still stinging from a bad customer experience. Just like your most loyal customers may be a bit too effusive with praise for your service, people who take a negative view can go overboard in their criticism. You know how hateful users of the Internet can be if you've checked out comments below just about any YouTube video or comments following news stories at your local newspaper's website.

These negative reviews don't necessarily come from legitimate sources, according to John S. Rizzo and V. Michael Santoro, authors of a new book on small business promotion, *Niche Dominance: Creating Order Out of Your Digital Marketing Chaos* (www.nichedominance.com). They urge service companies to do what they can to counter harsh reviews that can put a damper on attracting new customers.

"Anyone can post a bad review online and hurt your business. Unfortunately, most business owners are not even aware that these bad reviews are out there," Santoro says. Bad reviews could be coming from a disgruntled employee or even one of your competitors looking to knock you down. Posted customer opinions carry weight with 70 percent of consumers, Santoro says, quoting a Nielsen Global Trust in Advertising Survey. And the bad reviews linger on in cyberspace.



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"A bad review published in a newspaper, or broadcast on radio or TV, is short-lived, but a bad review posted online can live indefinitely," Rizzo says. "With consumers now researching an average of 10 reviews before making a buying decision, and 70 percent trusting a business that has a minimum of six reviews posted, business owners need to be proactive in developing their online reputation. You need several positive reviews."

### TURN IT AROUND

Rizzo and Santoro recommend employing "reputation marketing" to score with positive reviews and counter those frustrating negative reviews. There's no better time than the slower winter season to start the ball rolling. Here are a few of their tips:

#### Develop a five-star reputation.

Begin by having your happy customers post great reviews about your business. Strive to have at least 10. Have each post to one of the following: Google Plus Local, Yelp, CitySearch, SuperPages, YP.com, your Facebook Fan page, etc. This needs to be a continuous process. Proactively ask your customers to post reviews. Showcase the third-party reviews on your website.

#### Manage Your Reputation

Regularly check that the reviews being posted are positive. You can use Google Alerts for your business name. By building up the positive reviews, you can counter a poor one by sheer volume. You also should quickly post a reply to a negative review. Always be professional and indicate action you have taken to remedy the situation.

### Create a Reputation Marketing Culture

Train your staff to ask customers for reviews and to deal immediately with any customer who appears unhappy. A positive culture will encourage customers to post positive reviews about your business.

### BACK TO THE BAD REVIEWS

Remember the portable restroom company with the negative reviews mentioned earlier? The owner actually followed on one of the reputation-marketing tips, responding to criticism with an apology:

"I researched your complaint and I cannot see any orders that were not delivered. I apologize if there was a mistake made by us. Call me if there is ever a problem with a delivery ... We try extremely hard on a day-to-day operation to do everything that I would expect if I was using our service. Once again I apologize if there was a mistake made." ■



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](mailto:thewordhouse@ameritech.net).



## Preventing Employee Theft

**IF YOU THINK FRAUD IS SOMETHING THAT ONLY TAKES PLACE AT HUGE COMPANIES LIKE ENRON, THINK AGAIN. IT COULD BE GOING ON RIGHT UNDER YOUR NOSE.**

By Judy Kneiszel

**W**hen I asked Eric de Jong, owner of Diamond Environmental Services in San Marcos, Calif., if it was OK to tell his story in PRO magazine, he said, "It's embarrassing, but people need to know. Ultimately it's going to make everyone better."

The story de Jong has to tell is one probably as old as commerce itself ... an employee wrongfully takes something that belongs to an employer. But too often it takes being a victim for a small business owner to sit up and take notice. De Jong, who recently learned an employee embezzled \$60,000 from his portable sanitation company, doesn't want you to wait until it happens to you. He wants other PROs to learn from what happened to him.

### How it Happened

De Jong says a long-term employee for Diamond Environmental Services handling the accounts payable was embezzling money for the past year-and-a-half or two years.

"She was purchasing office supplies for the company at stores like Staples or Office Depot and then also purchasing gift cards at the counter and loading them up with \$200 to \$500 at a time and keeping those for herself," de Jong says.

That same employee paid the credit card bills via telephone, so no one else would see the statements.

"She'd also pay our Nextel (wireless) bill and pay her own bill right along with it," de Jong says. "Over a long period of time, these things added up."

The fraud department of one of the stores where the activity was occurring eventually notified the office manager at Diamond.

"They noticed we were buying a lot of gift cards over the counter," de Jong says. "So we went back and started looking and noticed purchases were not classified how they should have been. These card purchases were mislabeled as parts and supplies. It was a well thought-out process."

And that's what was so disheartening to de Jong, his office manager and Diamond's 150 employees. A person they had known and trusted for years had committed this crime.

"She was a good employee," de Jong says. "This came as a total shock to me."

**"They noticed we were buying a lot of gift cards over the counter. So we went back and started looking and noticed purchases were not classified how they should have been. These card purchases were mislabeled as parts and supplies. It was a well thought-out process."**

**ERIC DE JONG**

### Tips for Avoiding Employee Fraud

Office procedures are changing at Diamond Environmental Services because of the embezzlement incident. Here are a few tips de Jong offers other PROs for preventing fraud:

**1. Limit the number of different credit cards issued in your company's name.** Credit card offers are hard to refuse, and de Jong says he kept saying yes to them because he thought it would be a benefit to the company to rack up airline miles and other rewards for using multiple credit cards.

"We got stung hard because someone took one of those credit cards we probably really didn't need and used it against us," he says. "We will now use one card."

**2. Separate duties between employees.** The person who is paying the bills should not be allowed to buy anything, de Jong says.

**3. Be observant.** Make a mental note of changes in an employee's lifestyle. Things like a divorce or a serious illness in the family may make a person feel desperate for money and tempted to skim from company funds. Often embezzlers tell themselves it's "a loan" they'll pay back, but then it



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snowballs out of control. Also be observant if an employee seems to have a gambling problem or drug addiction. Observing doesn't mean accusing, of course. But if someone or something seems a little off, keep an eye on the books. Even small things can signal trouble, de Jong says. For example, if you know how much an employee earns and wonder how they can afford to go out for pricy lunches and drink Starbucks coffees every day, something might be amiss.

### More Steps to Avoid Fraud

- **Dump the stamp.** Sign checks personally, rather than having a signature stamp lying around.
- **Do random checks of bank and credit card statements and question even small purchases you don't recognize.** Thieves often test the waters with \$5 and \$10 purchases and then up the ante if no one catches on.
- **Consider bonding employees who will be making purchases or paying bills.** A fidelity bond is employee-dishonesty insurance covering a business in cases of employee theft or fraud. If a bonded employee embezzles, the payout received by the employer can be used to recoup some of the loss and to take legal action. Rates vary depending on how many employees are covered and amount of coverage, but according to the U.S. Small Business Administration, a fidelity bond should cost 0.5 to 1 percent of the coverage obtained, so at most a \$1 million bond would cost \$10,000.
- **Don't sign checks without seeing the corresponding invoice.** And avoid signing blank checks.
- **Consider conducting criminal and credit checks on job candidates.** Make sure this is legal in your state, however. Some states have outlawed this practice.
- **Insist employees use their vacation time.** Often schemes reveal themselves when the employee involved is not there to keep up the ruse.
- **Work with your bankers.** You may be able to provide them with a list of approved vendors so they can notify you if checks are written to anyone else.
- **Look at statements from vendors over a few months' time.** If you notice all invoices from a single vendor are in numerical order without skipping any numbers, then you are their only customer; you are writing checks to a fictitious vendor, or they have an unusual accounting system that I'm sure they'd be happy to explain to you.

### What to Do if It Happens

De Jong's advice to any business owner who discovers an employee is embezzling: Don't pull any punches. He says when the fraudulent employee was confronted, she confessed and resigned. But it didn't end there.

"We took all the information we collected from the stores and turned it over to the local jurisdiction and we're prosecuting to the full extent of the law," he says. "This wasn't a mistake, this was theft and we have a no-tolerance policy when it comes to theft. We'll let the law determine what happens next."

De Jong says he wanted to send a strong message to employees that if they knowingly do something wrong, they will get caught and prosecuted. To head off rumors, he sent an email to everyone in the company telling them what happened. He says he got 20 messages of support in return.

After the legal dust settles, procedural changes have been made and the embezzler's carefully vetted replacement is on the job, de Jong and his staff can put this incident behind them. Hopefully his story will encourage others to proceed with caution and take necessary steps to prevent employee fraud altogether. ■



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# Flipping THE FLEET



**A complete turnover of work trucks and a concentration on professional service keep Louisiana's Ace Enterprises ready for any challenge** *By Eric Brothers*

Ace Enterprises drivers are (from left) Lambert Weisse, Steve Williams, Michael Whitehead, Butch Crisler, Willie Head, Patrick Roberson, Randy Allen, Josh Tanner and Sonnijo Diez. They are shown with new vacuum trucks from Keith Huber and PolyJohn Enterprises restrooms awaiting delivery. (Photos by Tim Mueller) >>>

**W**hen Braden Jones saw a pattern of breakdowns in his vacuum service fleet at Ace Enterprises Inc., near Baton Rouge, La., he decided on a bold business move: Replace the entire fleet of 12 portable sanitation rigs in one fell swoop.

What prompted this unusual action? Jones summed it up succinctly: "When your trucks are breaking down every day and you can't keep a truck on the road to keep a customer happy, you have to do something about it."

Making a fresh start with his route-running vehicles is one of a number of interesting moves Jones has made since taking over the 30-year-old family business in 1999.

The company started in 1982 with one truck and 25 restrooms. In recent years, the 35-year-old Ace Enterprises president shepherded the company through a significant growth spurt, all the while focusing on what he says is the key to success for any portable sanitation company: impeccable customer service.

"I grew up in the business, but I always knew I wanted to take it, run with it and make it bigger," Jones says. "I saw a good opportunity to perfect it. I'd come in and say, 'OK, we're running three delivery trucks a day. Let's see how we can maybe cut that to two trucks, but still do the same job or better and keep all the same service.'"

*(continued)*

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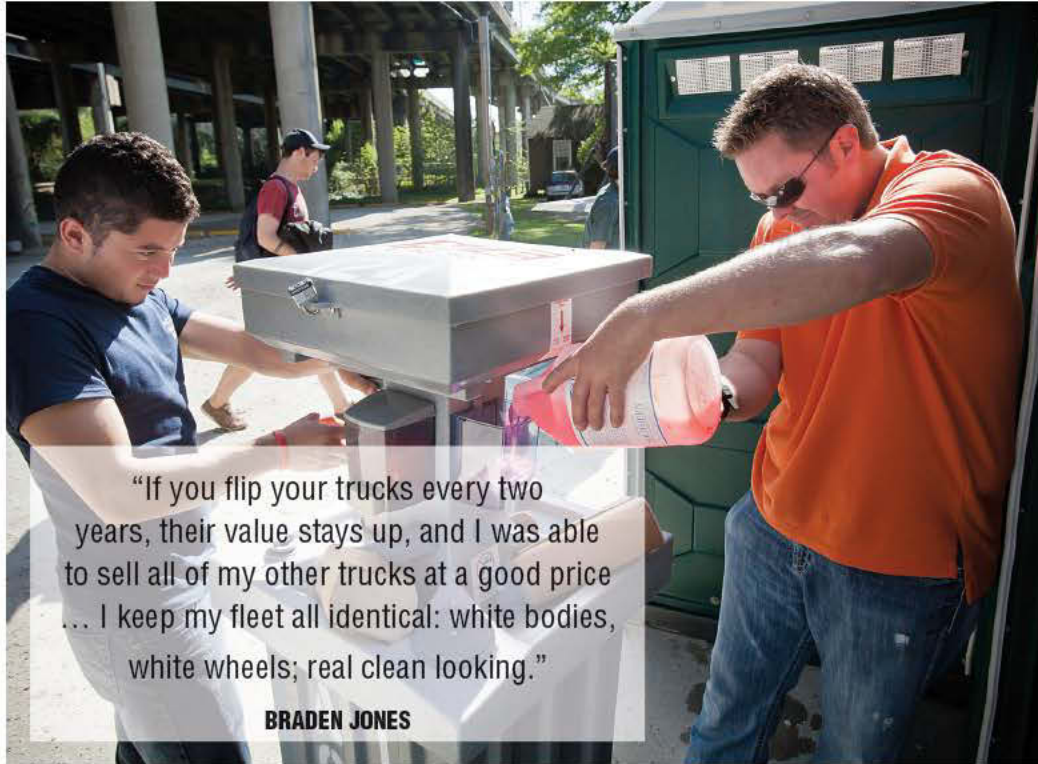


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<<< Ace owner Braden Jones (right) and employee David Remoro add supplies to a PolyJohn Enterprises hand-wash station as they deliver portable sanitation equipment to a business in Baton Rouge, La.

“If you flip your trucks every two years, their value stays up, and I was able to sell all of my other trucks at a good price ... I keep my fleet all identical: white bodies, white wheels; real clean looking.”

**BRADEN JONES**

### TRUCKS BY THE DOZEN

A move toward greater efficiency has been marked by the company’s commitment to upgrade trucks – evidenced by the major fleet overhaul in 2011. At the time, the fleet suffered a variety of engine-related issues. “I have customers to service, and when you don’t service them, you’re not going to keep them,” he notes. As part of the plan, Jones decided to switch cab-and-chassis brands to Peterbilt.

“A Peterbilt has always been known for its class, but it’s also a very reliable truck,” Jones continues. “The little bit more that I paid for them has been well worth it because I have had no more reliability issues.”

Jones hasn’t kept trucks for more than two years, which is about 150,000 miles by his calculations. “If you flip your trucks every two years, their value stays up, and I was able to sell all of my other trucks at a good price,” Jones says. At the same time, newer trucks mean less unanticipated downtime.

All of the new vacuum trucks are 33,000-pound GVWR Peterbilt 337s, powered by 300-horsepower Paccar PX-6 engines and fitted with Allison 2500 RDS automatic transmissions. Mounted on the trucks’ frames are custom-built Keith Huber Princess II tanks made of stainless steel, a material Jones prefers for its acid-resistance. Vacuum is provided by Masport HXL-75 pumps.

“I keep my fleet all identical: white bodies, white wheels; real clean looking,” Jones says. The fleet also includes 13 front-loader refuse trucks

to service commercial customers’ solid-waste hauling needs, part of the company’s business since 1996. Jones is converting those trucks to Peterbilt also, which he’s done with about half of the total so far.

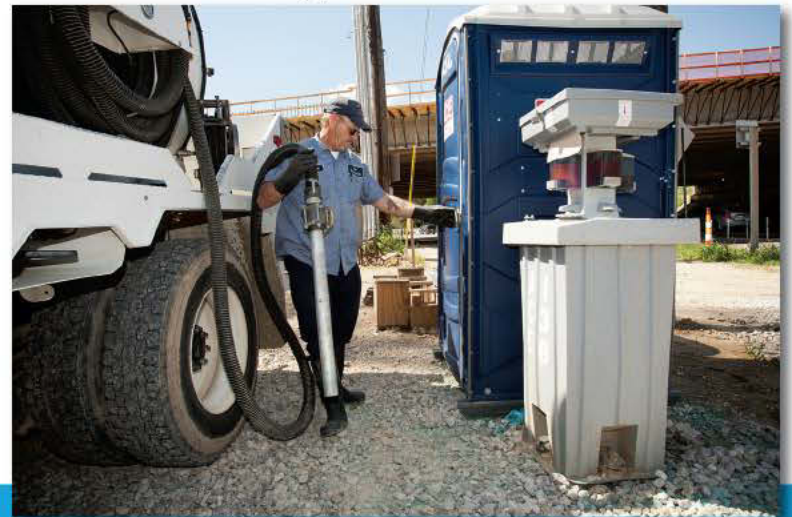
To maintain the fleet, Ace Enterprises has three full-time technicians who can change tires, brakes, hoses and oil, and one of the techs is certified to perform major engine overhauls.

### IN THE YARD

In an effort to improve service ergonomics and efficiency, Jones has developed a new flatbed restroom delivery vehicle built by Keith Huber with a stainless steel vacuum tank. “I wanted to be able to work on this truck easily, so I designed this tank for operators as well as those who repair them when they break,” he adds.

With so many deliveries and pickups over time, Jones wanted to improve the workflow with a task-specific design, eliminating some of the lifting that can cause injuries and lost time among technicians. At the same

Route driver Steve Williams prepares to pump a restroom at a construction site in Baton Rouge, La. >>>



## Extending a helping hand

In 2005, when Hurricane Katrina slammed into the Gulf Coast, a lot of people in the portable sanitation industry locally were suddenly out of business. Most of the available stock of portable restrooms in southern Louisiana was damaged or destroyed, and the extensive flooding ruined trucks and other equipment.

“They didn’t have anything left,” recalls Braden Jones, owner of Ace Enterprises in Baton Rouge, La. Businesses in Baton Rouge responded to help colleagues downstate. “We went down there, providing toilets and roll-offs for the state police and others.” When the local PROs tried to get back in business, they had few if any restrooms in inventory. Jones continues, “So they’d call us for help – and we just became friends.”

At first glance, it may seem odd that Ace Enterprises works with potential competitors, but as Jones says, “The people I work with, I don’t consider them my competitors. Yes, they’re in my region, but not at my back door.”

This friendship born of adversity continues to this day. One example of the ongoing cooperation occurs during New Orleans’ famous Mardi Gras celebration. “My guy down there normally gets 180 to 240 toilets from me every year,” Jones says. “I help him out with whatever he needs: restroom trailers, trucks, whatever.”

Helping others is not limited to friends in the business. Closer to home, Jones and “his guys” donate their services to charitable causes, such as providing restrooms for an autistic children’s walk.

Ace Enterprises general manager Glen Elrod Jr. moves a restroom into place while delivering a load for a St. Patrick's Day parade in Baton Rouge. >>>

time, the trucks, sporting Masport HXL-75 pumps, can provide vacuum service as well as restroom transport.

Ace Enterprises has about 2,700 restrooms, all made by PolyJohn Enterprises. Hand-wash stations, hand-sanitizer stands and holding tanks are also supplied by PolyJohn. Ace's equipment includes a variety of restroom trailers. The fleet includes 12-, 16- and 24-foot restroom trailers from ACSI (Advanced Containment Systems, Inc.), 14- 18- and 28-foot models from JAG Mobile Solutions and a 16-foot unit from American Engineering.

Most trailers are standard offerings from the manufacturers, but Jones says he customized the recent additions from JAG and ACSI. The lavatories feature hands-free dryers so there's less paper towel waste and fewer service issues, he says. Plus, foaming soap now being used is more effective for hand-washing and doesn't have to be replaced as often.

Jones wondered if the Xlerator brand hand dryers really needed the heating element to be effective in usually warm Louisiana. Without the need to heat the air, the dryers require less energy (4 amps versus 15 amps), so standard 110-volt current at 20 amps can supply power to run the dryers, air conditioning and lights.



Ace Enterprises also offers portable holding tanks for commercial jobsites, specifically for office trailers. This business fits nicely with the need for hand-wash stations and portable restrooms for workers at those jobsites.

Ace offers a range of roll-off containers aimed at commercial clients. Overall, Jones says about half of his business is handling liquid waste, the other half, solid waste.



Owner Braden Jones hands out hats from his company's float during a St. Patrick's Day parade in Baton Rouge, La. >>>

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## EMPLOYEE RETENTION A KEY

"Our motto, 'Where Service Matters,' has always been about putting customers first," Jones says. "My people take pride in what they do."

Jones says employee turnover rate is non-existent. "I haven't had anybody leave in over eight years. All I've done is hire since then." He depends on his current employees to refer new hires. "All of my guys are friends of other friends," he explains. "Once they get on board, it's like a big family."

There are family events, too. In April, the company has a huge crawfish boil for employees, and in December it hosts a Christmas party.

Jones says there's no secret to attracting and retaining valued employees. He provides a good salary and supplies workers with good trucks and equipment. At the end of the year, if there is money left over, he hands out bonuses because his people "worked hard and made it all possible."

Ace Enterprises also provides employees with a 401(k) retirement plan and health insurance. While these benefits require more effort and expense on behalf of the company, they encourage employee loyalty.

**"Service. Period. Do your job ... Your word and your work is everything. So, if you're not at a customer's location on time and don't do your work properly, then you won't be in business tomorrow. It's short, simple and that easy."**

**BRADEN JONES**

## TAKIN' CARE OF BUSINESS

Attracting and keeping customers is especially important to a service-focused business. "About 90 percent of our business comes by referral," Jones says. The remaining 10 percent is from Internet search and phone book.

Ace Enterprise's website answers a lot of customer questions upfront. "It doesn't look like a lot of thought went into it, but when someone calls for portable toilets or a (container), restroom trailer, large or small roll-off, front loader, hand-wash station or trailer, they can see the actual product and say, 'That's what I want.' My goal is to show everything exactly as you'll get it.

"I don't do much advertising at all," Jones says. "My key is service. Do your job and the customers will come to you."

The proof of success is to be found in some of Ace Enterprises' long-term customers. "I've been supplying toilets to the state fair for 15-plus years, our balloon festival for many years as well," Jones says. "There are many events I do every single year."

Jones is a stickler for professionalism. His advice for other portable restroom operators is concise: "Service. Period. Do your job." He said his approach is not just for his industry - it applies to any business.

"Your word and your work is everything. So, if you're not at a customer's location on time and don't do your work properly, then you won't be in business tomorrow. It's short, simple and that easy." ■

## MORE INFO

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

JAG Mobile Solutions, Inc.  
800/815-2557  
www.jagmobilesolutions.com

PolyJohn Enterprises  
800/292-1305  
www.polyjohn.com  
(See ad page 39)

Allison Transmission  
www.allisontransmission.com  
(See ad page 5)

Keith Huber, Inc.  
800/334-8237  
www.keithhuber.com

Ameri-Can Engineering  
574/892-5151  
www.american.com

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

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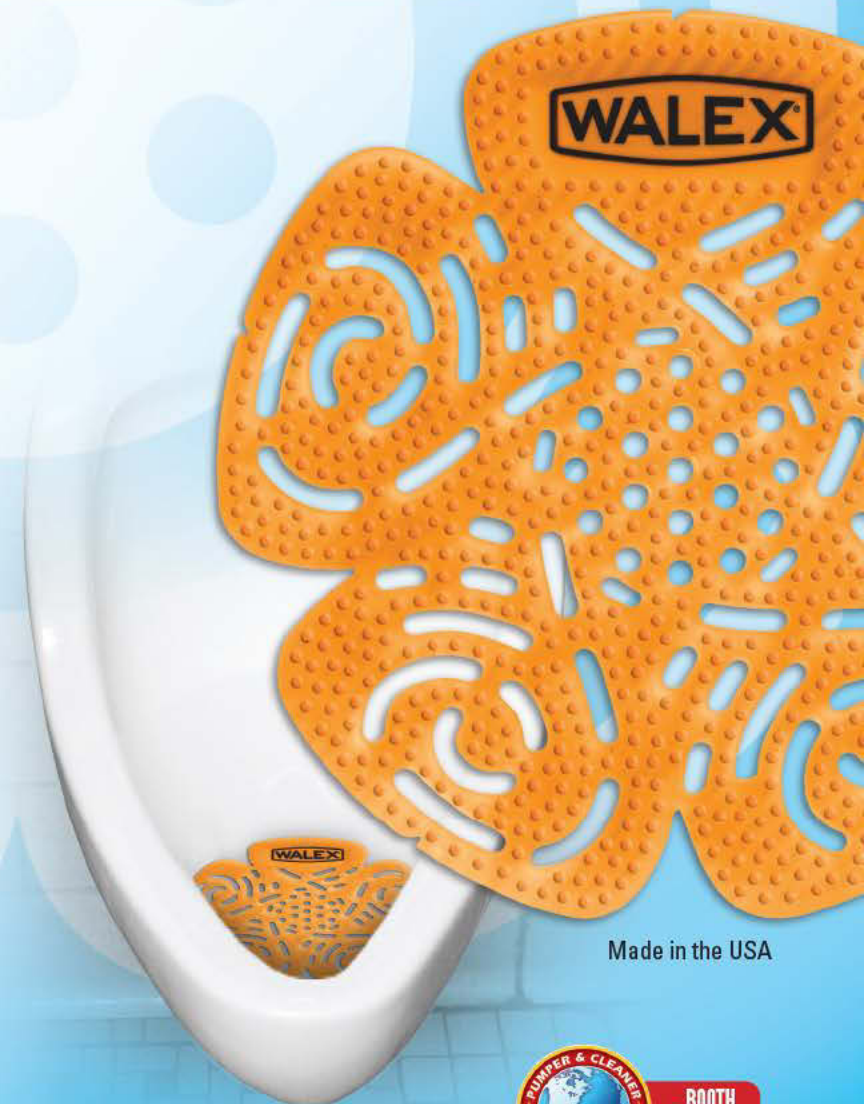
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# On the Move

## TRANSPORT TRAILERS, RESTROOM MOVERS, AUXILIARY HOLDING TANKS AND LIQUID WASTE ACCESSORIES GET YOU ON SITE QUICKLY AND READY TO ROLL

By Ed Wodalski

**M**oving banks of portable restrooms doesn't have to be a time-consuming, backbreaking chore with help from the latest trailers and hand trucks. And holding tanks and deodorizing additives offer a temporary solution when auxiliary wastewater or freshwater need to be stored. As you prepare your inventory for the 2013 busy season, here are a few time- and work-saving products to consider:

### Trailers, restroom movers

#### ARMAL

Standard and customized portable restroom trailers from Armal feature low bed height for easy loading and unloading. The built-in locking system eliminates the need for straps to secure restrooms. Trailers are 96 inches wide, 175 inches long and 30 inches tall, and hold up to 16 units. Weighing 3,500 pounds, trailers are available in standard black and gray colors. Other features include single



axle with brakes, hitch and adjustable 2-inch ball, jack with caster and hinged tie-downs with 1/2-inch rods. **866/873-7796; www.armal.biz.**

#### DEAL ASSOCIATES

The Super Mongo Mover hand truck from Deal Associates is available in various configurations, including two axles that allow it to balance when tipped. The hand truck is designed for all restrooms and is easy to use by any worker. Featuring a chemical-resistant aluminum and steel frame, the restroom mover is available with air or solid foam tires and up to eight wheels for maximum flotation when transporting units off-road, across yards or over sand. **866/599-3325; www.dealassoc.com.**



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#### LIQUID WASTE INDUSTRIES

Restroom delivery trailers from Liquid Waste Industries are made from heavy-duty steel and feature double torsion axles, electric brakes and flush-mounted lights. Available with or without 4-foot side rails, trailers have built-in winch straps on all corners and T-Beam down the middle to secure one side of the skid. Hooks are evenly spaced along the sides to weave through and over skids. Trailers are 23 1/2 inches high for easy loading and unloading. Custom upgrades include gates, leaf spring axles, fold-down ramps, LED lights and choice of hitches. **877/445-5511; www.lwiinc.com.**



#### MCKEE TECHNOLOGIES

The Explorer Transporter trailer from McKee Technologies features adjustable carrier slats that box-in most restroom skids, including multiple sizes. Models range from 8 to 48 feet, accommodating up to 24 restrooms. All models include independent suspension. A front wind deflector is available. Trailers are hot-dipped galvanized for corrosion protection. **866/457-5425; www.explorertrailers.com.**



### Graphics

#### ALLIED GRAPHICS

Custom shaped and sized graphics for the portable restroom from Allied Graphics are available to fit every brand and color. Nameplates that



can be riveted onto units are available. Other products include adhesives to bond decals to plastic surfaces, Lack of Service tags, service decals, men/women decals, unit numbers, as well as decals with QR codes. **800/490-9931; www.allied-graphics.com.**



**SCREENTECH IMAGING**

Decals from ScreenTech Imaging, a division of Roeda Signs, feature a high-tack adhesive for portable restrooms, including pebbled and textured surfaces. **800/829-3021; www.screentech.com.**



**Holding tanks**

**POLYJOHN ENTERPRISES**

Holding tanks from PolyJohn Enterprises, available in 250- and 300-gallon sizes, feature thick-wall construction for bulk waste storage under trailers and at jobsites. With no threaded or cemented joints, the tanks accept Fernco rubber couplers and clamps for easy installation and maintenance. Available in pewter or natural color, tanks enable liquid levels to be viewed at a glance. **800/292-1305; www.polyjohn.com.**



**POLYPORTABLES**

Rotationally molded polyethylene holding tanks from PolyPortables can be used under office trailers as well as for temporary waste storage. The 250-gallon tank measures 18 by 48 by 72 inches and weighs 100 pounds with four cleanout ports - two on top in opposing corners and one on each end. Custom tanks with as few as two ports are available. A uni-seal grommet and threaded PVC connector are inserted into each port. A 300-gallon tank (18 by 48 by 90 inches) with one 10-inch manhole, two 3-inch spin-weld ports and two universal cleanouts is available. **800/241-7951; www.polyportables.com.**



**T.S.F. COMPANY**

Polyethylene holding tanks from the T.S.F. Company are available in several sizes for wastewater and freshwater. The low-profile tanks fit under RVs and field offices. The tanks have two 3-inch holes - one in the corner for clean-out and access from the side of a trailer and a second for plumbing. Spin-welds are available (1/2, 1, 1 1/4, 1 1/2, 2, 3 inches). The 110-gallon white cylinder tank is 70.5 inches long and 24.5 inches in diameter. Black wastewater tanks range from the 30-pound, 60-gallon (48 by 21.5 by 14 inches) size up to the 137-pound, 440-gallon (91 by 71.5 by 16 inches) size. **800/843-9286; www.tuff-jon.com. ■**



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	14 Hauler.....	\$4525.00	(28ft)	
	16 Hauler.....	\$5200.00	(32ft)	
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February 25 - 28, 2013 | Indiana Convention Center

The Pumper & Cleaner Environmental Expo hosts breakfast roundtable discussions where attendees share their thoughts on a variety of important issues.



# SHARING FOR Success

THROUGH EXPO ROUNDTABLE DISCUSSIONS, CONTRACTORS NETWORK THEIR WAY TO BETTER USE OF EMERGING TECHNOLOGIES, IMPROVED CUSTOMER SERVICE AND MARKETING IDEAS THAT PRODUCE RESULTS BY JIM KNEISZEL

**Y**ou make the annual pilgrimage to the Pumper & Cleaner Environmental Expo for a variety of reasons ... surely to see the latest equipment the industry has to offer and to learn the latest technologies through Education Day seminars.

Effective networking with your colleagues in the industry is another key to making the most of your visit to the 2013 Pumper & Cleaner Expo in Indianapolis. Taking part in the Breakfast Roundtable discussions - set for 8 to 10 a.m. on Thursday, Feb. 28 - is the best way to accomplish that goal.

Just ask Mike Stephens of SCS Stephens LLC in Haslett, Mich., who participated in a roundtable discussion about maintenance contracts for wastewater treatment systems at the 2012 Expo. He'll tell you he came away with practical advice from fellow service providers who work across the country.

"I was able to exchange maintenance agreements with other contractors from the roundtable discussion. We showed each other what we use for contracts and that was really beneficial," Stephens says. "If somebody else is doing something that's working, why do we have to reinvent the wheel? If someone's already drafted a really good service contract and good marketing - or a clever idea in another state - why not use it?"

Stephens and other contractors at his table explored some of the ideas they've used to promote maintenance contracts among their customers. Then they exchanged business cards and delved deeper into the topic in the weeks following the Expo. Eventually they were faxing their agreements to each other for critique, looking for ways to improve the documents.

The result is improved service for customers through regular system checks, and an improved environment for everyone, Stephens says. He would like to stay on the topic of maintenance at the upcoming Expo.

"Different people have different perspectives," he says. "I enjoyed being able to talk to companies that were maintaining twice as many systems as I do and those doing a smaller number. It was a really good experience."

Maintenance contracts were one of many timely business topics explored at the 2012 roundtable discussions. And many more are in the works for 2013. After grabbing a buffet breakfast, participants will choose a topic and get to networking. They are invited to move from table to table to discuss a host of topics ranging from providing services to social media marketing.

## HOT TOPICS

Dave Gustafson, a University of Minnesota Extension Service engineer and regular speaker at Pumper & Cleaner Expo seminars, led a 2012 roundtable that veered into a fascinating hot topic: hydrogen sulfide deterioration in concrete tanks.

The discussion wasn't what Gustafson expected, but it brought to light valuable information about an issue that helped inform his table participants from California, Ohio, New Jersey, New York and Virginia.

"Part of the value of the roundtable discussions is trying to deal with topics that contractors are working on right now. What are the issues we're wrestling with today?" he says. "I was able to talk to contractors about what they were seeing and interpret it from the research standpoint."

Pinpointing important trends in service and maintenance help participating contractors keep pace with an evolving industry, Gustafson says. As technologies to treat and transport wastewater change and improve, a well-informed contractor will provide better customer service and become a more effective steward of the environment, he says.

And Gustafson says the networking efforts he begins at the Expo roundtables continue throughout the year, adding tremendous value to his work, and he hopes to the advancement of the contractors he's befriended.

Gustafson and other industry educators take part in the roundtables as moderators, keeping the discussions on topic and adding their expertise wherever possible. As a moderator, Gustafson has a message for all Expo attendees considering taking part in the roundtables in 2013: The more the merrier.

**"All of them have something to share with the group. All perspectives are helpful to come up with a good answer. I think sometimes the guys who don't think they have something to offer, we don't give them the credit they deserve."**

## DAVE GUSTAFSON

"Sometimes guys are worried they're not going to have anything to say. But everyone has a perspective. They've all been involved in the industry, so all of them have something to share with the group," Gustafson says. "All perspectives are helpful to come up with a good answer. I think sometimes the guys who don't think they have something to offer, we don't give them the credit they deserve. If you don't come, your reference is missed. We don't have your insights, experiences and understanding." ■

## The Pumper & Cleaner Breakfast Roundtable

Discussions will be held 8-10 a.m. Thursday, Feb. 28. Go to [www.pumpershow.com](http://www.pumpershow.com) for updates and more details.



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**DAVID SCHEELE**

Alaska Storm Water Maintenance • Anchorage, Alaska

**“You never know who you’ll meet or what you’ll find to help your business.”**

The market changes constantly, and David Scheele attends the Expo to keep pace. “I’ve made a lot of contacts over seven or eight years,” he says. “I’ve met people from Florida, Arizona, California. I can go to them if I have a problem. I attend classes that directly relate to my business, and I’ve had some excellent discussions afterward with presenters, who offer helpful comments and ideas.”

**Join your industry in Indianapolis!**

# EDUCATION DAY SEMINARS

**MONDAY**  
**FEBRUARY 25TH**

## NAWT

### National Association of Wastewater Technicians

- 8 a.m. Introduction to Pressure Distribution
- 9:30 a.m. Designing Systems, Boundaries and Barriers from a Soils Perspective
- 11 a.m. Pump Choices and Settings: Decisions for Proper Operation
- 1:30 p.m. Operation and Maintenance of Pressure Distribution Laterals
- 3 p.m. Installing with Management in Mind: How to Get the Most out of Your System
- 4:30 p.m. Design and Maintenance of Grease Interceptors

## NEHA

### National Environmental Health Association

- 8 a.m. What Makes a Professional in Onsite Wastewater Systems?
- 9:30 a.m. Part One: The Science and Engineering of Onsite Wastewater Treatment
- 11 a.m. Part Two: The Science and Engineering of Onsite Wastewater Treatment
- 1:30 p.m. Education and Training: Professionalization of the Practitioners
- 3 p.m. Management Models: Management and Becoming a Management Entity
- 4:30 p.m. The Future of the Onsite Wastewater Industry: How to Make it Work for You!

## SSCSC

### Southern Section Collection Systems Committee

- 8 a.m. Seven Powerful Tools for CCTV Inspection Perfection
- 9:30 a.m. Easements – A Collection System Maintenance Nightmare
- 11 a.m. Nozzle Science – The Next Generation of Tier 3 Nozzles and Beyond
- 1:30 p.m. Pass or Fail – Is Your Company Going To Make It? How to Ensure Success
- 3 p.m. Social Media and Web-Based Promotion: Is it Right for Your Business?
- 4:30 p.m. Pipeline Relining and Rehabilitation Solutions

## NASSCO

### National Association of Sewer Service Companies

- 8 a.m. Ultraviolet Manhole Rehabilitation
- 9:30 a.m. Convey Your Stormwater and Plug Your Holes!
- 11 a.m. Jet Up! Sewer and Storm Water Cleaning
- 1:30 p.m. Rethinking Collection Maintenance with Sewer Line Rapid Assessment Tool or SL-RAT
- 3 p.m. Case Study of Cleaning Large Diameter Sanitary Sewers and Siphons
- 4:30 p.m. Pipeline Assessment Certification Program (PACP) 2013 Update Workshop

## NOWRA

### National Onsite Wastewater Recycling Association

- 8 a.m. Time Dosing ... Why? How? And How Much?
- 9:30 a.m. Loading Rates – How Much Can the Soil Take?
- 11 a.m. Troubleshooting Pumps, Floats and Panels
- 1:30 p.m. The Dirty Dozen – Toxins That Kill Septics
- 3 p.m. How Installers Can Use the Poor Economy to Increase Profits
- 4:30 p.m. Are Seepage Pits Really Bad?
- 8 a.m. Designing Drip Dispersal Systems
- 9:30 a.m. Soil Erosion Control During and After Septic System Installation
- 11 a.m. Decentralized Wastewater Collection System Maintenance

NOWRA Room 2

## SCOTT HUNTER

### Business Coach

- 8 a.m. - 5:30 p.m. | 2013 - Your Best Year Ever

## WJTA/IMCA

### WaterJet Technology Association

- 8 a.m. Safety and Efficiency – You Don't Have to Choose!
- 9:30 a.m. Selecting the Best Jetting Tip Doesn't Have to Be Scary
- 11 a.m. Hydroexcavation – The Non-Destructive Solution

## PHIL STEIN

### Vacuum System Information

- 1:30 p.m. | Understanding the Power: Physics of Vacuum and How it Works

## NEXSTAR

### Independent Residential Service Contractors Association

- 1:30 p.m. | The Art and Science of Business Management
- 3 p.m. | The Business of Contracting

## PSAI

### Portable Sanitation Association International

- 4:30 p.m. | GAP: Good Agricultural Practices



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### TUESDAY TRACKS

**FEBRUARY 26TH, 2013**

#### TRANSPORTATION AND LAND APPLICATION

- 8 a.m. Driver Compliance and Certification: How to Meet DOT Requirements
- 9:30 a.m. Staying in Compliance with 503 Regulations for Land Application
- 11 a.m. Land Application: Case Study of a Long-Term Operation

#### INDUSTRY SAFETY

- 8 a.m. One Piece Nozzles Enhance Performance and Safety
- 9:30 a.m. Confined Space Entry Permit and Equipment Review
- 11 a.m. Utility Line Locating

#### SSCSC

- 8 a.m. Making Emergency Response Your Business
- 9:30 a.m. How to Protect and Maintain Sewer Hose From Mini Jetters to Combination Units
- 11 a.m. How to be Successful in the Cleaning/CCTV Business

#### GENERAL BUSINESS

- 8 a.m. New Untapped Techniques to Capture Today's Customers
- 9:30 a.m. 10 Steps to Marketing Success
- 11 a.m. Cloud Computing for Small Business and the Field Service Industry
- 8 a.m. Don't Win the Price Game
- 9:30 a.m. Make the Phone Ring with Low-Cost Marketing
- 11 a.m. Local Marketing on the World Wide Web

Business Room 2

#### SEWER COLLECTION & REHABILITATION

- 8 a.m. Chemical Grouts and Grouting Methods
- 9:30 a.m. Watch Your Assets – Remote Monitoring Can Save You Big Bucks
- 11 a.m. Lateral Connection Rehabilitation: Biggest Bang for the Rehabilitation Buck

#### SPANISH/ESPAÑOL

- 8 a.m. Floods in Mexico City
- 9:30 a.m. Best Practices for Working in Confined Spaces
- 11 a.m. How to Overcome the Difficulties of Doing Business in South America

### WEDNESDAY TRACKS

**FEBRUARY 27TH, 2013**

#### SEWER COLLECTION & REHABILITATION

- 8 a.m. Cash for Compliance: The New Boom in Home Sewer Replacement
- 9:30 a.m. Trenchless Point Repairs, a Low Cost Permanent Solution
- 11 a.m. Penn State University Performs Manhole-to-Manhole Lining In-House

#### GAS, OIL & MINING

- 8 a.m. How to Decide What Dewatering Option is Best for You
- 9:30 a.m. Blower 101: The Basic Operation of the Positive Displacement Blower
- 11 a.m. Principles and Equipment of Hydro-Pneumatic Vacuum Excavation

#### GENERAL BUSINESS

- 8 a.m. Save Money – Move Your Business to the Cloud
- 9:30 a.m. Morally Bankrupt
- 11 a.m. Measuring Success Matters: Your Ads, Your Agents, Your Technicians

#### MUNICIPAL

- 8 a.m. Benefits of Digital Side Scanning Inspection Camera Systems
- 9:30 a.m. Application for Sewer and Storm Nozzles
- 11 a.m. Grinder Pumps & Application

#### PORTABLE LIQUID WASTE

- 8 a.m. A View from the Receiving End: Regulatory Challenges in FOG Programs
- 11 a.m. Now You Smell Me, Now You Don't: Deodorants

#### NEW TECHNOLOGY

- 8 a.m. Improving Safety and Technology with Wireless Technology
- 9:30 a.m. New Technology for Locating Sewer Line Leaks
- 11 a.m. Solve Decentralized System Malfunction Issues and Site Challenges

#### ADVANCED INSTALLER COURSE

- 8 a.m. - 5 p.m. Presenters: Jim Anderson and Dave Gustafson  
Sponsored by Onsite Installer and COLE Publishing  
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# NETWORKING & ENTERTAINMENT

**N**etwork with your peers over a 25¢ tap beer and enjoy a private concert just for Pumper & Cleaner Expo attendees! The Tuesday Night Industry Appreciation Party is a must attend Expo event and it's included when you pre-register before January 25th, 2013!

**Tuesday, February 26th**

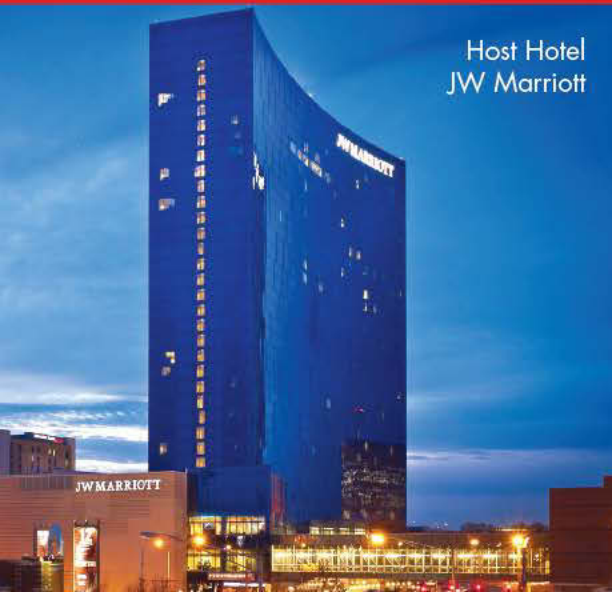
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Craig Morgan: ... 7 p.m.

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## ON LOCATION

**THE JOB:** Great Texas Balloon Race

**LOCATION:** Longview, Texas

**THE PRO:** JOTS Rentals (Johnny on the Spot)

◀◀◀ Flames leap into the bottom of a balloon to raise it into the air as a pilot prepares to fly at the Great Texas Balloon Race. (Photos by Pete Litterski)

# Rising to THE OCCASION

The PROs at Johnny on the Spot help the Great Texas Balloon Race soar to greater heights

By Pete Litterski

## THE TEAM

Vickie Hatcher is an old hand at rounding up the crew and the equipment each summer to serve crowds that brave the summer heat to enjoy the spectacle of the Great Texas Balloon Race. Hatcher has been the manager of JOTS (Johnny on the Spot) Rentals in Longview, Texas, for 10 years.

For the 2012 Great Texas Balloon Race, Hatcher worked with a team of four employees including crew leader Mike Humphries, Debbie Pritts, Jake Franks and Jonathan Goodman. Although Hatcher spends most of her time indoors working on sales and scheduling deliveries, service calls and pickups, when a major event rolls around, it is all hands on deck as the company's special events units are rounded up, cleaned and prepared for delivery.

## COMPANY HISTORY

JOTS is a subsidiary of Longview-based AP Equipment & Rentals, which rents everything from folding tables and chairs to heavy-duty lifts and loaders. AP, with a second store in Mount Pleasant, Texas, acquired JOTS in 2002. Although



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JOTS was established 15 years ago, Hatcher says its history can be traced back to the 1970s when, “John Cannon started out building his own units in his backyard.”

### MAKING CONNECTIONS

Hatcher says JOTS has been handling the portable restroom needs of the balloon race since the company’s inception and organizers of the event are usually happy to come back to the company each year.

“Sometimes, they’ve sent it out for bids, but generally they just stay with us because they know about our service. We’re very competitive with our prices and very aggressive with our service.” Several weeks after the 2012 event, Hatcher said, “I talked to Larry Aldridge, our contact on the board, and he said next year we’re going to need a few more (units) on the ground.”

### THE MAIN EVENT

The 2012 Great Texas Balloon Race, held July 27-29, is operated by a non-profit corporation with a volunteer board and traces its roots to the grand opening of the Longview Mall in 1978. Dr. Bill Bussey, a Longview dentist who holds several world records in hot air ballooning, agreed to fly over the city with a banner touting the mall’s debut. Bussey developed a good relationship with mall managers Frankie Parsons Riggins and Mary

LeTourneau and the three agreed the mall would host a “Great Texas Balloon Race” on its first anniversary.

After a disappointed fan arrived too late to see the balloons launch for the 1979 event, Bussey and several other balloon pilots developed an idea for an added event that would be more fan friendly. They convinced fellow pilots that they could give spectators a great show if they would team up after dark and tether their balloons to the ground while igniting their burners to illuminate the colorful balloons. What is described as the world’s first organized balloon glow in 1980 was a hit with local fans and the evening crowds began to grow.

After a brief hiatus in 1987-89, the race was re-established in 1990, and soon moved to the grounds of the East Texas Regional Airport, just south of the Longview city limits. The event continued to grow with food vendors, musical entertainment and a children’s activity center, with the 2012 race attracting an estimated 27,000 spectators.

### BY THE NUMBERS

To handle the demands of the balloon race, Hatcher rounds up most of her special events units (JOTS maintains a separate set of restrooms to service its construction and oilfield customers.) For the 2012 balloon race, JOTS placed 85 regular PolyPortables Integras, three PolyPortables and



“Sometimes, they’ve sent it out for bids, but generally they just stay with us because they know about our service. We’re very competitive with our prices and very aggressive with our service.”

VICKIE HATCHER

<<< JOTS Rentals employee Mike Humphries and his crew prepare to unload PolyPortables, Inc. units at the grounds of the Great Texas Balloon Race. Using 14-, 10- and five-unit trailers, it took the JOTS crew three trips to deliver all of the portable restrooms needed to serve 27,000 attendees.



Teams prepare to launch their balloons on the final night of the Great Texas Balloon Race. >>>

PolyJohn Enterprises handicapped units, four PolyPortables holding tanks to capture vendors' graywater, two T.S.F. Company, Inc. hand-wash stations and a custom-built restroom trailer from Advanced Containment Systems, Inc. It features three stalls and two sinks on the women's side and one stall, a seven-foot urinal and two sinks on the men's side.

### LET'S ROLL

Hatcher says JOTS begins its balloon race contract by placing two units at the airport two weeks in advance for use by setup crews. Those units are serviced once a week. While the seven-day Balloon Federation of America U.S.A. Nationals in Longview overlaps the local event, the bigger crowds come for the weekend festivities, starting Friday morning and drawing big numbers Friday and Saturday nights.

The regular plan to deliver the restrooms on Wednesday and Thursday went a bit awry for the 2012 race because Wednesday dawned with a watermain break near a Longview industrial park resulting in several large manufacturers calling JOTS and requesting emergency deliveries of portable restrooms so they could keep employees on the job. With JOTS crews busy delivering units to the local factories, Hatcher adjusted the schedule. After prepping many special events units Wednesday afternoon, the crew arrived early on Thursday to begin loading units on three trailers and carrying them 10 miles south to the airport. The crew made three deliveries on Thursday and two on Friday.

"As it was, we were only about a half-day behind because we were done by lunchtime Friday," says Hatcher, who pitched in stocking units with bathroom tissue and deodorizer before they were loaded on the trailers.

### KEEPIN' IT CLEAN

Once the Great Texas Balloon Race is under way, Hatcher assigns a team to service the event. "Generally, I send out three trucks and three drivers. They clean out all of our (units) and holding tanks, and they service any RVs that request it. The vendors can pay for the RV service, but for the VIPs (balloon teams) it's free because that's part of our bid."

The trucks assigned to the 2012 event included a Kenworth T-300 with a 1,100-gallon waste/400-gallon freshwater Best Enterprises stainless steel

tank; a Chevrolet 5500 with a 400-gallon waste/200-gallon freshwater Best Enterprises slide-in unit with stainless steel tank; and an International 4300 with a 1,100-gallon waste/400-gallon freshwater Keith Huber unit with a steel tank. The fleet uses Conde vacuum pumps from Westmoor Ltd. and Masport pumps.

The cleaning team arrives at the balloon race site at 4 a.m. and is generally done by about 8:30 a.m. Hatcher says there are several reasons for the early morning schedule: It helps her team avoid the heat of the day (often 100-plus degrees in July) and, "Nobody is around to get in the way. It goes fast that way."

The balloon race wraps up by mid-day Sunday each year and the JOTS team clears its equipment from the airport on Monday and Tuesday. ■

### MORE INFO

Advanced Containment Systems, Inc.  
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www.acsi-us.com

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www.bestenterprises.net

Keith Huber, Inc.  
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A Mass Ave. outdoor patio beer garden is one of the great meeting places in this eclectic neighborhood. >>>

<<< The phrase on the Fountain Square website says it all about the district: "Funky. Artsy. Retro," with vibrant lights, nightlife and fun-loving crowds. (Photos courtesy of Visit Indy, www.visitindy.com.)



# CULTURE Club

SIX HISTORIC INDIANAPOLIS NEIGHBORHOOD DISTRICTS SHOWCASE THRIVING ART AND MUSIC SCENES FOR VISITORS TO THE PUMPER & CLEANER ENVIRONMENTAL EXPO BY SHARON VERBETEN

**F**ounded and platted in 1821, Indianapolis (population 876,804) is known for being located at the "Crossroads of America." And its unique and varied tourist attractions are just part of what make Indy, well, Indy.

According to Lisa Wallace, communications manager, conventions and meetings for Visit Indy, "Visitor favorites include the green space, canal and attractions conveniently located in White River State Park, only steps away from hotels. Two new attractions include the Dallara IndyCar Factory and our Cultural Trail, an innovative project connecting visitors on bike or foot with hotels, restaurants and eclectic neighborhoods throughout the city. The Indianapolis Museum of Art is also popular with prominent works of art inside and 152 acres of gardens and grounds outside that house the original (Robert Indiana) LOVE sculpture."

Those are just some of the attractions located in the city's six distinct cultural districts. These include Broad Ripple Village, The Canal and White River State Park, Fountain Square, Indiana Avenue, Mass Ave. and the Wholesale District. Nestled in these districts are public art, galleries, museums, shops and recreation. Four of the six districts are conveniently located downtown, the site of the Pumper & Cleaner Environmental Expo.

## SEE IT ALL

**Broad Ripple Village** is set against the backdrop of public art, graffiti murals and green spaces. It's the ideal venue for those adventuresome souls

who enjoy art, creative spaces and ethnic foods. Shopping options include works by local artisans, as well as vintage furniture and collectibles. The Indianapolis Art Center and the ARTSPARK outdoor laboratory are located in Broad Ripple.

**The Canal and White River State Park** are more for history and outdoor lovers. Limestone walkways and American Indian art are part of the experience in this district.

---

**"New attractions include the Dallara IndyCar Factory and our Cultural Trail, an innovative project connecting visitors on bike or foot with hotels, restaurants and eclectic neighborhoods."**

**LISA WALLACE**

---

Scattered throughout the Canal and 250-acre White River State Park are some of the city's most inspiring museums and attractions.

The Canal Walk - on the "waterfront" - provides an urban respite for fitness enthusiasts and serenity seekers. Also in this district is the Indianapolis Zoo, the Eiteljorg Museum of American Indians and Western

Fountain Square is just south of the city. It is home to artists, galleries, boutique shops, restaurants and bars, and the Fountain Square Theatre Building, which has the only two authentic duckpin bowling lanes in the Midwest – Action Bowl and Atomic Bowl. >>>



## For more information:

- **Broad Ripple Village**, 6311 Westfield Blvd.; 317/251-2782; [www.DiscoverBroadRippleVillage.com](http://www.DiscoverBroadRippleVillage.com).
- **Canal and White River State Park**, 801 W. Washington St.; 317/233-2434; [www.DiscoverCanal.com](http://www.DiscoverCanal.com).
- **Fountain Square**, Fountain Square Merchants Association, [www.DiscoverFountainSquare.com](http://www.DiscoverFountainSquare.com).
- **Indiana Avenue**, Madame Walker Theatre Center, 617 Indiana Ave.; 317/236-2099; [www.DiscoverIndianaAvenue.com](http://www.DiscoverIndianaAvenue.com).
- **Mass Ave.**, 430 Massachusetts Ave.; 317/637-8996 ext.202; [www.DiscoverMassAve.com](http://www.DiscoverMassAve.com).
- **Wholesale District**, 11 Monument Circle; 317/237-2202; [www.DiscoverWholesaleDistrict.com](http://www.DiscoverWholesaleDistrict.com).

Art, the Glick Indiana History Center, the Indiana State Museum and the NCAA Hall of Champions.

**Fountain Square** is a historic community spotlighted by a town square and central fountain, evoking images of a European city. It is a literary and artistic haven and home to more offbeat activities like duckpin bowling and swing dancing. More than 75 artists call the Wheeler Arts Community or Murphy Art Center home.

**Indiana Avenue** anchors the district that spans the Central Canal and White River. Here history, jazz, restored neighborhoods and spirituality embrace the city's rich African-American heritage. Several venues are on the National Register of Historic Places.

**Mass Ave.** is the city's arts and theater district, including five performing arts theaters. Shops feature local artists' works, and an array of original outdoor art greets visitors.

**Wholesale District** brings an urban excitement to the city with marquees, tuxedoed doormen and a mall to delight shoppers – the two-block, four-story Circle Centre mall. This is the heart of the business district, home to historic buildings, massive skyscrapers and the Indianapolis Symphony Orchestra and Indiana Repertory Theatre.

The Bankers Life Fieldhouse is home to the National Basketball Association Indiana Pacers and WNBA Indiana Fever. Lucas Oil Stadium hosts the National Football League's Indianapolis Colts. ■



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Jeff Wigley is president of the Portable Sanitation Association International.



# Strategic Planning Meeting Paves Way for Bright Future

By Jeff Wigley

Jersey City, N.J., was the focal point of the Portable Sanitation Association International in September. An association gathering was the culmination of three months of special projects targeted at informing PSAI membership and soliciting their opinions and ideas for the future. In the 40-year history of the PSAI, never had the need for communication, member input, and investigation of new and creative ideas been as great.

After organizational changes in April, Operation Outreach was launched in May to put a voice behind the various email announcements to members. Past PSAI presidents contacted members to explain the announcements, answer questions, and to solicit ideas. As a result of member input and support, by late June a *PSAI Member Survey* was developed and distributed. The survey gave plenty of opportunity for comments in addition to relevant and thought-provoking questions.

The response far exceeded projections and a vast amount of information was collected. In August, volunteers formed eight teams to investigate the most relevant topics identified by PSAI members. August also featured

an associates-only survey as a result of even further input from these key members.

In Jersey City, 44 dedicated and determined PSAI members filled a meeting room in the Hyatt Hotel. A presentation by the PSAI Executive Board took everyone from the personnel changes in April to the results of the various surveys in September. The new PSAI has improved member communication, office technology, and financial safeguards and controls. An open-ended Q & A session followed this detailed presentation.

The tone of the meeting was upbeat, optimistic and enthusiastic. Eight teams with 23 volunteers gave presentations on areas of the survey deemed important by members:

1. Tiered membership
2. Tiered membership benefits
3. Increasing membership
4. Profitability and cost of doing business
5. "Green" issues
6. Governmental controls
7. Marketing
8. Enhancing communications

Another Q & A session followed these interesting and provocative presentations.

In addition to all of the topics previously described, new ideas and suggestions were recorded on large sheets of poster paper hung on the wall. This "Parking Lot" of ideas turned into a "Parking Deck" as the number of ideas exceeded the initial available space. The various committees, committee heads and committee members are being reorganized for better efficiency. These new "Parking Deck" ideas will be the first projects the new groups will tackle.

The true mark of success of any meeting is often the answer to this question: Did anyone leave with any unanswered questions? Since each "Q & A" session did not end until no additional questions were asked, the "sound of crickets" chirped the resounding success of this meeting! ■


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



## You Have a Mechanic Problem

### USER ERROR, NOT A DESIGN FLAW, IS RESPONSIBLE FOR THE PERFORMANCE WOES OF A WRITER'S VACUUM PUMP

By Bob Carlson

**QUESTION:** My mechanic did some tweaking with my gearbox and slowed the rpm on my pump. He figured, and I agreed, that slowing the rpm wouldn't hurt anything. Possibly, I thought, it might take longer to build vacuum. I thought it made good sense economically because it would save money by making the pump last longer. A few months later, we opened up the pump and it can best be described as "washboardy," almost like there are now rolling waves in the cylinder of the pump. Did we do something wrong or did I get a faulty pump?

Gene Strasburg  
Gary, Ind.

**ANSWER:** Your problem has a simple answer: You are running the pump too slow. That's right. Running your pump too slow can cause the vanes to skip and bounce inside the cylinder, causing the washboard effect. It might also be that the pump is not getting enough oil. This also causes the vanes to skip and bounce. Obviously, the oil is intended to make the vanes run smooth and easy inside the cylinder.

How to fix it? First, the cylinder must be re-bored to the perfect circle it had at the outset. Then check the operator's manual to determine the manufacturer recommended rpm for the pump. Double-check the gearbox or however your system is set up and reset it so you have the proper rpm. Vacuum pumps, like any piece of machinery, are designed and manufactured to operate in a certain way. To vary from manufacturer's specifications usually causes problems.

This was not a pump problem, but a mechanic problem. Stick with your operator's manual, and if you've lost it, call the pump dealer or the pump manufacturer. They'll be glad to answer any questions concerning pump specifications.

#### Where there's smoke ... there's probably the wrong oil

**QUESTION:** I drove out to the work site the other day, started the pump and, after a short while, it began to smoke. When I examined the pump, it was hotter than I expected. For some reason, the pump overheated. What can you tell me?

Skip Cuthbert  
Toledo, Ohio

**ANSWER:** As we just talked about running the pump too slow, what could be better than to have the opposite situation? In this case, there are two possible solutions to your problem.

The first is you're running the pump too fast. Adjust the rpm to meet the pump specs. Heat generated by the fast rotation of the rotor holding the vanes causes oil in the pump to smoke. Friction caused by the vanes moving too quickly in the cylinder can result in the pump overheating.

If you find the pump is running at or around the proper rpm, the problem is with your oil. Either there is not enough oil in the pump or you are using the wrong type of oil. Using the wrong oil may cause your pump to smoke. The manufacturer specifies which oil is best suited for your pump. They know what type of oil best lubricates the vanes in their pump. Each manufacturer makes its vanes out of a different composite material. When I've asked for a further explanation, this is the best answer I've received.

When it comes to vanes, the secret stays with each manufacturer. They have tested the pumps and have recommended oils best suited for their vanes. Different composite materials respond differently to the various oils available.

If overheating is allowed for an extended period, it can cause damage to the cylinder. The cylinder itself can go out-of-round and the efficiency of the pump will fall drastically. This will either result in re-boring the cylinder or replacing the pump.

---

**The manufacturer specifies which oil is best suited for your pump. They know what type of oil best lubricates the vanes in their pump.**

---

#### TIME FOR ADVICE

The two problems mentioned above don't have to happen. When you buy a new or used truck, know what to expect from the various working components. If the truck seller or dealer cannot provide an operating manual for the pump, call the pump manufacturer. They will be happy to send you one. Be prepared with the right information resources and you'll save time and money over the long haul. ■

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## INDUSTRY NEWS

### Alfa Laval acquires Gamajet

Alfa Laval acquired Gamajet Cleaning Systems, forming a new company, Alfa Laval Tank Equipment Inc. It will operate as Gamajet Cleaning Systems and remain in Exton, Pa. Robert Delaney, president of Gamajet, was named president of the new company. Alfa Laval's existing line of tank cleaning equipment, Toftejorg, was absorbed by the new company for North America. Sales, support and service of Toftejorg equipment will be handled at Gamajet's Exton office.

### Pumptec launches website

Minnesota-based Pumptec, manufacturer of plunger pumps, launched a website at [www.pumptec.com](http://www.pumptec.com). The site includes products, applications, literature and announcements.

### Armstrong names Walker GM

Armstrong Equipment, Santa Fe Springs, Calif., appointed Jerome Walker general manager. Armstrong distributes vacuum pumps, parts and accessories.



### Amazing Machinery moves into new facility

Equipment supplier Amazing Machinery moved into a new 6,000-square-foot building in Chattanooga, Tenn. The location includes 2,000 square feet of dedicated retail and showroom space. ■

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Toilets for sale: Special event, construction, handicaps, high-rise units, handwash stations. \$150-\$325. Email proequip1@yahoo.com or call Manny at 305-970-9837. (P12)

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2003 Chevy 3500 Isuzu portable toilet truck: 113,500 miles, 700 gallon tank, 500 waste, 200 water, power lift tail gate, carries 6 portable units, good shape. \$9,500/OBO. Call 989-345-1763, ask for Tony. (P02)

## PORTABLE RESTROOM TRUCKS



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- February 4-5, 2013 - (TBA) AZ  
Contact: Janine Lane at (928) 782-5882 or janinel@eals.arizona.edu
- February 23-24, 2013 - Indianapolis, IN  
Pre-Expo NAWT  
info@nawt.org

**NAWT Vacuum Truck Technician:**

- January 8, 2013 - East Lansing, MI  
MI & NAWT - Contact Mark Scott at (989) 275-5011 or mscott@i2k.com
- February 24, 2013 - Indianapolis, IN  
Pre-Expo NAWT  
info@nawt.org

**Operation and Maintenance Training Certification:**

- January 2013 (TBA), Colorado  
CHURCH Onsite Wastewater Consultants  
Contact Kim Seipp at (303) 622-4126 or highplains@tds.net
- February 6, 2013 Kearney, NE  
NOWWA - Contact: Jason Orton at (402) 476-0162 or jason@h2oboy.net
- February 23-24, 2013 - Indianapolis, IN  
Principles of Septic System Design  
Pre-Expo NAWT  
info@nawt.org
- March 1-2, 2013 Helena, MT  
Lewis and Clark County - Contact: Beth Norberg at (406) 447-8385 or bnorberg@co.lewis-clark.mt.us

-- Watch the NAWT website and industry publications for updates --

For more information call: **800-236-6298** **WWW.NAWT.ORG**

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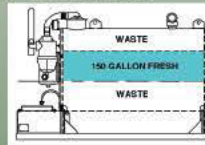
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