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January 2013
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INDY EXPO

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Always Upselling

California's Hanson & Fitch lets customers know about fencing, other services in its vast menu

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Finding the Answer

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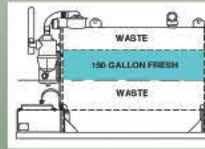
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- ON THE COVER:** Todd Fitch bought a fencing company in Danville, Calif., in 2006, and then diversified by adding portable sanitation services for the convenience of his site services customers. He is shown here with one of eight vacuum trucks, most with tanks from Best Enterprises, Inc. (Photo by Keith Dixon)
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Will I See You at the Expo?

CHECK OUT FIVE BIG REASONS YOU SHOULD CIRCLE YOUR CALENDAR FOR THE PUMPER & CLEANER ENVIRONMENTAL EXPO

By Jim Kneiszel

It's January, and for most portable sanitation contractors, that means the bulk of your inventory is scrubbed clean, lined up neatly in the yard, and waiting to go for the 2013 busy season. You've closed the books on 2012 and are starting to think about what you can do to build on your successes in the months ahead.

It's a perfect time to make plans to attend the Pumper & Cleaner Environmental Expo Feb. 25-28 at the Indiana Convention Center in Indianapolis. If the Expo has been part of your off-season routine, you know why you should be there. If you've never attended, you should consider

joining PROs from across North America at the premiere trade show for the industry.

If a product is made for portable sanitation contractors, you'll see it there. And a full slate of education seminars provide valuable training in safety and vacuum service procedures, as well as a growing number of business-building topics. I've compiled my favorite reasons for attending the Expo right here. And throughout this issue of *PRO*, you'll learn more about the education and exhibit offerings.

Here are five reasons you should consider visiting the Expo next month:

Network with other contractors.

Doubtless there are a lot of day-to-day issues you'd love to discuss with another company owner or manager who understands what you go through. The last thing you'll do, however, is sit down and have a frank discussion about industry challenges with your local competitors. That's where the Expo comes in handy.

We've just identified your best opportunity for networking. While you're leery of talking to a competitor, you'll find dozens or hundreds of like business owners from other areas to talk to in Indy. Strike up conversations at lunch. Get to know people when you're looking at the same equipment on the exhibit floor. Participate in the Expo Roundtable discussion forums. Then keep in touch with your new friends throughout the year, building long-term networking relationships.

Grow relationships with manufacturers.

Your equipment suppliers want to help you succeed. That's a simple-stupid statement on my part. But it's human nature that if suppliers put a face and a story with your name, they'll be more likely to move mountains when you need them most. I'm not saying a sales rep won't take your order over the phone or act courteously and professionally without a face-to-face meeting. I am saying the more they know about you and your company, the more likely they'll be able to offer winning solutions to your equipment challenges.

When you meet a manufacturer's rep at on the exhibit floor, you can better explain what you like and don't like about their products. For example, if a vacuum truck builder has its latest rig on display, you can crawl aboard, discuss the controls or raise concerns about ergonomics as these issues relate to your work. The experts on hand can offer advice on

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PUMP-TEC

Kimberly Wolfley of Peninsula Pumping sent this aerial photo of the dip-netting season for sockeye salmon last July on the beach in Kenai, Alaska. You can see her company's restrooms lined up on the left side of the photo. >>>



work-arounds for different procedures or explain how machines can be customized to address your needs.

And if you have a productive discussion with a company representative, collect that person's business card and you now have a personal connection to reach out to in the future. Having an "in" with an equipment provider sure beats working up a ladder of customer service reps when you have a pressing issue.

Learn the latest about business building.

The Expo keys on business building in addition to stressing the technical side of the portable sanitation business. After all, even the greatest technical expertise won't help if your portable restroom company can't ensure the revenue necessary for your company to thrive.

This year, a large slate of seminars at the Expo features a return engagement by popular business coach Scott Hunter, who will give an all-day seminar entitled "2013 - Your Best Year Ever." Hunter draws large crowds to hear an inspiring message that will help any PRO become more successful. Other speakers will explore varied business topics, including marketing, effective management, small business branding and promotion, and using cloud computing technology.

A trade show can galvanize a good employee's interest in an industry, and gets them thinking about new ways to build your company ... Show your crew leaders they're not just doing a "job," they're embarking on a career.

Build commitment to the industry from your employees.

In your crew, you can probably identify a hardworking individual who's been with you for a few years, knows the ropes now, and could benefit from a few new challenges. This may be someone who's on the edge ... You know he or she could bolt for a new opportunity, or you could give them a reason to double-down on their commitment to your company and your industry.

There's a perfect candidate to ride shotgun with you to the Expo. A trade show can galvanize a good employee's interest in an industry, and gets them thinking about new ways to build your company. Seeing exhibit after exhibit of the latest and greatest equipment the industry has to offer and spending time with other high-caliber members of your industry will show your crew leaders they're not just doing a "job," they're embarking on a career. Encourage them to take "ownership" in the company; that is, treat the business like they own it. Then watch as good things happen.

Gain perspective for yourself.

Getting out from behind that desk and away from the office for a few days can help you address challenges in new and refreshing ways. We're all

creatures of habit, to a certain extent, and we've dealt with the same issues the same way for so many years. The Expo, where dynamic ideas are shared in seminars and on the exhibit floor, gives you a new perspective and offers a new way of thinking on a variety of topics.

AND THE WINNER IS ...

Brad Rea, of Lakeside, Ariz., received a PRO T-shirt for winning our latest "Where's the Restroom?" contest. He recognized our mystery photos in the October 2011 issue of PRO were taken in Kenai, Alaska. He also knew the event shown was the dip-netting salmon fishing season for Alaska residents.

A photo shows the traditional dip-netting season in full swing at the mouth of the Kenai River last July. Fishermen from across the state converge on the beach with large nets to take sockeye salmon to fill their freezers with fish. Each head of household is allowed 25 salmon, plus an additional 10 fish for every additional family member.

The photo was submitted by Kimberly Wolfley, dispatcher for Peninsula Pumping, in Soldotna, Alaska, whose company services restrooms on the beach two or three times a day during the fishing season. Thanks Kimberly!

THE NEXT MYSTERY PHOTO

Turn inside to see our next "Where's the Restroom?" photo feature. If you are the first to identify where the photo was taken, you'll win a PRO T-shirt. But don't delay with your response. Guesses start flooding in as soon as the magazine is published online and delivered to readers' doorsteps. ■

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Shine a Light on SAD

SEASONAL AFFECTIVE DISORDER IS MORE THAN THE WINTER BLAHS. IT IS A LEGITIMATE DISORDER AND WHEN IT IS DIAGNOSED, IT MUST BE ACCOMMODATED IN THE WORKPLACE.

By Judy Kneiszel

January is a dark—and in many parts of the country, cold—month. The hours of daylight are short, and cases of seasonal affective disorder, or SAD, are at their peak.

People who suffer from SAD have symptoms of depression. This mood disorder, however, is associated with seasonal variations in light and usually subsides in the spring.

Mental Health America reports that SAD affects a half-million people every year between September and April, peaking in December, January and February. The “winter blues,” the mental health advocacy organization adds, is a milder form of SAD that may affect even more people.

And if you don’t think SAD has anything to do with your company, consider the case of a Wisconsin teacher who sued her school district after her requests to be reassigned to a classroom with natural light were denied. In July 2012, the Seventh Circuit Court of Appeals ruled that once the teacher made the school aware of her SAD disability, which was verified by her psychologist, the school was obligated to provide a reasonable accommodation. Locating an employee who has SAD near exterior windows can be a reasonable accommodation under the Americans with Disabilities Act, according to the federal court.

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SYMPTOMS OF SAD

According to the Mayo Clinic, symptoms of SAD start out mild and grow worse as the winter season progresses and include depression; hopelessness; anxiety; loss of energy; heavy, leaden feeling in the arms or legs; social withdrawal; oversleeping; loss of interest in previously enjoyed activities; appetite changes, especially a craving for foods high in carbohydrates; weight gain; and difficulty concentrating.

It’s not known why some people develop SAD, but genetics, age and the body’s natural chemical makeup play a role. Factors that contribute to SAD include the reduced level of sunlight disrupting the body’s internal clock, a drop in the brain chemical serotonin, and a disruption in the balance of melatonin, a hormone that affects sleep patterns and mood.

SAD is diagnosed more frequently in women, but its symptoms are often more severe in men.

TREATING SAD

Treatment for SAD includes light therapy, medications and psychotherapy. With light therapy, a specialized box that simulates outdoor light helps change brain chemicals linked to mood.

If symptoms of SAD are severe, a doctor might prescribe antidepressants, and psychotherapy can also be used to help change negative thoughts and behaviors brought on by SAD.

If someone in your company seems to have a depression that goes deeper than the “when-will-this-winter-end” blues, suggest they consult with their doctor. This is particularly important if there has been sleep pattern and appetite changes along with feelings of hopelessness, thoughts of suicide, or alcohol abuse.

SAD PREVENTION

The jury is still out on whether SAD can be prevented, but there are things you can do to help yourself and your employees avoid the winter blahs. Try making this dark season a bit brighter at your company by taking some of these steps:

1. Adjust work hours so employees aren’t always arriving and leaving in the dark.
2. Make sure there is plenty of natural light available, or encourage employees to get outside for a few minutes every day. Just 20 minutes of natural daylight can provide a big boost.
3. Organize a field trip. This can be as simple as a long lunch out together or a more involved team-building outing like visiting a comedy club, volunteering together at a soup kitchen, or hiking a nature trail.
4. Encourage better nutrition. People feel better when they eat better. Provide fruit instead of doughnuts as a morning treat for employees or schedule a lunchtime potluck where people bring salads and other healthy options. Regular exercise is also a mood booster.
5. Encourage people to take some vacation days in the gloomiest winter months.

We can’t all live and work in the sunny, warm Bahamas. Many of us have ended up, by luck or by choice, in a less than temperate climate. That doesn’t mean we have to spend three or four months each year suffering from SAD. Educate yourself and your employees about this disorder, and have a happy, healthy, productive winter. ■



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Always Upselling

Just like the crew at McDonald's offers fries with that burger, California's Hanson & Fitch lets customers know they can add temporary fencing to every restroom order **By Ken Wysocky**

The power of diversified services is vividly evident at Hanson & Fitch Inc., a site services company in Danville, Calif., that offers customers a one-stop shop for portable restrooms, temporary fencing and cooking oil collection and rendering.

Owners Todd and Kristin Fitch bought the former Dick Hanson Fencing Inc., in 2006, and their diversification strategy has yielded impressive results: 30 to 40 percent annual growth in gross sales revenue; 35 employees, up from five initially; and a stable of equipment including almost three dozen trucks and trailers, more than 1,000 portable restrooms, and 500,000 feet of temporary chain-link fence.

The numbers look even better considering that the company didn't branch into portable sanitation until 2009, and did \$217 in gross sales for the first month. But within 18 months, that new end of the business was on "solid footing," says Todd Fitch. The company's business volume breaks down into roughly one-third each for fencing, restrooms and grease collection.

"It's easier to offer two things than one thing, when your existing customer base already needs both services. If someone needs fencing, they usually need restrooms, too. It's an easy cross-sell."

TODD FITCH

"We wanted to grow, and we already had staff in our office to help manage the businesses," Fitch says, explaining why diversification made sense. "It's also easier to offer two things than one thing, when your existing customer base already needs both services. If someone needs fencing, they usually need restrooms, too. It's an easy cross-sell."

"Our customers are pleased when we ask them if they want a restroom delivered at the same time as



The Hanson & Fitch crew includes (left to right) Alejandro Jimenez, Juan Mayoral, Luis Medina, Alfonso Gomez, Stephan Olvera, Francisco Mercado and Francisco Negrete. (Photos by Keith Dixon) >>>

Hanson & Fitch Inc., Danville, Calif.

Owners: Todd and Kristin Fitch
 Founded: 2006
 Employees: 35
 Specialties: Portable restrooms, temporary fencing, cooking oil collection/rendering
 Service area: Northern California
 Website: www.hansonfitch.com



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their fencing,” he continues. “General contractors would much rather deal with fewer points of contact, as long as they’re good service providers.”

PRICING FOR PROFITABILITY

Fitch says he did not attempt to grow the restroom business by “buying” market through lowball pricing. Nor does he cave in to customer demands for lower pricing. Instead, Fitch tries to educate customers about the value they receive for the money spent.

“The price we quote is the price on the invoice,” he notes. “There are no loss leaders. We tell customers we appreciate that they want to save money, but help them recognize the things they’ll get from us, like clean restrooms, two-ply toilet paper—things customer value.

“Besides, customers that want lower prices tend to be less loyal and tend not to pay their bills,” he adds. “We ask them to respect that we can’t

“Customers that want lower prices tend to be less loyal and tend not to pay their bills. We ask them to respect that we can’t operate below profit, just as they can’t.”

TODD FITCH

operate below profit, just as they can’t.”

Fitch offers proof that restroom operators can raise prices without losing customers, as long as they provide good service and emphasize the value they add to those services. Hanson & Fitch raised its restroom prices in early 2011 and customers barely reacted; the company received only one phone call, and that was to verify the increase, which Fitch termed as “significant, but commensurate with our costs.

“It was difficult to do, but every small business needs to do it to survive,” he notes. “In terms of prices, we’re still in the 1970s ... our market generally charges about \$60 or \$70 per month with weekly service. It costs us a lot more than that to do what we do.”

TIME FOR A CHANGE

Fitch made quite a career switch when he and his wife bought the temporary fencing company. Before that, he spent 11 years working in sales for a global insurance company. But he realized that although he was making a nice living, he needed to make a change. As he puts it, “There was something missing, but I didn’t know quite what it was.”

He spent 18 months searching for the right business fit, with the help of a business broker who identified businesses that met his criteria. Fitch figured a small, lower-technology business with a good long-term track record would have more growth potential than a high-tech startup business. A service business with recurring revenue is less volatile and offers more predictable cash flow, plus the ability to better withstand market ups and downs.

(continued)

Tearing down at a site services location, Juan Mayoral and Guillermo Molina remove fencing in Danville, Calif. vvv



Time to add fencing?

For portable restroom operators looking to diversify their services, temporary fencing can be a good complementary business. But there are important things to consider before sinking money into fencing panels and equipment, says Todd Fitch, the owner of Hanson & Fitch Inc., a site services provider in Danville, Calif.

“Any time you can offer an additional service to the same customer, you have a distinct advantage over the competition,” says Fitch, whose company offers portable restroom, temporary fencing and grease rendering services. “Customers love a single point of contact for installation and removal of site services. If you’re an event coordinator and one company can bring in both restrooms and temporary fencing, it’s much easier ... especially since more often than not, the fencing can’t go in until the restrooms arrive, or vice-versa.”

Multiple-service providers also know a lot more about what’s going on with customers because they “have more feet on the ground and more eyes on the customer ... more touch points” than competitors. They also enjoy more leverage for things like obtaining payment, he notes.

“If the customer refuses to pay you, you just don’t pick up your restrooms until you get the money,” Fitch says.

On the other hand, it’s more expensive to start up a fencing business. A typical 12-foot long fencing panel costs \$70 to \$100. And in many cases, wholesalers won’t sell anything less than a full shipping container, which holds

about 275 panels and can cost up to \$20,000. Then there’s the cost of ancillary items such as air compressors, post-driving tools, a flatbed truck or trailer, and a crew of two to three for installations, he explains.

In terms of return on investment, a typical contractor might rent panels for \$2 per foot—or \$24 per 12-foot panel—for six months. If the cost per panel is about \$70, it might take 18 to 36 months to pay off a panel, depending on how quickly inventory turns over, Fitch says.

“One problem with fencing is you’re constantly running out of product,” Fitch says. “Unless all you do is special events, whatever you rent might be out there for six months to two years. And it’s hard work, too. Anyone thinking about getting into the fence business should first install some fence. Panels weigh 50 to 60 pounds each. Many times you can’t take a truck to where fence lines need to go, so you have to carry the panels.

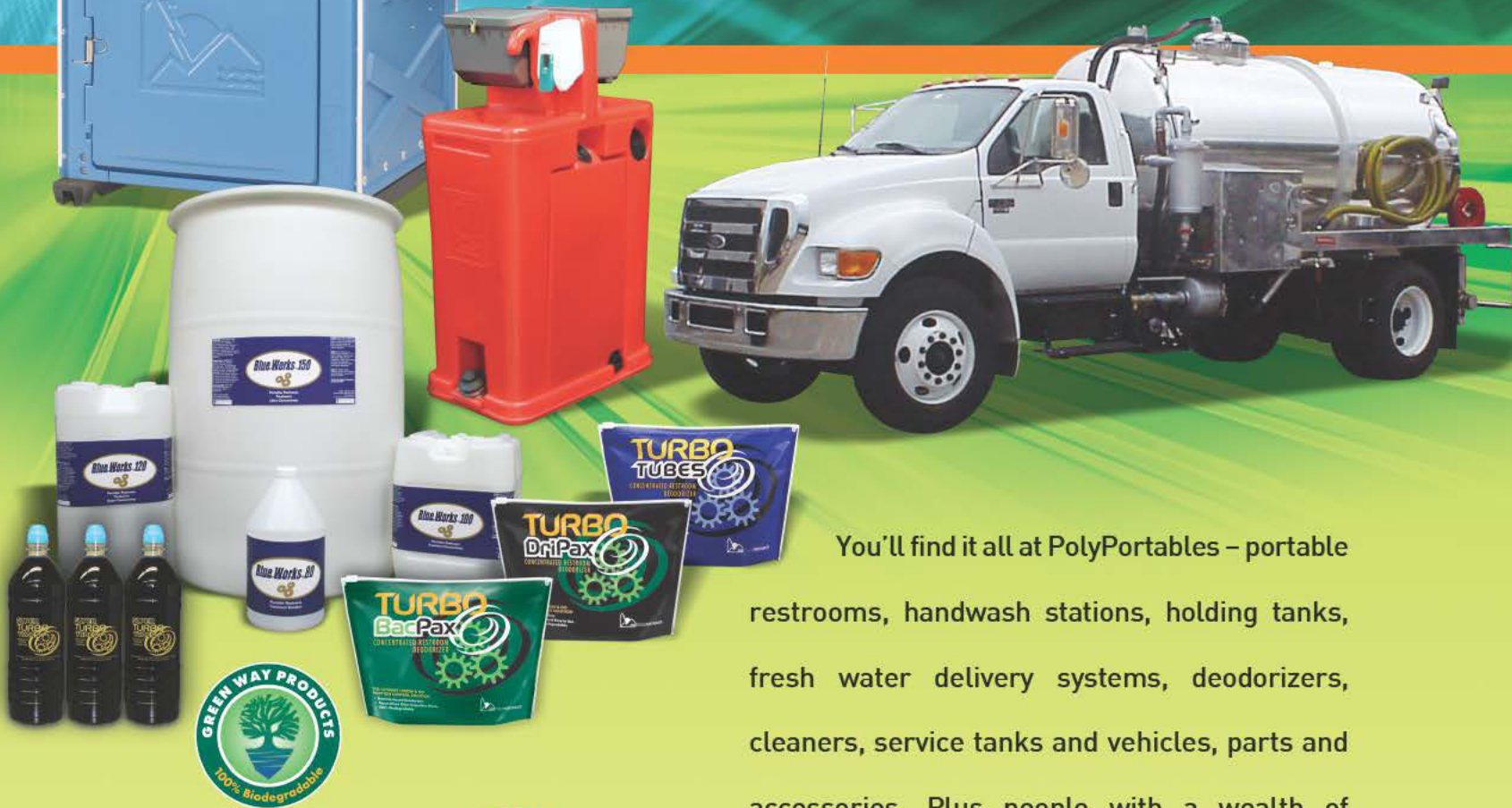
“You also have to keep your crews busy,” he continues. “Once you set up fencing, you may not touch it again for six months ... fencing requires no regular (maintenance) component. So what do you do with that crew? You need a lot of customers to keep them busy.”

Fitch, who bought a fencing business and added restroom service later, suggests that portable restroom operators partner with a fencing contractor. That could involve simply referring customers to that contractor, or forging a formal agreement where the contractor gets hired as a subcontractor on projects.

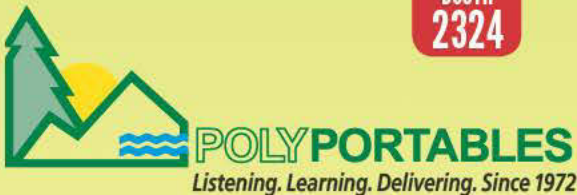
“Then you could either mark up the cost by 10 percent, or just pass it through,” he says.

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(Left) Francisco Mercado cleans a restroom in the yard, preparing the unit to go back into service. (Right) Juan Mayoral secures units for delivery on a flatbed truck in the company yard in Hayward, Calif. >>>

With so many baby boomers retiring, Fitch concentrated on small businesses with no family waiting in the wings to take over. He found his match in the fencing company, which had been in business for almost 30 years, offered a low-tech service and consistent revenue, and had established a solid reputation for great customer service.

Fitch also saw growth potential. The business served a small market south of the San Francisco Bay area—with a major market of seven million people just two hours north. The previous owner ran the business from his home in Texas, so there was not a lot of customer contact. Over the last six years, the business has steadily expanded north, he notes.

Word-of-mouth referrals helped build business, along with Fitch's willingness to ask anyone for their business.

AGGRESSIVE MARKETER

"If I see a competitor's single restroom unit on my way home from work, I pull over, take out a business card and try to meet a contractor who I've never met before," he explains. "That's how you do it, one at a time. You have to go into every opportunity confident that you can do a better job than a competitor, and convey that. We explain that a little guy has unique advantages ... they can do things the big guys can't, in terms of agility and moving faster and providing uncommon service.

"There are lots of competitors in our area, and lots of people doing things below their cost," he adds. "But our whole philosophy is to serve customers and do it profitably. A lot of my previous business experience involved bringing in new customers. You either pick up the phone or knock on the door with a business card—there's no magic to it. But it's amazing how lucky you get when you ask event coordinators and construction contractors what their businesses are up to and tell them what you do and see if there's a fit."



As the company grew, so did its equipment needs. To service portable restroom customers, Hanson & Fitch now owns more than 1,000 units from Five Peaks; six NuConcepts solar-powered restroom trailers, ranging from 17 to 25 feet long; and eight restroom service vehicles (mostly Hinos), featuring stainless steel and steel tanks built primarily by Best Enterprises Inc., and ranging in size from 750 to 1,500 gallons wastewater and 300 to 400 gallons freshwater.

For cleaning grease traps, the company relies on two vacuum trucks built on Hino chassis and featuring 1,000-gallon steel tanks. In addition, the company owns six Hino flatbed trucks for the fencing business; two Ford F-350 dually pickups; a forklift made by Princeton Delivery Systems; a Freightliner tractor cab; and three 7,000-gallon tanker trailers (two steel tankers for serving restrooms and one stainless steel unit for transporting grease).

All of Hanson & Fitch's inventory of temporary fencing came with purchases of existing companies.



MORE DIVERSIFICATION

In January 2011, Fitch decided to expand into pumping grease traps when he realized he had underutilized expensive capital assets—vacuum trucks—and a major market nearby. That led the company into pumping restaurant grease traps at night, maximizing the trucks' revenue-generating capability.

Later, that service mushroomed into a much larger and more lucrative market: collecting used cooking oil. The company now services about 1,100 restaurants, mostly by collecting cooking oil, and also collects cooking oil at special events.

"We consider ourselves in the used cooking oil business, not

<<< Armando Bouche prepares his truck to collect cooking oil from a job site in Danville, Calif.

(continued)



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▲▲▲ Working in the office, Todd Fitch is flanked by operations manager Susan Russell, left, and office manager Betsy Koegler.

the grease trap pumping business,” Fitch explains. “We’re a licensed used cooking oil collector and renderer. We recently built a large industrial plant to handle cooking oil.

“We didn’t want to be too dependent on the other two businesses,” he continues. “Fencing and restrooms are like ice cream and cake—they go together. But we were looking for a third leg of the stool that had nothing to do with special events and construction, just to diversify the business.”

PEOPLE POWER

Two of the biggest challenges the company faces are adhering to its business model amid the multiple distractions caused by rapid growth, and hiring and retaining quality employees.

“You’re only as good as your people, and from the guys who wash restrooms to the people who count the money, we’ve got some very good people,” Fitch says. “It’s the number one reason why we’re successful. It’s not about one guy with an idea.”

No matter how much or how fast the company grows, staying in touch with customers is critical. Fitch says he makes time every week to randomly call two to four customers—both new and established—to ask them about their recent experiences with the company.

If a customer has a need or a gripe, he ensures it’s dealt with quickly.

“If something’s not right, you have to fix it,” he says. “You have to educate customers and be patient, even when you don’t feel like it. We’re not a perfect company by any means, but we try to put customers first all the time. We focus on service and the customer, not the money.” ■

MORE INFO

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COME AND *Learn*

EXPO EDUCATION SEMINARS OFFER THE LATEST TIPS AND TECHNIQUES IN CUSTOMER SERVICE AND BUSINESS BUILDING FOR PORTABLE SANITATION CONTRACTORS
BY JIM KNEISZEL

Education is an important component of the 2013 Pumper & Cleaner Environmental Expo, and a host of valuable seminars are scheduled to help portable sanitation providers grow and improve the services they offer customers in the year ahead.

First off is Expo Education Day, Monday, Feb. 25, which has grown greatly in scope and attendance over the years. Tracks of seminars are sponsored by a variety of professional organizations, including the Portable Sanitation Association International and the National Association of Wastewater Technicians. The full day of seminars includes many opportunities for PROs to earn continuing education credits toward professional certification.

The following days will feature a variety of additional seminars covering a wide range of topics, from wastewater handling to business-building tips.

All of the education seminars, including a lineup of sessions presented in Spanish, will be held at the Indiana Convention Center in meeting rooms adjacent to the Pumper & Cleaner Expo exhibit halls. For more information on seminar times, locations and speakers, visit www.pumpershow.com.

Seminars of interest to PROs include the following:

Education Day, Monday, Feb. 25:

Portable Sanitation Association International

“Good Agricultural Practices,” speakers to be announced. A panel discussion introducing the issue of fresh food contamination and exploring how portable sanitation contractors can work to establish industry standards.

National Association of Wastewater Technicians

“Introduction to Pressure Distribution,” by onsite consultant Kit Rosefield: Learn how and where to use pressure distribution, practices for installing pressure laterals in gravelless media, and much more.

“Designing Systems: Boundaries and Barriers from a Soils Perspective,” by Jim Anderson of the University of Minnesota: Focus on soil design principles for both gravity and pressure distribution systems.

“Pump Choices and Settings: Decisions for Proper Operation,” by Dave Gustafson of the University of Minnesota: Get an in-depth look at pump selection and sizing, float setting, timers, controls and dosing.

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Better Business

A popular education feature at the Expo is the business seminar program. This year's highlight is the all-day seminar, "2013 – Your Best Year Ever," given by business coach Scott Hunter on Education Day, Monday, Feb. 25. In previous Expo appearances, Hunter has drawn full rooms with his easygoing yet inspiring style. Other general business seminars include:

Education Day, Monday, Feb. 25

"The Art and Science of Business Management," by Bill Raymond of Frank & Lindy Plumbing, Heating & Cooling: Learn how to rid your business of "money thieves" and meet revenue and profit projections.

"The Business of Contracting," by Dan Friesen of the Nexstar Network: Discover the success secrets of Frank Blau Jr. for building a healthy, strong, profitable company.

Tuesday, Feb. 26

"New Untapped Techniques to Capture Today's Customers," by Jerard Nighorn of Lenzyme: Learn seven steps to capturing and keeping customers and getting customers to market for you at no cost.

"10 Steps to Marketing Success," by Suzan Chin of Creative Raven: Discuss branding, promotion, publicity, advertising, social marketing, electronic communication and more.

"Cloud Computing for Small Business and the Field Service Industry," by Oren Shatken of FoundOPS: Explore how cloud computing can improve your productivity.

"Operation and Maintenance of Pressure Distribution Laterals," by Bob Wright, P.E., of CHURCH Onsite Wastewater Consultants: Learn drainfield layouts for aboveground and at-grade systems, plus ways to clean laterals, and types of lateral clean-outs and inspection ports.

"Installing With Management in Mind: How to Get the Most out of Your System," by Dave Gustafson: Learn how to create systems that are easy to maintain and service for the long term.

WaterJet Technology Association

"Safety & Efficiency – You Don't Have to Choose!" by Gary Toothe, training manager for FS Solutions: Learn about safe and efficient use of vacuum to keep your business productive and competitive.

"Understanding the Power: Physics of Vacuum and How It Works," by Phil Stein: Explore how vacuum is used to remove various liquids and solids, as well as the science and calculations related to everyday job situations.

National Environmental Health Association

"Education & Training: Professionalization of the Practitioners," by Anthony Smithson, public health consultant: Discuss the role education and training can play in building professionalism in the industry and your business.

Tuesday, Feb. 26, Education Seminars

Transportation and Land Application

"Driver Compliance and Certification: How to Meet DOT Requirements," by Tony Cardomone, vice president of sales and marketing,

"Don't Win the Price Game," by Frank Taciak of C.A Taciak & Sons: Discover how to get out of the low-price trap, charge for the real value of your services, and operate more profitably.

"Make the Phone Ring with Low-Cost Marketing," by David Heimer of Service Roundtable: Discover proven techniques to attract customers and recruit top employees without print, TV or radio advertising.

"Local Marketing on the World Wide Web," by Jim King of COLE, Inc.: Discover how to market effectively on the Internet through searches, social media or email.

Wednesday, Feb. 27

"Save Money – Move Your Business to the Cloud," by Joel Smith of Clear Computing: Learn the types of cloud computing, how they affect your business, and the pros and cons of using this resource.

"Morally Bankrupt," by Dina Dwyer-Owens of Mr. Rooter/The Dwyer Group: Learn how to live R.I.C.H. by embracing Respect, Integrity and Customer focus, and Have fun in the process.

"Measuring Success Matters: Your Ads, Your Agents, Your Technicians," by Ara Mahdessian and Vahe Kuzoyan of Service Titans: Spend an hour learning how to focus on generating more leads, booking more appointments, and closing more sales, and why measuring success is the key to all three.

Concorde Inc.: Discuss driver qualifications files, CSA scores, drug testing programs, supervisor training, pre-employment screening, DOT physicals and occupational health.

"Staying in Compliance with 503 Regulations for Land Application," by John Colletti, U.S. Environmental Protection Agency regional biosolids coordinator: Look at some of the 503 rules that most often result in administrative penalties.

"Land Application: Case Study of a Long-Term Operation," by Bruce Fox, of Allstate Septic Systems and president of the Pennsylvania Septage Management Association: An in-depth overview of Fox's pumping operation and emerging issues for companies that land-apply. ■

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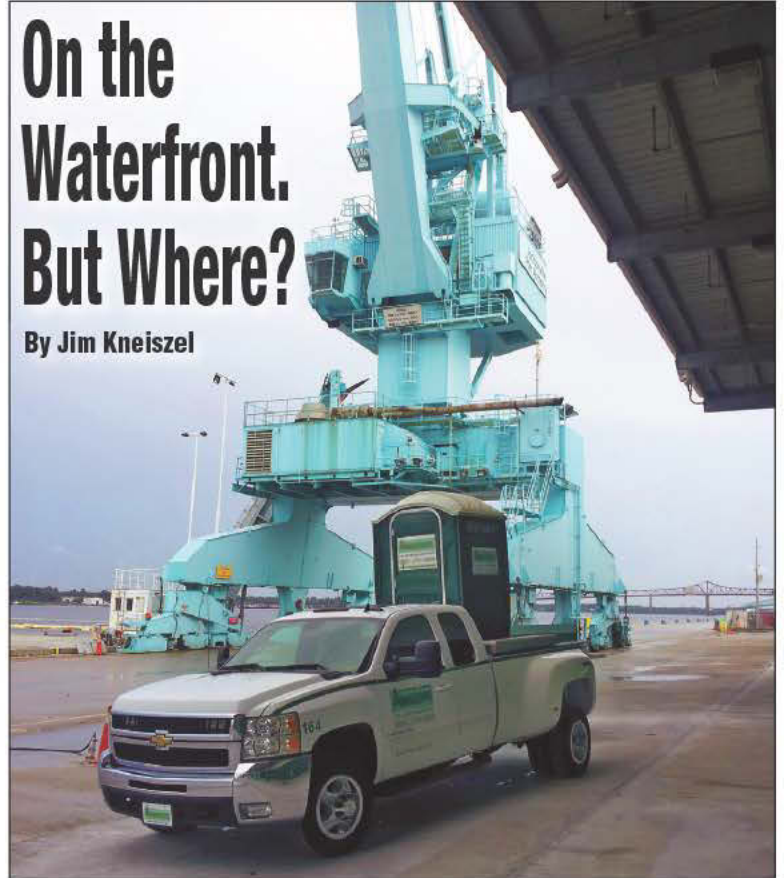
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Where's the Restroom?

January 2013

On the Waterfront. But Where?

By Jim Kneiszel



*** A restroom contractor stopped along a delivery route to shoot this photo. Be the first to identify the location and win a PRO T-shirt.

While delivering a restroom unit, a PRO reader paused to snap a photo with the surroundings and sent it to us. Read the following clues, study the photo and be prepared with your best answer to the location. We're looking for the physical location of the PRO's delivery truck and the city where the photo was taken. We've obscured the company name on the restroom and truck signage.

THE CLUES:

1. Things come here from far and wide, think inside the box.
2. You may know a PRO who's on the go, perhaps an older Joe, who's crossed that bridge at a leisurely roll.
3. The photo was shot in the largest city in this state by population, and the largest city in the United States by land area.

To win the contest, be the first person to respond to me with the name of the city and the physical location where the photo was taken. The winner will receive a PRO T-shirt and recognition as a geographical whiz. Send your responses to me at editor@promonthly.com. The winner will be announced in the editor's blog at www.promonthly.com and through the PRO Facebook page. ■

SEND YOUR MYSTERY PHOTOS! Do you have an interesting spot where you've been dropping and servicing restrooms? Send some photos to be considered for our Where in the World is this Restroom? If we decide to run your photos in a future issue, we'll send you a PRO T-shirt! Send your photos to editor@promonthly.com.

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THE BEST OF EVERYTHING

Portable sanitation contractors will see, touch and try the top tools of their trade at the 2013 Pumper & Cleaner Environmental Expo

By Ed Wodalski

Ask any regular attendee of the Pumper & Cleaner Environmental Expo International what keeps bringing them back and their list of highlights will include seeing the latest products and services in one gigantic location. With hundreds of vendors in Indianapolis this year, it'll be a challenge to see it all.

To make sure you don't miss out on any of the breakthrough industry offerings at the Indiana Convention Center, there's an interactive floor plan on the Expo website (www.pumpershow.com). Whether you're a first-time visitor or longtime guest, we're certain the 33rd annual Expo will have all you need to build efficiency and profitability for your business.

Here's a look at some of the products and services you won't want to miss.



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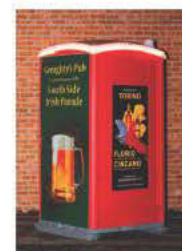
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RESTROOM TRAILERS

1 ART Co.

The Embassy 10-W restroom trailer from ART Co. (A Restroom Trailer Co.) is a 10- by 6-foot, two-station unit with fold-out steps and stabilizer scissor jacks. Features include 270-gallon waste tank, 74-gallon freshwater tank, steel unibody frame, integral trailer skirting, maple cabinetry, ducted heat and air conditioning. Exterior and interior color combinations available. 269/435-4278; www.arestroomtrailer.com; Booths 4240, 4241, 4244.

2 Comforts of Home Services

ADA-accessible restroom, shower and combination trailers from Comforts of Home Services feature stand-alone aluminum ramp system, hydraulic lowering system (20-foot trailer) and ADA lowering module (trailers longer than 20 feet). 630/906-8002; www.cohsi.com; Booths 5325, 5326, 5329.

3 JAG Mobile Solutions

Alternatively-powered mobile restrooms from JAG Mobile Solutions operate for up to 24 days, eliminating the need for power generators and storing systems. Applications include special events and remote locations. Restrooms are available with signature interior and 2013 JAG interior packages with floor plans from one to 20 stations. 800/815-2557; www.jagmobilesolutions.com; Booth 4115.

4 Wells Cargo, UltraLav

The UltraLav ADA restroom from Wells Cargo, UltraLav meets or exceeds the permanent structure criteria specified by the Americans with Disabilities Act. Upgrade options include tan interior package and Dyson Airblade hand dryer. 877/301-3837; www.ultralav.com; Booths 5346, 5349, 5353.

RESTROOMS, SINKS

5 Five Peaks

The Matterhorn ADA-compliant portable restroom from Five Peaks features smooth interior and exterior walls made of UV-stabilized, high-density polyethylene. Steel-reinforced corner extrusions and wrap-around stainless steel handrails add strength and integrity. The unit has a 74-gallon drop tank and extended bench for easy transfer from wheelchair to seat and ground-floor access. 866/293-1502; www.fivepeaks.net; Booth 3115.

6 Imperial Industries

The Imperial Tradition portable restroom from Imperial Industries is available with gray or beige granite interior accessories, including a granite look for the tank, urinal and paper holder. 800/558-2945; www.imperialind.com; Booth 4020.

7 Liberty Pumps

The Ascent II macerating toilet from Liberty Pumps installs without gravity sewer lines, eliminating the need for major construction or breaking up concrete floors in basements. The unit features a 1.28 gpf toilet that macerates sewage waste and other debris and discharges through a 1-inch-diameter line 25 feet high and 150 feet horizontally. 800/543-2550; www.libertypumps.com; Booth 2434.

8 PolyJohn Enterprises

The BRAVO heated two-station sink from PolyJohn Enterprises has a 22-gallon freshwater tank with visual levels and hands-free foot pump for 1,408 pumps of water and a 60-gallon graywater tank for 350 washes. The 70-pound (empty) sink has built-in lift handles and siphon port for easy pump-outs. The station fits inside most restrooms for transportation. 800/292-1305; www.polyjohn.com; Booth 2030.



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9 Piccadilly Concepts

The Piccadilly Poly from Piccadilly Concepts features an Illumaroon for lighted restrooms and signage option. The unit has blow-molded walls and doors that can be customized with graphics. The side walls are fastened with heavy-duty corner extrusions, eliminating the need for rivets. An oversize interior shelf is standard. Restrooms are available in drop and flush versions. 888/225-8883; www.piccadillyconcepts.com; Booth 4225.

10 T.S.F. Company

The TJ Shorty portable restroom from T.S.F. Company is available in kid-friendly (77 inches by 50 by 44) and construction models (80 inches by 50 by 46). A stool in front of the tank provides a step up for seat access. The construction model has a lift bracket for high-rise construction sites and is elevator assessable. 800/843-9286; www.tuff-jon.com; Booth 4100.

DEODORIZERS, RESTROOM SUPPLIES

11 Chempace Corp.

Wipe Out graffiti remover from Chempace Corp. removes marker, paint, pen and pencil marks from all types of surfaces. It also dissolves grease and tar. 800/423-5350; www.chempace.com; Booth 1472.

12 Del Vel Chem Co.

Simply Soft toilet tissue from Del Vel Chem Co. offers an economical alternative to standard tissue with the small core roll lasting 2 1/2 to 5 times longer and the double roll lasting 1 1/2 to 3 times longer than standard rolls. Each roll of tissue is individually wrapped and packaged for protection. 800/699-9903; www.delvel.com; Booth 4302.

13 Green Way Products by Polyportables

Super Turbo Tube restroom deodorizer from Green Way Products by Polyportables provides 1-2-3 portion control. The 1,000 mL bottle dispenses only when squeezed. A one-second squeeze delivers 10 mL for cooler temperatures and special events. A two-second squeeze delivers 20 mL for high heat. A three-second squeeze provides odor control for the most severe temperatures. 800/241-7951; www.greenwayproducts.net; Booth 2324.

14 J & J Chemical

Propaxx portion control, non-formaldehyde deodorizer from J & J Chemical is fast-dissolving and non-staining. The deodorizer is available in three sizes: Silver for mild climates or events, Gold for extreme climate and weeklong services, and Extreme for normal use and climate with twice-a-week service in extreme conditions. 800/345-3303; www.jjchem.com; Booth 2226.

15 Johnny's Choice by Chemcorp Industries

Biosorb portable sanitation deodorizer from Johnny's Choice by Chemcorp Industries features enzyme action that breaks down waste. The deodorizer is available as a concentrated liquid or toss-in portion packs in a variety of fragrances. Both are effective year-round and contain the same deep-blue, non-staining color. 888/729-6478; www.johnnyschoice.com; Booth 4005.

16 Walex Products

Bravo urinal screens from Walex Products feature bacterial action that deodorizes and cleans urinals. The fragrance lasts for 30 days. The deodorizer's ribbed shape reduces splashing and fits all styles of urinals. 800/338-3155; www.walex.com; 3213.

TANKS, TRUCK ACCESSORIES, TRAILERS

17 Allied Tank Co.

The 4,000-gallon aluminum vacuum truck from Allied Tank Co. has a NVE Challenger 866 pump mounted on an International chassis. 800/355-1300; www.alliedtank.com; Booths 5344, 5345.

18 AlturnaMATS

Standard ground-protection mats from AlturnaMATS feature diamond cleats on both sides for maximum traction, while VersaMATS have a diamond-cleat tread on the ground surface and flat, slip-resistant tread on the top. It also is pedestrian- and wheelchair-friendly, creating a working platform for portable restroom users. 888/544-6287; www.alturnamats.com; Booth 6229.

19 Crescent Tank Mfg.

The all-in-one rectangular vacuum tank from Crescent Tank Mfg. features a low-profile design with low center of gravity for hauling portable restrooms, pipe and additional water tanks. Liquid waste is held inside the tank, along with a separate freshwater poly tank. The vacuum tank can be configured for volumes from 100 to 2,000 gallons. 585/657-4104; www.crescent-tank.com; Booths 1102, 1103.

20 Cusco

The Mastervac 5327 DC (dump chute) vacuum truck from Cusco features a self-clean cyclone/baghouse filtration system. Designed to handle wet and dry materials, including heavy sludge and fly ash in hazardous and non-hazardous applications, the unit is equipped with pressurized air for offloading and vibration offloading assistance. 800/490-3541; www.wastequip-cusco.com; Booth 2062.



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RouteOptix



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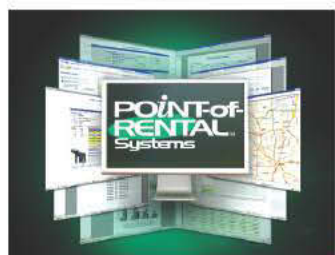
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21 McKee Technologies - Explorer Trailers

The Explorer Transporter trailer by McKee Technologies features adjustable carrier slats that box in most restroom skids, including multiple-sized skids. Models range from 8 to 48 feet, accommodating up to 24 restrooms. All models include independent suspension. A front wind deflector to protect units from road spray, stones and wind loading is available. 866/457-5425; www.explorertailers.com; Booth 6305.

22 Mid-State Tank Co.

Aluminum and stainless steel tanks from Mid-State Tank Co. are available in capacities up to 5,500 gallons. Features include 20-inch top manway, 20-inch rear manway, primary, three 5-inch sight eyes, pressure-relief valve, 4-inch inlet, 6-inch discharge and heavy-duty rear bumper. Tanks are DOT and ISO 9001-2008 registered. 800/722-8384; www.midstatetank.com; Booths 6312, 6313, 6317.

23 Pelican Worldwide

The solid brass lever valve for vacuum trucks from Pelican Worldwide is available in 2-, 3-, 4- and 6-inch sizes. The easy-opening, lever-action slider valve is made of brass with threaded connections. 713/862-5557; www.pelicanww.com; Booth 1112.

24 Pik Rite

The 3,600-gallon vacuum tank from Pik Rite includes 12-inch low-profile primary with stainless steel float ball and internal plumbing to frame-mounted secondary, oil catch muffler, 20-inch top manway, ladder, 20-inch rear manway with 6-inch discharge, and 4-inch inlet with standpipe. Other features include aluminum hose trays, 2-inch by 6-inch tubular bumper, dual vacuum and pressure reliefs. 800/326-9763; www.pikrite.com; Booth 4217, 4220.

25 Satellite Industries

The MD1600 steel tank from Satellite Industries is made from 1/4-inch A 36 carbon steel and features an epoxy powder-coated water compartment complemented by stainless steel hose trays and dual stainless steel storage cabinets. The drop-down workstation provides access to service hose and cleaning supplies. Standard bolt-on hose trays provide easy repair and maintenance. 800/328-3332; www.satelliteindustries.com; Booth 4034.

FINANCING

26 Heffernan Insurance Brokers

Heffernan Insurance Brokers is a full-service independent company providing liability, property, auto and workmen's compensation coverage for the liquid waste industry. Policies may cover truck pollution, job site equipment and employment practices liability. 800/208-6912; www.heffins.com; Booth 5332.

MANAGEMENT SOFTWARE

27 Clear Computing

Web browser access from Clear Computing enables drivers, sales, customers and company staff to view select information. Sales staff can edit and add notes and work orders. Drivers can see route, work orders and stops, units and quantities. Customers can view work orders, service history, scheduled service, balances and payments. 888/332-5327; www.clearcomputing.com; Booth 2339.

28 FoundOPS

The routing algorithm from FoundOPS stores customer information and service history. It can create service schedules and dispatch crews by dragging and dropping jobs, or suggest the most efficient route. Users can wirelessly send job information and updates to technicians with smartphones or tablets. It also can send directions to sites and monitor job progress. 765/688-0006; www.foundops.com; Booth 6336.

29 Point-of-Rental Systems

Server-based management software from Point-of-Rental Systems writes transactions for quotes, sales, reservations, internal repair orders and work orders. It also can clone, line item bill, fax or email transactions. Other features include real-time inventory and availability with overbook warnings and preventative maintenance scheduling. Options include time clock, signature capture and imaging of drivers licenses. 800/944-7368; www.point-of-rental.com; Booth 4326.

30 RouteOptix

The integrated mapping function of the management software program from RouteOptix utilizes the latest version of Microsoft MapPoint 2013 that allows for an interactive visual interface while entering customer data, optimizing routes or dispatching calls. Other new features include integration to QuickBooks Merchant Service, the ability to print checks for grease customers, and batch email invoices. 866/926-7849; www.routeoptix.com; Booth 1323.



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31 Ritam Technologies

The mobile app for dynamic dispatching and route management from Ritam Technologies enables drivers and technicians to review daily schedules, rearrange stops, dial customers with a single touch, show arrival at job, indicate completion of services and flag comments for additional required follow-up. The app is available for Android smartphones and soon for iPhones. 800/662-8471; www.ritam.com; Booth 4300.

32 StreetEagle GPS Tracking

The Motorola wireless barcode scanner from StreetEagle GPS Tracking transmits scanned information in real time. Users scan the barcode on each asset when servicing, delivering or picking up, enabling managers to track assets (location, date/time and service verification) in the field. Automated and printable reports ensure proof of service and prevent loss. 301/866-1990; www.streeteaglegps.com; Booth 2341.

33 US Fleet Tracking

The AT-X5 Pro asset manager from US Fleet Tracking is a web-based system that enables users to receive live updates of vehicle movements. The device provides 14 different reports, including start-stop, aggressive driving and mileage by state. It can monitor PTO functions such as pump run time and lift gates. 405/749-1105; www.usft.com; Booth 4330.

GRAPHICS

34 Allied Graphics

Custom-shaped and -sized graphics for portable restrooms from Allied Graphics are available to fit every brand and color. Nameplates that can be riveted onto units are available. Other products include decal adhesives, Lack of Service tags and decals with QR codes. 800/490-9931; www.allied-graphics.com; Booth 4144.

35 Dynamic Decals & Graphics

Die-cut numbers and letters from Dynamic Decals & Graphics feature a self-alignment system for easy application. Graphics are made from vinyl with glass lamination and SuperStick adhesive. 800/472-0285; www.dynamicdecals.com; Booth 4002.

36 Magnets by Stamp Works

Full-color vinyl, weatherproof, pumper-truck-shaped refrigerator magnets from Magnets by Stamp Works are printed to match company trucks. 800/758-2743; Booth 6049.

PUMPS

37 CEI Chandler Equipment Inc.

Jurop RV Series vacuum pumps and CEI Chandler Equipment Inc. packages operate at or near 73 dB(A). The RV360 has a recommended input speed of 1,100-1,300 rpm with output of 360 cfm at free air and 332 cfm at 18 inches Hg. The RV520 has a recommended input speed of 1,100-1,300 rpm with output of 520 cfm at free air and 466 cfm at 18 inches Hg. 800/342-0887; www.chandlerequipment.com; Booth 5171.

38 Fruitland Mfg.

The Eliminator MK250 pump package from Fruitland Mfg., designed for the portable sanitation service industry, includes the RCF250 continuous-duty vacuum pump (180 cfm), secondary shutoff, oil-catch muffler, drive coupling, vacuum/pressure gauge, relief and drain valves. Hydraulic or gearbox drive available. The package is 26 inches wide and 23 inches tall. 800/663-9003; www.fruitland-mfg.com; Booth 6007.

39 Moro USA

Bolt & Go diesel-driven pump packages from Moro USA are a self-contained vacuum system for industrial duty vacuum trailers, trucks or stationary applications. Packages come fully assembled and include a 42 hp Duetz engine, 18-gallon fuel tank and battery. The package weighs 1,900 pounds and is 63 inches long and 36 inches wide. 800/383-6304; www.morousa.com; Booth 3122.

40 PumpTec

The PCT1500 12-volt pump system from PumpTec features 800 psi working pressure for knocking down grime without a scrub brush. The pump delivers 1.5 gpm flow and is fitted with a gun-activated pressure switch for longer motor life. The derringer spray gun is included. 866/857-7078; www.pumptec.com; Booth 1003.

41 Westmoor Ltd.

The Conde ProVac industrial liquid waste pumping system from Westmoor Ltd. is designed for grease trap and other industrial pumping. Pumping 120 gpm, a switch starts the vacuum mode. Built-in exhaust deodorizer keeps odor at a minimum. A switch turns on the pressure mode for offloading. 800/367-0972; www.westmoorltd.com; Booth 5124.



◀◀ The Bill's Services team includes (left to right) Bill Fleming, Chuck Conner, Cindy Knight, Mark Knight, Darl Schrecengost, Jake Knight and Terry Knight. (Photos by Bob Napoletan)

Finding the Answer

Winter weather and seasonal slowdowns pose challenges, but the owners of Pennsylvania's Bill's Services keep finding creative solutions **By David Steinkraus**

After 21 years running their own company, Mark and Cindy Knight know a thing or two about keeping a small business humming along. They are the third owners of Bill's Service in Knox, Pa., which they bought after Mark had worked for the previous owner.

They have about 500 restrooms, about 80 percent from PolyJohn Enterprises and the rest a mix from Satellite Industries and PolyPortables, Inc. and cover 14 counties in rural northwestern Pennsylvania, about 70 miles east of Youngstown, Ohio, and about 90 miles northeast of Pittsburgh. The economy is steady but not spectacular, Cindy Knight reports. The area was never part of the housing boom, so although it did not reach economic highs, it also didn't fall into a deep hole when the bubble burst.

There is some business from the region's natural gas boom, Mark Knight says. But those contracts can be very demanding because drilling crews come from out of the area, work seven days a week, and expect the PROs serving them to do the same.

The Knights' trucks spend a lot of time on the road. The most distant job—at a national archery competition—is about 100 miles one way.

Including Cindy, Bill's Service employs six people. Its territory includes small towns and state and national forests that draw tourists and campers. They have a contract to supply restrooms in state forests, another for the state transportation department, and in fishing season they supply units along Lake Erie and its tributaries. A number of war re-enactment groups gather in Pennsylvania. They want several handicapped-accessible units because those are large enough to be used as dressing rooms where people can change into period costume.

Hours they can service restrooms are restricted at many special events. At the archery event, for example, Mark and his crew clean 35 restrooms every night on Thursday, Friday and Saturday. Knight does the night work himself, with other employees when needed. He works the larger events

(continued)

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Darl Schrecengost cleans a restroom in a building at the company yard. >>>

<<< Chuck Conner uses a Kubota tractor to grab a PolyJohn Enterprises restroom in the yard.



personally to ensure that everything is done right, and he feels it's the right thing to do for his customers and his employees.

"My workers give 100 percent during the day, and any one of them would volunteer in a heartbeat to go out and work at night for me, no problem at all," he says.

EXPLORE FIVE CHALLENGES THAT AFFECT MARK AND CINDY'S PORTABLE SANITATION BUSINESS:

Retaining workers

Even though winter slows down the operation, Mark Knight has found it better to pay his workers on salary rather than an hourly wage. For workers, the advantage is a steady, predictable stream of income even in winter when the workload drops from about 50 hours a week to about 25. Knight gains more predictable costs, and he doesn't have to train replacement employees. Turnover is very low.

Knight is also flexible about working days. If service drivers want to work their 25 winter hours in three days and have a four-day weekend, that's fine with him as long as the work is done. One employee, for example, is a hunter and appreciates having more time to spend in the woods, Knight says. The same flexibility extends to storms. If the weather forecast is sketchy, Knight tells his drivers not to come in. They will work other days. "Their safety is more important than getting restrooms serviced on a certain day," he says.

Building efficiency in the yard

Knight has workflow arranged so tasks are completed with a minimum of lost time. Units coming back from a site are dropped in one corner of the lot with the doors facing in a certain direction. The employee whose sole job is maintenance washes all the units, makes necessary repairs, and lines the cleaned units up in the opposite corner of the lot. Drivers don't

waste time looking for units ready to go out, and customers are assured of receiving clean, well-maintained units. Chemicals are mixed in bulk at the yard, ensuring a consistent mix of deodorant, and then tanks are refreshed before heading out.

Keeping customers happy

For the Knights, building long-term relationships with customers is all about keeping restrooms fresh. They spend extra money for deodorizers they think work best, Cindy Knight says. "It's very important to us that they just smell good. We get a lot of compliments on that," she explains.

The military re-enactment groups are a good example. At one encampment, Mark Knight was on the grounds at 7 a.m. every day to service 24 restrooms, Knight says, and he overheard people remarking to an event organizer that they had never seen restrooms so clean. The organizer replied, "The difference here is, the man that pulls in on the truck every day is the owner of the company, and he cares."

"THE DIFFERENCE HERE IS, THE MAN THAT PULLS IN ON THE TRUCK EVERY DAY IS THE OWNER OF THE COMPANY, AND HE CARES."

Mark Knight

Overcoming winter weather

Harsh winters are a reality for this corner of the country, and Mark Knight meets the bad weather with a few special procedures. Starting on Halloween, he mixes a salt brine solution for his restrooms using a homemade setup of two 55-gallon drums lying on their sides and connected to a 700-gallon bulk tank from a dairy milking parlor. The drums are filled

(continued)

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with salt, and a pump moves water from the bulk tank up into the drums to dissolve the salt. Gravity pulls the water back into the bulk tank where the solution is mixed by the tank's built-in stirrer so the salt remains dissolved. Knight varies the concentration of salt with the weather. It takes only 30 minutes or so to dissolve the salt. Then he tests the mix with a salinity meter and adjusts as necessary. Salt works only down to 6 degrees, but only one month is cold enough to require mixing the strongest brine possible. The Bill's Service trucks stay protected inside during the winter so their tanks can hold freshwater, which means workers can keep restrooms cleaner.

Buying, caring for equipment

The Knights order restrooms as needed, usually buying additional units on the fly during the busy season. They are usually able to take delivery of new units in two to three weeks, which helps manage cash flow. Mark Knight helps keep a tight control on expenses by performing all his own truck maintenance. It helps that he spent about nine years as a mechanic, first at a local auto dealer and then at a trucking company. Take a vehicle out for repairs, and you're at the mercy of that mechanic's schedule, he says. He runs new vehicles as service trucks for about 200,000 miles. Then trucks are moved to delivery work, where breakdowns can be compensated for with another truck. After two to four years and at 300,000 or 400,000 miles, trucks are scrapped.

Knight runs two Dodge and two Chevy trucks, all 15,000-pound GVW. He also has a 26,000-pound GVW GMC truck equipped with a 1,000-gallon tank and an 8-foot bed so it can both deliver and service units at events. His tanks are stainless steel from Best Enterprises with a couple more homemade (one stainless and one mild steel), and one stainless by local welder Swartfager Welding Inc. Pumps are from Masport and Conde (Westmoor). ■



▲▲▲ Cindy Knight talks to a customer in the Bill's Services office.

MORE INFO

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www.bestenterprises.net

PolyJohn Enterprises
800/292-1305
www.polyjohn.com
(See ad page 43)

Satellite Industries
800/328-3332
www.satelliteindustries.com
(See ad page 21)

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

PolyPortables, Inc.
800/241-7951
www.polyportables.com
(See ad page 13)

Westmoor Ltd.
800/367-0972
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Jake Knight (left) prepares to jump in the cab of his service truck, with a tank from Swartfager Welding, as Chuck Conner inspects the delivery trailer in the company yard. >>>



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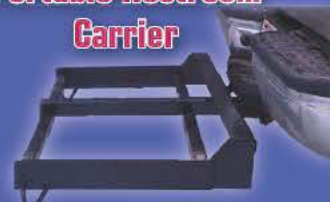
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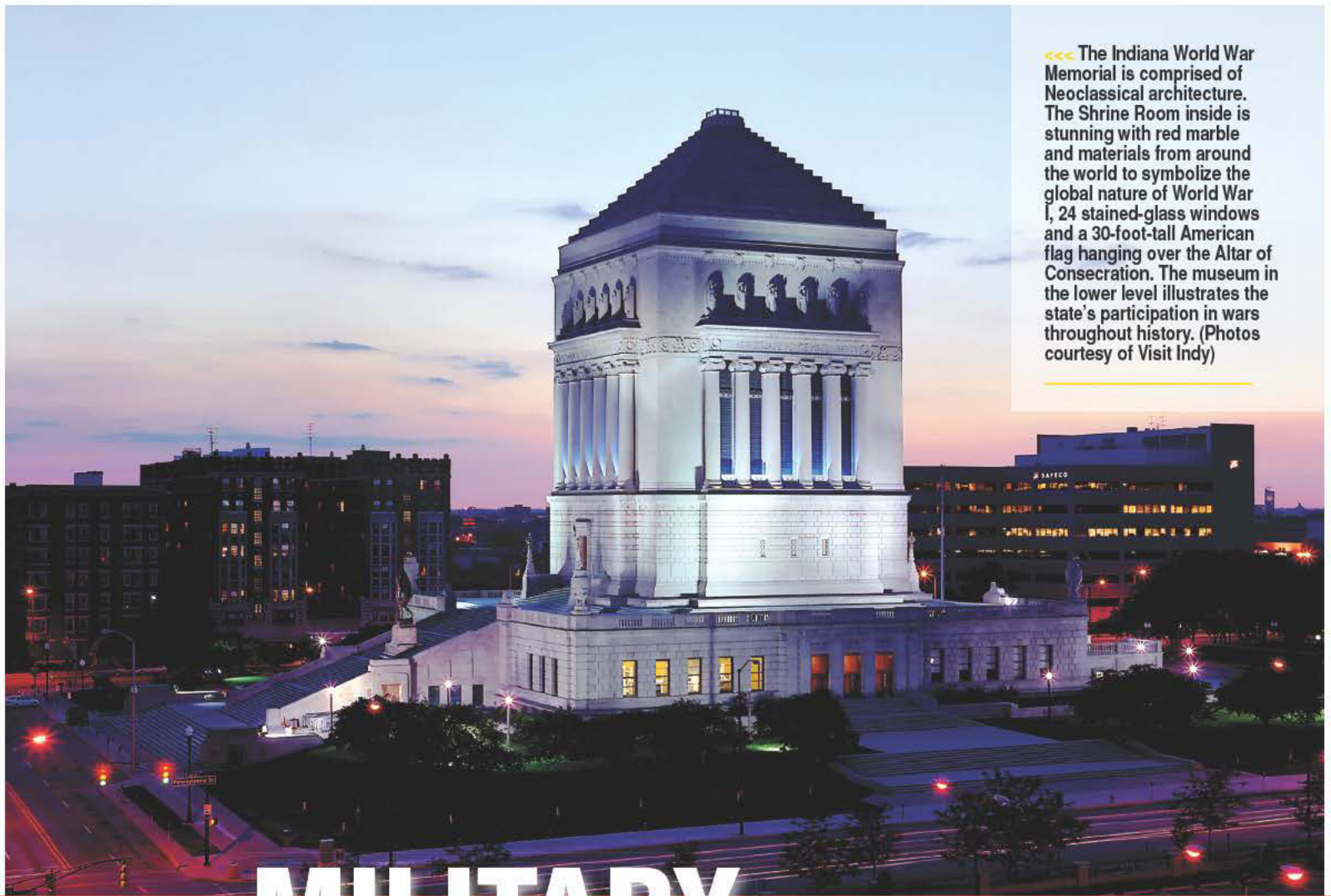


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<<< The Indiana World War Memorial is comprised of Neoclassical architecture. The Shrine Room inside is stunning with red marble and materials from around the world to symbolize the global nature of World War I, 24 stained-glass windows and a 30-foot-tall American flag hanging over the Altar of Consecration. The museum in the lower level illustrates the state's participation in wars throughout history. (Photos courtesy of Visit Indy)

MILITARY

Honors

INDIANAPOLIS HAS THE DISTINCTION OF BEING SECOND TO WASHINGTON, D.C., IN BUILDING WAR MEMORIALS
BY SHARON VERBETEN

Indianapolis is more than just the storied Hoosiers and fabled Brickyard of the Indianapolis 500 race, especially when it comes to honoring U.S. veterans.

Washington, D.C., may be considered the cornerstone of veterans' memorials, but Indianapolis easily ranks second. The Indiana War Memorial Plaza Historic District located downtown contains two museums, three parks and 24 acres of monuments, statues, sculptures and fountains, ranking it second nationally in acreage and number of monuments dedicated to veterans. It is also home to the national and state headquarters of the American Legion.

According to Brig. Gen. J. Stewart Goodwin (USAF retired), "There's no other place like this in the country. Indianapolis has more acreage in the nation devoted to veterans." Almost 200,000 visit the memorials each year.

As executive director of the Indiana World War Memorial, Goodwin, a 37-year Air Force veteran, adds, "Indiana has provided, based on population,

more service members (in all conflicts) than any other state. I've never seen another place where they treat veterans and honor them this well. The folks here are very down to earth ... and they're very patriotic."

The memorials, conveniently located within walking distance of the Indiana Convention Center, home of the Pumper & Cleaner Environmental Expo, include the Soldiers and Sailors Monument, the tallest memorial to Civil War veterans in the U.S.

"Indiana has provided, based on population, more service members (in all conflicts) than any other state. I've never seen another place where they treat veterans and honor them this well."

BRIG. GEN. J. STEWART GOODWIN

The Indiana World War Memorial sits 210 feet above street level; this mausoleum-style limestone and marble memorial pays homage to Hoosiers killed during World Wars I and II, the Korean War and the Vietnam War. A military museum in the basement allows visitors to follow the history of Indiana soldiers from the Battle of Tippecanoe through the most recent conflicts.

"Once we get them in the building, we've got them. The structure and architecture is amazing," says Goodwin.

The mall itself also includes memorials for World War II and the Korean and Vietnam wars, as well as Veteran's Memorial Plaza. The USS Indianapolis Memorial recognizes those who died on the last U.S. ship to sink in World War II. Of the approximately 1,200 sailors on board, only 317 survived.

Goodwin notes that one of every 10 people has served in the military. "We try to educate the 90 percent about what the 10 percent did," he says. ■

The limestone Soldiers and Sailors Monument on Monument Circle designed by Bruno Schmitz is 284 feet high and the iconic heart of downtown. The Col. Eli Lilly Civil War Museum is in the lower level. Visitors can climb the 330 steps to the top or ride an elevator to get an eagle-eye view of the city from the observation deck. The monument is only 15 feet shorter than the Statue of Liberty. www.visitindy.com



For more information:

- **Indianapolis Historic Sites**, www.visitindy.com/indianapolis-attractions-historic-sites
- **Indiana World War Memorial**, 431 N. Meridian St.; 317/232-7615; www.in.gov/iwm/
- **Soldiers & Sailors Monument/Col. Eli Lilly Civil War Museum**, 1 Monument Circle; 317/232-7615; www.ulib.iupui.edu/kade/soldiers.html
- **USS Indianapolis Memorial**, Walnut St. & Senate Ave.; 317/232-7615; www.ussindianapolis.org/monument.htm
- **Korean and Vietnam War Memorials**, 700 N. Pennsylvania St.; www.visitindy.com/indianapolis-attractions-historic-sites-vietnam-and-korean-war-memorials
- **World War II Memorial**, 700 N. Pennsylvania St.; www.in.gov/iwm/2364.htm

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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.



Testing Your Knowledge of Vacuum

THE TRUCKS ARE IN THE SHOP FOR WINTER MAINTENANCE, SO NOW'S A GOOD TIME TO TEST YOUR UNDERSTANDING OF THE EQUIPMENT THAT HELPS YOU EARN A LIVING

By Bob Carlson

It's time for the annual Truck Corner Quiz! First prize is a copy of my book, *Pumper 101: The Complete Guide to Owning and Operating a Vacuum Truck*, plus two CDs by yours truly and the Pumper Gang.

Simply answer the questions below and fax your answers to 254/598-2921 or email them to truckcorner@promonthly.com. It's that easy. The first correct sheet of answers wins the top prize.

1. I am operating the same vacuum pump at the same speed in four cities. In one of the cities, the pump works noticeably harder, even to the point of overheating. In which city does the pump have to work extra hard?

- A. Phoenix
- B. Denver
- C. San Francisco
- D. Houston

2. One of the main accessories on a vacuum tank is designed to prevent the tank from imploding. This equipment is:

- A. Pressure relief valve
- B. Primary shut-off
- C. Vacuum relief valve
- D. Oil catch muffler

3. The secondary moisture trap ...

- A. Only works for a few seconds, hence the name

- B. Releases vacuum trapped inside the primary shut-off
- C. Acts as a safety device to prevent waste and liquids from entering the vacuum pump
- D. None of the above

4. To get the maximum strength built into a vacuum tank, the best shape is:

- A. Obround
- B. Round
- C. Oval
- D. Straight-side oval

5. The best place to locate the pressure relief and the vacuum relief valves is:

- A. Inside the cab for easy reading of the monitor
- B. On top of the tank, so it can best detect the pressure and/or the vacuum
- C. Near the rear head where the vacuum hose is connected
- D. As close to the pump as possible for easy viewing

6. Baffles are built into both water and vacuum wastewater tanks. They add to the structural integrity of the tank, but also serve what important purpose?

- A. Baffles add to the weight of the tank keeping it closer to the center of gravity.
- B. Baffles control the amount of front-to-back slosh when the tank is only partly filled.
- C. Baffles reduce the amount of vacuum required inside the tank.
- D. Baffles, when placed within 6 inches of each other, serve to eliminate the accordion effect of vacuum.

7. Vacuum is created inside a tank because much, if not all, of the air inside is expelled. What creates the force of vacuum?

- A. The inside of the tank is wanting to normalize itself with the outside air. Consequently, when a valve is then opened, the air rushes in.
- B. By removing the air, the symbiotic relationship between the cab and the rear axle is realized, and the air rushes in.



INDUSTRY NEWS

C. Newton's laws of physics play into the fact that an equal reaction by the inner action of the rotating vanes forces the air into the tank.

D. None of the above

8. The purpose of the gearbox is:

A. To get the transmission to turn faster to better control the pump

B. To allow the RPMs of the pump to run efficiently and properly

C. To switch the standard transmission truck to an automatic

D. To allow for easy switching from vacuum to pressure inside the tank

9. True or False: Pumping in all 48 continental states is basically the same because of their location above the equator. Location allows pumps to be equally efficient in any of those states.

10. You've been running the vacuum pump at about 19 inches Hg for several months. Then in the middle of the week, it struggles to reach 14 inches Hg. Which of the following is the most likely cause for the problem?

A. Driver malfeasance and improper techniques on the controls

B. The vanes inside the pump have worn down or are broken.

C. The vacuum relief valve will not open and allow the air to escape.

D. The four-way valve has been left in the pressure position. ■

Gamajet service repair available to Toftejorg owners

As part of the Alfa Laval acquisition, the Gamajet service and repair program is now available to owners of Toftejorg tank cleaning equipment.

Gump celebrates unofficial retirement



Barry Gump, president and CEO of Andy Gump Inc., symbolically turned over the California-based temporary site services business to his daughter Nancy Gump Melancon during his 70th birthday party in September. While Gump did not actually retire, he and his daughter have been working through succession plans the past five years. Gump was joined by portable sanitation leaders at his "Unofficial Retirement Party," who recounted his many contributions to the industry, including developing the wheelchair-accessible restroom and designing the self-contained portable hand-wash station. ■

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2013 EXHIBITOR LIST

Current as of Dec. 5, 2012.
List subject to change.

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A.R. North America
ABBA Pump Parts & Service
Abbott Rubber Company, Inc.
ACE DuraFlo Systems
Acro Trailer
Admirals Bank
Advance Pump & Equipment
Advanced Containment Systems Inc.
Advanced Drainage Systems
Advanced Pressure Systems
Advantage Funding
Aero-Tech
Air-Weigh Scales
AK Industries Inc.
All Star Sewer Equipment
Allan J. Coleman
Allied Forward Motion LLC
Allied Graphics
Allied Tank Co.
AllMax Software, Inc.
Alpine Equipment Funding, Inc.
Alteris-SeptiCover
AlumaNATS, Inc.
Ameri-Can Engineering
American Express OPEN
AMerik Engineering
Amthor International
Anua
AP/M Permaform
Aqua Mole Technologies
AquaOnDemand Solutions by Aqua-Aerobic Systems, Inc.
AquaSoles
AQUA-Zyme Disposal Systems, Inc.
Aran Enterprises Inc.
Aries Industries Inc.
Armal, Inc.
Art Co. LLC
Arthur Products
Ashbrook Simon-Hartley
Ashland Pump
Ashland Trap Distribution, Co.
Atlanta Rubber & Hydraulics Inc.
Avanti International
B.A.G. Corp
Bad Dog Tools
BakerCorp
Bandlock-Amesbury
Banjo Corp.
Barnett
BDP Industries
Bear Onsite
Benlee, Inc.
Best Enterprises Inc.
Betts Industries
Biffs Pathfinders, LLC
Bio Clean
Bio-Microbics Inc.
Black Tie Products
Blasters, Inc.
Blood Hound Underground
Blue Angel Pumps
Boerger LLC
Bowman Tool Co.
Brenlin Co., Inc.
Bright Dyes
Bright Technologies
BRUDON Air Vac / Kay International
Bulk Toilet Paper
Bull Frog Industries LLC
BW Technologies by Honeywell/Honeywell Analytics
Cam Spray
Campus LLC
Cape Cod Biochemical Co.
CAT PUMPS®
CEMTEC / A.W. Cook Cement Products
Century Chemical Corporation

Champion Pump Company, Inc.
Chandler Equipment Inc.
Chelsea Products/Div. of Parker
Chempace Corporation
Chempure Products Corp.
Cherne Industries Inc.
CIPP Services, LLC
Clarus Environmental/Zoeller Pump Company
Clear Computing
Clearstream Wastewater Systems Inc.
Cloverleaf Tool Co.
COB Industries, Inc.
Cobra Technologies
COLE Publishing
Comet USA, Inc.
Comforts of Home
Compulink Cable Assemblies, Inc.
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Containment Solutions, Inc.
Control Chief
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Cretex Specialty Products
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CST Storage
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Cusco
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In The Round Dewatering
Indiana Onsite Wastewater Professionals Association
Infiltrator Systems Inc.
Infrastructure Repair Systems, Inc.
Infrastructure Technologies
InfraTech
Inland Pipe Rehabilitation (IPR)
Innovative Hydrovac Trucks LLC
InSight USA - StreetEagle GPS Tracking
Insight Vision
International Thermal Research
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Jack Doherty Supplies Inc.
JAG Mobile Solutions
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KEG Technologies, Inc.
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Lasans Products Mfg by Vanderlans and Sons
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Lenzyme Incorporated
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Liberty Pumps
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Satellite Industries Inc.
Saverisen, Inc.
Savatech Corp.
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ScreenTech Imaging, a div. of Roeda Signs Inc.
Sealing Systems Inc.
Sekisui SPR Americas, LLC
Sensors & Software Inc.
Septic Drainer/Municipal Sales, Inc.
Septic Pages
Septic Products Inc.
Septic Services Inc.
Septronics
Service Roundtable
Service Squared
ServiceTitan
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Shark Pressure Washers & Jetters
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Xylem, Dewatering Solutions
Yodle
Zhejiang Danau Industries Co., Ltd.

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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FEBRUARY 25-28, 2013

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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
An all-day course detailing site planning and preparation



NETWORKING & ENTERTAINMENT

Network 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

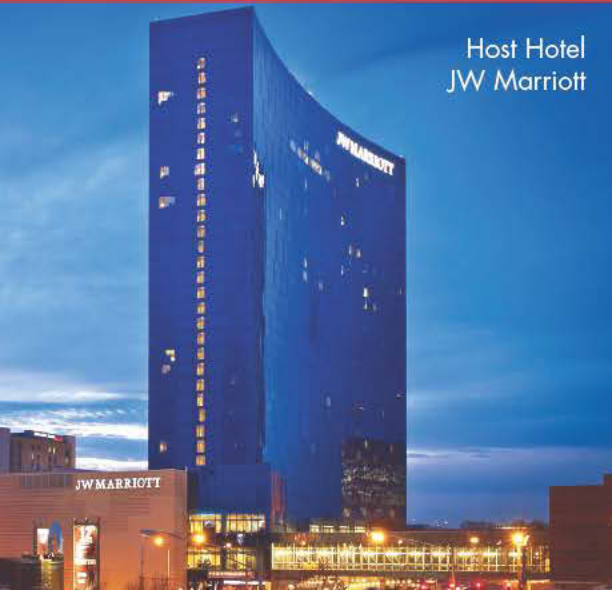
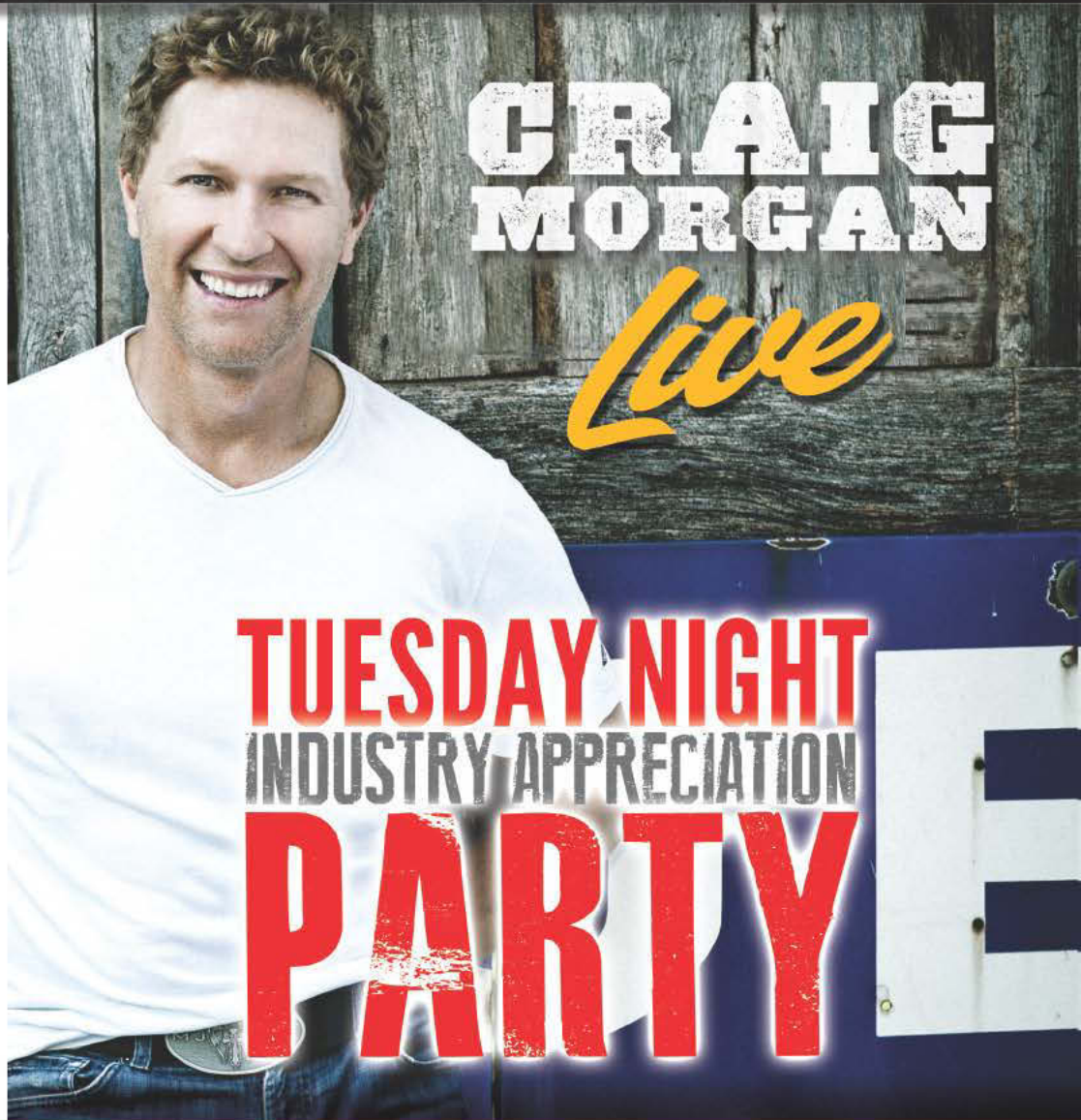
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25¢ Tap Beer: 5 - 7 p.m.

Craig Morgan: ... 7 p.m.

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(30) used Satellite, 300 gallon holding tanks, good condition. \$200/each. 888-839-2830 or 662-587-0756, MS. (P03)

8 Poly Lift units used only on one job site. \$425 each. Call Denny at 865-740-1654, 8 a.m.-5 p.m. eastern time. (P01)

200 New portable toilets, retail \$500/ for sale at \$365 per toilet, Poly John Enterprises, Poly Portables, or equal. Sold together with three containers included. Please call Heather Huffman at 251-423-1182 for details. (P01)

500 white Olympic fiberglass toilets, construction grade, \$50 each, handicaps \$250. Located in Albuquerque, NM. Call 505-345-3965 or email aaapumping@hotmail.com. (P02)

Portable restrooms for sale: Used Poly Portables and Poly-San units, all colors, wood skids, in Michigan and Ohio. \$100 to \$200 each. Call Tom at 419-466-1349. (P03)

300 Construction grade Portable Restrooms for sale (PolyJohn). \$150 per toilet. Minimum purchase of 20 toilets. Please call 608-835-3459. (PBM)

Up to 400 used teal Satellite units, in excellent condition, in Central Florida. \$200/each. Minimum purchase 50 units. 352-860-0195. (PBM)

PORTABLE RESTROOM HAULER

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

2007 International 4300: GH1500 stainless steel service unit (1,100 waste/400 fresh), hydraulic drive, Condé SDS12 vacuum pump, high pressure washer, toilet carrier, air shift PTO, dual service, 209,000 miles. Runs and looks great! \$26,550. CALL Frank, 337-278-4511. (T02)

2003 Ford F350, diesel, Satellite unit, 400 waste, 200 water, M2 Masport. www.pumpertrucksales.com. Call JR. @ 720-253-8014, CO. (PBM)



2004 International DT466: Keith Huber Princess II, aluminum tank only, 125,000 miles, well kept. Asking \$36,999. Also including newly 12-PolyJohn toilets and 1 ADA toilets.

Call Craig at 305-785-6917, email cmlibry@bellsouth.net P01

2002 Ford F550, 4x4 truck, Imperial unit, 600 waste, 250 water, 7.3 engine, stick transmission, Masport pump, portable toilet rack. www.pumpertrucksales.com. Call JR. @ 720-253-8014, CO. (PBM)



2009 F-550 Ford portable toilet truck: 6.4 diesel engine, automatic transmission, 700 waste and 300 clean water tanks, 82,000 miles, Masport pump.\$46,000/OBO

Call 989-345-1763 and ask for Tony P02

1999 Ford F-800, 5.9 Cummins, Allison automatic, 225 fresh/1,050 waste with Condé SDS 12 pump. Fresh water is stainless steel, 2-unit rack, runs and operates good. \$10,000. 662-415-7054. (P01)

2004 Ford F450, diesel, 600 waste, 130 water, Condé HD 6 pump. www.pumpertruck-sales.com. Call JR. @ 720-253-8014, CO. (PBM)

2006 Ford F550 6.0, 174,000 miles, Satellite tank, 950 gallon, one compartment, Condé pump under the hood. Asking \$17,400. Pictures upon request, 201-693-0912. (P01)

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