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BET and WIN

Arnold's Environmental Services went all in on a bid to build the business, and it paid off big!

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Busy Bee Septic Systems hit the trail to provide top service at a Kentucky equestrian event **Page 20**



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Halloween brings out the ghosts and goblins, but even scarier are threats to your business caused by technology mistakes made any time of the year. - **Judy Kneiszel**

COVER STORY



PROfile: Bet and Win

The owners of Wisconsin's Arnold's Environmental Services went all in on a bid to build the business and it paid off big.

- **Ken Wysocky**

ON THE COVER: Tammy Thompson-Oreskovic, CEO and president of Wisconsin's Arnold's Environmental Services, Inc., stresses the importance of professionalism in the portable sanitation industry. On the cover, she is shown in the company yard with a Ford F-550 flatbed delivery truck filled with Satellite Industries restrooms. (Photo by Tom Lynn)

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You Messed Up... Now What?

DON'T FALL BACK ON AN OFFER TO EXTEND FREE SERVICE AFTER A MISTAKE. GET CREATIVE, AND DEVELOP AN APOLOGY OR THANK YOU PROGRAM CUSTOMERS WILL REMEMBER!

By Jim Kneiszel

Your day started out with an unhappy customer. Joe from Acme Builders called you first thing this morning to tell you a restroom has been neglected for a month and it's filthy. There's been a mutiny by his work crew and they want the problems rectified immediately.

You apologize to Joe, one of your most loyal construction customers, and promise that a driver will be right out to clean the unit. Then you pause, hoping Joe will chime in on the other end of the line. "Hey, that's great. I knew you'd take care of the situation, thanks!"

But no Joe. There's only silence for a few moments. "This is not a good sign," you say to yourself as you continue to wait for Joe's approval. It doesn't come.

Instead, Joe finally breaks the silence and says your company's gaffe was upsetting to his workers, it's the second time this year that your service has stumbled, and that XYZ Portables down the road a few miles has been calling and offering their service at \$10 less per month than yours.

THE APOLOGY DISCOUNT

Joe wants to know how sorry you are for the mistake. He's looking for the "apology" discount, an offer from you that will make him forget the displeasure of his workers and tune out the noise coming from your competitors. So, what's your next move? What can you give to smooth over the rough patch and keep Joe on your side?

Recently, I saw the answer to this dilemma from another PRO. I was editing one of our PROfile stories on a company in which the contractor said he's given restroom service for free for up to 6 months to keep a customer on board. As I was reading, I was doing the math in my head: six months of free service, labor from the driver, fuel, insurance, wear and tear on the unit. Wow, that seems like a pretty big "apology" discount.

Then I got to thinking about what would make the ideal peace offering for a customer service shortfall. It should be something that promotes positive feelings about your company, but at the same time doesn't cost you a lot of money. It should underscore the importance of local business connections and encourage guys like Joe to forget about the low-price come-ons he gets from other service providers. It should be something you can turn to over and over again to fix problems, encourage loyalty and reinforce your personal interest in customer service.

And it shouldn't include giving away your product for free. After all, you want customers to assign a high value to your core service. Telling them they can have it for free - even to atone for a screwup - sends the wrong message. So I came up with a list of ways to say you're sorry to Joe's construction crew that cost less than \$100, or about the cost of a month's free restroom service.

UPGRADE THE UNIT

Don't just clean the unit Joe called to complain about. Come and get it and replace it with a newer model, maybe the kind of upgraded model you reserve for special events. Construction workers often wear bulky gear and carry tools, so consider dropping off a handicapped-accessible unit so they have plenty of room to move around. Or add a hand sanitizer or hand-wash unit for free for a few months. Construction workers are often given barebones service, and they'll appreciate a few extra frills at the same cost as a standard unit. The key is bringing up the level of service without giving it away for free.

PAY FOR LUNCH

Go to your favorite local quick-serve or fast-food restaurant and purchase a bulk number of coupons good for a \$5 lunch. Make a deal with the restaurant to buy 100 or more at a time and ask if they can personalize the coupons with your company logo and a brief message thanking customers for their business. Find out how many guys are on Joe's work crew and send a stack of the free lunch coupons with an apology. Always keep the coupons on hand to apologize for poor service or thank a customer for their loyalty.

EAT, DRINK AND BE MERRY

Get up early and hit the local donut shop, then head to the worksite and deliver sweet treats with your personal apology to Joe's crew. Or stop at the grocery store in the afternoon and pick up a few cases of beer or soda to drop off at Joe's office so the crew can quench their thirst after a long day on the job. Whatever the treat, the package should be plastered with a note of apology or thanks, whichever is appropriate to the occasion. A nice touch would be for you and your crew to personally sign the note from one local company to another.

LET US ENTERTAIN YOU

Order a bunch of passes to a local venue and hand them out as needed. You can have a little fun with this idea. For example, send out passes to a mini-golf course with the message, "We hope you'll give us a mulligan on our service blunder." Or passes to a botanical garden or museum, saying "We're sorry you had to look at our mess. Please enjoy looking at something beautiful with our compliments." Or how about passes to a comedy club, with the message "We hope you can laugh at our mistake. It won't happen again."

PROVIDE FREE ADVERTISING

Do you think of your restroom units as a vehicle for advertising? Well,



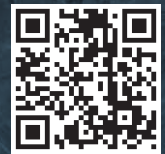
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maybe you should. Here's a way to put Joe back in your corner at little or no cost to you. Tell Joe that for your next special event service - say the local county fair - you'll post an advertisement for his business on an inside wall of your restrooms. Have flyers printed up with a promotional message from Joe's company and affix them to the back wall of the units when you service them every day during the event. First, make sure your event customer doesn't have a problem with you posting such an ad. And don't be surprised if another business owner sees the ad at the event and calls you to pay for a placement like that in the future.

MAKE A CHARITABLE DONATION

Turn your customer's ill will into good will in an instant. Tell Joe you think there's a great way you can make up for your mistake ... by making a contribution to a local cause he supports. Let's say Joe is involved in the baseball Little League in your hometown. Offer to sponsor a few teams or buy some equipment the league needs. Maybe Joe's in a local service group like the Optimists. If so, offer to help them by providing service at their next pancake breakfast or picnic. You can bet that giving \$100 to help out with Joe's favorite cause is going trigger fonder memories than offering him free service at the work site.

IT'S AN OPPORTUNITY

When a customer calls to complain about your service, don't look at it only as a problem. Look at it as an opportunity. This is your chance to show how you'll treat customers at the lowest point in your relationship. It also gives you the chance to cross promote with other local businesses. Handling a complaint with thoughtfulness and style - and resisting the easy answer of extending free service - will keep that customer in the fold and save you money in the long run. ■

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Editor's CHOICE

October 2013

Be sure to check out the exclusive online content at PROmonthly.com

By Jim Kneiszel

Portable Restroom Operators are busy small business owners, but you still find time to page through your issue of *PRO* magazine to learn about the latest developments and products in your industry. Well, now we have a bonus for you – additional online-only content that can be accessed instantly from your computer, tablet or smartphone. Find more of the latest portable sanitation industry news – from product releases to videos and podcasts to my editor's blog – at www.promonthly.com. Here's just a sampling of the latest content you can find online:

FUNDING FOR FEMALES: REGULATION UPDATES FOR WOMEN-OWNED SMALL BUSINESSES

If you're a woman operating a portable sanitation business, listen up. Writer Paul Nicolaus has information on how you may be able to tap into more support to help your business thrive. Nicolaus reports that 7.8 million women-owned businesses in the United States generate \$1.2 trillion in revenue. Yet he reports that few female business leaders are emerging to play prominent roles. To encourage more participation by women-owned businesses, the government has raised caps for contracts set aside for companies owned by women or disadvantaged people. Read on to learn how to qualify as a women-owned business through the Small Business Administration and take advantage of these programs. But for starters, three factors will help you determine if you can qualify: You must be a U.S. citizen, your business must be owned 51 percent by women and managed by one or more women.

DON'T SHY AWAY WHEN A CRISIS PUTS YOU IN THE HEADLINES

Writer Doug Day, who served as a lead crisis communication manager in the nuclear power industry, gives a valuable primer on how liquid waste haulers should react to media inquiries when they're involved in a crisis of some kind. Among other things, he suggests telling people what you are doing to help deal with the crisis: "Whatever happened, it happened. So own it and get out in front of the story as quickly as possible," Day says. Learn more in our online-only story.

TOP 10 QUESTIONS TO ASK WHEN CREATING OR UPDATING A WEBSITE

Writer Beverly Lewis explains how a website is an important marketing tool for today's installer. Her story shares the questions you should ponder as you build a new website or retool your current site for the future. She suggests hiring a professional designer rather than using a do-it-yourself program to put together your site. "Good design combined with an effective optimization strategy is an investment that will be returned — with interest. In today's marketplace, we never get a second chance to make a good first impression," she says. Her first three questions to answer are: How does a website work with my overall marketing strategy? What is search engine optimization and why is it important? Are Google analytics and webmaster tools installed? Go online to see the other seven questions.

Check these out at www.promonthly.com/ec/2013/october

*They finally made a portable
restroom I will use.*



** I have a place for my purse*

** I can stand up and go!*

** There is sooooo much more room.*

** This thing is far away.*

** I can wash and dry my hands.*



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Don't Be Haunted By Scary Technology Mistakes

HALLOWEEN BRINGS OUT THE GHOSTS AND GOBLINS, BUT EVEN SCARIER ARE THREATS TO YOUR BUSINESS CAUSED BY TECHNOLOGY MISTAKES MADE ANY TIME OF THE YEAR

By Judy Kneiszel

Technology is an asset to any business. Advertising, accounting, payroll, scheduling, purchasing, you name it. Everything we do “back at the office” has been made easier thanks to personal computers, the Internet, software, GPS, smartphones, apps, etc.

But we tend to take technology for granted. We get lazy, take the easy way out, or don't take time to read the fine print. And the results of our lackadaisical treatment of technology can be scary. We risk identity theft, the loss of crucial information, a ruined reputation, costly repairs, wasted time or the loss of customers to competitors who are more tech savvy.

Here are seven scary technology mistakes small business people frequently make, and how to avoid them. Some are mistakes in how technology is used; others are mistakes in how technology is maintained.

1. IGNORING WHAT YOU'VE CREATED

Somewhere along the line, inspired by an article you read, your website builder or your teenaged son, you started a blog for your business. Your goal was to use technology to educate the blog-reading public about your industry through stunning prose. You came out of the gate fast, posting new entries daily, then weekly, then monthly. Now, the most current post to your blog was added in 2009. Some business owners do the same thing with Facebook. They create a Facebook page for their business because someone told them it was the tech-savvy thing to do, but then they never complete it, or seldom post. The page just gives people who stumble upon it the message that this company doesn't finish what it starts or doesn't understand technology.

Setting up a blog or a Facebook page isn't the end of social networking, but rather it's the beginning. People won't just want to be a fan because you put “like us on Facebook” on the bottom of every email and invoice. There has to be something there for them. If you are guilty of blog neglect or Facebook apathy, recommit to it. If you know in your heart you'll never devote the time to keeping it current, delegate the task to someone else or shut it down.

2. BREAKING THE RULES

So, your business has more than 1,000 “likes” on Facebook. What if all those fans suddenly disappeared? It's possible if you are not following the rules. Facebook reserves the right to reject or remove pages violating its rules. And you may not get any warning. One of the biggest violations is setting up a business as a personal profile page instead of a business page. Facebook also has strict rules regarding contests and advertising on a business page. Tagging people in pictures without permission may also get you in trouble. There are a lot more rules – and they are frequently updated – which you can read about on Facebook.

If you are guilty of blog neglect or Facebook apathy, recommit to it. If you know in your heart you'll never devote the time to keeping it current, delegate the task to someone else or shut it down.

3. TOO MUCH BROADCASTING

This isn't so much a dangerous mistake as it is a turnoff. If all the content on your website and Facebook page contains sentences starting with the word “we,” and expounding about how wonderful your company is, you may be turning customers off. More and more, people expect websites and social networking sites to be interactive. You've got to make it just as much about the customer as it is about the company. Much of today's technology is a two-way street.

4. NEGLECTING NEGATIVE FEEDBACK

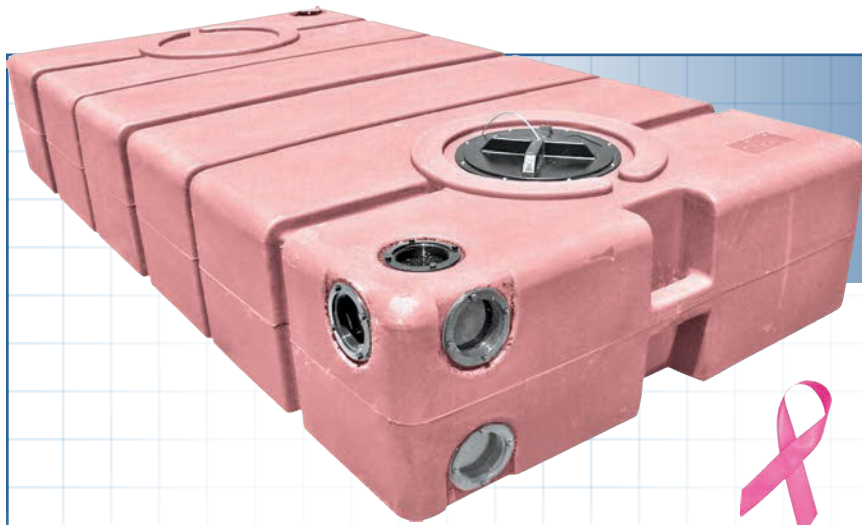
If your website or social networking page is as interactive as it should be, there is a risk of negative feedback. The Internet may be a customer's first line of communication, and Internet users expect quick responses to their posts and queries, especially if they have a bone to pick. If you don't respond in a timely manner (think minutes or hours, not days or weeks) you risk losing their favor and/or future business. It also looks bad to anyone who visits the site and sees the negative comment just hanging out there with no response. And it's not just fan growth that will suffer from this approach — it may also hurt your relationship with existing customers. Dealing with a complaint head-on in a polite manner, however, can actually build good will.

5. NOT TAKING SECURITY SERIOUSLY

You've seen the horror stories of identity theft on TV; why do you think it can't happen to your company? Start protecting your data by training employees not to click on suspicious antivirus or security pop-ups, which can lead to malware or phishing sites. It will also help to choose a single antivirus application to install on every computer in your office.

Set antivirus software to run a scan after any software updates and make sure the operating system's firewall is enabled. A firewall prevents outsiders from accessing data on a private network.

Requiring employees to set strong passwords is another effective precaution. Strong passwords contain letters, numbers and symbols. Employees should also be required to change passwords every three



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months and only be given access to the specific data systems they need for their jobs. Don't allow employees to install any software without permission.

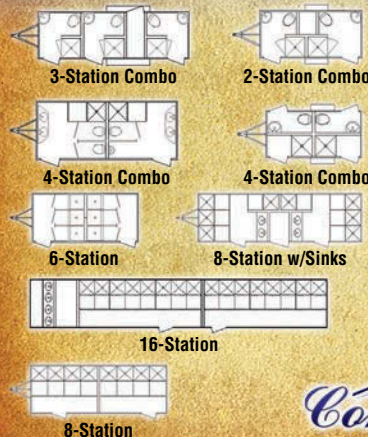
If you have a Wi-Fi network for your workplace, make sure it is locked. And if employees work from home, insist their home systems are protected by a firewall.

Mobile devices loaded with confidential information or with access to the corporate network should also be password protected. And remember Internet-enabled devices like smartphones require security updates, too.

6. NOT UPDATING SOFTWARE

Ignoring your software can cause problems with its functionality and its security. Think of it like a car that needs occasional maintenance to run smoothly. Updating is easy with software like Windows because you can simply turn on automatic updates and then it downloads and installs patches and other updates whenever they are available. With other programs however, you have to periodically check for updates. Don't just think about your own software and no one else's, however. If you've got several desktop computers in your office being used by a variety of people, updating everybody's software at the same time will ensure smooth transferring of information. ■

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BET AND WIN

The owners of Wisconsin's Arnold's Environmental Services went all in on a bid to build the business and it paid off big

BY KEN WYSOCKY

When Tammy Thompson-Oreskovic and her husband, Pat Oreskovic, bought Arnold's Septic Service in 1992, the Saukville, Wis.-based company owned 15 portable restrooms and one pump truck, employed one worker and relied almost completely on revenue from pumping local septic tanks. The couple ran the business from their home and started out with a plastic milk crate full of customer records in file folders.

What a difference 22 years - and effective, integrated marketing efforts - can make. Today, there's still an "Arnold" in the name, reflecting the brand equity built up by the company's founder, Arnold Egerer. But everything else has changed substantially.

By 2006, the restroom rental business had grown to the point that it made sense to create two separate companies: a portable restroom rental company called Arnold's Environmental Services Inc. (owned by Tammy as a Women's Business Enterprise; she's the chief executive officer and president) and a septic tank pumping company called Arnold's Sanitation Technologies Ltd. (half owned by Pat, who is the company's president).

ON THE GROW

In addition, Arnold's Environmental now employs 20 workers and services all of southeastern Wisconsin. Moreover,



Tammy Thompson-Oreskovic, CEO and president of Wisconsin's Arnold's Environmental Services, Inc., stresses the importance of professionalism in the portable sanitation industry. (Photos by Tom Lynn)

The office crew at Arnold's Environmental Services includes, left to right, Andy Arnold, vice president of administration; Lisa Windorf, office manager; Gabrielle Oreskovic, customer service; Tammy Thompson-Oreskovic, CEO and president; Pat Oreskovic, president of Arnold's Sanitation Technology; and Mike Steidtmann, operations manager.



Arnold's Environmental now owns about 1,700 single restrooms, made mostly by PolyJohn Enterprises, Five Peaks Technology and Satellite Industries; and 10 restroom trailers, made by JAG Mobile Solutions Inc., NuConcepts, Black Tie Event Services and McKee Technologies Inc. The company uses Walex deodorant products in the restrooms.

The company also owns several restroom service trucks built out by Imperial Industries Inc.: a 2003 International with a 1,100-gallon waste/300-gallon freshwater stainless steel tank; two 2004 Internationals with 850-gallon waste/350-gallon freshwater stainless steel tanks; and a 2005 International with a 1,100-gallon waste/500-gallon freshwater stainless steel tank. They all use pumps made by Masport Inc.

Other service trucks include three Mitsubishis with 600-gallon waste/300-gallon freshwater tanks, built by Arnold's; a 2007 Ford F-750 with a 1,200-gallon waste/300-gallon freshwater tank, built by Imperial; and a 2007 Ford F-550 with a 500-gallon waste/300-gallon freshwater tank, built by Imperial. All five of these trucks use Masport pumps. Two Ford F-550 flatbeds and a 2004 Ford F-350 pickup round out the fleet.

The family's septic service business runs: a 1997 Mack CL with a 5,700-gallon steel tank and Wallenstein pump from Elmira Machine Industries Inc.; a 1999 Mack CL with a 5,700-gallon stainless steel tank and Battioni pump from National Vacuum Equipment; a 2004 Mack Granite with a 5,700-gallon stainless steel tank and Battioni pump; a 2004 Mack Granite with a 5,100-gallon aluminum tank and Wallenstein pump; and a 1999 GMC service van. Imperial Industries provided all the tanks.

"The slogans were funny, but not professional. They are memorable, but it depends on what you want to be remembered for. If you want people to respect what you do, you have to act respectable. People aren't going to pay more money for something they don't feel is professional."

TAMMY THOMPSON-ORESKOVIC

The results have been gratifying for the pair, who left successful careers to dedicate themselves to Arnold's. She worked in graphic arts, while he left a position with the railroad. They've utilized savvy marketing skills, great customer service and the ability to change with the times to build the company.

"Looking back, it was kind of crazy for us to just quit our jobs," Thompson-Oreskovic says. "I was doing what I went to school for [she earned a commercial-art degree in college] and loved my career. But it made sense for both of us to jump in and do it 100 percent. There definitely was enough work to keep both of us busy."

NO POTTY HUMOR

The couple was intrigued by the area's rapid residential growth, which translated into growing need for septic and restroom services. "The previous owners had done it for 17 years and were at a point where they wanted to do something different even though business was growing ... without any real marketing," she recalls. "I felt I could help in that regard."

The couple faced a host of tasks, including developing a formal business plan, computerizing the business, setting up basic office and accounting procedures, establishing standards for customer service and designing a company logo.

Thompson-Oreskovic had another priority, too: Remove the potty-humor slogans from the company's trucks. From a marketing standpoint, Thompson-Oreskovic - a staunch



The Arnold's technicians are shown in the company yard. They are, left to right, Bob Edwards, Chris Rach, Chuck Guenther, Glen Moody, Brian Crass, Darren Devine, Erik Barber, Zach Keefe and Luke Switalski.

advocate for industry-wide professionalism – didn't feel the humor reflected well on the business.

"The slogans were funny, but not professional," she says. "They are memorable, but it depends on what you want to be remembered for. If you want people to respect what you do, you have to act respectable. People aren't going to pay more money for something they don't feel is professional.

"I felt we wouldn't be able to go after bigger accounts ... that demand explicit professionalism," she adds. "When you move to different arenas, the game changes."

Technician Luke Switalski cleans a group of Satellite Industries restrooms in the company yard.



Website Development: A Primer

As more portable restroom operators launch and relaunch websites to promote their businesses, Tammy Thompson-Oreskovic, the owner of Arnold's Environmental Services Inc. in Saukville, Wis., has some advice to develop the most effective Internet presence.

If nothing else, a website creates the perception that a company is modern and progressive. "It's just like making sales calls, only it continually promotes your company," she points out. "It's a meet-and-greet with potential customers, and provides the opportunity to put your company in a positive light."

Here are some of Thompson-Oreskovic's tips for building the best portable sanitation company website:

- To improve your company's visibility, use words in website copy that potential customers most closely associate with your business, not necessarily words commonly used within the industry. Search Engine Optimization, or SEO, helps determine the most beneficial words to use.

"For example, I like to use the word 'restroom' instead of 'toilet' because I'm a big proponent of upgrading the image of the industry," she explains. "But on a website, the word 'toilet' has to be there because that's what people call it. So a 'luxury restroom trailer' should instead be called a 'luxury toilet trailer.' It's not easy to figure out, which is why you need a professional." Which leads to the next suggestion...

- Pay an experienced professional to develop your website. "I've gone through five website revisions ... don't pay some high school kid \$200 to do the job," she advises.

"Hire a professional who can understand your company's needs. Besides, you should be running your business, not designing websites."

- Make your website visually attractive. From the time a potential customer clicks on your site, you have 30 seconds or less to impress them enough to drill deeper into the site.

- Provide the most critical information customers will want to know up front. Consumers these days don't have the time or the patience to sift through things.

- Getting your message across should be a top priority; achieve that by using strong visual images. For instance, show a restroom trailer in its best possible light – in a classy, elegant setting. "A bride wants to envision your trailer at her wedding, so show her that," Thompson-Oreskovic says. "That means you should keep a digital camera or a smartphone with you and take as many photos as possible ... the worst thing you can do is put up a generic photo of your \$50,000 restroom trailer."



BRING THE MESSAGE

To get the word out about expanded services, the company invested heavily in phone book advertising across four counties, with listings under several different headings: septic, grease traps, portable restroom rentals and special-event rentals. In addition, she talked to local newspaper editors to generate stories that provided free exposure, and set up booths at area home shows. And last but not least, the company ran ads on a local radio station via a trade arrangement.

Radio advertising is uncommon for portable restroom and septic pumping operators, but Thompson-Oreskovic felt the station's audience demographics provided a good marketing fit. During a Sunday morning shopping show, listeners would bid for services. If a winning bid for septic tank pumping was, say, \$100 (which went to the radio station's coffers), then Arnold's received \$100 worth of advertising from the station.

"We'd run ads for eight weeks or so in the spring and fall," she says. "Back in 1992, \$100 got us a lot of advertising. Today, not so much."

Thompson-Oreskovic knew she was hitting a marketing sweet spot because the services the company auctioned off "sold like hotcakes," she recalls. "It worked really well for us because as people bid for your service, they're saying your name repeatedly on the radio from 6 to 9 a.m."

Today, Arnold's – which used to invest as much as \$40,000 annually in phone book ads – doesn't go that route. Almost all of Thompson-Oreskovic's

Luke Switalski loads portable restrooms with a forklift as Brian Crass helps out on the flatbed of an International service truck built out by Imperial Industries.

(continued)

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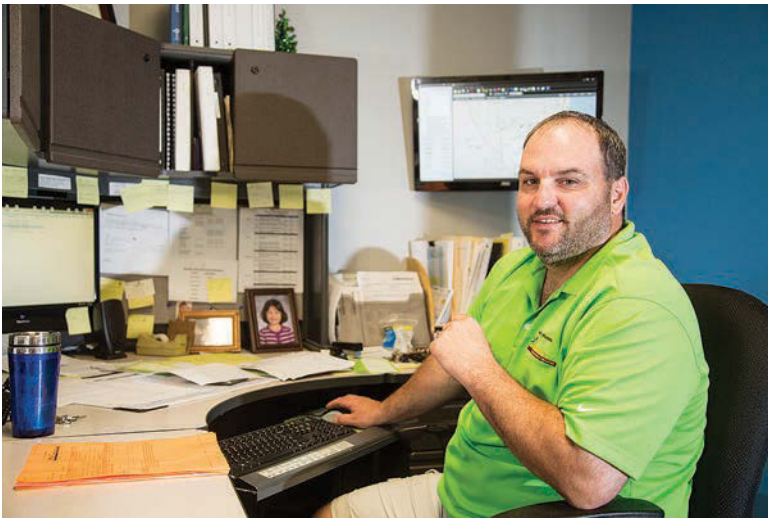
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Operations manager Mike Steidtmann works on driver routing from his desk at the Arnold's Environmental Services offices.

marketing efforts now focus on social media and building a robust website that makes the most of search engine optimization, coupled with some direct-mail campaigns. The company also runs ads in a bridal magazine.

"People's attention spans are so much shorter and everyone has smartphones," she observes. "Things have changed 360 degrees, so now the challenge is to stay ahead – or just keep up with – how fast things are changing. You must keep up with how customers expect to find you. If they no longer look for you in the phone book, where are they looking?"

ATTENTION TO DETAILS

Thompson-Oreskovic also capitalizes on small but valuable opportunities to promote the company's services to prospective customers. For example, if people call and get put on hold momentarily, they hear taped promotions for Arnold's services.

"Hopefully, customers aren't on hold for a long time, but you should give them a message while they wait," she explains. "We change our recordings seasonally. It's a really inexpensive way to promote your services, and it keeps sending that underlying message that we're a really serious business that provides different services for people."

Aside from marketing, Thompson-Oreskovic says Arnold's differentiates itself by paying attention to details and providing top customer service. Even after 21 years, company reps still do in-person sales calls and follow-ups, and post-special event analysis is a regular part of operations.

"We do things like analyze how units were used," she says. "Were there too many restrooms or not enough? Do we need to pick them up earlier next time, or later? Did we have too many trucks and employees, or not enough? We want to know what went well and what we could improve on next year."

"Then we send a report and meet with the customers ... It impresses them because it also makes their job easier," she adds. "It also helps us bid more efficiently the next time around because we're determining whether our performance meets our pre-bid analysis."

SHIFT ON THE FLY

Looking ahead, Thompson-Oreskovic says one of the company's biggest challenges is remaining flexible to adjust to changing market conditions. "You can't get too set in your ways," she notes. "You need to realize that things continue to change and evolve."

For example, Arnold's started buying restroom trailers in the last 10 years as construction business declined – it used to generate about 80 percent of the company's restroom rentals – higher-margin, special-event

"We do things like analyze how units were used ... Then we send a report and meet with the customers. It impresses them because it also makes their job easier. It also helps us bid more efficiently the next time around because we're determining whether our performance meets our pre-bid analysis."

TAMMY THOMPSON-ORESKOVIC

rentals seemed like a logical place to focus its attention.

"We still rent restrooms for construction, but we raised our prices and only do projects that are profitable for us," explains Thompson-Oreskovic. "Raising prices was tough ... You have to be able to walk away from business. But when the economy changed, we did route analysis, and it became obvious which routes were profitable and which ones weren't."

Another example: Faced with higher fuel costs over the last several years, company officials decided to cluster restrooms closer together on job sites so that technicians would have to make just one or two stops instead of three or four. This results in both fuel and time savings because technicians only turn on the pump once or twice and take less time to service restrooms.

"There's nothing like skyrocketing costs to make you review your expenses," she notes. "When bills are twice as high as they used to be and your profit margins keep decreasing, the only thing you can do is become more efficient."

To be sure the company effectively adapts to changing market conditions, Thompson-Oreskovic says she devotes a fair amount of time in the off-season to strategic planning with her staff, discussing everything from new software and phone systems to new trucks and labor needs.

"You can never stop and say everything's fine," she says. "You can always improve." ■

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New heated PolyJohn hand-wash station reflects changing portable sanitation regulations

By Craig Mandli

Restroom manufacturers need to stay on top of changing rules and regulations governing portable sanitation service at special events. **PolyJohn Enterprises** often redesigns or retrofits their products to fit new and changing rules. The company had an example of that situation on display at the 2013 Pumper & Cleaner Environmental Expo International with its new special events-focused **Bravo! BRA1-2000** heated hand-wash station.

According to Jamie Kostelyk, lead design engineer at PolyJohn, the Bravo! BRA1-2000 is identical to the company's popular Bravo! BRA1-1000, except it features an electric heating element for warm hand washing. Kostelyk says changing rules for special event service - predominantly on the West Coast - led to the company's introduction of the product.

"We were receiving a lot of calls, from customers in California and Arizona mostly, who told us that their hand-wash stations were no longer



A young portable restroom operator at the 2013 Pumper & Cleaner Environmental Expo International checks out the new PolyJohn Bravo! heated hand-wash sink. (Photo by Jim Kneiszel)

up to code because they didn't produce heated water," says Kostelyk. "We looked at the design of our Bravo! hand-wash station, and got to work to provide it with a heated-water option."

The double-sided freestanding two-person hand-wash station can be transported inside most portable restrooms. The sink basins have an extra-deep design, allowing most users to wash up to the elbow. It features a 22-gallon freshwater tank with visual levels and hands-free foot pump for 1,408 pumps of water, and a 24-gallon graywater tank.

The unit plugs into a standard 110-volt outlet to heat water to 110 degrees.

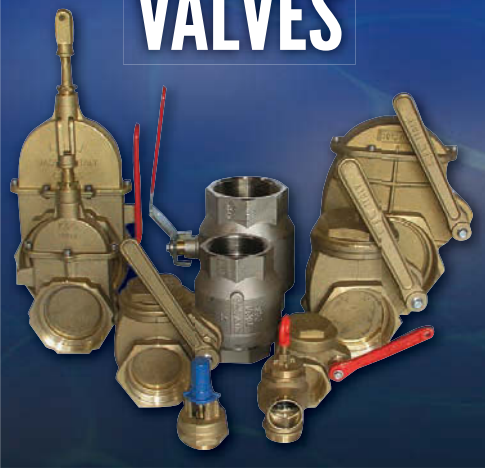
"The heated-water feature of the Bravo! BRA1-2000 actually has a dual purpose," says Kostelyk. "First, obviously, it will meet the revised sanitation guidelines; but second, this station can now be used in cold-winter climates, as the heater keeps the unit from freezing."

The 70-pound (empty) sink has built-in lift handles and siphon port for easy pumpouts. It also features an improved access to the siphon port and heating element. It uses four packs of 250 single-fold towels and 30-ounce soap dispensers.

Kostelyk says the PolyJohn crew was able to talk with hundreds of potential customers at the 2013 Expo, who were seeing the Bravo! and Grandstand model heated hand-wash stations for the first time.

"We always try to bring our newest, most exciting products to show at the Expo, and the heated hand-wash stations were our big ones this year," says Kostelyk. "The response we received was great. At the end of the day, people really prefer to wash their hands in warm water, so developing this product just made sense." **800/292-1305; www.polyjohn.com. ■**

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Horsing Around

Kentucky's Busy Bee Septic Systems hits the trails to provide sterling service to an equestrian event **BY BETTY DAGEFORDE**

THE TEAM

Bruce Francisco, owner of Busy Bee Septic Systems Ltd., in Pikeville, Ky., has been in the business nearly 45 years. About 70 percent of his work is providing portable sanitation; he also pumps septic tanks and does camera inspections, waterjetting and precast septic tank manufacturing. Nine people work with him - three servicing units, one doing pickup and delivery, two who do cleaning and concrete prep, and three in the office (two part time, one full time). Francisco fills in where needed, as does his wife Betty who handles insurance and payroll. Their three adult daughters, Pat, Linda and Sally, grew up in the business and could help out in an emergency.



THE JOB: Spring and fall horseback trail rides

LOCATION: Knott County, Kentucky

THE PRO: Busy Bee Septic Systems, Ltd., Pikeville, Ky.



Above: The Busy Bee Septic team includes owners Betty and Bruce Francisco and their staff (from bottom to top) Mary Stanley, Meggan Varney, Tina Stanley, Christopher Thompson, Bobby Coleman, Brad Coleman, Christopher Moore, James Justice and Lonnie Hensley. (Photos by Melissa Parsons)

Left: Trail riders enjoy use of Busy Bee restrooms placed along the trail and campgrounds.



Left: Bruce Francisco, co-owner of Busy Bee Septic in Pikeville, Ky., delivers a load of PolyJohn Enterprises restrooms to a campsite for the trail ride. He prefers dark colors for restrooms, saying they resist fading and mask graffiti residue.

Below: Rustic conditions, including muddy ruts along the delivery route, can challenge Busy Bee crews. Big trucks use 22.5-inch tires for frequent off-road duty.

COMPANY HISTORY

Francisco got his degree in medical technology, worked in a hospital lab, then spent seven years as an environmental health officer. "I had everything from a dog bite to septic system inspections to restaurants," he says. In the late '60s, when he discovered no one in the area was pumping septic tanks, he started doing it on the side. By 1975 he couldn't keep up with both occupations and resigned from the Health Department. In 1976 he added precast concrete. About 1990, he bought 20 portable restrooms from his nephew, who changed his mind about wanting to be in the business. "From there it just kept progressing," Francisco says, "to the point that we had to have more people and more toilets, and more people and more toilets." In 1998 he bought out another company, doubling his volume.

Work in their 40-mile service territory comes mainly from coal mining operations, but there are a few special events. Besides the trail rides, they provide units for Hillbilly Days, one of Kentucky's largest festivals, and a number of events capitalizing on the legendary local feud between the Hatfields and McCoys.

In 2001, when they found themselves in the path of a planned highway, they moved their office - literally. "We just took a reciprocating saw and cut it right down the middle, loaded it up and hauled it down the road," Francisco says. They currently have a 6,000-square-foot facility with a 30-acre site 15 miles away for storage and precast concrete work.

MAKING CONNECTIONS

Francisco says he didn't pursue the trail ride project. The sponsor, Knott County, contacted him in 2012. Being from a small town of 6,900 he says the county executives knew he was in the portable sanitation business and when they were ready to make a contractor change, they contacted him.

While the crews are busy out on the trail, Betty Francisco is back at the office taking calls and tracking orders.



"All our trucks are big, with 22.5-inch tires and air brakes because we're off road so much, especially at the coal mine sites where there's often no blacktop or even gravel roads. From our office to within eight miles of the site is four lane. Then it's two lane, then one lane, then dirt."

BRUCE FRANCISCO

permission from numerous landowners and providing liability waivers is no small feat.

In May 2013, 5,000 people, 6,000 horses and 25 vendors from 22 states and Canada participated. Most show up with RVs and horse trailers and set up camp in a vast backwoods area. Hundreds of miles of trails over 43,000 acres extend outward from there.

There's minimal oversight and organized activities. Attendees pay an admission fee, receive an identifying arm band and are then on their own to ride at will. Evening entertainment is provided Friday and Saturday nights at the campground stage.

THE MAIN EVENT

The mountainous region of eastern Kentucky, part of the Appalachians, is known as coal country. Coal companies engage in an above-ground mining technique called mountaintop removal. The site of the Knott County-sponsored trail ride is on land that's been mined and subsequently reclaimed. For 13 years, the county has organized this three-day event the first week of May and again in October to infuse visitor dollars into the local economy. Much of the land is privately owned, so getting

Right: Christopher Moore uses a service vehicle built by Abernethy Welding & Repair to clean a Satellite restroom at the trail ride campground. Servicing was done in the morning hours to minimize disruption of campers and riders.

Below: James Justice (left) and Christopher Thompson place a Satellite restroom as riders on horseback pass by.



“All our trucks are big, with 22.5-inch tires and air brakes because we’re off road so much, especially at the coal mine sites where there’s often no blacktop or even gravel roads,” Francisco says. Getting to the campground was a little challenging for the big vehicles. “From our office to within eight miles of the site is four lane. Then it’s two lane, then one lane, then dirt.”

KEEPIN' IT CLEAN

The company serviced all units on Wednesday, Friday and Saturday between 6 and 10:30 a.m. Francisco says that’s not the best time of day because people are trying to use them, but on the other hand if they started earlier they’d be disturbing sleeping campers and scaring the horses. They used three International 4900s (2000-2002) built out by Abernethy

Welding & Repair Inc. – two with a 1,000-gallon waste/250-gallon freshwater steel tank and one with a 1,500-gallon waste/300-gallon freshwater steel tank. The company builds its own pumps by modifying blowers used by the coal companies. They use Chempace Corporation products.

Occasionally campers moved units on their own, making them hard to find. “They might be put out behind their camper or something. You don’t know what they’ve done with them,” Francisco says.

Waste is unloaded into the company’s 6,000-gallon holding tank then taken to the Pikeville sewer plant.

ALL'S WELL

Francisco reports they had no complaints, everything went smoothly and he’s hopeful they’ll have the job again in October. “We’ve enjoyed doing it,” he says. “It’s been a unique experience and it’s helped us make it through the year.” ■

THE JOB

The event officially starts on a Friday but gates open the previous Sunday so many make it a weeklong vacation. The primitive campground has no facilities. The fire department supplies water, the county brings in a shower trailer and Busy Bee provides the restrooms. As for the horse trails themselves, riders had to rely on what Francisco jokingly refers to as “portatrees” because they were too narrow for service vehicles. The company also pumped out a few RVs, as requested.

BY THE NUMBERS

The company brought in 58 standard units – a few Satellite Industries Globals, the majority PolyJohn Enterprises PJN3s, and two PolyJohn wheelchair-accessible units. Francisco prefers dark colors, usually blue or gray, because they resist fading and mask graffiti residue, a big problem on construction sites.

The camping area was crisscrossed with roads, each identified by a letter of the alphabet. Units were placed at about 40 intersections.

LET'S ROLL

The first 45-minute trip to the campground was Sunday morning to drop off 40 units for the early arrivers. The company’s 1995 GMC with a 22-foot bed carried 12 units, an older Ford F-800 hauled 10 on a trailer made by Brian Stigers Truck & Trailer Sales, a 2002 1-ton Dodge pickup carried four in the bed and eight on a company-built trailer, and one of their service vehicles carried six on a company-built trailer. The remaining units were delivered on Tuesday.

MORE INFO

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



The Association Rolls Out a New Website, New Membership Options and Annual Convention in November

By Jeff Wigley

Since April 2012, the Portable Sanitation Association International has completely changed, updated and improved every aspect of this 42-year-old group. State-of-the-art technology, stronger infrastructure, expanded member services, increased industry exposure and a member recruitment campaign have created a new and vibrant “new PSAI.”

A NEW WEBSITE

A new website was launched in July and has been enthusiastically embraced by the membership as exciting, relevant to the industry and an asset in running a successful company. View the site at: www.psa.org.

TIERED MEMBERSHIP INVESTMENT AND BENEFITS

As a result of overwhelming member interest and support, this innovative idea was one of the leading suggestions in last summer’s inaugural member survey. The conceptual model was presented at the September 2012 Strategic Planning Meeting in Jersey City, N.J. Since then, constant research and development has led to a strong new program.

Tiered membership allows each member to select the level of services and support they would like to receive. This partnership eliminates the age-old question, “What exactly do I get for my membership?”

Operator Membership in PSAI comes with these benefits:

- Company listing in the PSAI Online Member Locator
- Attendance at the Annual Convention and Trade Show
- PSAI Health & Safety Certification (soon to be available online)
- Attendance at our industry-accredited Nuts & Bolts Educational Workshop
- Opportunity to invest in the collective efforts of industry leaders to improve industry image

Supplier Membership investment is crucial to the Association’s success. The PSAI provides an industry-specific platform for supplier members’ valuable products and services to be seen, such as:

- Booth space and networking at the PSAI Convention & Trade Show
- Prominent advertising opportunities in the Industry Catalog, available in print and now online
- Website advertising to a key demographic of industry professionals
- Advertising in the Association newsletter: Association Insight



The home page of the new PSAI website.

As you can see, tiered membership is much more than dues payments. Supporting the PSAI positions you for success. Your participation in our various programs not only supports our trade association but also our industry.

Finally, two new and exciting options are now available to our members:

Member locator – This new tool will be prominent on the new PSAI website, and all calls made to the PSAI office for new business leads will now be referred to members based on ZIP code listings. Providing new business opportunities is a way the PSAI gives back to members.

Operator ads – For the first time, there will be both Government and Public areas of the new website, as well as the opportunity for operators to advertise to these key decision makers. Government agencies and public authorities will be able to make decisions on providers for their projects based on these advertising opportunities provided only to participating PSAI members.

ANNUAL CONVENTION AND TRADE SHOW IN MYRTLE BEACH, S.C., NOV. 6-9

Join us and experience the new PSAI firsthand. One of the highlights will be a presentation by Lothar Vermillion entitled “International Differences in Portable Sanitation,” which will explore the relationship between the PSAI and other international groups. For more information, visit www.psa.org. ■

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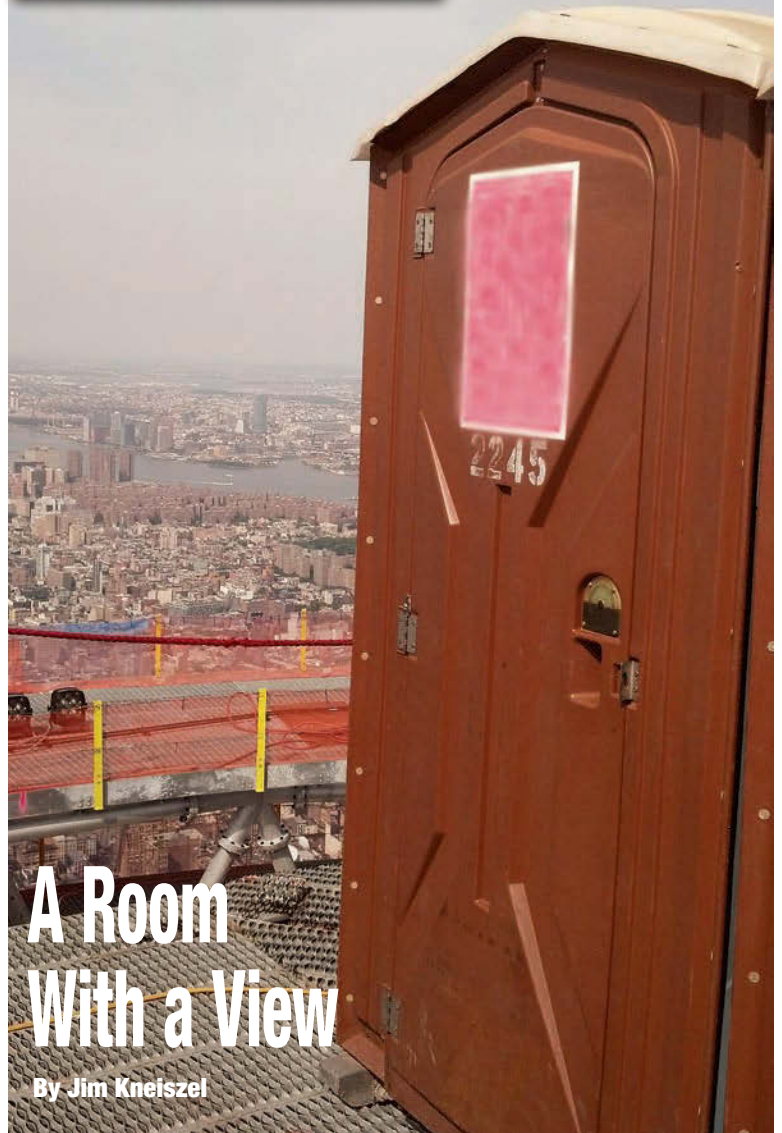
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Where's the Restroom?

October 2013



A Room With a View

By Jim Kneiszel

It's a safe bet that not many Satellite Tufway restrooms have aspired to these heights before. I'd love to see the rest of this location, but the photographer obviously couldn't get far enough away from the unit without taking quite a tumble. What is it they say? "Look out for that first step. It's a doozy." Look at the clues below, study the photo and provide the name of the city and the precise location – address and elevation – of this restroom.

Here are the clues:

1. This construction project began in 2006
2. 1776
3. \$3.8 billion
4. 105

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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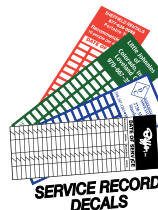
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	Manufacturer	Name of Pump	Recommended Tank Size (Gallon)	Maximum Vacuum (Hg)	Maximum Pressure (PSI)	Net Weight	Number of Vanes (lbs)	Air, Fan or Liquid Cooled	RPM Range
 CHANDLER EQUIPMENT See ad page 15	CEI - Chandler Equipment, Inc. 4180 W Sunset, Springdale, AR 72762 800-342-0887 - (f) 479-751-9775 todd@chandlerequipment.com www.chandlerequipment.com	Jurop RV360	1,000 - 6,000	28"	30	430	5	Fan	1,200 - 1,300
		Jurop RV520	2,000 - 7,000	28"	30	540	5	Fan	1,200 - 1,300
		Jurop LC420	2,000 - 6,000	27"	30	462	4	Liquid	900 - 1,100
		Jurop PN84	500 - 3,000	27.6"	21	254	4	Air	900 - 1,300
		Jurop R260	500 - 4,000	27.6"	25	400	5	Air	900 - 1,200
 See ad page 8	Fruitland Manufacturing 324 Leaside Ave. Stoney Creek, ON L8E 2N7 Canada 800-663-9003 - 905-662-6552 (f) 905-662-5412 cwhite@fruitland-mfg.com www.fruitlandmanufacturing.com	RCF 250	1,200	27"	30	255	4	Fan	1400
		RCF 500	Any	28.5"	35	450	8	Air	1400
Dealers/Distributors		Pump Lines							
See ad page 23	Amthor International 237 Industrial Dr, Gretna, VA 24557 800-328-6633 - 434-656-6233 - (f) 434-656-1101 Brian Amthor bramthor@amthorinternational.com www.amthorinternational.com	Fruitland, Jurop, Masport, Moro, National Vacuum Equipment, Gardner Denver							
 See ad page 18	Armstrong Equipment, Inc. 11200 Greenstone Ave., Santa Fe Springs, CA 90670 800-699-7557 - 562-944-0404 - (f) 562-944-3636 sales@vacpump.com www.vacpump.com	Conde, Fruitland, Gardner Denver Suterbilt, Gardner Denver Wittig, Jurop, Masport, Moro, National Vacuum Equipment							
See ad page 3	Dultmeier Sales 13808 Industrial Rd, Omaha, 68137 800-228-9666 - 402-333-1444 - (f) 402-333-5546 dultmeier@dultmeier.com www.dultmeier.com	AMT, CAT, Conde, Giant, Gorman Rupp, Goulds, Jurop, Little Giant, PumpTec, Starite							
See ad page 27	KeeVac Industries Inc 3100 Cherry Creek S Dr., #704, Denver, CO 80209 866-789-9440 - 303-789-9440 - (f) 303-459-4439 kevin@keevac.com www.keevac.com	Conde, Fruitland, Jurop, Masport, Moro, National Vacuum Equipment							
 See ad page 27	Liquid Waste Industries, Inc. 2962 MT Tabor Church Rd., Dallas, GA 30157 877-445-5511 - 770-424-5575 - (f) 770-424-5536 bill@lwiinc.com www.lwiinc.com	Battioni, Conde, Jurop, Moro, National Vacuum Equipment							
See ad page 37	McKee Technologies 20 Martins Ln., Elmira, ON N3B 2A1 Canada 866-457-5425 - 519-669-5720 - (f) 519-669-8331 info@mckee technologies.com www.mckee technologies.com	Wallenstein							

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Vacuum and Washdown Pumps

By Craig Mandli

Vacuum and washdown pumps are essential tools a portable sanitation contractor uses to keep his inventory of units clean and in top condition. Here are several vacuum and washdown pumps, along with reels, hose and other components, designed to efficiently service those units.

VACUUM PUMPS

EFFICIENT VACUUM PUMP

The **Jurop R260** vacuum pump from **CEI Chandler Equipment** requires an input of 5 $\frac{1}{2}$ to 1,000 rpm and creates an output of 363 cfm at free air (304 cfm at 18 inches Hg), while producing a maximum pressure of 25 psi and maintaining 92 percent vacuum efficiency. It is injection cooled and features automatic lubrication and heat-resistant Kevlar vanes. Clockwise or counter-clockwise rotation is available. It can be ordered with a pump-mounted final filter, with an available inline final filter with 3-inch female NPT. **800/342-0887; www.chandlerequipment.com.**



PORTABLE SANITATION VACUUM PUMP

The **Eliminator 250** package from **Fruitland Manufacturing** includes the RCF250 commercial and continuous-duty vacuum pump, creating optimal vacuum for portable sanitation service (180 cfm). It is designed and engineered with heavy-duty and integral secondary shut-off, oil-catch muffler, drive coupling, vacuum/pressure gauge and all relief and drain valves. Hydraulic or gearbox drive adapters make hookup easy, durable and professional. The package has a compact design measuring 26 inches wide by 23 inches high, making for easy installation on portable sanitation service trucks with limited space. The pump offers low oil consumption including an automated oiling system with all-steel oil lines, pump oil level sight gauge, vane gauging ports, antishock design and three primary cooling phases. **800/663-9003; www.fruitland-mfg.com.**

The package has a compact design measuring 26 inches wide by 23 inches high, making for easy installation on portable sanitation service trucks with limited space. The pump offers low oil consumption including an automated oiling system with all-steel oil lines, pump oil level sight gauge, vane gauging ports, antishock design and three primary cooling phases. **800/663-9003; www.fruitland-mfg.com.**

FAN-COOLED PUMP

The **VK650** from Masport is a fan-cooled pump capable of 377 cfm, 20 psi continuous duty, and 23 inches Hg continuous duty vacuum. The pump also includes an integrated stainless steel air filter to protect the pump, as well as an integrated 1-gallon oil tank. The four-way integral valve has bolt-on 3-inch NPT flanges to help ease of installation, as well as a posi-lock handle for secure positioning. Heavy-duty bearings, automatic oil pump, cushioned spring washer end thrust protection and carbon fiber vanes ensure superior pump life. **800/228-4510; www.masportpump.com.**



HIGH-VACUUM BLOWER PUMP



The **Challenger 4310** high-vacuum, positive-displacement blower from **National Vacuum Equipment** delivers 931 cfm continuous duty at full vacuum. The low-maintenance, environmentally friendly (no oil) unit offers quiet operation with the Pro Pak sound dampening system. The blower pump is designed, built and supported in the U.S. **800/253-5500; www.natvac.com.**

U.S. **800/253-5500; www.natvac.com.**

ROTARY VANE PUMP

The **1600 Series** high-airflow rotary vane pump from **Wallenstein Vacuum Pumps** combines high vacuum with quiet, low-rpm operation. Available in both air- and liquid-cooled models, it can generate airflows of 800 cfm at 15 inches Hg and 1,000 rpm, and offers rapid vacuum recovery and velocity loading. It is suitable for either a retrofit on an existing truck or for installation on a new truck. It can be angle-gearbox, belt- or hydraulically driven, depending on an operator's preference and available space. Its design features quick-access end plates for easy maintenance, a 4-inch vacuum/off-load valve and an integrated final filter with anti-spin check valve. The liquid-cooled model also features air injection, which keeps the pump cool under demanding applications. The unit comes with mechanical piston-pump or forced-air lubrication. **800/801-6663; www.wallensteinpumps.com.**



(continued)



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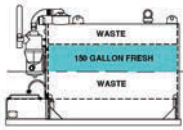
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Conde **POWERPAKS** from **Westmoor Ltd.** are preassembled gasoline- or diesel-powered vacuum pump units. To install, simply bolt them down and attach them to the tank. A heavy-duty steel base with aluminum diamond-plate trim and belt guard protects and customizes the unit. Their rigid assembly ensures minimum vibration and maximum power. They are available with either vacuum only or vacuum/pressure pumps. They are available in a wide range of flow rates, and are powered with either Honda GX Commercial Series gasoline engines or Yanmar Industrial air-cooled diesel engines. They can be easily transferred to another tank system when needed. **800/367-0972; www.westmoorltd.com.**



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Tigerflex Amphibian AMPH Series heavy-duty polyurethane-lined wet or dry material handling hose from **Kuriyama of America** features high abrasion resistance, with a polyurethane liner designed to resist internal wear, especially in the hose bends. It is extremely flexible, with a convoluted cover and "Cold-Flex" materials that resist hose kinking and allow the hose to remain flexible in sub-zero temperatures. It is oil and UV resistant. **847/755-0360; www.kuriyama.com.**



WASHDOWN PUMPS/COMPONENTS

HEAVY-DUTY WASHDOWN PUMP

Heavy-duty washdown pumps from **Moro USA** are designed for filling hand-wash sinks and portable restroom holding tanks. DCSC and DCSS washdown pumps provide a maximum flow of 20 gpm at 42 psi and feature a 1 hp, 12-volt dc motor, a 1-inch discharge and 1 1/4-inch intake. Both models have a high-grade stainless steel impeller, Viton elastomers and include a pressure switch and 12-volt solenoid, allowing full control flow at the nozzle without damaging the pump. The DCSC has a cast-iron pump head while the DCSS model has a stainless steel pump head. Both models come with a one-year warranty. The units weigh 50 pounds. **800/383-6304; www.morousa.com.**



HOSE REELS

POWER WASH REEL

The **N700 Series** hose reel from **Hannay Reels** is engineered to streamline washdown, power wash, air/water transfer and a wide variety of other applications. It has a narrow frame and compact mounting base for use in limited-space work areas. It can conveniently attach to trucks or other portable units for easy cleaning almost anywhere. A spring rewind feature saves time and effort by simplifying pickup and storage, while a non-sparking ratchet assembly unit composed of machined, forged and stamped parts makes it safer to operate in hazardous areas. The unit handles 1/4-inch through 1/2-inch I.D. hose and includes a declutching arbor to prevent against damage during reverse winding. It handles 3,000 to 10,000 psi bar pressure and temperatures from -60 to 250 degrees F. **877/467-3357; www.hannay.com.**



HEAVY-DUTY WASHDOWN REEL

Heavy-duty washdown reels from **Reelcraft Industries** are designed to be centrally mounted and used for watering and washdown. They offer longer lengths of larger I.D. hose, are spring retractable and come equipped with garden hose fittings. The spring is made from high-quality spring steel and conditioned to remove imperfections. Reel components are made from industrial-grade steel, and ribs provide added stability. The guide arm is easily adjustable to numerous positions. Parts are individually powder coated for a high-quality, uniform paint adhesion. **800/444-3134; www.reelcraft.com.**



WAND WASHDOWN GUN

The **TRL** wand washdown gun for portable restrooms, totes and trashcans from **Mosmatic Corporation** is efficient in cleaning and keeping the operator debris-free. The long-reach lance and live hose-to-gun swivel provides plenty of maneuverability for reaching into tanks and high into the corners. A high-pressure three-nozzle rotating head provides rotating forward cleaning with the advantage of side and back cleaning. Side spray rotational cleaning not only cleans the sides and back corners, it also creates a shield to protect the operator from splash back from the forward-spraying lance. This keeps the operator clean and saves time. It can be used up to 4,000 psi, with hot or cold water, and can take chemicals PH3-12. **800/788-9880; www.mosmatic.com.**

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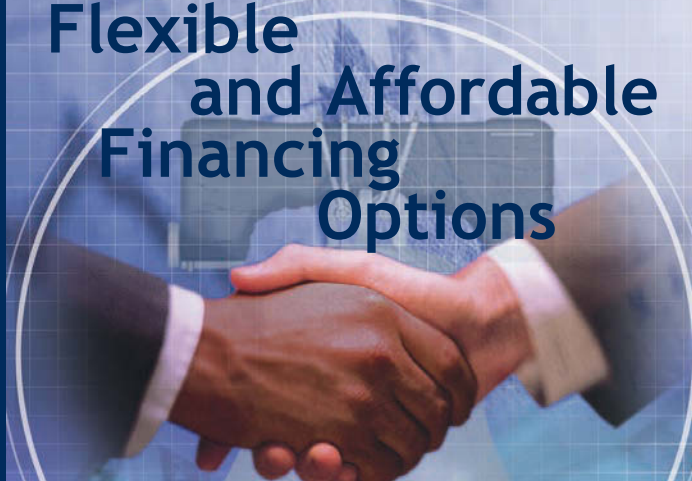
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Bob Carlson is author of Pumper 101: The Complete Guide to Owning and Operating a Vacuum Truck and has spent many years building and repairing trucks for the portable sanitation industry. Send questions for Carlson to truckcorner@promonthly.com.



From Rags to Glitches

LOST VACUUM ON YOUR ROUTE THIS MORNING? FOLLOW THESE STEPS TO CLEAR OBSTRUCTIONS AND GET BACK TO MAKING MONEY

By Bob Carlson

QUESTION: Where are the spots throughout the truck's vacuum system where the normal flow of vacuum can be blocked?

*Randy Wilson
Seattle, WA*

ANSWER: It's easily overlooked, but more often than not the first point of obstruction is the end of the suction nozzle. A technician has no idea what has been thrown in a portable restroom holding tank, and therefore sucked up to the hose. Such things as rags, tennis balls, baseballs, shoes, etc. will definitely be tested by the vacuum in your system. So first thing, check the end of your nozzle for any obstruction.

The second trouble spot is the vacuum hose itself. If these items make it through your nozzle, they can then get stuck in the hose. To check for obstruction, disconnect your hose and run the pump. If it runs normally, you will isolate the problem to the hose or nozzle.

If the pump is still running but the vacuum isn't building like it should, the next possible spot of obstruction will be the primary shut-off. If the tank is close to full, the ball in the primary will block waste from getting to the pump. If the obstruction is a rag or something similar, you have to figure out how to get the item unstuck. You can open the lid of the primary to remove the obstruction. If it's easier to reach through from the manhole (if your tank has one) then that works just as well.

If the obstruction hasn't been cleared at this point, it's time to check the secondary. Remove the bottom of the secondary and remove the obstruction.

The worst-case scenario is next. After making it through the hose and nozzle, past the primary and skipping through the secondary, the obstruction gets to the pump. You'll hear the problem very well at this point. It's possible to break vanes and ruin a good pump. However it is rare that obstructions make it to the pump.

MONITORING VACUUM PRESSURE IS SERIOUS BUSINESS

QUESTION: My employee had the good fortune to implode the tank on one our trucks this week and he can't believe he did anything wrong. Would you please explain to him what causes a vacuum tank to implode? We're one truck short now, so I want him, and anybody else out there, to understand how to avoid this costly problem.

*Doug Wilshire
Great Barrington, MA*

A vacuum tank is only as strong as its weakest point. As the vacuum builds, those weak points are quick to surrender and implosion takes place.

ANSWER: The answer is simple. The force of vacuum inside the tank was greater than the ability of the steel shell to contain it. This is an instance where the vacuum not only wins the battle, but also wins the war. What you really want your employee to know is how to avoid this ever happening again.

Every vacuum truck is equipped with a vacuum relief valve. Generally it is set to open up at around 20 inches of mercury. At 20 inches of vacuum, most everything can be sucked up in no time flat. Now, suppose the vacuum relief valve becomes stuck and won't bring in outside air at 20 inches, and the vacuum builds further.

At a certain point as the vacuum increases inside the tank, the steel gives up the battle and collapses. To witness it is an incredible sight that reinforces the incredible power of vacuum. So the first cause is possibly a runaway vacuum relief valve that is stuck.

The second cause is often more subtle. The shell of a vacuum tank is usually the shape of a round cylinder. For a cylinder to collapse, molecules in the steel must press inward to the point of squishing each other. I'm sure there is a more scientific description for the compressing of these molecules, but you can understand that steel, which already has great tensile strength, would even be stronger when compressed inward.

Last year, a Pumper reader submitted the same question. In his situation, he had backed his vacuum truck into stout tree branches, leaving a few dimples in the tank. Those depressions caused a tank implosion. A vacuum tank is only as strong as its weakest point. As the vacuum builds, those weak points are quick to surrender and implosion takes place.

Those are two causes that result in tank implosion. Most implosions happen due to a stuck vacuum relief valve. So check that vacuum relief valve every day. Build up some vacuum and then check to see when you push in the vacuum relief valve that air is rushing into the tank. If not, replace the valve. Do the math: Replace the valve, or replace the tank. ■

To see the violent power of a tank implosion, look at this YouTube video showing an implosion demonstration using a railroad tanker with its vacuum relief valves disabled:

http://www.youtube.com/watch?v=Zz95_VvTxZM



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PRODUCT NEWS

LunarGlo solar-powered restroom lighting

Solar-powered LED portable restroom lighting from LunarGlo uses a lithium-ion battery to provide up to 80 hours of light on a single charge. The light resists high-pressure washing and UV radiation. It contains no moving parts and installs in minutes using a drill. **574/294-2624; www.lunarglo.com.**



D&C Enterprises Porta-Dry blade

The Porta-Dry blade from D&C Enterprises, in conjunction with OnePass Waterblade LLC, is designed for drying portable restrooms. With the unit cleaned and rinsed, the interior can be dried in about 15 seconds. The 11-inch silicon blade whisks away water, saving on towel usage. It won't scratch plastic components or harbor bacteria. **760/920-0434; www.portadryblade.com.**



Subaru centrifugal pumps

The PKX line of centrifugal pumps from Subaru Industrial Power Products features an overhead cam engine with heavy-duty strainer to protect the pump from large solids. Self-priming is available in 2-, 3- and 4-inch models. The 2-inch PKX201 is powered by the EX13 4.5 hp engine and delivers 158 gpm. The 3-inch PKX301 is powered by the 6 hp EX17 engine and delivers 256 gpm. The 4-inch PKX401 is powered by the 9 hp EX27 engine and delivers 356 gpm. The pumps have an abrasion-resistant, cast-iron, three-blade impeller and hardened, cast-iron volute. **800/277-6246; www.robinamerica.com.**



Jenny Products direct-drive pressure washers

Steam Jenny direct-drive, cold-water washers from Jenny Products are powered by 9 or 13 hp Honda GX Series engines and feature a triplex plunger pump. Four models are available with ratings from 3,000 to 4,000 psi and flow from 3 to 4 gpm. Other features include thermal pump protection, unloader valve and high-pressure relief valve. The washers automatically shut down if low oil levels are detected. **814/445-3400; www.steamjenny.com.** ■



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Synergy World High Tech 1, Brown / Grey, 20 available, \$279 each. Satellite Tuffway, Tan, 100 available, \$279 each. 2004-2006 models. Boise, ID carl@portapros.com, 208-571-4068 (P10)

CONSTRUCTION GRADE Portable Toilets - 200 available. Most are Synergy Hi Tech. Ready to go out on job sites. \$200 ea. For questions or pics email patflynn2@aol.com (P10)

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2005 Ford F350, diesel, Satellite unit, 400 waste, 200 water, M2 Masport. www.pumpertrucksales.com. Call JR. @ 720-253-8014, CO. \$14,000 (PBM)

2002 International with a Coleman 600 waste—250 water—100 chemical, stainless steel unit with a Utile pump. (Stock #TBD02ln) **VacuumSalesInc.com (888) VAC-UNIT (822-8648)** (PBM)

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2004 Ford F550 diesel satellite truck, 600 waste, 350 fresh, 246K miles, \$9,800. Call 800-281-3335 PA portajohnrental@aol.com (P10)

WANTED

Used portable toilets wanted: Satellite Tuffway units in any color. Contact Rudy: 562-755-6055 (T11)

WANTED: Olympic/Olympia restroom trailers. All sizes, all years wanted for immediate purchase. Call 1-800-634-2085. (T11)

Deist Industries rebrands logos

Deist Industries began the launch of its rebranded logos and customer focused programs. The OEM truck body manufacturer's brands include Bucks Fabricating, Roll-offParts.com, AmeriDeck and Switch-N-Go.

Imperial Industries names West Coast distributor

Imperial Industries selected Armstrong Equipment of Santa Fe Spring, Calif., to represent its self-contained, slide-in product group in the western portion of the United States, including portable restroom and grease units. ■

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