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JC's Johns Portable Sanitation Services is embarking on an aggressive plan to triple in size as it caters to Iowa special events and construction contracts.  
- **Peter Kenter**

**ON THE COVER:** Jason and Cherylann Waite, owners of JC's Johns in Oskaloosa, Iowa, have big plans to expand their portable sanitation offerings next year after Jason retires from the National Guard. The couple are shown with their service truck from Imperial Industries. (Photo by Mark Hirsch)

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# Are You Putting Customers First?

**LOOK FOR TELLTALE SIGNS YOU NEED TO WORK ON YOUR BUSINESS RELATIONSHIPS. THEN MAKE SOME CHANGES BEFORE YOU LOSE A GOOD CLIENT.**

By Jim Kneiszel

A few days ago, I received an invoice for work my friendly neighborhood excavating contractor performed at my house. At the bottom of the bill, he scrawled a note that said, “Thank you for choosing us for your project. We appreciate your business!”

I’ve known this hardworking fella for years and I’ve hired him several times to perform one dirt-moving task or another. From his great attitude to his usual responsiveness, I already know he values our business relationship. And he knows I know how much he appreciates the work.

But the point is, he never takes that good business relationship for granted. He always personally thanks me for hiring him. I’m a satisfied customer, but he makes me feel all the better about writing that check.

My contractor friend exhibits what business-building authors Joseph and JoAnn Callaway call a “clients first” philosophy. He doesn’t rest on his good service laurels, but is constantly reinforcing the message that he cares about his customers. But the Callaways, who wrote *Clients First: The Two Word Miracle* (John Wiley & Sons), argue that many small businesses are not putting the customer first – even though they think they are.

In a recent interview about the book, Joseph Callaway said many well-meaning business owners are putting their customers last, not by doing bad work, but by “putting so many other things first – their own bank accounts, comfort, convenience, even their own pride. I’m talking about those who do have good intentions – who try to be polite, fair and offer a good value – but who allow deceptively small aspects of their day-to-day decisions and habits to take precedence over the customer’s well-being.”

Callaway developed a list of subtle ways small businesses fail to put their customers’ interest first. Some of them struck a chord with me when thinking about my discussions with portable sanitation contractors over the years. Here are a few points from his list, his reaction and my thoughts on how they can impact your restroom business:

## **YOU BELIEVE YOUR NUMBER ONE BUSINESS GOAL IS TO MAKE MONEY**

“Taking your focus off the bottom line may feel uncomfortable at first,” Callaway says. “But you’ll soon find that when you focus on how best to serve clients, tough decisions make themselves. If it serves the client, you do it. If it doesn’t, you don’t – even if you make less money.”

Sometimes you have to do what’s right, not what’s most profitable for that moment in time. I recall a PRO telling me about a customer who failed to order enough restrooms for an event and refused to pay for an extra service to ensure the units stayed clean over a weekend. Sure enough, a few of the units became overfilled and a technician was sent out on an extra service run at no charge to the customer.

“It’s my name on the side of the restroom, so it’s my reputation at stake,”

the PRO told me. His hope was that the customer would recognize he went the extra mile to provide quality service and the gesture would pay off in the long run.

## **IF IT’S NOT “BROKE,” YOU DON’T FIX IT**

“You should make it a priority to stay familiar with the way your industry is growing and changing,” Callaway says. “Always question the status quo, and ask yourself how you can make it better.”

A few months back a contractor told me he finally broke down and bought routing software and GPS units for his service trucks. The resulting savings in time and fuel was a revelation. It’s tough to stay on top of all small business technology advances or tools designed to help PROs, but the more you track and adapt to the latest trends in equipment and efficiency the better. How do you do it? By networking through a trade association, sharpening your skills through certification for services you provide and attending tradeshow like the Pumper & Cleaner Environmental Expo to see the latest products.

## **YOU SUBSCRIBE TO THE IDEA THAT THE CUSTOMER IS ALWAYS RIGHT**

“Allowing a customer to be ‘right’ when you know he isn’t may pacify him temporarily,” Callaway says. “But in the end, it won’t be good for either of you. Putting clients first sometimes means politely but honestly disagreeing with or disappointing them.”

Do you ever go along to get along with a customer? For example, sometimes you know restrooms should be placed a certain way at an event, or that a bride and groom would be happier if they spent more money for an upscale trailer for their backyard reception. But you don’t want to force the issue for fear they will take their business elsewhere. Remember that you are the portable sanitation expert, and most customers want the benefit of your knowledge and experience. Your frank communication could save them embarrassment and ensure a successful event.

## **YOU DON’T KNOW YOUR CLIENT’S DAUGHTER’S NAME OR WHAT HE LIKES TO DO ON THE WEEKENDS**

“People want to do business with individuals they like – and they like people who like them! Make a deeper connection with your clients by asking about their kids, their pets, their hobbies, and their jobs or businesses,” Callaway says. “You’ll find that most of them are just like you: filled with worries, hopes and dreams.”

You might think it’s smart and professional to be all business on the job. Get to the site, pump and clean the restroom and get out. Of course, quality service is your first obligation, but businesses flourish based on personal

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relationships. If a customer truly likes you, they'll find ways to recommend your service to friends and acquaintances. And the better they know you, the more likely they'll be to cut you some slack when the inevitable service snafu happens. It's just nice to be nice.

### YOU FEEL YOUR MAIN OBLIGATION TO EMPLOYEES IS WRITING THEIR PAYCHECK

"Your job is to serve others, period. You can't do that by making distinctions between the people who work for you and the people to whom you provide a good or service," Callaway says. "Realize that you set the tone for your company's personality, and that you're creating a tribe of people who will beat the drum for your message."

If what you pay employees and how you treat them day to day is substandard, then substandard employees is what you'll get. And employees who aren't committed and happy to be at your company are poor performers who will never put the client first.

Every now and then I hear from a PRO who says he can't afford to pay an employee enough or offer the kind of benefits he would like to. I would tell that contractor that perhaps he can't afford not to offer a competitive wage and benefits package to his crew. Would you keep working for a boss who didn't appreciate your work? And if you did, would you be inclined to bend over backwards for the customer?

### A GOOD REMINDER

You have to get paid for your work, and in the vast majority of instances you need to turn a good profit on restroom placements to stay in business. But the Callaways argue that you can grow and build the business by thinking less about your needs and more about pleasing all of your customers. The idea of putting the customer first is nothing new, but it's always good to remind ourselves about what that means. ■

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— “Reader Pipelines: Stringent Rules Cause Challenges”

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# 20 Ways to Boost Your Bottom Line

**THE WINTER SLOWDOWN GIVES YOU THE TIME TO TRY THESE TACTICS TO REDUCE BUSINESS EXPENSES AND PUT MORE MONEY IN YOUR BANK ACCOUNT**

By Judy Kneiszel

**I**t takes money to make money' is an expression you are probably familiar with. I've come up with its companion adage: It takes time to save money.

I'll bet (though gambling is not one of my suggestions for boosting your bottom line) during the busy season you barely have time to keep up with bill paying. You probably don't spend a lot of time in June thoughtfully analyzing your costs for supplies and services. As we head into winter however, and the moneymaking jobs take up less of your time, spend some of those unclaimed minutes researching ways to save money. Your bottom line will reap the rewards for months and years to come.

Here are places to look for savings in your company books. Some money-saving changes take a little time and others take a lot of time, but when you add it up, it should all be time well-spent.

## **MONEY IN THE BANK**

1. Comb through a few months' worth of bank statements. Look for penalties and fees. If there are a lot, maybe you've got the wrong type of account. I recently learned I was being charged a monthly fee so I could access an account online, but it was an account I never had a need to access online.

2. Arrange for a sweep account at the bank. This means if a non-interest-bearing checking account rises above an amount you specify, the extra money is "swept" into an interest-bearing account. Despite the low interest rates banks are paying, it's a painless way to grow a little cushion of savings.

## **TAKE CHARGE OF UTILITIES**

3. Call your phone service provider to review your account and ask if there are ways to reduce your bill. You may be paying for features you don't use. Often, phone companies want to keep loyal customers and will find ways to reduce charges, but you have to ask. This goes for cellphone and Internet providers too.

4. Consider if it's still worth paying for an 800 number. Most people have cellphone plans with unlimited long distance calling and don't need a toll-free option.

5. Many utilities conduct free energy audits and will suggest ways for business customers to reduce their electric bills. Find out if your utility does this and schedule an audit if they do.

6. Ask your utility if you could save money by signing up for a peak usage rate, which means you pay more when overall demand for electricity is heavy and less when demand is not at peak. You might also benefit from a load control program. This means in exchange for monthly savings on your electric bill, the utility has the option of curtailing your power consumption

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**Consider your Yellow Pages ad. If most customers are finding you online, decrease the size of your print ad to the smallest, least-expensive ad possible. But make sure all online listings are accurate and up-to-date.**

---

for brief periods during peak consumption times. This works best for businesses with backup generators.

## **SHOP AROUND FOR INSURANCE**

7. Review all your insurance coverage with your agent, and get a few quotes from competing companies.

## **CREDIT CARD SAVINGS**

8. If you are not being rewarded for credit card purchases, research cards and apply for one that gives you cash back.

9. If your business accepts credit cards, shop around for cheaper credit card processing fees.

## **INCREASE EFFICIENCY**

10. Schedule a tune up of your heating and cooling system. This may cut your utility bills and prolong the life of your furnace and AC system, saving money in the long run.

11. Install low-flow toilets and faucets to save money on water. Also, if your utility doesn't offer energy audits, do what you can on your own like changing all incandescent lightbulbs to energy-efficient compact fluorescent bulbs.

12. Replace your thermostat with one that automatically sets back the temperature when no one is in the building.

## **GO HIGH TECH**

13. Consider your Yellow Pages ad. If most customers are finding you online, decrease the size of your print ad to the smallest, least-expensive ad possible. But make sure all online listings are accurate and up to date.

14. Consider switching any paid classified advertising you do to free online classifieds like Craigslist.

15. Clean up your mailing list to reduce the amount you spend on postage. At the same time, consider if more of your mailings could be done via email. This will also cut printing costs.

16. Explore software that's available free online. The amount of useful

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17. Contact suppliers and ask if they offer a discount for early payment or bulk purchases.

18. If you own your building, go to city hall and check assessments of comparable nearby properties. If you conclude your property taxes are too high in comparison, contest your valuation.

19. Look for free printable forms online rather than buying forms at an office supply store or from a printer.

20. Look over all recent bills for errors.

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Now that I've got you thinking of ways to save money, I'll bet (there I go gambling again) you'll come up with more. Please take the time to share with other PROs by sending your money-saving tips to: [judy@thewordhouse.com](mailto:judy@thewordhouse.com). ■

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The Expo will return to the Indiana Convention Center Feb. 24-27, 2014, again showing off the latest products and technologies in the environmental services industry, as well as providing educational seminars and roundtable discussions taught and moderated by skilled industry professionals.

"The Expo is the one place the industry gathers where you can see the best equipment available from the best manufacturers, specific educational opportunities and the chance to meet and network with others in the field from all over the world," says Bob Kendall, cofounder of COLE Publishing and president of COLE Inc. "Those ideas have always been the backbone of the Expo."

Education opportunities are the focus of Day 1 of the 2014 Expo, and will feature presenters from the industry's top manufacturers and associations. New to this year's Education Day is a business-marketing seminar from Suzan Chin of Creative Raven Marketing, as well as a technical session from National Tank Truck Carriers' John Conley, who will focus on preventing tank truck rollovers. There are educational opportunities for everyone, though, as sponsoring associations are offering over 50 sessions on Education Day.

Trade organizations taking part include the National Association of Wastewater Technicians (NAWT), National Environmental Health Association (NEHA), Southern Section Collection Systems Committee (SSCSC), National Association of Sewer Service Companies (NASSCO), National Onsite Wastewater Recycling Association (NOWRA), Waterjet Technology Association/Industrial & Municipal Cleaning Association (WJTA-IMCA), Portable Sanitation Association International (PSAI) and the National Precast Concrete Association (NPCA).

Learning opportunities are available throughout the week, with educational seminars from Expo exhibitors also slated for Tuesday and Wednesday, and the Roundtable Discussions set for the Expo's final morning. Not only can attendees gain valuable industry-specific knowledge, Expo education courses also count toward continuing education credits in many states. Visit the Expo website ([www.pumpershow.com](http://www.pumpershow.com)) for specific information on your state.

While the educational opportunities are immensely valuable and popular, it's the more than 550,000 square feet of tools, trucks and technology on display that leaves an indelible mark on most attendees. Every year, products introduced at the Expo become tried and true components of many industry professionals' toolboxes and equipment fleets. Outdoor demos will also be back for 2014. A new concept at the 2013 Expo, demos

featuring hydroexcavation, industrial vacuum trucks and CIPP lining were well-attended despite inclement weather, giving attendees yet another opportunity to learn about the newest innovations in the industry.

"It really is an opportunity to meet the people behind these products," says Kendall. "When you're talking about a hydroexcavating truck that costs a quarter of a million dollars, that's a big deal."

More than 8,418 people representing 3,730 companies attended the 2013 Expo, with 520 exhibitors nearly spilling out of the Expo hall. Expo organizers are optimistic that the 2014 Expo will be even bigger and better.

"We're aiming for even more exhibitors in 2014," says Julie Gensler, COLE Inc. trade show coordinator. "The interest is there. People in the industry know this is the place to be."

The list of exhibitors is continually updated on the Expo website, which you can also use to preview the educational sessions, study the interactive floor plan, plan your itinerary and search for hotel rooms. Several hotels boasting more than 4,900 guest rooms are directly connected to the convention center. Rooms are booking fast, though, so it's best not to wait.

"Indy has the most connected downtown you can find," says Kendall. "Once you get there, you can stay inside, and everything you need is within a short walk. It's the perfect location for an industry convention. All you have to do is get there."

While many attendees will spend their time roaming the Expo hall, attending education sessions and networking, Indy is also extremely family friendly, with several museums, entertainment venues and shopping opportunities, along with hundreds of restaurants within a short walking distance of the Convention Center. In fact, the number of industry professionals who base their annual family vacation around the Expo continues to grow each year.

Of course, no Expo week is complete without the annual Industry Appreciation Party, moving to Wednesday evening for the first time. In 2014, in addition to popular 25-cent tap beers, up-and-coming country music star Lee Brice will perform at the JW Marriott Hotel, connected to the Convention Center. The concert is free to all Expo attendees with full registration.

"Wednesday is always the heaviest attended day of the Expo," says Kendall. "Moving the Industry Appreciation Party to Wednesday made sense. It will give more attendees the chance to attend and let loose a little."

The 2014 Expo is shaping up to be another great four days. More surprises are in store, so hop onto the website and check out the constantly evolving schedule of events. Whether your goal is to check out the new innovations in the industry, educate yourself, meet your contemporaries or all of the above, you'll be glad you visited the 2014 Expo. ■

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Chicago-area PROs Josh and Shannon Reading hone superhero small-business skills to overcome economic challenges and a health crisis

BY SHARON VERBETEN

# DYNAMIC DUO

**C**onstruction slowdowns, a sluggish economy and even a brain tumor have threatened the careers Josh and Shannon Reading have built in the portable sanitation industry. But so far, nothing has been able to derail the couple from succeeding at whatever they take on.

Together, the high school sweethearts (and parents of two) have spurred dramatic growth in their startup business, JR's Johns in Grant Park, Ill., effectively doubling revenue every year, even in the clutches of a recession a few years ago.

*(continued)*

## JR's Johns Grant Park, Illinois

**Owners:** Josh and Shannon Reading

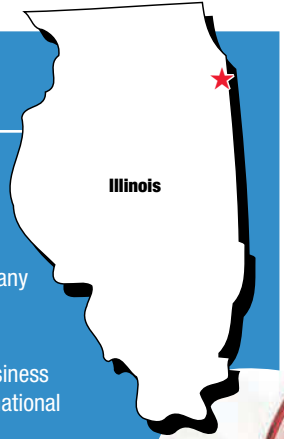
**Founded:** 2006

**Services:** Portable sanitation, septic service (through sister company Jean's Septic) and underground construction (through parent company M & J Underground Inc.)

**Service area:** 100-mile radius

**Affiliations:** State of Illinois certified Female Business Enterprise; Portable Sanitation Association International

**Website:** [www.jrsjohns.com](http://www.jrsjohns.com)



*(From left) Josh Reading, his son Austin, his daughter Brooke, his wife Shannon, and technician Joe Robbins add JR's John's labels to a group of new restrooms placed at a special event in the Chicago area. (Photos by Taylor Glascock)*



# THE SLIDE IN WAREHOUSE

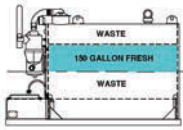
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“Failure was not an option,” Josh recalls. And while that statement might appear cliché, it helped the couple focus and proceed aggressively (yet thoughtfully) when launching their family business six years ago.

It wasn't a far stretch, however, from what Josh had grown up with. In fact, it seems that everything in his life has led him to where he is today - a successful and proud third-generation worker in the septic service and underground construction industries.

“I knew at a very young age that I wanted to be a sewer/water contractor,” says Josh, 34, recalling playing with his toy backhoe every day when he was just a toddler.

His grandfather started doing septic work in the late 1960s in the south Chicagoland area, and his father, Mike, soon joined the business. Josh's parents started M & J Underground (named for Mike and Jan Reading) 20 years ago, focusing on septic service and sewer and utility construction and televising. And it was Josh's dedication to the multigenerational family business that led him, sideways, into portable sanitation - and a new venture.



## THE FAMILY PASSION

After attending high school and college together (both have degrees in business administration), Josh and Shannon, 35, knew they would join Josh's family business. In the early 2000s, while Josh was working in the field for M & J, Shannon began working with Josh's mom in the office, and the business was doing very well.

“M & J started getting busier and busier,” says Josh. “We do a lot of municipal work.” Among its many projects, M & J does road-building construction - including sewer, water, storm sewer, concrete, asphalt and excavation - as well as sewer cleaning and televising.

Josh began noticing clients wanted portable restrooms at construction sites. Since Josh already had a pumping license (M & J's Jean's Septic division does septic tank pumping and installation), he thought about expanding his business accordingly, getting into the portable restroom market.

Pregnant with their second child, however, Shannon was a bit apprehensive of this uncertain new venture - especially in a metropolitan area served by numerous portable restroom providers. But Josh was convincing. “He is ever the entrepreneur,” she notes.

*(continued)*



*The crew of JR's Johns sets up a load of new restrooms at a special event site.*





*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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“It was another option for business revenue,” says Josh. “Part of my motto is I try to sub out as little work as possible.”

## STARTING SMALL

Josh bought six restrooms (starting with Five Peaks Technology) – two for an M & J project already underway and four to keep on the company’s 3-acre site for future needs. They ended up with 20 to 30 units the first year, and today JR’s Johns has about 250 units. Their initial startup costs were a little over \$2,000.

“We started a portable restroom company in the worst economy people have seen, and we’ve grown it exponentially,” Josh says. As it turns out, the diversification proved a wise move. Josh says that while M & J was at its peak revenue in 2006-2007, the following three years took a huge toll on the septic and excavating business.

“The housing market completely dried up. The private money stopped spending,” recalls Josh. There was not much work to bid on. “The only way M & J was able to stay in the business was our history in service work [municipal work, water main breaks, etc.]. That’s what we fell back on.”

So for Josh and Shannon to have a growing portable sanitation business on their own was a blessing. What started, Josh says, as “just a second job”

*JR’s Johns owners Josh and Shannon Reading move a PolyJohn wash station into place at a Chicago-area special event.*



“We started a public restroom company in the worst economy people have seen, and we’ve grown it exponentially.”

**JOSH READING**

has now become a successful business in its own right.

Shannon is sole owner and office manager of JR’s Johns (as well as mom to a 5-year-old and a 7-year-old), while Josh works that business as well as for M & J.

“We have come very far,” Shannon says. “I’m much more comfortable.” In addition to Josh, JR’s Johns has two to three employees and serves a five-county region taking technicians in a 100-mile radius.

## BETTER BUSINESS CLIMATE

JR’s Johns is still one of the smaller portable restroom operators serving the sprawling Chicago market. The equipment list includes 30 ADA-compliant units (most by PolyPortables Inc.), 18 sinks (a combination of Five Peaks, PolyPortables and PolyJohn Enterprises) and two vac trucks – a 2005 Ford F-650 with 1,000-gallon waste/500-gallon freshwater stainless steeltank from Imperial Industries, and a 2012 Fuso FE-160 with 16-foot flatbed and lift gate and a 300-gallon waste/150-gallon freshwater steel slide-in unit by Imperial Industries.

While they’re one of the small guys in the neighborhood, they are planning to grow, especially diversifying in a volatile construction and housing market.

“I know that things are starting to turn around,” says Shannon. “We’ll have a bigger construction market this year.” They are also servicing special events, farmers’ markets, charity runs and backyard house parties.

## OVERCOMING ADVERSITY

The family’s optimism was tested by a recent health crisis. In March 2012, on a vacation to Walt Disney World in Florida, Shannon suffered a grand mal seizure. “She was unconscious for four to six hours,” says Josh, noting that for the first couple weeks, doctors had no explanation for the

## Roe-D-Hoe: Just another sandbox!

Josh Reading really digs his job! OK, the pun was obvious, but the third-generation employee at M & J Underground in Monee, Ill., has been around construction equipment his whole life. And all that digging in the sandbox has certainly paid off.

For the past four years, Josh, has competed in the annual National Onsite Wastewater Recycling Association Roe-D-Hoe held at the Pumper & Cleaner Environmental Expo International. In 2012, Josh finished second, and he took that award again earlier this year – beating out his father, Mike, who placed fourth.

Josh finished in the money, bringing home \$250. “I took the family out to dinner,” he notes of his purse. “I let the nerves get the best of me last year. I could have won it this year, too. I’ve been pulling levers on machines since I’ve been 4 or 5 years old.”

In his work at his parents’ septic service and underground construction company, Josh regularly digs around a lot of high-pressure gas lines and expensive fiber-optics cables, so, he adds, “I’ve gotten a lot of experience digging; it really fine tunes your skills.”

Josh and his wife, Shannon Reading, are so sure of his success that they plan their annual trek to the Pumper & Cleaner Expo so they will be around for the Roe-D-Hoe finals, whether Josh makes it or not. That’s confidence!



*Josh Reading wears his NOWRA (National Onsite Wastewater Recycling Association) belt buckle with pride. He won the buckle for a great showing at the trade group’s excavator skills competition at the 2013 Pumper & Cleaner Environmental Expo.*

“It will help keep track of production, and it will help us manage it remotely. It will allow us to see where drivers are at with GPS ... and we needed some software to better manage our inventory.”

**SHANNON READING**

attack. When a second neurologist discovered a brain tumor, Josh says, “They thought brain surgery was the answer, but it’s best to have it done [back at home in Chicago].”

In April, Shannon had surgery to remove the tumor and surrounding tissue, and they later learned the tumor had been malignant.

“Things are going well,” says Shannon brightly. “I did go through chemotherapy and radiation as a precaution. Brain cancer is a little different. There are still cancer cells in my brain, but as long as they don’t start forming a new tumor, it’s fine.” Subsequent MRIs have been clear. “The doctors are very pleased,” says Shannon, lauding her parents, Steve and Margie O’Connor, who, with no prior experience in the sanitation business, pitched in to help keep the company going during her recovery. “We couldn’t have done it without them.”

Shannon’s recovery has gone well, and she’s been slowly building back her strength and has even begun training for a half marathon. Prior to her seizure, JR’s was getting so busy, they were thinking of hiring more help. They’ve also been working toward a goal of making the company more efficient by investing in technology.

**TECHNOLOGY UPGRADE**

Shannon has been training to use Clear Computing software and will soon show their drivers how to use it. Prior to implementing this program, Shannon had used less-effective Web-based mapping to create service routes. “It would take hours to set up a route,” she recalls. She’s confident this system will streamline routing and increase efficiency by sending routes directly to iPads on their trucks.

“It will help keep track of production, and it will help us manage it remotely,” she says. “It will allow us to see where drivers are at with GPS ... and we needed some software to better manage our inventory.”

With Shannon’s health on the mend, housing starts improving and a steadily growing portable restroom division, the Readings are ready to take on new, lofty challenges. Next up? Perhaps bringing service to other cities.

“I’ve always wanted to expand into other metro markets,” says Josh, noting that Milwaukee and Indianapolis could be on their radar. “If we can gain a share in the Chicago market and then expand into those markets, that’s been a long-term goal for me.” ■

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# EDUCATION DAY

# MONDAY FEBRUARY 24, 2014

## NASSCO NATIONAL ASSOCIATION OF SEWER SERVICE COMPANIES

- 8 a.m. Lessons Learned During Sewer Rehab on Public and Private Property
- 9:30 a.m. Pipe Bursting a Mature and Diverse Trenchless Technology
- 11 a.m. Resurgence of Chemical Grout Industry: Niche Business Opportunities
- 1:30 p.m. Chemical & Biological Control of F.O.G. in a 2,500-Mile Collection System
- 3 p.m. Lateral Rehabilitation, What's Available
- 4:30 p.m. Fiber Optic Temperature Sensing Technology for CIPP Cure Quality Control

## NEHA NATIONAL ENVIRONMENTAL HEALTH ASSOCIATION

- 8 a.m. DEER in the Headlights
- 9:30 a.m. Basic Chemistry of Onsite Wastewater Treatment Systems
- 11 a.m. Making the Most of Experience: Training and Credentials for Wastewater Pros
- 1:30 p.m. Winners Communicate
- 3 p.m. Best Available New Technology
- 4:30 p.m. Best Available New Technology: How to Get Your Regulators on Board

## NPCA NATIONAL PRECAST CONCRETE ASSOCIATION

- 8 a.m. 7 Things About Design, Installation & Maintenance of Precast Concrete Tanks
- 9:30 a.m. Grease Interceptors: A Slick Solution to a Greasy Problem

## WJTA-IMCA WATERJET TECHNOLOGY ASSOCIATION INDUSTRIAL & MUNICIPAL CLEANING ASSOC.

- 8 a.m. Preparing for your First High Pressure Waterjetting Job
- 9:30 a.m. Vacuum Truck Operation and Safety
- 11 a.m. Hydroexcavation: Getting the Best Bang for Your Buck

## SAFETY SESSION JOHN CONLEY

- 8 a.m. Preventing Tank Truck Rollovers

## PSAI PORTABLE SANITATION ASSOCIATION INTERNATIONAL

- 9:30 a.m. State of Global Sanitation
- 11 a.m. Industry Image
- 1:30 p.m. Visions of the PSAI and the Education Initiative
- 3 p.m. What's New with OSHA Safety Requirements
- 4:30 p.m. An Introduction to Entering the Federal Government Contracting Arena

## SALES & CUSTOMER SERVICE FRANK TACIAK

- 8 a.m. Be Always Profitable: Setting up the Sale
- 9:30 a.m. Be Always Profitable: Your Best Sales Presentation
- 11 a.m. Be Always Profitable: Servicing Your Sale
- 1:30 p.m. Be Always Profitable: Our Attitude to Success

## NAWT NATIONAL ASSOCIATION OF WASTEWATER TECHNICIANS

- 8 a.m. CSA 2010 Implementation/Impact on Carriers/Drivers
- 9:30 a.m. DataQ's: When and How to Challenge
- 11 a.m. US DOT Update/Recent, Upcoming and Proposed Regulations
- 1:30 p.m. What is a Good Septic System Inspection?
- 3 p.m. The History of the PSMA Hydraulic Load Process
- 4:30 p.m. Improving Arizona's Inspection Program to Meet Modern Challenge

## NOWRA NATIONAL ONSITE WASTEWATER RECYCLING ASSOCIATION

### » SITE EVALUATION AND DESIGN OF ONSITE WASTEWATER TREATMENT SYSTEMS

- 8 a.m. Why Do We Care About Soils?
- 9:30 a.m. Design for Dummies
- 11 a.m. How to Do a Good Site Evaluation
- 1:30 p.m. Designing for Tough Sites
- 3 p.m. Wastewater and Soils: Clean It Up AND Get It To Go Away
- 4:30 p.m. Good Installation for Long-Term User Satisfaction

### » FROM INSTALLATION TO MARKETING YOUR BUSINESS AND EVERYTHING IN BETWEEN

- 8 a.m. Look Out for Gophers! Taking Care of Mound Systems
- 9:30 a.m. ATU's - How to Make them Work
- 11 a.m. Rest Stops: A Case Study of Challenging Wastewater
- 1:30 p.m. Troubleshooting Onsite Systems
- 3 p.m. Installation Mistakes: How to Avoid and Fix Them
- 4:30 p.m. Marketing & Customer Service for Small Business Owners

## SSCSC SOUTHERN SECTION COLLECTION SYSTEMS COMMITTEE

- 8 a.m. Personal Safety
- 9:30 a.m. Understanding the Nuances of a Quality CCTV Inspection Program
- 11 a.m. In the Trenches with Trenchless Pipeline Repair and Renewal
- 1:30 p.m. Nozzle Application: What, Why, Where, When and How?
- 3 p.m. Stop It! A Closer Look at Plugging
- 4:30 p.m. Getting the Most out of Your Combination Unit

## BUSINESS TRAINING & MARKETING SUZAN CHIN

- 1:30 p.m. Marketing on a Shoestring
- 3 p.m. Getting Some... Brand Recognition
- 4:30 p.m. The Online Marketing Toolbox

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## TUESDAY SESSIONS

February 25, 2014

### SSCSC TRACK

- 8 a.m. Don't Fear the Shapefile
- 9:30 a.m. What's Important for Your Company; Is it Size, or Profit or Both?
- 11 a.m. 1 + 1 = 14: Cleaning and Inspection Equipment Working as an Entity

### NAWT LAND APPLICATION TRACK

- 8 a.m. Be Ready to Land Apply
- 9:30 a.m. Soils and Cropping Systems
- 11 a.m. Land Application Rates and Nutrient Management

### SAFETY COMPLIANCE TRACK

- 8 a.m. OSHA Confined Space and Fall Protection Untangled
- 9:30 a.m. Air Monitoring Application for the Liquid Waste Industry
- 11 a.m. T.B.D.

### MUNICIPAL TRACK

- 8 a.m. Sealing - Take Control of Inflow & Infiltration in Manhole Sealing Systems
- 9:30 a.m. DC Water is Utilizing CIPP to Rehabilitate the Nation's Capital
- 11 a.m. Nozzle Explanation and Selections

### INSTALLER TRACK

- 8 a.m. Septic Tank Bells and Whistles
- 9:30 a.m. Aeration Units for On-Site Septic Systems
- 11 a.m. Understanding ATU's, their Service Requirement, and Maintenance

### GENERAL TRACK

- 8 a.m. Portable - The Best of Both Worlds - Liquids vs. Portion Control Deodorizers
- 9:30 a.m. Vacuum Loaders - Taking the Mystery out of Vacuum Truck Operation
- 11 a.m. DOT Compliance - The Value of DOT Certification for Vacuum Trucks

### CUSTOMER SERVICE & EMPLOYEE DEVELOPMENT

- 8 a.m. Gen Y + Gen X + Baby Boomers = #@S%???
- 9:30 a.m. Get and Keep the Best Co-Workers
- 11 a.m. Win, Win, Win in Residential Service Contracting

## WEDNESDAY SESSIONS

February 26, 2014

### BUSINESS TRACK

- 8 a.m. Improving Profitability through Tracking
- 9:30 a.m. How Paperless Operations Save Time and Money
- 11 a.m. Book More Calls - Wow More Customers

### PORTABLE TRACK

- 8 a.m. Deodorizers and Making the Right Choices
- 9:30 a.m. Oh Shift! 6 Future Trends You Must Gear Up For to Compete and Succeed
- 11 a.m. Portable Restroom Service Units

### MUNICIPAL TRACK

- 8 a.m. Sewer Cleaning 101
- 9:30 a.m. Underground Coatings - Restore Deteriorated Infrastructure
- 11 a.m. How Small Contractors Can Make Big Money Doing Manhole Rehabilitation

### LIQUID WASTE TRACK

- 8 a.m. Right Sizing Your Pump System
- 9:30 a.m. Make More Money by Using a Biological Product with Your Services
- 11 a.m. Septic Drainfield Restoration

### ADVERTISING & MARKETING TRACK

- 8 a.m. Advertising and Marketing for Service Companies
- 9:30 a.m. Getting Sales Personnel to Properly Price and Present
- 11 a.m. 7 Incredibly Effective Ways to Improve Your Sales



### ONSITE INSTALLER COURSE

- 8 a.m. - 5 p.m. All Day Installer Course  
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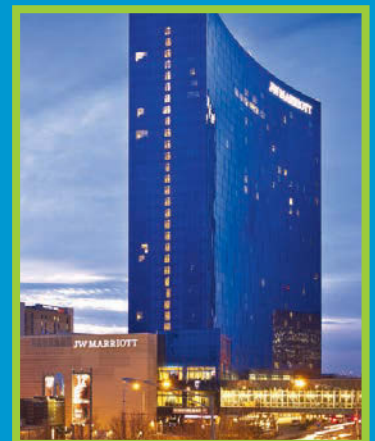
# INDUSTRY APPRECIATION PARTY

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» Attendees enjoy Craig Morgan at the 2013 Industry Appreciation Party.



JC's Johns Portable Sanitation Services is embarking on an aggressive plan to triple in size as it caters to Iowa special events and construction contracts

By Peter Kenter

# A Passion to Grow

The JC's Johns crew includes (clockwise from left) Fred Northway Cole Waite, Jaxon Waite, Cherlynn and Jason Waite. (Photos by Mark Hirsch)

For Jason Waite, of JC's Johns Portable Sanitation Services in Oskaloosa, Iowa, selling his wife Cherlynn Waite on starting a portable restroom business to be operated in their spare time looked like an uphill battle.

Both are employed full time, he as a National Guard mechanic, and she as a chiropractic assistant. Jason Waite says he became intrigued by the idea when a co-worker and his brother-in-law returned from a trip to the 2008 Pumper & Cleaner Expo.

"My friend Dennis Heldenbrand introduced me to his brother-in-law, Jerry Lansing, owner of AAA Septic Service Inc. of Marshalltown, about an hour's drive away," he says. "Jerry told me that the business was friendly and low key and that our market area was underserved. He went through the math with us, to show us how we could start with the best bang for our buck."

The couple started business that summer with 30 units from PolyJohn Enterprises.

Service was provided using a Ring-O-Matic vacuum trailer purchased secondhand from AAA. The unit offers a 500-gallon waste/200-gallon freshwater steel tank and Masport pump. When the trailer proved tough to maneuver in Iowa winters, they added a GMC pickup with 300-gallon waste/150-gallon freshwater slide-in unit from Imperial Industries Inc., also using a Masport pump.

They currently carry 115 restrooms. Jason Waite will be retiring from the National Guard later this fall to devote all his time to the business.

## EXPLORE FIVE ISSUES THAT AFFECT JASON AND CHERLYNN'S PORTABLE SANITATION BUSINESS:

### • Finding the Time

While pursuing two full-time careers, the owners squeeze every spare minute out of each day. Jason Waite often starts work hours before his regular job begins, prepping restroom units for delivery.

Cherlynn Waite takes a two-hour lunch at the home office, during which she can answer phones and prepare the company books. Her employer doesn't mind if she takes occasional orders by phone.

"We talk a lot about our schedule at night," she says. "But a lot of our discussions go on from behind the windshield of our pickup, because when Jason is on the road, I'm often with him."

The entire family helps out nights and weekends, with sons Cole, 13, and Jaxon, who is 8, pitching in. "Cole often goes with me and helps clean and set the toilets up," says Jason Waite. "Through the summer, he works for us a couple of days per week."

(continued)



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Cole Waite puts the final touches on a restroom to be used at a special event.

The company also employs his father-in-law, Fred Northway, who started with them part time in late 2011. He became a full-time employee earlier this year. "I make up a list for Fred so he can handle cleaning and deliveries that I can't handle while working," says Jason Waite. "If it can wait until evening, it's on my list."

#### • Promoting Cleanliness

Cherlynn Waite says her prior impressions of the portable restroom business were based on a few unpleasant experiences. The company is working hard to ensure that those memories are permanently erased.

"Some of the portable restrooms I've seen were pretty nasty," she says. "Before I agreed to get into this business, we visited Jerry at AAA Septic, and he put my mind at ease by showing me just how cleanly the business can be operated."

Each unit offered by JC's is fitted with PolyJohn hand sanitizers, treated with air fresheners and supplied with two-ply paper. The company also offers four stand-alone hand-wash stations from PolyJohn. Deodorant products are from Satellite Industries.

"If you keep a clean unit, people respect it more when they use it," she says. "We're pretty equally divided between construction contracts and special events, such as sporting events and weddings. Our commitment is that every customer deserves the same level of service. Every unit we rent out to a construction site could be presented at a wedding - the only difference is that wedding rentals are equipped with a welcome mat."

#### • Pinching Pennies for the Bottom Line

JC's won't skimp on spending money when it results in better customer service, but being good at saving a dollar has served the company well.

"When we bought our first 30 units from PolyJohn, we asked for them to be delivered disassembled, because we didn't have the storage area and it was cheaper for us to assemble them as we needed them," says Jason Waite. "We had a family assembly line going in the garage."

He often doubles up his daily commute to work in Des Moines, about 70 miles away, with restroom deliveries, allowing him to get more bang for his transportation buck.

"This is an industry where I can use all my skills in, sales, marketing, public relations, mechanics and fabrication, while experimenting with new ideas for growth."

– Jason Waite

#### • Getting the Word Out

The Waites rely largely on word-of-mouth and admit they've been too busy to follow up on such marketing tasks as collecting testimonials to feature in advertising. "We service a flea market where the vendors actually cheer us when we arrive and tell us they won't use any other service," says Jason Waite. "We need to start recording these testimonials and make sure we have permission to use them in future promotions."



And while the company's current Web page is serviceable as an Internet business card, the Waites plan to devote more resources to expanding offerings.

Fred Northway (left) and his grandson Cole Waite load PolyJohn portable restrooms onto a transport trailer.

They've attended every Pumper & Cleaner Expo since 2009 and take advantage of Expo Education Day classes, particularly those involving business coaching, training, advertising and marketing. "Once I leave the National Guard, I'd like to attend a local college to get a degree in marketing and business management," says Jason Waite. "These are skills we could definitely use in-house."

(continued)

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It's all hands on deck when JC's Johns sets up units for a special event. Here Jason Waite (center) and his sons Jaxon (left) and Cole prepare portable restrooms for an event at the Lacey Complex in Oskaloosa, Iowa.

"We talk a lot about our schedule at night. But a lot of our discussions go on from behind the windshield of our pickup, because when Jason is on the road, I'm often with him."

– Cherlynn Waite

• **Finding the Right Growth Opportunities**

"Every year since 2008 we've added something, but at a slow and steady rate," says Jason Waite. An additional 10 units were purchased in 2010. In 2011, the company purchased several high-rise units for a multiyear construction contract. The Waites also encountered an opportunity to buy 15 additional Satellite restrooms from a local septic tank contractor.

"We now give him all of our septic service referrals and he gives us all of his restroom referrals," says Jason Waite. "That works to grow both our businesses." JC's purchased 28 additional restrooms and upgraded the old pickup to a Ford F-450 in 2012. This year, the company ordered another 28 units. "Over the years we've also bought four wheelchair-accessible Satellite units on an as needed basis," says Jason Waite. "When I get an order, I can have it delivered inside a week."

When Jason Waite retires from the National Guard, he plans to devote all his working time to the family restroom business. He's also eyeing a vacuum truck purchase in the next two to three years. "Our ultimate goal is 300 to 350 restroom units," he says. "This is an industry where I can use all my skills in sales, marketing, public relations, mechanics and fabrication, while experimenting with new ideas for growth." ■



JC's Johns is owned and operated by Jason and Cherlynn Waite of Oskaloosa, Iowa. Jaxon Waite, 8, helps out with cleaning and restocking toilet paper on a job site.

**MORE INFO**

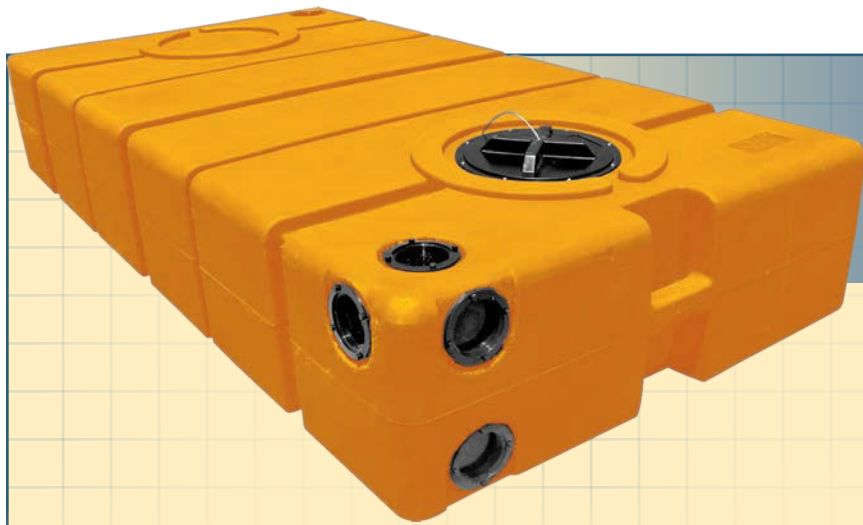
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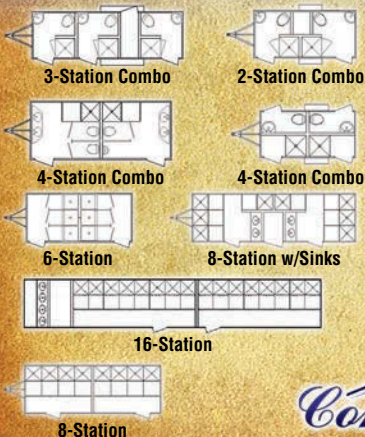
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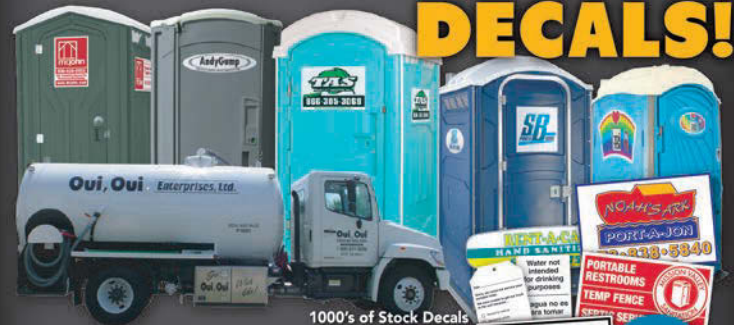
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# Slide-In Units

By Craig Mandli

Compact, lightweight slide-in vacuum units can be a valuable addition to a PRO's equipment fleet, as they can be mounted on pickup or flatbed trucks or trailers and offer a compact alternative to a larger truck-mounted tank. Rigs using slide-in tanks are extremely maneuverable in tight spaces, making them ideal for special event service. Here are several compact units available today:

**STAINLESS STEEL SLIDE-IN UNIT**

The **400/200** slide-in unit from **Best Enterprises** is built with 304 stainless steel. It carries a capacity of 400 gallons of waste and 200 gallons of freshwater. It is equipped with a 3-inch dump valve, 2-inch sight glasses, a Hypro Roller pump and motor and a Conde Super 6 vacuum pump with a platform-mounted Honda 5.5 hp electric start engine. **800/288-2378; www.bestenterprises.net.**



pickup or flatbed truck. Other features include a Masport vacuum system, 9 hp Honda electric start engine and electric water pump. **585/657-4104; www.crescent-tank.com.**

**SLIDE-IN VACUUM TANK**

The slide-in vacuum tank from **Crescent Tank Mfg.** has a low center of gravity for protection against rollover. The unit features a 350-gallon waste/200-gallon freshwater tank, with all operations located at the back of a 1-ton



**SELF-CONTAINED SLIDE-IN**

Self-contained slide-in tanks from **Imperial Industries Inc.** are available in steel, aluminum and stainless steel, and are custom designed for special needs in 100- to 700-gallon models.

Stock units are available in capacities of 300, 450, 550 and 650 gallons. Features include a choice of Conde SDS6 or Masport HXL3V vacuum pump, Honda direct-drive engine, anticorrosion anodes in the waste and water compartments and a horizontal water tube for equalized weight distribution. **800/558-2945; www.imperialind.com.**

**VERSATILE SLIDE-IN UNIT**

Slide-in tanks from **KeeVac Industries** are manufactured from 54/54-grade aluminum. Units are available in 300- to 2,000-gallon capacities, with flanged and dished heads. They are manufactured in several different styles, including waste only, two-compartment or three-compartment units. Pump choices include Masport, Conde and Jupop in both gasoline and diesel. Larger units for trailers and roll-off trucks are also available. Units come with vacuum/pressure pumps, washdown pumps, 50-foot washdown hose and 30-foot Tiger Tail hose. Primary, secondary and oil catch mufflers complete the package. **866/789-9440; www.keevac.com.**



### WEIGHT-DISTRIBUTED SLIDE-IN

The standard slide-in unit from **Lely Manufacturing** features a Conde Super 6 vacuum/pressure pump, with an electric-start Honda 5 hp motor. Its freshwater compartment is designed for equal weight distribution. Options include Jurop or Masport pumps; and steel or aluminum construction. It has a 3-inch discharge with a valve and camlock fitting, a 12-volt water pump with 50 feet of hose and a nozzle, 30 feet of 2-inch Kanaflex hose with a valve and wand. Units are available in multiple sizes, and can be primed and painted to specifications. **800/334-2763; www.lelyus.com.**



### EMERGENCY SLIDE-IN UNIT

The **CUSITEC 300** slide-in unit from **Sanitarios y Quimicos de Mexico** was designed for emergency situations. It features 200-gallon waste and 100-gallon freshwater compartments, with a Conde 35 cfm vacuum pump, a 6.5 hp gas engine and a 70 gpm Shurflo pump. Standard features include security valves, aluminum quick couplers, primary and secondary shut-off, a vacuum gauge and an oil-catch muffler. It can be used with any vacuum hose, and can be trailer-mounted or built on a slide-in skid. **915/239-8919; www.syqonline.com.**



### STANDARD SLIDE-IN UNIT

Standard slide-in units from **Pik Rite Inc.** are available in 300- and 450-gallon sizes for portable restroom and grease trap cleaning. Units are available in steel or aluminum, with or without freshwater compartments.

Various vacuum pump and engine options are available. Features include 30 feet of 2-inch fill hose with poly ball valve and PVC nozzle, 3-inch discharge with poly ball valve, washdown systems and high-quality paint. **800/326-9763; www.pikrite.com.**

### SLIDE-IN TANK UNIT

The slide-in tank unit from **Poly-Portables** is a fully equipped, compact and ready-to-use service tank with electric push-start engine, vacuum/pressure pump, waste and freshwater hoses, fittings and accessories. It is an ideal solution for smaller service routes and tight spaces. It mounts into the back of a pickup bed, a flatbed chassis or onto a flatbed trailer, and is self-contained and ready to use. Multiple waste and freshwater storage configurations are available. **800/241-7951; www.polyportables.com.**



### COMPACT SLIDE-IN UNIT

The **MD400** slide-in unit from **Satellite Industries** is ideal for small routes, quick services, quality control and locations where a small truck is the only way to service restrooms. Designed as a self-contained tank for long-box pickup trucks, the 270-gallon waste/130-gallon freshwater tank uses a bolt-in system that allows quick installation and removal. Standard equipment includes a Conde 6 vacuum system powered by a Honda 5.5 hp engine, 25-foot service hose and diaphragm washdown system. Other features include a 3-inch waste outlet valve with rear service, 2-inch freshwater outlet valve with rear service, waste and freshwater sight glasses, 1/2-inch metal hose standoff to protect paint with a rack for service hose and an interior baffle to prevent sudden load shifts. **800/883-1123; www.satelliteindustries.com.**



### ALUMINUM SLIDE-IN UNIT

**Slide-in Warehouse** offers slide-in units from 300- to 1,500-gallon capacity. Manufactured in five different styles, single, double or triple compartment configurations are available. All units are manufactured from aluminum. Pump choices include Conde, Masport and Jurop in both gasoline and diesel. Units come complete with vacuum/pressure pumps, washdown pumps, 50-foot washdown hose and 30-foot Tiger Tail hose. Primary, secondary and oil-catch mufflers complete the package. Units are designed to fit in a pickup bed, flatbed or trailer. Matching trailers are available for all sizes. **888/445-4892; www.slideinwarehouse.com. ■**





## Pint-sized restroom captures a lot of attention

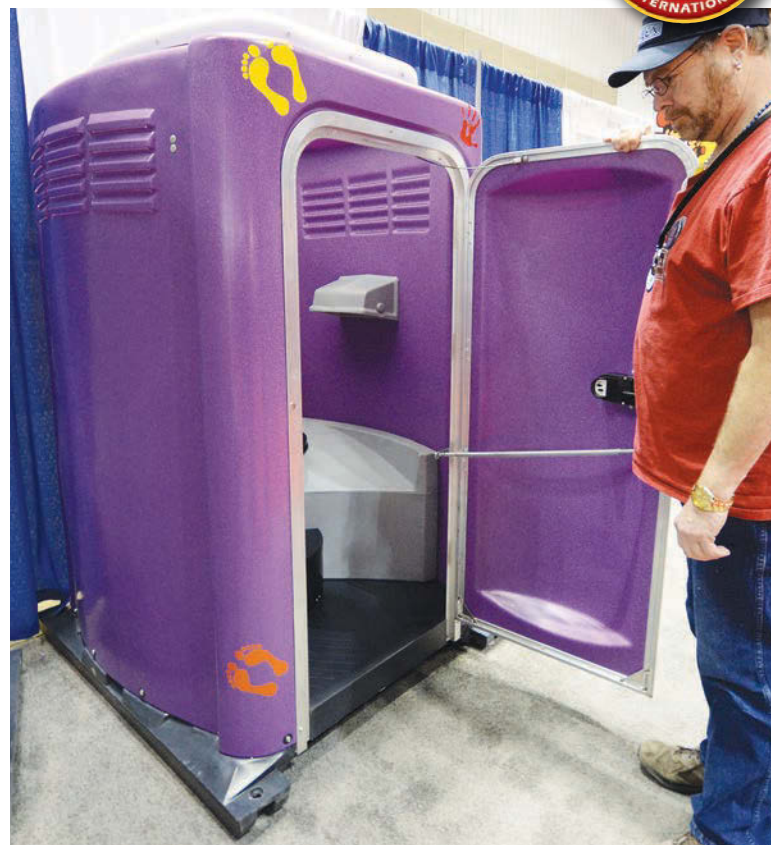
By Craig Mandli

Of the many portable restrooms on display at the 2013 Pumper & Cleaner Environmental Expo last February in Indianapolis, Ind., a purple model about three-quarters the size of a traditional unit grabbed quite a bit of attention. Of course, the multicolored handprints all over the outside of the unit may have helped.

The T.S.F. Company introduced their child-friendly TJ Kid portable restroom to Expo attendees. According to the company's office manager, Rosie Stitzman, the unit on display at the Expo was a source of constant chatter, especially among booth visitors with small children in tow.

"Having the TJ Kid on the floor was very popular," says Stitzman. "Even when I walked around the hall, I overheard people saying, 'Did you see that cute potty with the handprints?' That was pretty neat to hear."

Invention of the popular restroom could almost be called an accident. While attending various trade shows across the country, Stitzman began to notice that attendees, especially families and children, gravitated toward the company's TJ Shorty, a scaled-down version (80-inch height instead of the traditional 90 inches) of their stalwart Tuff Jon III model, designed with a



lifting bracket for height-restricted areas and high-rise construction applications.

"The kids thought the smaller restroom was made just for them, but it had the same size bucket on the inside that make using full-size units tough for children," says Stitzman. "One day in the office I asked [company owner] Bob Schenk how tough it would be to make a 'kid-friendly' version with a step. He honestly didn't want to at first. I think he finally did it just to appease me."

The model Schenk designed stands 77 inches tall, and features a step stool to give children easier access to the toilet and sink. It is decorated with colorful handprints, so children make no mistake that this special restroom is intended especially for them.

"It was a big hit almost immediately," says Schenk. "By adding a few of these units to their inventories, PROs show potential customers that they care about the whole family at special events. Its great for birthday parties or other kid-themed events, too."

In addition to the step stool, the TJ Kid features one-piece EZ Clean polyethylene construction, a spacious interior, 160-pound weight, rust-free hardware, molded air vents to increase air circulation and reduce vandalism, a 60-gallon holding tank, lowered urinal and toilet paper dispenser and a polyethylene skid. Options include a sky heater, 16-gallon hand-wash station, soap dispenser and towel holder. Eleven color options are also available, along with child-themed decor.

"We sold several units at the Expo, including the one on the showroom floor," says Stitzman. "It definitely kept people talking, and the kids at the show really seemed to love it, which was a lot of fun for us to see. We were all very pleased with the response, and look forward to marketing the TJ Kid to our customers." 800/843-9286; www.tuff-jon.com. ■

*A visitor to the 2013 Pumper & Cleaner Expo looks at the TJ Kid restroom.  
(Photo by Jim Kneiszel)*

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# Office Technology and Software

By Craig Mandli

New technology can help pumping contractors streamline billing, fleet management and routing. Here are several billing, fleet management, routing, insurance and financing products and services that will help save time and money.

## BILLING



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The **iButton** technology from **EZTrakR Systems** tracks every service, delivery or pickup completed for each unit. It allows technicians to quickly access customer history to see when a driver was on site to verify billing discrepancies. The bundled software system offers service validation, route optimization, inventory control, missed service reports and employee productivity. It also offers a simplified one-touch billing process integrating with QuickBooks for easy and automated invoicing, including 28-day, advance or arrears, and monthly billing options to satisfy any customer request. It includes different rates, delivery and pickup fees, damage waivers and other miscellaneous fees itemized on each invoice. **866/529-1938; [www.eztrakr.com](http://www.eztrakr.com).**



## BILLING MANAGEMENT SYSTEM

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CASE STUDY

### Fleet tracking program leads to fuel savings

**PROBLEM:** Valet Waste faced fleet challenges that required a more advanced GPS tracking system to solve. Nick Choma, Regional Manager for the company's office in western Florida, sought a sole provider to affordably increase efficiency and monitor driver behavior.

**SOLUTION:** Looking for a fleet management software product that allowed for customization, Choma chose the **GPS Insight Fleet Tracking Solution**. The features and flexibility of the software includes reporting on the amount of time spent inside and outside of landmarks, such as customer locations.



**RESULT:** Valet Waste has seen its fuel card bill drop 16 percent in the first two months of using the new software, which represents a 168 percent return on investment in fuel savings alone. "We require our employees to visit our clients routinely, and GPS Insight has been able to confirm those visits and track the frequency of those visits, to help ensure our promise of customer service was being upheld," says Choma. "Now we can validate 'how's my driving' complaints by pulling up Google Earth and focusing in on the time, day and vehicle. It is difficult to exonerate or punish an employee based on hearsay, and GPS Insight provides the proof." **480/663-9454; www.gpsinsight.com.**

CASE STUDY

### Septic pumper uses software to increase fuel economy

**PROBLEM:** It was a hot day last June, and Judy Malone with A & M Septic in Valley View, Texas, was making her typical round of service calls. She had used an entire tank of gas in her Chevy pickup and realized she would need to fill up before heading home. With fuel prices creeping higher, she began to look for ways to save.

**SOLUTION:** Malone decided to call Jon Denney with **SAFE Software** and see if there was a way to utilize the mapping portion of the program to reduce her driving and fuel consumption. Denney showed her how to export her scheduled inspections to a Microsoft Excel spreadsheet and then upload it into a website that would create an interactive Google Map.



**RESULT:** After doing this for a week, Malone cut her fill-ups in half, while seeing three more customers per day. **800/604-7351; www.thesafeprogram.com.**

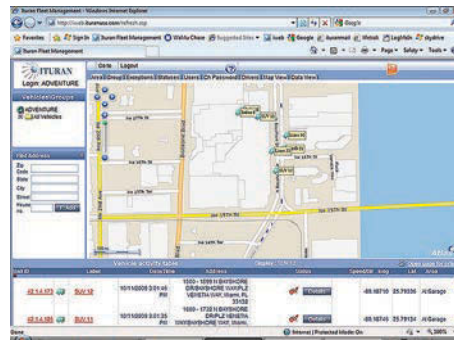
## FLEET MANAGEMENT

### BUSINESS MANAGEMENT PROGRAM

**FoundOPS** allows business owners to keep track of all client information and service history, and create service schedules. Users can dispatch their team by dragging and dropping jobs, or let the program's routing algorithm figure out the most efficient routes. The program can wirelessly send job information and updates to field technicians' smartphones or tablets. Technicians can also get turn-by-turn directions, access client information and then record a service report. Meanwhile, business owners can keep tabs on their progress and GPS location. Once the job is completed, an invoice is automatically created in the company's QuickBooks account, with all billing information already filled in. The system is securely hosted in Microsoft's Cloud, meaning all that users need is a Mac computer or PC with Web access. **765/688-0006; www.foundops.com.**



### GPS FLEET TRACKING SOFTWARE



**Manageit** from **Ituran USA** is designed for fleet managing and dispatchers, and contains instant and accurate GPS fleet tracking, personalized reporting, recovery services, geofencing technology, real-time notifications via email/SMS, landmark report, Driver ID capabilities and PTO alerts,

along with other features. The software provides customers with 24/7/365 live recovery assistance for both emergency and technical support. **866/543-5433; www.ituranusa.com.**

### GPS TRACKING DEVICE

The **VT310** from **Meitrack USA** is a GPS tracker with five discrete inputs and outputs, and two analog ports. Among its features, the VT310 tracks vehicle window status, door status, engine status, temperature and tank fuel level, and is widely used in truck tracking applications. It features a 4 MB logger, motion sensor and backup battery. It allows technicians to track on demand or by time interval. It has an internal 4 MB memory for logging, a tremble sensor and alarms for SOS, geofence, GPS blind area, low battery, speeding and external power cut. **626/448-8785; www.meitrackusa.com.**



**FUEL MANAGEMENT SOFTWARE**

Fuel management software from **NexTraq** includes free integration with the Universal Premium FleetCard Master-Card, as well as fuel reports including fuel slippage, fuel efficiency and International Fuel Tax Agreement to better track fleet fuel spending and usage. It provides a full range of features to improve efficiencies, reduce waste, account for fuel purchases and improve buying behavior. Alerts can be set to eliminate wasteful practices such as excessive speeding and idling. Vehicle maintenance reporting ensures optimal fleet care and fuel efficiency. The driver safety scorecard report ensures fuel-efficient driving behaviors, and efficient route planning cuts down on mileage. **800/724-5261; www.nextraq.com.**



**BARCODE SCANNING SOFTWARE**

**Barcode Scanning Software** from **Street Eagle GPS** provides fleet owners and operators the ability to manage assets and equipment in the field. By integrating with wireless barcode scanners from Motorola, the software transmits all scanned information in real time. The driver quickly scans the barcode on each asset when servicing, delivering or picking up. Managers track assets in the field, with each scan providing location, date/time and service verification. The software provides the actual location of each vehicle/asset and tracks pickup, delivery and servicing of mobile assets. Managers can verify that all assigned assets were serviced on the most optimized route for fuel and time savings. Automated and printable reports ensure proof of service for customers and efficient inventory management to schedule deliveries, prevent loss and allocate resources. **301/866-1990; www.streeteaglegps.com.**



**ORGANIZATIONAL SOFTWARE**



The **PortaTracker** program from **Tracker Solutions** provides customer information, including site and mailing address, phone number and history on one navigational page. The calendar feature enables users to schedule drop-offs, pickups and service as well as view each day's schedule by service or area. Dispatches can be added to each day's schedule. Driver, truck number and jobs are entered from a drop-down list. A reference sheet, featuring directions, number and type of units, as well as address and phone number, can be printed out for the driver or office staff. The program also can create invoices and service reminders, and tracks credit and delinquent customers. **866/834-1551; www.septictracker.com.**

866/834-1551; www.septictracker.com.

**GPS TRACKING DEVICE**

The **AT-X5** live GPS tracking device from **US Fleet Tracking** is compact, discreet and easy to install. It assures turn-by-turn monitoring of mobile assets, and features 5- and 10-second tracking, historical playback and virtual fences. It comes standard with weather overlay and traffic features for safety and efficiency, plus the ability to create and edit up to 20 different logs while in the field. The Web-based system is compatible with every mobile platform. **405/749-1105; www.usft.com.**



**COMPLETE OPERATIONAL SOFTWARE**



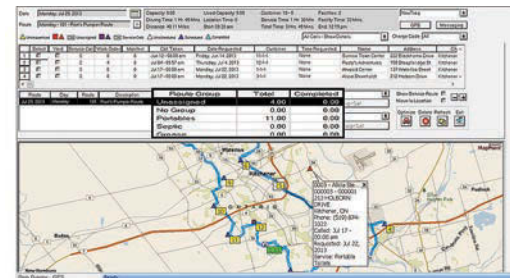
**Evolution** software from **WennSoft** delivers asset management, maintenance agreements, simple and segmented work orders, field service, advanced dispatching and scheduling, mobile solutions for field technicians, quotes, purchasing and invoicing, and includes Microsoft Dynamics CRM. It can operate as a stand-alone solution, or integrate with Microsoft Dynamics ERP products or other business application software and services.

It accurately tracks all tools, equipment and assets to promote efficiency throughout a company. **888/936-6763; www.wennsoft.com.**

**ROUTING SOFTWARE**

**ROUTING OPTIMIZATION SOFTWARE**

The routing optimization feature in **RouteOptix** software provides a benchmark for how route time can be improved and compared against routes prior to running. Detailed route profitability information, including prorated revenue, service revenue, disposal cost, disposal revenue, driver cost, fuel cost and vehicle costs are captured, giving a clear picture of overall profit on each route. Integration to NexTraq, a GPS/fleet tracking company, offers customers an enhanced paperless routing solution by uploading routes directly from the software application to a Garmin portable navigation device in the driver's vehicle. When calls are completed, a live date and time stamp is provided, which feeds production statistics and reporting information for management. **866/926-7849; www.routeoptix.com.**



(continued)

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## CASE STUDY

### Insurance brokerage finds savings for large portable restroom operator

**PROBLEM:** Bill Malone of A Royal Flush Inc., of Bridgeport, Conn., a large portable restroom operator, was searching for a better value in insurance coverage. He contacted Heffernan Insurance Brokers.

**SOLUTION:** Heffernan Insurance Brokers performed a complete review of the company's current policy coverage, and the exposures of the business. Several areas of concern were found and addressed. The policy was rebuilt from scratch, and coverage was put in line with the needs of the business. Additional coverage was added in some areas, including pollution coverage, and coverage on trailers and equipment, and an umbrella was added to increase overall limits. The review also revealed an incorrect class code had been used on the workers' compensation policy.

**RESULT:** The wrong class code was removed from the workers' compensation policy. Even after increasing limits and coverage to be in line with business needs, cost was reduced. Malone felt relieved with the correct coverage and savings. **800/208-6912; www.heffins.com.**

## INSURANCE

### CONTRACTORS INSURANCE PROGRAM

The **Septic Contractors Insurance Program** from **The Hartford** provides coverage for installation, design, service, repair and pumping contractors, inspection service contractors and portable restroom rental companies. Coverage includes design and installation errors and omissions, septic inspection service errors and omissions, and extra expense coverage for unintentional handling of hazardous waste. The program includes loss control services to help minimize and lower the frequency and severity of accidents particular to the septic industry, including slips and falls, collisions and vehicle overturns, and damage to business or customer property. Direct billing is offered through a total account billing system, with affordable payment options and an XactPAY workers compensation payroll billing option to help cash flow. **800/533-7824; www.thehartford.com/septic.**

## LEASING & FINANCING

### RESIDENTIAL SEPTIC AND WASTEWATER FINANCING

**Admirals Bank** focuses on financing for the residential septic and wastewater industry, assisting homeowners with purchasing septic system installations, any necessary repairs, and city and town connections. It offers homeowners non-equity-based financing for up to \$25,000 for residential septic and wastewater systems in the U.S. **401/248-7352; www.admiralsbank.com.**

### VEHICLE FINANCING AND LEASING PROGRAM

The "A" **Credit Tier Vehicle Financing and Leasing Program** from **Advantage Funding** is designed to offer bank rate financing to new and existing well-qualified customers. For 16 years, Advantage Funding has serviced the commercial transportation and vocational truck industries with experienced specialists on staff. **866/392-1300; www.advantagefund.com.**

### COMMERCIAL FINANCING SERVICES

**Oakmont Capital Services** provides a variety of commercial financing products to clients in all 50 U.S. states and Canada. To complete most financing requests, clients submit a one-page credit application and an equipment quote. Requests of up to \$300,000 can generally be approved within just a few hours. With scanned documents, the funding process can take less than one day. **877/701-2391; www.oakmontfinance.com.**

### CAPITAL LOANS AND FINANCING

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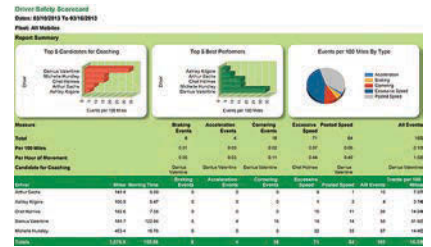
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## PRODUCT NEWS

### NexTraq fleet safe driving package

The complete safe driving software package from NexTraq includes NexTraq DriveGuard, online driver education courses and driver safety scorecard report. DriveGuard eliminates the temptation to text, make phone calls or surf the Web while driving. The scorecard provides metrics and information on driver behaviors to identify dangerous habits. **800/358-6178; [www.nextraq.com](http://www.nextraq.com).**



### Mean Green industrial-strength degreaser

Mean Green Industrial Strength Cleaner & Degreaser from CR Brands is a blend of biodegradable detergents formulated for challenging fleet and equipment washing. The cleaner removes dirt, tar and road grime from vehicles and trailers and can be used for spot removal on carpets, seats and dashboards. It also degreases equipment, concrete and asphalt. It can be used with pressure washers and cleans with no environmentally harmful solvents. **[www.meangreendegreaser.com/industrial-strength](http://www.meangreendegreaser.com/industrial-strength).**



### Gamajet Bullet IV tank cleaning machine

The Bullet IV tank cleaning machine from Gamajet is designed for targeted cleaning of sludge, oil or residual debris that collects at the bottom of large tanks, open-top tanks, process vessels and trailers. The unit rotates in a 105-degree downward pattern. High-impact water jets scour the bottom of the tank with no oversplash. **877/426-2538; [www.gamajet.com](http://www.gamajet.com).** ■



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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.*



# Durable Work Tray Designs

**LOOK FOR LIGHTER WEIGHT, BETTER STRENGTH AND A SIMPLE DESIGN WHEN HUNTING FOR THE BEST TANK-MOUNTED EQUIPMENT CARRIER**

**By Bob Carlson**

**QUESTION:** I've learned a lot about pumps from this column, but I never see much on the trays that are attached to the tank. I've seen the various ways they are made and I wonder which trays are best? Is there such a thing as the 'best' tray design?

*Mitch Rankins  
New Orleans, La.*

**ANSWER:** I've seen all sorts of designs and constructions of trays and some are better than others. Let's take a look at the various ways trays are made and attached to the vacuum tank.

Trays made from 3/16-inch steel plate are strong and durable. With the right bracing underneath, they last a long time. The drawback is obvious. Why add all that extra weight to your truck? Some of that weight can be used to haul waste.

The question then becomes: How can we lighten the trays, while at the same time giving them strength to last the life of the truck? One of the common answers has been to lighten the material of the tray and then add a pipe, as shown, to provide stiffness front to back.

It's true that pipe can be an effective tray stiffener, however even the pipe can be bent and develop a few dips over time. And, depending on how the pipe is welded to the tray, that joint could become a potential location for premature rust, especially any spots where the pipe is not

welded to the tray.

To me, it's best to keep the tray design simple, clean and efficient. Consider having your builder bend the tray material in a series of 90-degree bends to square off the end. Each of these angle creases adds stiffness and strength to the full length of the tray.

These bends provide the best and longest-lasting tray designs currently in use. The trick is to have a press break that can accomplish those types of bends.

Each stiffening solution has its merits. When you buy your next truck, see what the manufacturer recommends for trays. Over the life of your tank and truck, you don't want your trays looking like somebody's mistake.

## WHERE SHOULD I PLACE THE PUMP CONTROLS?

**QUESTION:** I'm ready to buy my first vacuum truck. I've worked in the industry so hopefully I know what I'm doing. I would like your opinion on cab controls versus controls located near the pump. I'd rather control things from the outside rather than start the vacuum system from inside the cab.

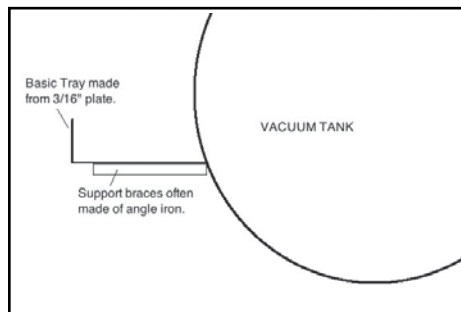
*Tim Pacheco  
Albuquerque, N.M.*

**ANSWER:** I tend to agree with your preference for the outside controls, but there is no wrong answer. Some drivers like to set the brake, pull the PTO switch to pump, and then get out and start pumping. The downside of that is that the driver must first get his hoses while the pump is running.

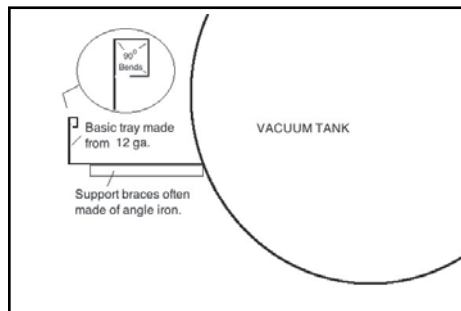
Having outside controls allows you to start and stop the system when you are ready. You can have your hoses ready when you are prepared to start the system or, more important, you can shut off the system when you're done pumping. Most guys finish pumping, replace the hoses in their proper places and then climb in the cab to turn off the system and head to the next stop.

The real clincher for me is that outside controls give you immediate response to trouble. If you turn on the pump and there is unexpected noise, you can immediately switch off the pump, sparing it from any damage that may be occurring. If something is damaging the pump and the driver is still on the ground climbing into the cab, it might be too late.

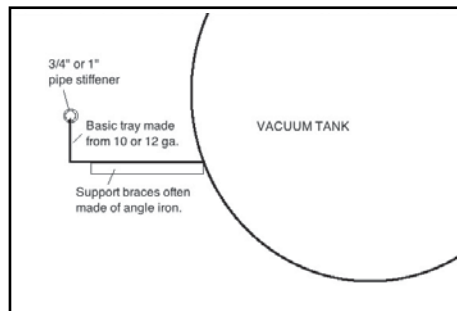
In either case, the driver will have to determine the nature of the problem. But the saving grace might be minimal damage from the quicker powering down versus greater damage if the pump is allowed to run a few seconds longer. ■



**3/16-inch plate tray**  
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**90-degree bends**  
A square channel created by a series of 90-degree bends is a simple solution to strengthening a tray.



**Pipe stiffener**  
A pipe stiffener builds durability to the tray, but may create more spots for rust to form over time.



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## INDUSTRY NEWS

### 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.

### Satellite Suites restroom trailers announced

Satellite Industries announced its entry in the restroom trailer market by offering the Satellite Suites product line. The first two models will be displayed at the Pumper & Cleaner Environmental Expo International in Indianapolis Feb. 24-27, according to Todd Hilde, owner and CEO of Satellite Industries.

"We have been watching the restroom trailer market for some time. It is a dynamic market segment and we believe Satellite has something important to add to its development," Hilde said. He said the trailers are designed to provide customers with high quality and affordability. Adding the trailers will allow Satellite to provide a wider variety of portable sanitation solutions globally, he said.

The units are manufactured in Bristol, Ind.

Satellite also announced the appointment of Charlie Senecal as national accounts manager. Senecal has been involved in the portable sanitation industry as a sales executive for 13 years. ■

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Four (4) Ameri-Can Restroom Trailers: 824 Oasis \$10,900. 828 Royale \$10,900. 816 Trailer \$3,000. 812 ADA Unit with men and women stall \$9,000. Pictures and questions email patflynn2@aol.com (P11)

## PORTABLE RESTROOM TRUCKS

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1999 Isuzu NQR FMI Workmate 950. Good condition, replacing with new truck. \$12,000. California, 530-241-4287. (P11)

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

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