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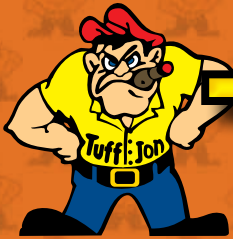
## ON THE ROAD AGAIN

A remote music festival is work  
and pleasure for Canada's Overmars  
family of PROs **Page 12**

## Have Showers, Will Travel

An enterprising Wisconsin family company  
goes all out with speciality trailers **Page 20**





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**COVER STORY**



**On Location: On the Road Again**  
Bio-Liquid Waste Disposal provides more than a decade of solid service for a folk music festival in a remote Canadian fishing village. - **Peter Kenter**

**ON THE COVER:** Because of its remote location in Canso, Nova Scotia, Can., the Stan Rogers Folk Festival provides a logistical challenge for Bio-Liquid Waste Disposal. But the Overmars family enjoys working the event that memorializes a beloved Canadian singer. Here, owners Francis and Estelle Overmars are shown with their 2006 Peterbilt service truck built out by Vacutrux. (Photo by Warren Robertson)

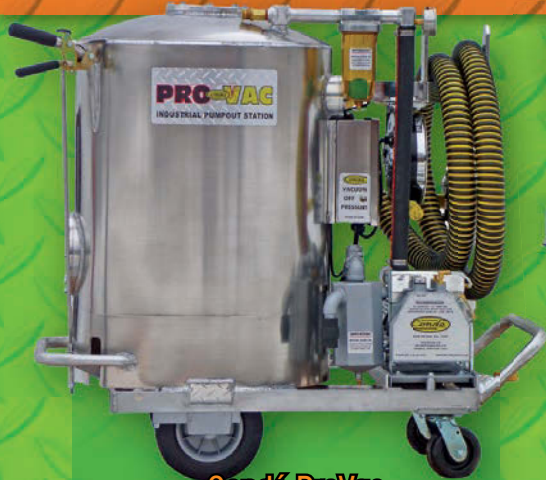
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# Money Doesn't Grow on Trees

**YOU'VE BUILT A SUCCESSFUL FAMILY BUSINESS. NOW MAKE SURE YOU TEACH IMPORTANT FINANCIAL LESSONS TO YOUR KIDS AND GRANDKIDS SO THEY CAN KEEP IT GROWING**

By Jim Kneiszel

If you're like many portable restroom operators I've met, you barely had enough money scraped together to buy that first slide-in vacuum tank for the back of your pickup truck. You built the business up from an idea, a lot of sweat and sore muscles, and a loan from your understanding Uncle Henry.

That's what they call living the American Dream. You found out you can still build something out of nothing and it's been a gratifying, albeit challenging and sometimes frustrating experience. And looking back, you wouldn't have it any other way. Your determination has yielded a business you can either sell to support your retirement some day or pass down to your kids.

Managing money was never a problem for you. Heck, for years you probably never had enough to worry about "managing" it. It was managed right out the door every month in operating costs like employee wages, fuel, equipment and insurance. Now that you have a nice little pile of cash or investments, you will use your wits to hang onto and hopefully grow it.

Many PROs I know had the benefit of being hungry at one point in their lives, and that's given them a healthy perspective when it comes to handling money. They've built a business, and now the challenge is to make sure the next generation understands they can lose cash a lot faster than they can make it.

## SUSTAINING WEALTH

Your kids probably haven't wanted for anything. They get new clothes on their backs, everything they need is provided for them, and your wallet looks like a magic cash machine that spits out \$20 bills. You feel blessed to be able to provide for them.

But you also need to teach them how to build and sustain wealth, or risk seeing the nest egg and business you've worked so hard for slip away. So say financial experts who share the message that most families lose accumulated wealth over three generations and the younger generation has to start over. It's estimated that nine out of 10 family fortunes will be lost this way.

"The third-generation rule is so true, it's enshrined in Chinese proverb: 'Wealth never survives three generations,' " John Hartog, of Hartog & Baer Trust and Estate Law, says. "The American version of that is 'shirtsleeves to shirtsleeves in three generations.' "

Hartog, CPA Jim Kohles, of RINA Accountancy Corp., and Haitham "Hutch" Ashoo, of Pillar Wealth Management, share three tips for families with businesses to pass along the money managing values that built the business in the first place:

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**"We don't give our successors the freedom to fail. If they don't fail, they don't learn, so they're not prepared to step up when the time comes."**

**JIM KOHLES**

---

## GIVE THEM SOME MONEY NOW AND SEE HOW THEY HANDLE IT

Hartog says the first-generation wealth builders often don't bother to teach their children about financial responsibility. The time to change that is now, by giving the kids a sum of money and watching what they do with it. Then you can work on communicating better about your values or take steps to protect future generations from financial ruin.

"I had a client who gave both children \$500,000. After 18 months, one child had blown through the money and the other had turned it into \$750,000," Hartog says. The first child will receive an inheritance in a restricted-access trust to protect the funds.

## BE WILLING TO RELINQUISH SOME CONTROL

Kohles says business owners often don't give future generations enough control to make decisions. That can leave them ill-equipped to continue building revenue when it's their turn to run things.

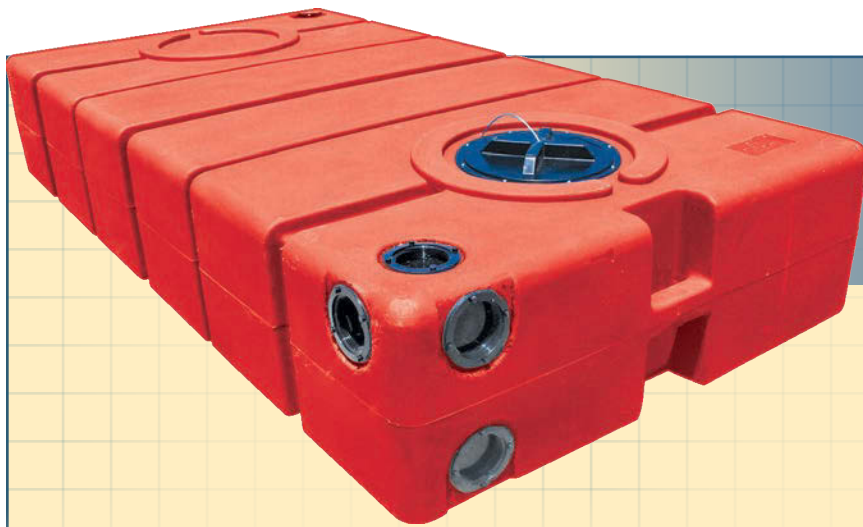
"We don't give our successors the freedom to fail. If they don't fail, they don't learn, so they're not prepared to step up when the time comes," he says. Giving some of their wealth away now better prepares the younger generation for managing large sums of money and potentially avoids draining assets through burdensome estate taxes, according to Kohles.

## HOLD REGULAR "FAMILY WEALTH MEETINGS"

Why is it that parents don't always include their children in discussions about their own money management? There shouldn't be any fear of introducing children to your financial advisors and talking about how funds should be invested for future growth. Ashoo advocates for ongoing family wealth meetings and giving money to the second generation to seek out more successful business ventures.

"The best way they're going to be able to help preserve the wealth is if they understand what goes into creating it and managing it," he says. "Not only the work, but the values and the risks."





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## LESSONS SINK IN

While I'm hardly sitting on a family fortune, I started early teaching personal lessons about the value of saving and investing to my two sons. I imagine I learned to be careful with my money from my parents – raised during the Great Depression. I'm thought of as "thrifty" or "Scotch" and I'm the brunt of many jokes for wanting to know where my last dollar is spent.

We talk a lot about investing around our house. I explain the value of compounding interest, dollar cost averaging, stocks, bonds and mutual funds. I participate in a stock club – where a group of investors manages a small portfolio for education and entertainment – and have taken my older son along to meetings. I also direct a few retirement accounts of my own, researching investments and making trades.

Including the boys in our family financial discussions was a conscious decision, and the effort is starting to pay off.

Last summer, my eldest high schooler got a job as a dishwasher at a local restaurant. When the job ended and he returned to school in the fall, he surprised me by asking if he could put most of his earnings into a Roth IRA, a retirement account where income can grow untaxed over the years. I asked him if he wouldn't rather keep the cash for spending money.

"Well, you always told me the earlier I could start a retirement account the better, and if I save this money now, imagine how much money I could have when I'm 62 years old," he explained his plans. Not only could he start a Roth account, I told him, but also I would match whatever he saved there in a second cash account at an online brokerage that he could manage by himself.

Hopefully he can grow both accounts into a big pile of money to help support me in my old age. ■

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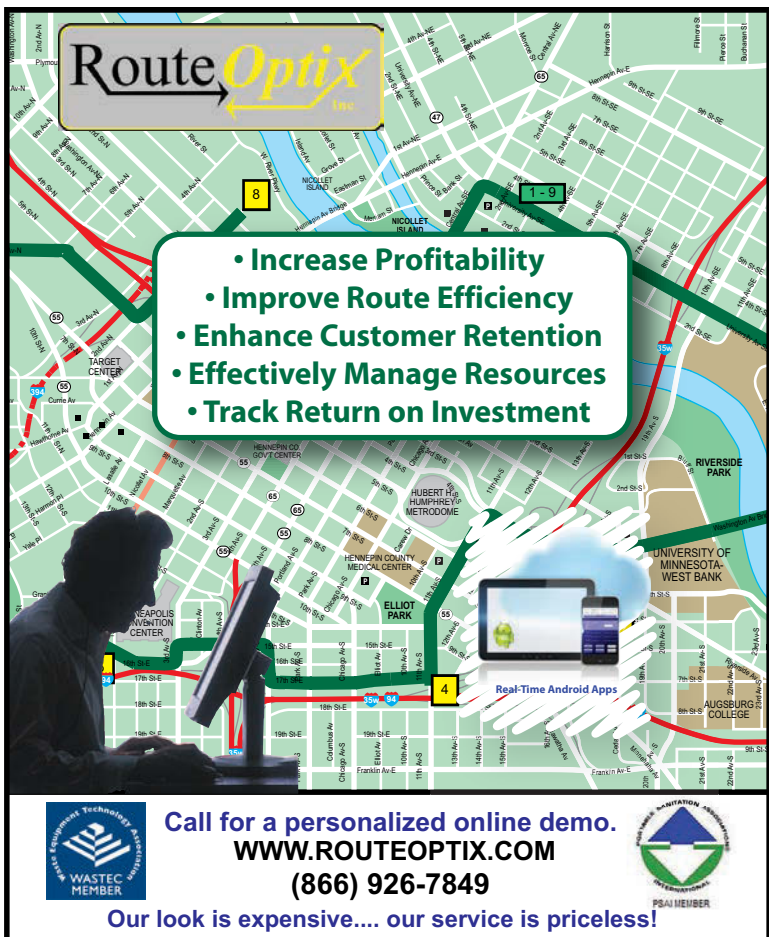


**Spit and Polish**

## Secrets to a Showroom Shine

If you'd like to keep your truck showroom sharp, then read this interview with Mike Phillips, author of *The Complete Guide To A Show Car Shine*. Learn about the Baggie Test and how you can check for impurities before applying wax. Plus, find out about detailing clay and get the nitty-gritty on the best polishes and waxes.

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“Company awards programs, whether based on goals, milestones or employee votes, can serve as a powerful way to praise employees.”

Public Perception


## Keep it Clean, People

“Cleanliness is next to godliness,” said everyone’s mother at some point in time. And the same is true in the portable restroom business, especially when you’re trying to defeat the well-known ick factor. Find out how making a first impression is everything, and learn how you can use professionalism, cleanliness and organization to attract more satisfied customers.

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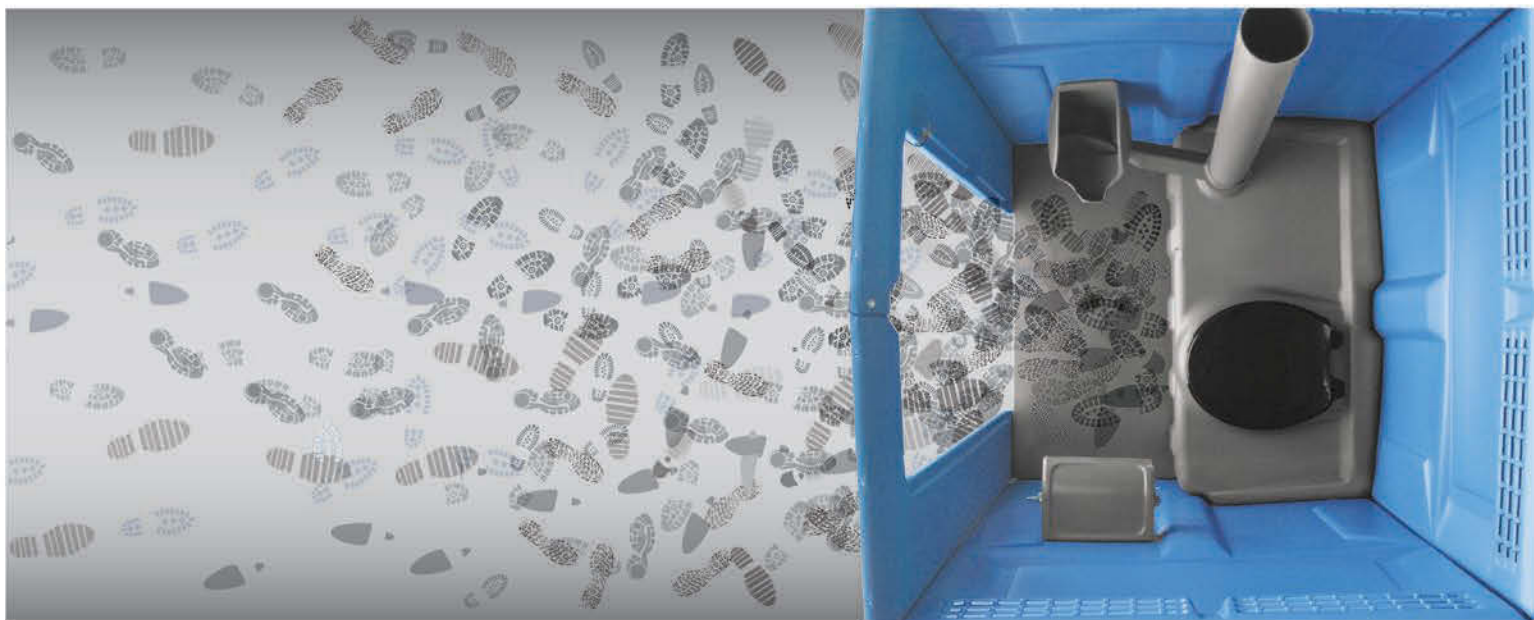
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# Hit Office Autopilot

## **AUTOMATE MUNDANE TASKS THAT CAN BE A DRAG ON YOUR WORKDAY AND CONCENTRATE ON THE REVENUE-GENERATING WORK YOU LOVE**

**By Judy Kneiszel**

I recently glanced at the section of books in my local library devoted to the topic of running a small business. Two titles caught my eye. One offered advice on how to operate a small business without going crazy. Another equated running a small business with fighting a war. If, as the owner of a small business, you feel like you are going crazy or fighting a war, it may be time to get some new weapons. Consider how vital but mundane office tasks that constantly invade your workday and kill your time can be automated.

### **AUTOMATE YOUR EMAIL**

Email is a wonderful tool, but it is also a time sucker. People spend more time than they realize sorting through the volumes of emails they get every day. And while the obvious spam may be removed from your inbox for you, do you utilize other filtering capabilities?

Most commonly used email clients like Outlook and Gmail can be customized. Messages can be filtered by sender, subject, group or content. For example, informational emails like newsletters you subscribe to can be automatically forwarded to a special file to be read at your leisure. But you may want to make sure you see messages from certain large customers immediately. Those critical emails can be flagged, starred or forwarded to another email address.

Other messages that are not vitally important can be automatically marked as read and archived. For example, if you pay bills online and always get a follow-up “thank you for your payment” email, you want to keep those, but not necessarily stop everything you are doing to read them the minute they come in. You can also delete certain types of messages without having to read them and conversely make sure some messages are never accidentally deleted or sent to your spam filter.

Automatic email replies are also handy. People most often set them up when they are going to be out of the office for a few days of vacation, but you can set one up if you just need a few hours to work undisturbed. You can also use auto responders to send out emails in a prescribed sequence. For example, you can set it up so if someone signs up to be on your email list, that person will automatically get a new email from you each week. Any time a new person signs up, it starts at week one with the series of emails. This can expose new or potential customers to your marketing message for a set period of time with little effort on your part once the initial setup is complete.

### **SIMPLIFY SOCIAL MEDIA**

If you communicate through a blog, you don't have to burden yourself with the task of writing posts at regular intervals. Sit down on a Saturday and write enough blog posts for several months and then set it up to post as frequently as you'd like ... daily, weekly, etc. This option is available with WordPress and other blogging tools.

Social networking is a free marketing tool, but it can cost you dearly

in time. You don't have to limit the number of sites you post to in order to reclaim some of that time, however. Social media dashboards allow you to post and see posts on your Twitter, Facebook and other sites all in one place at the same time. HootSuite and TweetDeck are examples of apps that allow you to schedule posts to multiple social media platforms at the same time.

### **HIRING AND TRAINING**

Hiring and training employees is essential, but takes lots of time. If you get a lot of resumes, software like Recruiterbox tracks, responds and manages them. As far as training, WordPress and other content management systems (CMS) allow you to create training materials and password protect them so only your staff can access them. You can even create separate sections in your training materials and make them available to different types of staff. You may have one for route drivers and another for office staff. You can also make training videos on YouTube and mark them as private so only your staff can access them.

### **CUSTOMER SERVICE AND VENDOR CONTRACTS**

Contract management software can eliminate the need to print when creating and managing contracts. Just email a contract to a customer, have them sign it electronically and send it back all in a matter of seconds. The software can then incorporate the contract into your accounting software so you don't have to reinvent the wheel when it's time to send out an invoice.

### **PAYROLL AND HR**

Payroll programs offer check printing, direct deposit, electronic tax filing and the ability to run payroll from your smartphone. They can calculate overtime, bonuses and create payroll reports. There is probably payroll software that integrates with the accounting software you already use, or it can be purchased as a standalone product.

### **OTHER TASKS TO AUTOMATE**

Technical tasks like data backups and virus scans are easy to automate. And something as simple as making sure everyone in the company uses the same automated calendar system can help make your business more efficient too. For example, if every calendar on every device is synced to the Cloud, a meeting can be scheduled with far fewer back-and-forth phone calls or emails and no one can honestly say they weren't told about it.

Even business cards can be automated. If you waste time searching for paper business cards people hand you at trade shows or networking events and more time entering them into your contacts ... there's an app to automate that. You can scan a card and the information goes directly into your contacts. There's even one such app that immediately sends the person whose card you scanned a LinkedIn invitation. ■



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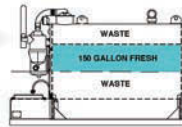


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Setting up at the Stan Rogers Folk Festival, the service team pauses for a photo. From left are Estelle and Francis Overmars, Maureen and Mark Overmars, Ashley Tozer and Andy Ledrew. (Photos by Warren Robertson)

**THE JOB:** Stan Rogers Folk Festival  
**LOCATION:** Canso, Nova Scotia, Can.  
**THE PRO:** Bio-Liquid Waste Disposal, Antigonish, Nova Scotia, Can.

# On the Road Again

**Bio-Liquid Waste Disposal provides more than a decade of solid service for a folk music festival in a remote Canadian fishing village**

**BY PETER KENTER**

## **THE TEAM**

Bio-Liquid Waste Disposal is located in the small town of Antigonish, Nova Scotia, Can., about 100 miles northeast of Halifax. The business is headed up by owner Francis Overmars. His 28-year-old son Mark joined the business in summer 2013. Three additional employees include Bailey Hayne, who works the office, and Troy Miles and Andy LeDrew, who perform field duty.

## **COMPANY HISTORY**

The company was established in 1987, a new endeavor branching off from the family business of raising dairy heifers. It began by pumping residential

septic tanks and started offering portable restrooms in 1992. It now offers a number of services to the community, including portable restroom rentals and service, septic tank pumping and service, and excavation work.

## **EQUIPMENT CORNER**

The company offers 150 portable restrooms from PolyJohn Canada, including four white wedding units and a wedding trailer from Wells Cargo. The company fleet, all built out by Vacutrux Limited, includes two trucks regularly used for portable restroom service. The first is a 2008 Sterling Bullet with a three-compartment

*(continued)*





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## THE MAIN EVENT

The 2013 Stan Rogers Folk Festival is an international music event honoring the life of Canadian songwriter Stan Rogers, who died in an airplane fire in 1983. The three-day event has been held in Canso, Nova Scotia, on the first week of July since 1997. The fishing town of 800 faces an influx of 10,000

*Left: Estelle Overmars refills paper towels in one of the PolyPortables Inc. hand-wash stations placed at the Stan Rogers Folk Festival.*

*Below: Andy Ledrew prepares to service a row of PolyJohn Canada restrooms, placed on the left side of the main stage area at the Stan Rogers Folk Festival.*



music lovers for the weekend. The event attracts top talent; the 2013 headliner was bluegrass performer Ricky Skaggs. For 2013, the festival added a fourth day of events on Thursday, running from July 4th to the 7th.

“The community was hard hit by the collapse of the Maritime fishing industry,” says Overmars. “The folk festival is part of its effort to diversify its economy. Stan Rogers was originally from Ontario, but he had a real love for the East Coast and understood surviving tough times here.”

Overmars has had the contract for the festival since 2001.

## LOGISTICS

Canso is quite a haul for the technicians of Bio-Liquid Waste Disposal – the drive of 70 miles southeast takes about 90 minutes. The contract requires delivery of 80 PolyJohn restroom units incorporating hand sanitizers, as well as eight stand-alone PolyPortables hand-wash units to the remote location and Overmars plans delivery of the units days ahead of the event, taking advantage of any work near Canso prior to the festival.

“There’s one road into town and one road out, so if you’re on the road to Canso, it isn’t because you’re on the way to somewhere else,” he says. “We don’t want to deliver 80 units all at once, so we combine the delivery with our regular business as much as possible.”

Overmars rents a house in Canso during the festival for his family and the employees to remove the commute and reduce the stress of serving a major event. They enjoy the event as well as work at it.

*(continued)*

steel tank – a 720-gallon waste compartment in the middle and two 150-gallon freshwater compartments, one in front and one in back – with a Wallenstein pump. The second is a 2009 Chevy Silverado pickup with a slide-in 300-gallon waste/150-gallon freshwater steel tank and a Wallenstein pump. However, for this event, the company brings two additional trucks regularly used for septic service. One is a 1999 Sterling featuring a 4,000-gallon steel tank, 120-gallon freshwater polyethylene tank and Fruitland Manufacturing pump. The second is a 2006 Peterbilt with a 2,500-gallon steel tank and Wallenstein pump. Portable restrooms are transported on a 12-unit McKee Technologies trailer, as well as six- and 10-unit trailers, built in-house.

*Bio-Liquid's 2008 Sterling Bullet service truck, built by Vacutrux, carries a trailer loaded with PolyJohn standard restrooms and a PolyPortables handicap unit. It's in front of the Queensport Light, famously referenced in Stan Rogers' song "Fogarty's Cove." (Photo courtesy of Bio-Liquid Waste Disposal)*





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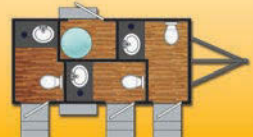


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*Francis Overmars (behind the wheel) and son Mark are ready to hit the road to provide service at the Stan Rogers Folk Festival in a small Nova Scotia fishing village.*

“We want to minimize any driving back to Antigonish, so we empty the trucks into the 1999 Sterling septic pumper,” says Overmars. “That typically means that we only need to make one trip back to

Antigonish during the event, usually on Sunday morning.”

The large tank is then emptied at the company’s sewage lagoon in Antigonish.

“Careful planning allows us to enjoy the weekend,” says Overmars. “Getting the restroom units there is actually more stressful than servicing them.”

At the close of the festival, the restrooms are pumped one final time and begin the return trip to Antigonish where they’re serviced.

## RESTROOM PLACEMENT

The town has few hotel spaces so most attendees rent spaces in residents’ homes, camp out or use trailers for the duration of the event. About 55 of the portable restrooms are placed close to the event activities. The festival organizer designates another 25 to be placed throughout town where tourists will stay. Some restrooms are placed on the premises of the local marina, for example, while others are placed in groups of four to six on temporary campgrounds provided by the festival.

Canso’s weather can be unpredictable and subject to rains and stiff ocean breezes. Overmars ensures restroom units are placed in secure, sheltered locations as much as possible. Workers add extra water to the units exposed to wind as ballast.

**“There’s one road into town and one road out, so if you’re on the road to Canso, it isn’t because you’re on the way to somewhere else.”**

**FRANCIS OVERMARS**

## LET’S ROLL

During the event, restrooms are serviced twice a day, at 7 a.m. and 6 p.m. to take advantage of daylight hours and thinner crowds. For this event, Overmars utilizes dry packet deodorizers from PolyPortables because they are convenient to transport and handle.

*The service team lined up at the Prince Henry Sinclair Monument and Lookoff at Halfway Cove, in Guysborough County, Nova Scotia. The trucks, built out by Vacutrux, pull loaded transport trailers from McKee Technologies in the first run of restrooms heading back to home base after the festival weekend. (Photo courtesy of Bio-Liquid Waste Disposal)*

## TURNAROUND SERVICE

Within a few days, all of the units are back at home base and being prepared for the next slate of events. The Antigonish Highland Games, requiring 40 units, was held the following weekend. The weekend after that featured two simultaneous events requiring all portable restrooms to be put into play: a NASCAR race at the James River Speedway in Antigonish, and the Evolve rock festival held outside Antigonish.

“We’re stretched a lot thinner and the trucks are constantly moving in and out of the action, so it requires more attention to logistics,” says Overmars. “It’s also a much younger crowd at Evolve – they aren’t quite as relaxed as the folk music fans.” ■

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# New Initiatives Outlined for Portable Sanitation Trade Group

By Karleen Kos

Karleen Kos is executive director of the Portable Sanitation Association International. She may be reached at [karleenk@psai.org](mailto:karleenk@psai.org) or 952/886-7416.



In 1971, a handful of entrepreneurial leaders formed the first trade association in the world for portable sanitation providers. Their aims were to provide excellent service to their customers and to influence the larger environment in which their companies grew. Now, more than 40 years later, the Portable Sanitation Association International is strong and its purposes are as relevant as ever.

In late January, leaders of 550 PSAI member companies from 34 nations welcomed me as the organization's new executive director. I am delighted to join the PSAI at such a critical time in its history – and at a time that holds enormous promise for the portable sanitation industry's impact on global sustainability and public health.

Each day since accepting my new role I have had the chance to learn about our industry through the many hardworking portable sanitation

professionals I meet. They are rightly proud of the work they do, and they have been great teachers. As we talk, they almost always ask me something like, "Where do you see the PSAI going in the next few years? How can we take things to the next level?"

Successful associations have three qualities in common: 1) a reputation for good value with high-quality programs, events, services and standards that make engaging with the organization a "must" for companies in the field; 2) a contemporary, inclusive and enjoyable atmosphere; and 3) a rapid-response infrastructure that enables the association to quickly seize opportunities, respond to emerging issues and communicate information effectively. Thus, the PSAI's strategic success will be measured by its growth in three corresponding areas: mission-related revenue, membership numbers and global influence in matters related to our profession.

With this in mind, I will be working with the association board of directors and other volunteers to develop and execute a long-term approach to increasing the PSAI's capacity in some important areas.

- Initiatives that increase the value and relevance of programs, events and services will be continuous based on the evolving member needs. We will focus on updating organization-sponsored standards and gaining wider acceptance for them with greater visibility to the PSAI brand.
- We will implement ideas to ensure the organization is a welcoming place for new members and associates representing companies of all sizes from all over the world.
- Affecting "big" issues like global sustainability requires a firm foundation and an audacious but attainable long-term strategy. Now is the time to intentionally address the image of portable sanitation at a global level. To do this, the PSAI will be implementing a comprehensive strategy to do a more effective job communicating the high level of knowledge and professionalism that is involved in providing clean, safe and reliable portable sanitation. We will be focusing on educating the public, policy makers and global activists about the role portable sanitation can play in addressing crucial public health and sustainability issues.

A lot of people believe our industry gets a bad rap – and I agree. Until sanitation fails, or simply does not exist, it is easy to minimize or make crude jokes about the work of people who handle waste. I am optimistic enough to believe this association can have a significant impact on long-held perceptions about the importance of our work, be recognized as a major contributor to solving some of the planet's most pernicious sanitation-related problems – and do this while delivering value every day to a growing number of PSAI members. That is the shape of things to come for the PSAI. I invite you to join us in making it happen. ■

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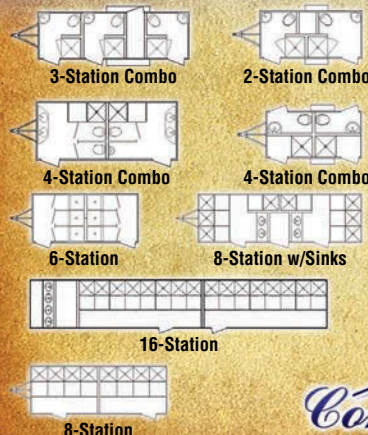
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Richard and Peggy Dean are shown in the Dean Enterprises yard with one of their International semi tractors used to move shower trailers for long-haul service across the country. (Photos by John Ehлке)

# HAVE SHOWERS, WILL TRAVEL

An enterprising Wisconsin family company broadens its territory to the Lower 48 by offering a fleet of popular shower trailers

BY BETTY DAGEFORDE

When Peggy and Richard Dean got into the portable sanitation business in 1994 they didn't imagine a big source of future revenue would come from shower trailers, or that showers would eventually extend their service territory to the 48 contiguous states. But the Deans have had an appetite for calculated risks and have been open to opportunities over the years. Chance remarks and unusual requests have led them to some unexpected places.

Dean Enterprises is the umbrella organization under which the Deans operate three lines of business - Dean's Septic, Pit-Stop Portables and Pit-Stop Event Services. "Event services includes all our shower trailers, restroom trailers, freshwater services, camper pumping - all the other stuff that falls into an events category," Peggy explains. They work out of a 3.5-acre yard and 12,000-square-foot building in Fond Du Lac, Wis. (continued)

## Dean Enterprises Fond Du Lac, Wis.

Owners: Richard and Peggy Dean

Founded: 1994

Employees: 13 regular, 15 to 20 full- and part-time seasonal workers

Service Area: 150-mile radius for septic and portable restrooms, 48 states for shower trailers

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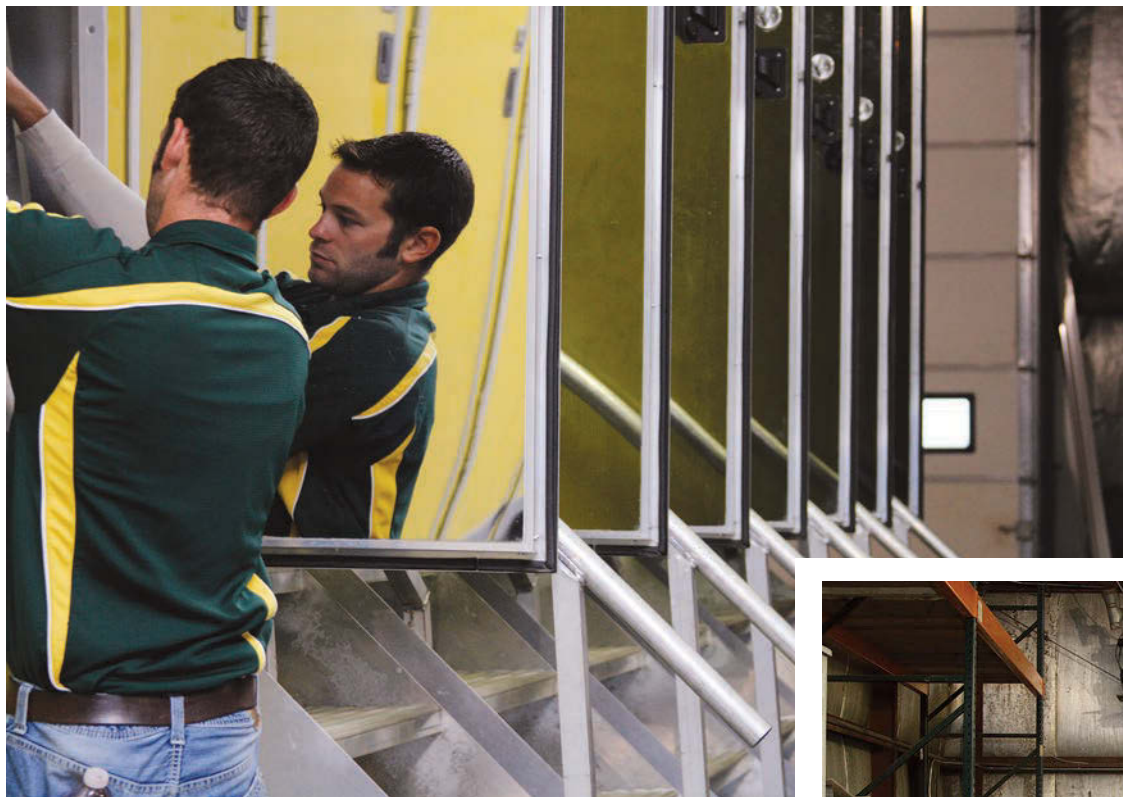
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*Left: Co-manager Tony Dean works on one of the company's dozen shower trailers, the majority from Ameri-Can Engineering, after it was returned from event service in Kansas.*

*Below: Mike Dean organizes the inventory of PolyPortables hand-wash stations in a Dean Enterprises warehouse.*



## FAMILY AFFAIR

In general, Richard focuses on the septic business while Peggy handles the rest of it. The Deans have had a handy source of labor to draw from over the years. Their four sons grew up in the business and have now moved into management roles. Tony is the route manager, Tom the equipment manager, Brad the shop manager and Mike (the youngest at 18) is the yard manager.

No one gets left out as the family grows. Tony's wife, Kim, handles accounts receivable and human resources. Tom's girlfriend, Bethany Warner, works on routing, dispatch and shower operations. The youngsters in the group – Tony and Kim's children, Hayden, 6, and Taylor, 5 – love to tag along and help out. And the "oldsters" play a big role, as well. Peggy's mother Gail Wiese is now semiretired from the business but still helps out when needed in the office or on special events. As does her partner, Frank Hope, who is a large part of the summer help team.

The staff also includes an office assistant, a yard person and three route drivers. In the summer they bring in 15 to 20 seasonal workers – about 10 full-time, the rest as needed, usually high school students or others looking for weekend work.

In 1994 Richard decided to make the leap to self-employment and got into the septic business by buying out the contractor he'd been working for. Shortly thereafter, when a golf course owner hinted the Deans should offer portable restrooms, he considered the idea and purchased six units. When that led to further requests he bought six more. Growth was explosive when the Deans bought out a company in 1998, adding 600 units and two restroom trailers to their inventory, followed a couple years later by another acquisition adding 250 more.

"Sometimes people will be looking for a used [shower trailer] and if we don't have it committed for events we'll sell it to them and just purchase another one."

**PEGGY DEAN**

## BUILT FOR EVENTS

Today their inventory stands at 1,600 units (about 75 percent from PolyJohn Enterprises, the rest Satellite Industries and PolyPortables), 50 PolyJohn and PolyPortables ADA-compliant units, 70 PolyPortables hand-wash stations, 13 Ameri-Can Engineering restroom trailers and 12 shower trailers. Units are mostly royal blue (white tops for events, yellow for other customers), but because they do a lot of golf tournaments – including the 2004 PGA Championship, the 2007 Men's Open at Whistling Straits, and in 2012 the Women's Open at Blackwolf Run in nearby Sheboygan – they also have a large selection of tournament-required forest green units. The company's eight transport trailers, ranging from eight-unit haulers to 20, were built locally by Emerich Manufacturing Inc.

Their septic business also grew and they're now up to four vacuum trucks – a 1988 Mack with a 4,200-gallon T-Line Equipment Inc. steel tank, a 1995 International with a 5,000-gallon Imperial Industries Inc. steel tank, a 1999 Mack with a 4,200-gallon U.S. Tank steel tank, and a 2009 Peterbilt with a 6,000-gallon T-Line stainless steel tank. Pumps are from Masport Inc. and National Vacuum Equipment Inc.

In 2000 when Country USA, their largest event (now at over 150,000 attendees), requested a shower trailer, the Deans agreed to provide one. They found a company in Illinois from whom they could rent a six-stall unit and continued to do that for Country USA for the next three years. But in 2004 when the event needed two shower trailers and the rental company's rates went up the Deans reconsidered their plan.

*(continued)*



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Like many portable restroom operators, Peggy and Richard Dean of Dean Enterprises in Fond Du Lac, Wis., keep their construction units separate from their event units. But they've also gone so far as to have separate service vehicles for each.

They've got six special-event vacuum trucks – five 2008 to 2012 Ford F-550s built out by Best Enterprises Inc. with 800-gallon waste/250-gallon freshwater stainless steel tanks and Masport Inc. pumps, and one Ford F-750 from T-Line Equipment Inc. with an 1,850-gallon waste/450-gallon freshwater steel tank and Jurop pump. Their five route trucks are 2003 to 2008 Ford F-450s and F-550s with 600-gallon waste/250-gallon freshwater tanks and Jurop pumps. Two were built out by Best Enterprises with stainless steel tanks, one by Satellite Industries and one by T-Line with steel tanks.

Vehicles are stocked differently. For instance, the company uses different tissue for each application, and different deodorizers (from Satellite and Walex Products). “We use a stronger formula for routes so it will last the duration between services,” Peggy Dean explains. Route trucks are equipped with salt brine in the winter to keep units from freezing.

Event trucks, which rarely go out in the winter, are easier to maintain and to keep up a good appearance, whereas route trucks experience tougher conditions and work in extreme weather. Winter temperatures are often 0 to 20 degrees F but can plunge to 15 or 20 below, Peggy says. The vehicles park in the heated shop each night.

“The equipment that’s carried on the truck, the sizes of the toolboxes for supplies and such, are all different,” she says. “So if somebody needs to do an event they hop in a special-event truck and it’s set up exactly the way it needs to be for an event. If they need to do a route, they’ll take a truck that’s set up exactly the way it needs to be to do a route.”

“We thought at that rate we could buy a couple and have them when needed,” Peggy recalls. They bought two Ameri-Can eight-stall units. The Country USA event continued to grow and then promoters also added Rock USA to their lineup. “As the event grew, so did our shower inventory,” Peggy says. They bought two more in 2006 and another two the following year.

They’re now up to 12 shower trailers. “We have anywhere from a four-stall shower/toilet combo all the way up to 22 stalls,” Peggy says. The majority are from Ameri-Can, two were built by the company and one was purchased from Kohler Co. after it was placed for two years at the World Trade Center. “It was a learning curve,” Peggy says. “When we first got in we were just looking for something compact that we could run a bunch of people through for events. And now we’ve gotten to the point where we’re doing bigger venues where the client is asking for something a little bit larger and a little bit nicer that’s more pleasing to their customer.”

### ON THE ROAD AGAIN

The company’s website now says they will take their shower trailers to any of the 48 contiguous states – but that wasn’t the original plan. They

assumed rentals would be local but then they started getting out-of-state requests. In 2005 they got a call from their former Illinois supplier needing a trailer for Hurricane Katrina. “I had never anticipated using our shower trailers for disaster relief when we purchased them,” Peggy admits. That project lasted eight months.

They soon received another call from a youth camp in Texas that found them through an Internet search. “Shower trailers were few and far between in those days,” Peggy says, explaining why they would have gotten a call from so far away. Since the company’s two trailers were already spoken for they decided to get two more. The Texas job, which they still serve, worked out especially well because the event takes place in the off-season.

The out-of-state work really expanded when another shower company went out of business and failed to inform its customers. When they didn’t show up for an event, the Deans were contacted. “We got called at the last minute and that’s when it really took off because there was a lot of word of mouth. Next thing you know they’re all calling us,” Peggy explains.

By 2008 the Deans committed to offering their services throughout the country and began marketing through flyers and on their website – and event planners took them up on it. “We’ve gone as far east as Maine and as far west as Las Vegas and everywhere in between,” she says.

### GOOD FORTUNE

The company uses two 2005 International semi trucks and four 2011-2012 Ford F-350 and F-450 duallys to haul the shower trailers. They contract



**Right, top:** Mark Bacon, left, and Rich Oestreich clean an Ameri-Can Engineering shower trailer after it came back from a mud run in Louisiana, preparing it to go out again.



**Right, bottom:** Mike Dean loads up a transport trailer from local fabricator Emerich Manufacturing Inc., with units from PolyJohn Enterprises and Satellite Industries for delivery.



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“When we first got in we were just looking for something compact that we could run a bunch of people through for events. And now we’ve gotten to the point where we’re doing bigger venues where the client is asking for something a little bit larger and a little bit nicer that’s more pleasing to their customer.”

**PEGGY DEAN**

with local portable restroom or septic companies to service the trailers unless direct sewer hookup is available. Up to this point a family member has done the transporting. But being gone for extended periods takes its toll personally and on the business, Peggy says, so they are going to hire additional support staff for that purpose.

Trips can be anything from a quick there-and-back to drop off a unit to lengthy stays requiring on-site attendants and maintenance personnel. “It depends on what the customer wants,” Peggy says. “If they want staff on site we book hotel rooms or take a camper and stay with the equipment.” Occasionally a venue will buy a trailer, particularly if it’s needed for an extended period of time. “Sometimes people will be looking for a used one and if we don’t have it committed for events we’ll sell it to them and just purchase another one,” she explains.

Although they’ve done other disaster relief work – hurricanes Gustav and Ike, for instance – most of their rentals are for events. The upside to the long-distance travel is it takes them to many fun and interesting functions – music festivals, summer camps, NASCAR races, charity mud runs – “Any

large gathering where people are going to stay on site for a few days,” she says. “Shower trailers are still a rare commodity.”

The Deans are as surprised as anybody that they ended up in the shower business but it’s worked out well for them. “It was fate, I guess,” Peggy says. “It just all fell together.” ■

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# Love That 330

THIS NEW PETERBILT SERVICE RIG IS A BRIGHT AND SHINY SIGN THAT WADE AND DELAINE BERNARD'S FLEDGLING BUSINESS, GOTTA GO SERVICES, HAS ARRIVED

**By Jim Kneiszel**

**THE RIG:** 2014 Peterbilt 330 built out by TankTec, Tank Technologies & Supply Co.

**COMPANY:** Gotta Go Services, Pineville, La.; owners Wade and DeLaine Bernard

**BEHIND THE WHEEL:** DeLaine Bernard and driver Shary Jones split time on the service routes.

**SPECS:** The Pete 330 runs a 6.7-liter PACCAR engine tied to an Allison automatic transmission. It carries a 1,500-gallon waste, 500-gallon freshwater tank and a Masport HXL4V pump, dual 3-inch inlet ports and racked suction hoses, a 4-inch dump valve, a topside manway and a fold-down two-unit rear-mounted restroom carrier.

**SHOWING MY COLORS:** "Lil Pete," as the Bernards call their first medium-duty work truck, has a white cab with bright orange fenders and roof. The orange matches their inventory of orange PolyPortables Integra restrooms. The color choice is also a nod to NASCAR driver Tony Stewart - DeLaine's favorite - who used to drive the similarly painted Home Depot car. "When we started out, we were thinking of going with a color that nobody else had in the area," Wade says of choosing the orange restrooms, totaling 350 after six years in business. "We wanted to stay with [a color] where people would see it on the job and say 'That's Gotta Go Services' units.'" The paint job provided by Hanner Jeansonne of the local Advance Collision is finished with an orange stripe on the length of the hood. The look is completed with a splash of chrome in aluminum wheels and a chromed stack. Simple lettering is in orange and yellow, and a little humor is added with a logo graphic of a running toilet, conceived by the Bernards' daughter, Amber and executed by Signs Plus of Marksville, La.

**WORKIN' FOR A LIVIN':** A serious upgrade from pickups with slide-in vacuum units, the Pete is a workhorse used for daily service routes covering a 60-mile radius around Pineville and neighboring Alexandria, La. It runs Sunday through Friday, with about 25 to 30 restroom pump and clean stops daily. It sees a lot of construction sites, as Wade is a homebuilder and has many contacts in that industry. He still builds about six houses a year and DeLaine manages Gotta Go, which started as a part-time venture, but has blossomed into a successful business in its own right. "It really spread by word of mouth," says Wade, adding that a few of the couple's children help out with the business as well.



The new Gotta Go Services truck looks good and is built for driver convenience with suction and storage boxes on both sides and a twin restroom carrier on the back. (Photos courtesy of Wade and DeLaine Bernard)

**ROLLING THE ODOMETER:** 70,000 miles per year

**WHAT I LIKE MOST ABOUT MY TRUCK:** It's the greater capacity on the job, Wade says. Up until they took delivery of the Pete last fall, drivers were always having to think about how much waste they'd taken on during the day with the smaller slide-in (300-gallon waste/150-gallon freshwater) units. "Before we were dumping every day. Now we can hold almost a whole week's worth before heading to dump," Wade says.

Another benefit is the Allison auto transmission, which Wade says is a plus working in an area with a lot of stop-and-go traffic and multiple drivers behind the wheel. It's what they were used to with the pickups, so they were happy to stick with auto shift. Wade also mentions how nice the truck looks rolling down the road.

"It's just classy looking to me," he says. "I wish I could afford to keep it as a show truck, but that doesn't pay the bills."

**CREATURE COMFORTS:** The cab has air-ride seats, power tinted windows, A/C, stereo with CD player and cruise control. Wade installed a backup camera after taking delivery.

**WHY PETERBILT?** Wade says he's liked the looks of Peterbilt trucks since he was a young boy and he's always heard good things about them. The choice was between Pete and Kenworth. When he approached TankTec with his preferences, Steven Nelson had a 330 in stock already built out to the specs Wade was looking for and the deal was done.

**PAMPERING MY RIG:** "It's too expensive of a truck to let it get dirty," Wade says. So he has it washed every week and parks it in a covered shed. He also has plans to have it buffed to bring out the original luster after it's on the road a while longer. He's following Peterbilt recommendations to change the oil every 500 hours of service.

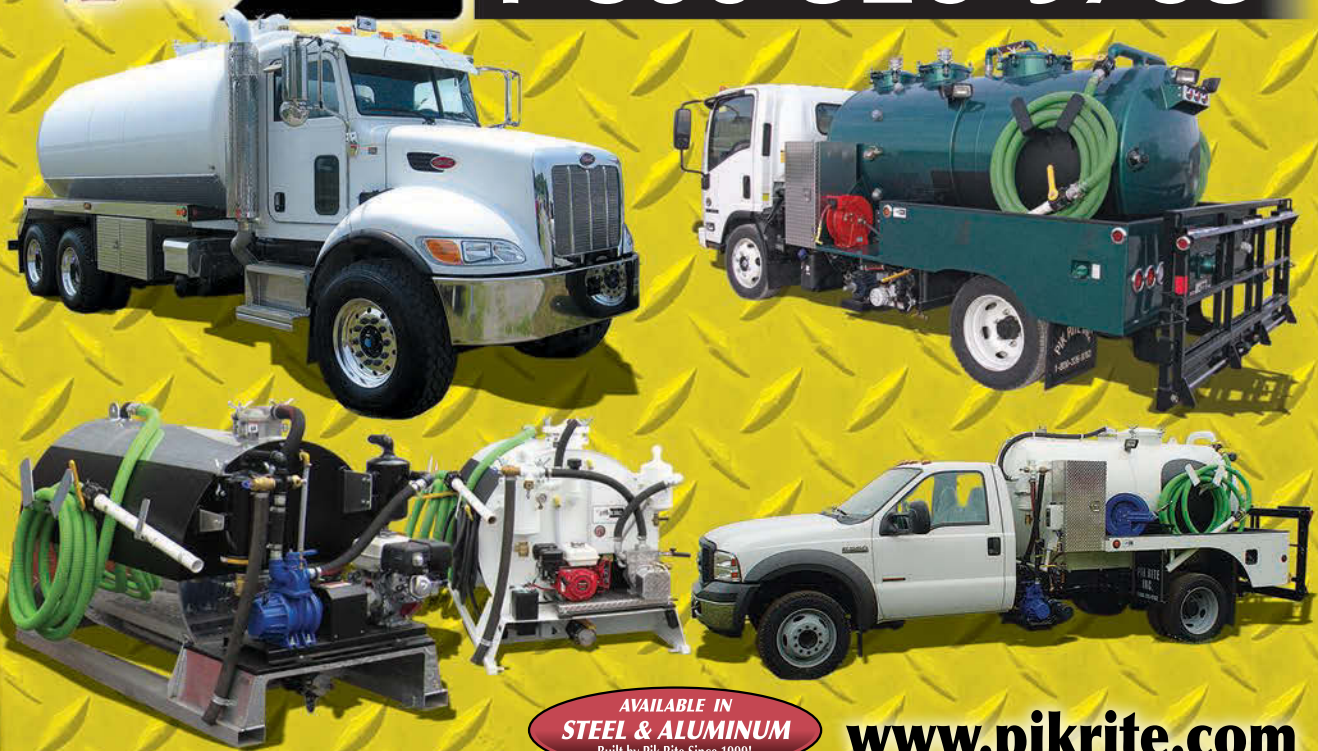


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**MY BACKUP SERVICE VEHICLE:** A 2008 F-350 Ford with a V10 Triton gas engine with 300,000 miles on the odometer. It carries a 370-gallon waste/180-gallon freshwater aluminum TankTec slide-in unit. The truck has a two-unit fold-down rack on the back, so DeLaine still uses the truck regularly for restroom deliveries.

**WHEN I'M NOT IN THE CAB:** With two businesses, there's not a lot of time to get away, but the Bernards and their kids, Joel, Amber, Ashley, Dillon and Chelsey (ages 17 to 25) enjoy camping around the state with their motor home. ■



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*Your submission must include your name, company name, mailing address, phone number and details about the truck including tank size, cab/chassis information, pump information, the name of the company that built the truck, and any other details you consider important. In particular, tell us what truck features help make your work life more efficient and profitable.*

*Email your submission to editor@promonthly.com. We look forward to seeing your PRO Ride!*



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](mailto:truckcorner@promonthly.com).



## Refresher Course

**ALL OF THE RESPONDENTS TO THE TRUCK CORNER QUIZ HAD A FAILING GRADE. SO IT'S TIME TO HIT THE BOOKS.**

By Bob Carlson

There's a good reason we haven't announced a winner of the Truck Corner quiz published a few months ago in PRO. Of the many entries we received, no one answered more than 60 percent of the questions correctly. It's been a long time since I was in school, but that adds up to a failing grade as I remember it.

The poor scores were somewhat alarming to me, and so it's time we hit the books and review some vacuum truck operation basics. Truck Corner reader Eric Crouse, of Sullivan, Ill., agrees. He recently wrote to ask for the quiz results to help in his education process in buying his own portable sanitation company.

"I am currently in negotiations to purchase a pumping business and I'm trying to absorb as much as possible," Crouse says. "I saw your quiz in the December PRO. Could I possibly get the answers to the quiz?"

Eric and everyone ... here are the answers. Correct answers are in bold-face. Pay attention; there may be a quiz:

**1. True or False? Maintaining your vacuum truck in Minnesota should be the same in July as in January. Once the truck starts, everything operates the same.**

**False.** It's freezing in January or worse. Do you take precautions to go out in freezing weather? Your truck has similar needed changes. Different types of oil are needed in your truck, and you might need different oils in your pump.

**2. True or False? The pressure/vacuum gauge regulates the amount of pressure or vacuum in your vacuum truck system.**

**True.** The pressure/vacuum gauge measures the amount of pressure or vacuum in the tank and releases air in or out at the proper gauge setting. This gauge is an important part in determining the health of your pump. If your vacuum isn't pulling the normal vacuum or releasing at the proper pressure, then something is wrong in the system.

**3. True or False? The best place to locate a pressure/vacuum gauge is on the rear head of the vacuum tank where it can best be seen.**

**False.** The pressure/vacuum gauge should be located as close as possible to the pump. It's possible that it might be located on the pump. It can't be seen well when located on the rear head, plus back there it's exposed to bumping into things.

**4. True or False? Vacuum trucks will operate about the same in Phoenix and Los Angeles.**

**True.** Elevation is a critical factor in vacuum system operating efficiency. Phoenix and Los Angeles are about the same elevation compared to sea level. Operating in the mountains changes the equation.

**5. True or False? The difference between blowers and vacuum pumps is simple. The blower, when turned on, creates vacuum by moving a lot of air in and then out of the tank, similar to a vacuum cleaner. A vacuum pump removes the air inside a vacuum tank and does not allow it out until the operator opens the suction valve. This vacuum becomes the force that tries to neutralize the air inside the tank with the air outside the tank.**

**True.** Nothing else need be said.

**6. Time to work. It's early in the morning. You hop into your truck and head down the road to pump your first group of restrooms. Arriving at the scene, what is the best procedure to get the job done?**

a. Get out of the truck. Turn on the vacuum/pressure gauge. Neutralize the pump. At that point, grab the hose and go to work.

**b. Turn on the PTO, which operates the vacuum pump. Get out of the truck. Check the pressure/vacuum gauge to make sure the vacuum is building normally. If so, then take the hose and go to work.**

c. Turn on the PTO. Get out of the truck and switch the four-way valve to the Pressure position. Then go to work.

d. Turn on the PTO. Tighten the four-way valve to the proper position. Set the vacuum gauge to 30 inches of mercury and then go to work.

**7. The gearbox on a vacuum truck:**

a. Regulates the transmission and keeps the truck in the proper gear as it drives down the road.

**b. Is connected to the PTO to regulate rotation of the vacuum pump.**

c. Is only required when a separate engine-driven pump is utilized.

d. Is not needed when a PTO is installed and rotating at least at 2,400 rpm.

**8. The basic vacuum truck system starts when the PTO is switched on and then:**

a. The air is pulled from inside the vacuum tank, then through the secondary, then through the primary, and then through the pump, exhausting through the four-way valve.

b. The air is pulled from inside the vacuum tank, through the primary, then to the gearbox, and finally exhausted at the pump.

**c. The air is pulled from the vacuum tank, through the primary,**

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then through the secondary, then through the pump and out the oil catch muffler.

d. The air is pulled from the vacuum tank, through the oil catch muffler, on to the primary and then exhausted through the secondary.

9. The secondary moisture trap should be emptied

- Every day
- Once a week
- Once a month
- Every six months

10. The life span of a carbon steel vacuum tank is

- 3 years
- 7 years
- Dependent on care and maintenance that it's given
- 50 years

11. The life span of a stainless steel tank is

- 4 years
- Unlimited
- 8 years
- 9 years

## A FINAL THOUGHT

As this column has stressed over the years, knowledge of your vacuum system offers your business an incredible advantage. It's hard enough to find customers and do the job, but it's impossible to do without a smooth-running vacuum truck. ■

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# Office Technology and Software, Business Management

Innovative software and communications equipment can help portable sanitation contractors operate effectively and efficiently. Here are products – including routing software, fleet-tracking programs, accounting systems and insurance providers – designed to help keep your operation organized.

By Craig Mandli

## ROUTING SOFTWARE

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### ROUTING ANDROID APP

The **RouteOptix Android App** is available on most Android devices, including smartphones and tablets. It extends the program's routing functionality, allowing information to be dispatched to drivers using real-time communications and enabling dispatchers in the office to determine status of calls and dispatch new calls on the fly. Turn-by-turn directions from Google Maps are available, and the exact GPS location can be recorded. As calls are completed, a live date and time stamp is recorded in the dispatch screen of the main application, providing production statistics for the route. Tracking of pumping volumes is available directly from the app, which also automatically updates to the main application, allowing for detailed disposal reporting. Assets can also be scanned with a device to update inventory in the field. **866/926-7849; www.routeoptix.com.**



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### EQUIPMENT TRACKING SOFTWARE

**Checkmate** tool and equipment tracking software from **Dynamic Systems** features metal barcode tags that reduce the time it takes to locate equipment by assuring that items will not be lost or left behind. The software records where the item is, who has it and when it is



due back. It includes a maintenance module that records repairs, schedules periodic maintenance, records warranty expiration dates, and tracks vehicle service and registration renewals. Barcode label options include preprinted polyester labels with adhesive backing, two-dimensional labels, custom labels and metal tags, which allow users to track items where the typical barcode label won't adhere. **800/342-3999; www.a-barcode.com.**

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### ASSET TRACKING PLATFORM

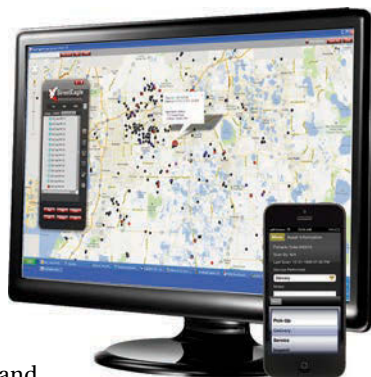
The **SignalTrack** platform from **GPS North America** offers a secure Web dashboard that can be managed from any Internet-connected workstation or smart device. It is integrated with an array of GPS tracking hardware, allowing managers to monitor their fleets and the delivery, recovery and servicing of portable restrooms in real time. Managers can know the exact location of every



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### MOBILE BARCODING SYSTEM

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### 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 that all users need is a Mac computer or PC with Web access. **765/688-0006; www.foundops.com.**



### ANDROID SERVICE MANAGEMENT PROGRAM

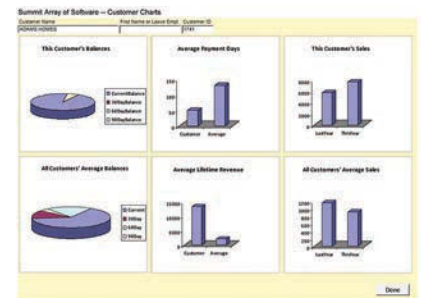


**Waste Management Software** from **Operasoft** requires no on-site installation and handles all types of service requests, real-time dispatching, GPS tracking, supplier/contract management and invoicing. The Android terminal displays job lists for the drivers/operators along with comments/instructions that pop up per location. The dispatcher can track progress in real time and can view work completion on open/closed service calls on Google Earth. Users can import every available serviceable entity from various databases (including GPS coordinates) and track all maintenance that is due, has been performed and is still pending. End-of-day vehicle inspections are entered on the Android terminal before the driver parks and exits, automatically creating repair work orders for the garage as needed. **888/986-7372; www.operasoft.ca.**

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### BILLING MANAGEMENT SYSTEM

**Summit Array** software from **Ritam Technologies** allows users to click to view accounting charts and graphs to track for timely payments, how balances shape up, revenue received and comparisons to averages for all customers. Credit card data is stored behind a solid firewall on the secure merchant server, not in local files subject to potential theft with company liability. Customers may use multiple cards, specific to certain jobs. Customers flagged requesting auto pay have invoices automatically paid without further user action. **800/662-8471; www.ritam.com.**



## TRACKING HARDWARE/SOFTWARE

### SCHEDULING PROGRAM

With **SAFE Software**, technicians with basic computer skills can enter, organize, route and schedule pumping and service for customers. It also includes invoicing, work orders, contracts, inspections, vehicle maintenance, expense tracking, customer inventory, rental tracking and alarm monitoring. Users can email documents (invoices, contracts, work orders, etc.) using Outlook or Windows Live Mail and their current email account. They can also create an online map of customers by importing them into a mapping site. The map can be saved and viewed from a smartphone or laptop with Internet access. Reminders and follow-up emails can be sent to customers, along with a personalized message. **800/604-7351; www.thesafeprogram.com.**



### FULL-SERVICE MANAGEMENT PROGRAM

The **Tank Track** business management program allows users to manage customer information, track property details, upload plans, schedule appointments, assign trucks, map routes, manage reminders and generate data for reporting. Users

can customize job form fields and print any page easily. The program is securely accessible from any computer with an Internet connection, and customer service is included. Optional integration with QuickBooks lets users enter customer information only once. Users can import contacts from other programs. No contract is required. **888/732-4882; www.tank-track.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.**



## INSURANCE

### CONTRACTOR 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.** ■

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**Kafko cleaner and degreaser**

Oil Eater all-purpose cleaner and degreaser from Kafko International contains no acids, abrasives or petroleum solvents. The water-based, nonflammable and biodegradable cleaner is available in 32-ounce spray, 1-gallon bottles and 5-, 30- and 55-gallon containers. **800/528-0334; www.oileater.com. ■**

**Wee Engineer's Parker passes away**

Charlotte Parker, secretary/treasurer for Wee Engineer and wife of company cofounder Robert M. Parker Jr., passed away Feb. 21 from head injuries sustained in a fall. She was 66. According to her son and company vice president, Seth Parker, she will most be remembered for her spirit. "She was just a phenomenal person to be around. All the employees loved and adored her. Every time she walked through the door, she got the respect of everybody."



Charlotte Parker

A survivor of two heart transplants (1992 and 2003), Parker handled the company's advertising and financial accounts and was a regular attendee of the Pumper & Cleaner Environmental Expo. She is survived by her husband of 45 years and their three children (Robert Daniel Parker, Dustine Ellen Chase and Seth Richard Parker). Founded in 1992, Wee Engineer of Dayton, Ind., builds vacuum trucks, portable restroom trailers and environmental equipment. ■

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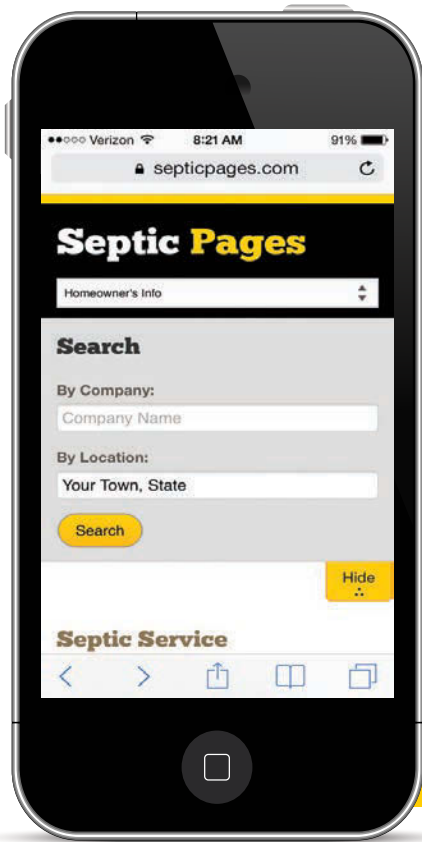
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Portable Toilet Business - Southeast New Mexico: Established company with monthly income and good customer base. Excellent potential to expand into the booming oil field areas. Serious inquires only. 575-706-1171 (P04)

Northern California Septic/Grease Pumping Business for Sale. Turn key, established 29 years ago. Owners retiring. \$325,000/OBO. Call 831-440-0168 or email admin@a-1septic-service.com for details. (PBM)

## COMPUTER SOFTWARE

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