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June 2014

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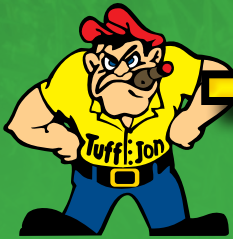
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Never Too Busy For Safety

THE CREW IS IN FULL BUSY-SEASON MODE, BUT THAT DOESN'T MEAN THEY CAN CUT CORNERS AND CREATE A LIABILITY RISK FOR YOUR COMPANY

By Jim Kneiszel

It's June, and that means *go time* in the portable sanitation industry. Your crew is firing on all cylinders, delivering and picking up units over a wide territory. Drivers are running the longest routes of the year with the most restrooms to service each day. If your guys aren't on a construction site crawling with workers and equipment, they're fighting crowds at a weekend music festival or shoehorning the truck into a backyard for a wedding party.

You're pushing to get everything done. The business was built on fulfilling commitments to your loyal customers and making the units clean and fresh at every stop. And that's how it should be. Professional PROs take on as much work as they can handle, and then get the job done as efficiently as possible.

But while you're starting every morning with a pep talk and a slap on the back to get your staff going, don't forget to share an important message that stresses the well being of everyone on your team: Think safety first!

AVOID MISTAKES

It might seem like some of the most basic safety tips don't need repeating. Your guys know the dangers posed by contact with human waste and the perils of distracted driving with a heavy liquid load behind them, right? I'm sure they never cut corners to complete long list of service orders on their route. Guess again.

Faced with a huge summer workload, anyone can suffer a lapse in safe operating procedures on the job. I've seen it myself while running restroom routes to take photos for feature stories in PRO. And I know I've been guilty of neglecting to work safely in my own work. While I'm not behind the wheel of a vacuum truck, I've cut corners when it seems like there are more tasks to complete than there are hours in the day.

So I've assembled this quick tip sheet on portable sanitation safety. These are simple, commonsense reminders you can share with workers at morning tailgate meetings or post on the bulletin board to reinforce what you stress every day. If you have other ideas to add to the list, send them to me at editor@promonthly.com, and I can share them in a blog post or in another safety story.

Wear gloves and goggles. Seems elementary, right? But for some PROs, this safety rule is abandoned when they can't find a pair of gloves in the truck or they go a long time without a splashing incident involving waste or chemicals. First, make sure to keep trucks stocked with new work gloves and protective eyewear so there are no excuses to go without these critical safety tools. Then remind workers they're not doing their job right without the proper personal barrier to bacteria and strong cleaning solutions.

Keep trucks stocked with new work gloves and protective eyewear so there are no excuses to go without these critical safety tools. Then remind workers they're not doing their job right without the proper personal barrier to bacteria and strong cleaning solutions.

Wash your hands frequently. Be ever mindful about what you've been touching while working a route. Harmful bacteria may be alive and well on the walls of dirty restrooms, the suction hose and hose reel, even the steering wheel of your truck if you're not careful. Be smart when you stop for a lunch break or grab a Big Gulp at the convenience store. If you're going to enjoy refreshments in the truck, you better make sure surfaces in the cab are clean and disinfected. And when you stop for a meal, actually stop, wash your hands before digging in and avoid contact with a dirty uniform.

Seat belts save lives. I know you're in and out of the cab 30, 40 and maybe even 50 times a day, but that doesn't mean you can "forget" to buckle yourself in between stops. Crashes can happen anytime, so just because you're only going a few hundred yards down the road doesn't mean you can forget the belt ... and the law. Remember a minor traffic accident can become major medical issue if you're thrown about - or worse, out of - the vehicle.

Put away the smartphone. I don't care how many horrifying public service announcements bombard the airwaves; people still text and drive, and surf the Web and drive. This has to change. A full vacuum truck, more than most vehicles, is a weapon with an inattentive driver behind the wheel. Stress this message every day. And if you must communicate with drivers regularly, set up hands-free calling, if that's allowed in your state. More than any safety issue, a fatal driver error is the likeliest to put your company out of business.

Keep your head on a swivel. Routine and seemingly mundane service calls to construction sites can lull a technician into safety complacency. You might go for years without an incident, and then suddenly a worker drops a tool from three stories up and it hits the ground nearby while you service a unit. The moment you pull into a job site be on the lookout for potential dangers, including cranes swinging materials into place, avoiding equipment operator blind spots and workers overhead. Make your presence known to the foreman - it can't hurt to let the boss know you've made an appointed round.

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Dress for the job site. You need additional safety gear if your route is dominated by construction locations. Pack a hardhat and a reflective vest and don't leave the truck without them. And smart attire is especially important in busy areas with lots of equipment, sharp tools and workers focused on a variety of tasks. That means jeans, long-sleeved shirts and quality leather work boots, with steel toes for added protection. I've seen technicians wearing shorts, T-shirts and tennis shoes while working special events in 90-degree heat. It's hard to argue that's inappropriate. But construction sites are another matter entirely.

Remember the vehicle walk-around. Before a driver hops in the truck, he should give the rig a thorough safety inspection. Check the condition and inflation of the tires. Look for loose or damaged components, including the exhaust, mirrors and vacuum equipment. Check that onboard equipment such as the hose and wand or tools kept in the hose trays or other storage areas are secure and in no danger of flying off the rig. If you're carrying restrooms on a fold-down carrier, make sure they are lashed adequately for the trip. Poke your head in the engine compartment and check fluid levels and the condition of hoses. A good check will guard against being broken down on the side of the highway, which is a huge safety risk on its own.

KEEP IT UP

We devote a lot of time in the magazine to building revenues, business diversification and ensuring profitability. But is anything more important to stress than safety? We all want to go home to our families safe and sound at the end of the day. Remembering these tips will help ensure we continue to do so. ■

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Balancing Act

Sick Leave or PTO?

Paid-time-off (PTO) plans offer plenty of advantages: better relationships, better employees, better organization. But before you make a switch to your company's fringe benefits, consider the company culture. What works best for everyone? To help you make a well-informed decision, we outline some of the pros and cons of plans that roll sick leave, vacation and personal time into one plan vs. the benefits of more traditional, compartmentalized plans.

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Restroom Revival

What's That Smell?

Are your restrooms fresh as the morning dew — fully stocked, white-glove clean and odor free? If your portable restrooms are looking worn-out and reek of overuse, perhaps it's time to breathe new life into them. Air fresheners and deodorants can also reduce service times, freeing up your time for more jobs. Check out these cherry-picked air fresheners, deodorizers and cleaning solutions to help you take the stink out.

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Stand Up Straight

WHEN IT COMES TO HARNESSING THE POWER OF BODY LANGUAGE IN YOUR BUSINESS DEALINGS, REMEMBER THE ADVICE YOUR MOTHER OFFERED

By Judy Kneiszel

For all the communicating we do via text message, email and phone, an awful lot of a businessperson's reputation and success depends on face-to-face communication. And body language speaks volumes.

While the exact numbers depend on the situation and the individual, a decades-old study is still frequently quoted in which UCLA psychology professor Dr. Albert Mehrabian reported nonverbal elements like facial expressions, gestures and posture convey 55 percent of a person's meaning when he or she communicates.

Much of an individual's body language has been ingrained since childhood. That's why mothers nag kids to "sit up straight." Mom doesn't want her child's slouch to become permanent. But a person who has been slinking and slouching through life can refine the messages being sent, and improve back health and overall physical well-being with better posture. Positive body language is a skill that can be learned with practice.

BEFORE YOU LEAVE THE HOUSE

In a popular 2013 TED talk (available to view at www.ted.com), Amy Cuddy, a Harvard Business School professor, explains how we can change other people's perceptions of us — and our own body chemistry — simply by changing body positions.

Body language affects how others see us, Cuddy says, but it may also change how we see ourselves. The social psychologist shows how what she calls "power posing" can affect our brains, and might even impact our chances for success. Stand for two minutes a day with your hands on your hips like Wonder Woman or with your arms out in a V like you won the 100-yard dash in the Olympics and you may feel like more of a winner and project that success to everyone you encounter.

SET A POSITIVE TONE

Once you've finished power posing at home or at work in a bathroom stall, you're ready to work on your body language in conversations with potential customers, talks with vendors, in staff training, during presentations ... everywhere. Start by greeting that potential customer with a firm, but not crushing handshake. Look them in the eye when you greet them to set a positive tone.

8 BETTER BODY LANGUAGE TIPS:

Sit or stand with legs slightly apart. This gives the impression that you are self-confident. Also, when sitting, keep your hands relaxed in your lap.

Use hand gestures that keep your palms up. This indicates openness and friendliness. Gestures with palms down tell the other person that you may be dominant or aggressive.

Be an active listener. Make eye contact, nod while others are speaking, and interject a few verbal acknowledgements such as "yes" or "I see."

Like learning any language, being fluent in body language takes time and practice, but it is worth the effort when you are perceived as an honest, open, confident businessperson.

Relax your shoulders. People tend to pull up their shoulders when they feel tension. Being conscious of this and relaxing your shoulders will make you appear less stressed and help prevent neck and back pain too.

Hold your head level both vertically and horizontally. This shows confidence and demands others take you seriously. To indicate you are listening and open to what the other person is saying, you can occasionally tilt your head slightly to one side.

Use your hands. Letting your hands hang at your side during a presentation indicates depression or boredom. Keep your hands in your lap to indicate that you are relaxed, or show involvement and energy by using appropriate gestures.

Keep your hands out of your pockets. Standing with your hands in your pockets can make you appear bored.

Make eye contact with everyone. If you are in a meeting or giving a presentation, try making eye contact with each person in the room at some point unless the size of the crowd makes it physically impossible.

DON'T ROLL YOUR EYES AT ME, YOUNG MAN (OR LADY)

It's easy to forget about your body language as a conversation progresses. Don't just think about body language at the outset, but throughout an entire presentation or discussion. Here are some things to avoid:

Don't go into that Wonder Woman hands-on-hips pose. That's great for boosting your confidence before you encounter others. In a conversation or meeting it says you are arrogant or disapproving.

Don't cross your arms or legs. Arm crossing can be seen as closed off or defensive and is not what you want to present to a prospective customer. When seated across from someone, leg crossing creates a barrier between you and the other person. It may also lead to fidgeting. Placing one ankle on the opposite knee like a number four is viewed as a highly defensive position.

Stop any chair movement. If you are sitting in a chair that swivels, don't turn back and forth. This is distracting and makes you appear nervous.

Don't lean back in your chair and put your hands behind your head. This is another position that communicates arrogance or superiority.

Don't watch the clock. You want the other person to think you have all the time in the world for them.

Refrain from nervous tapping or leg jiggling. Again, this is distracting and makes you appear nervous.

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Don't be constantly looking at your phone or other electronic device. If you feel you need to take notes on an electronic device, let the other people in the room know that's what you are doing. Then try to look up and make eye contact frequently.

Don't roll your eyes. You're not a teenager. If this is your way of indicating boredom or disapproval, get out of the habit. You may think it happens too fast for anyone to notice, but eventually someone will look up just at the right moment and catch you doing it, and then it's too late to regain respect.

Don't have shifty eyes that dart all over the room. This will give the person you're meeting with the feeling that you are dishonest, or at best, uncomfortable. And don't look past someone when you are engaged in conversation. This gives the impression that you're looking for a better opportunity.

READING THE BODY LANGUAGE OF OTHERS

While it's important to be conscious of your own body language, you can also benefit from paying closer attention to the body language of others.

If a job candidate you are interviewing assumes a posture indicating nervousness, try to help them relax. If an employee's body language indicates that he is tense or angry, try to determine why and what can be done to alleviate the situation. If the arms of the person you are trying to sell your services to are folded across his chest, maybe he is closed off to your ideas and you should try a different approach.

Like learning any language, being fluent in body language takes time and practice, but it is worth the effort when you are perceived as an honest, open, confident businessperson. ■

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A memorable marketing effort doesn't leave out bold truck graphics and quality equipment for Arkansas Portable Toilets in Little Rock, Ark. Partners Bubba Wood, left, and Scott Thone drive home a message of professionalism with their service rigs, including this new Hino truck built out by Best Enterprises. (Photos by Stephen Thornton)

As his company grows organically and through acquisitions, Scott Thone embraces new ways to create a memorable and universal brand identity **BY KEN WYSOCKY**

RESTROOM MARKETING 2.0

Portable Sanitation Inc., dba Arkansas Portable Toilets North Little Rock, Ark.

Owner: Scott Thone and Bubba Wood

Founded: 2000

Employees: 10

Service Area: Central Arkansas

Specialties: Portable restroom rentals and service

Professional affiliations:

Portable Sanitation Association International

Website: www.arportabletoilets.com



It's not unusual for contractors to view websites and social media as nothing more than expensive business window dressing – about as beneficial as putting gold-plated rims on a 20-year old vacuum truck. Sure, it looks a little nicer, but it's still an old pump truck that runs the same as it always did. So why bother?

Scott Thone, the president and co-owner of Portable Sanitation Inc. (dba Arkansas Portable Toilets) in North Little Rock, Ark., prefers a different take: If your competitors use websites and social media to market and brand their companies, you'd better dive into the digital age quickly, lest you get left behind. And even if your competitors aren't digital-savvy, your customers most likely are – and they expect you to be, too.

Just as importantly, digital marketing can improve restroom operators' professional image, as well as offer customers conveniences that provide a competitive advantage. And in an age where getting noticed is increasingly difficult amid the marketing din, that's invaluable. And it may not be as difficult – or as expensive – as you think.

(continued)

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Thone, 42, and his partner, Bubba Wood, who is the company's vice-president, have fully immersed their company in digital media. One prominent new advancement? The company's website features "scaling," which makes it easier to view on smartphones and tablets. Plus, a new app for those devices allows contractors to link to the company website with the touch of a finger, then order restrooms online, the same way consumers order goods from e-tailers like Amazon.com.

"It gives construction contractors who work out of their pickup trucks a new level of convenience ... that takes them right to our website, where they can order restrooms from their mobile devices," Thone says. "It also helps us create a professional corporate image."



Employee Phil Lake works in the yard. Restrooms are from Satellite Industries and the truck has a flat-tank vacuum tank from Crescent Tank Mfg.

WATCH THEM IN ACTION

To learn more about Arkansas Portable Toilets, view the video at www.promonthly.com.



This Arkansas Portable Toilets truck, a Hino built out by Best Enterprises, has special graphics that attract a lot of attention on the highway. Here, technician Phil Lake services restrooms at a model airplane airport.

PREPARING FOR THE CLOUD

Thone says the company – about 60 percent construction and 40 percent special events – will soon convert to a cloud-based computer networking service. After that, he plans to add a portal to the company's website that will enable customers to check their account balance, pay with a credit card or see how many restrooms they have at different sites.

"I'm not sure how many more people it'll convince to do business with us, but if we get them as a customer, we're certainly giving them more reasons

"That's the beauty of social media – it spreads like wildfire and you don't have to pay for that. You just have to be somewhat creative. Once you figure out how it works and the way people use it, then you can custom-tailor your message."

SCOTT THONE

to stay with us," he says. "At the end of the day, I'm renting them a portable restroom and so is the guy down the road. That guy may clean his restrooms as well or better than me, and his unit might cost \$5 less than mine. There's no reason for someone not to save that \$5, so you have to create value by doing things that make easier to do business with us."

Twitter and Facebook also factor into the company's marketing efforts. For example, after a local television station ran a feature story about how Arkansas Portable Toilets helps support the Little Rock Marathon, Thone obtained a link to the broadcast from the TV station and posted it on Twitter and Facebook.

"I have people who follow the company on Twitter or Facebook because they think it's funny to follow a portable restroom business," Thone says. "Some of them are even from out of state and we'll probably never do business with them."

(continued)



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“But you never know where that’s going to go,” he adds, noting instances where the company has randomly attracted new customers through Facebook. “They may never rent a toilet, but who’s to say they won’t? Or that maybe they know someone who might? That’s the beauty of social media – it spreads like wildfire and you don’t have to pay for that. You just have to be somewhat creative. Once you figure out how it works and the way people use it, then you can custom-tailor your message.”

CAREER CROSSROADS

Thone graduated from high school in 1989 and earned a business degree at Arkansas Tech University. After graduation, he worked for his father, Don, who ran a nonhazardous liquid-waste transportation business. His father sold the company in 1993 to Synagro Technologies, and the younger Thone eventually became Synagro’s Arkansas district manager. He left Synagro in 1999 to start a restroom business with his father.

“I wanted to be an entrepreneur and do my own thing ... be my own boss,” he explains. “I’d watched my dad do it for years and the timing was perfect for me to give it a try. So my father and I started from scratch. Construction at the time was pretty good, so there was a need there for portable restrooms. And the business was very similar to what we did before, so it was a logical extension for us.”

From the start, Thone strongly believed in creating a professional image to differentiate from competitors. He did this by promoting that Arkansas Portable Toilets offered new restrooms that would be cleaned by the company’s owners. He figured that if potential customers knew he’d be cleaning the restrooms, they’d have more confidence the job would be done well because they knew he was trying to build a business.

Thone also took pains to dress well and take a business-like approach when meeting with customers. “When I’d go talk to an event planner at a chamber of commerce, I didn’t want to look like just a guy running a business out of a truck, with no regard for what he was wearing,” he notes. “Presenting that level of professionalism resonated with people. My dad



Left, Top: The Arkansas Portable Toilets team includes, from left, Ramone Sanchez, Mac Hatter and Phil Lake. The technicians are shown with service trucks built by Best Enterprises.



Left, Bottom: Technician Phil Lake washes down a pair of Satellite Industries Maxim 3000 units on a service route.

Acquisitions bring growth, marketing savvy

Thanks to two acquisitions, Arkansas Portable Toilets achieved a dramatic increase in revenue since co-owner Scott Thone established the company in 2000. But with the second acquisition, he gained something just as valuable as financial growth: marketing savvy, courtesy of his partner, Bubba Wood, now the company’s vice president.

In 2004, Arkansas Portable Toilets bought a portable restroom company in Little Rock. The company owned about 500 restrooms and had well-established connections with area contractors.

“We doubled our business overnight,” says Thone. “Plus, the company was located inside our business footprint, so we achieved a lot of efficiencies by eliminating route duplications and reduced operating costs like fuel and labor.”

In the second transaction, which occurred in 2008, Arkansas Portable Toilets merged with a 300-restroom company, also located in Little Rock. The move boosted gross revenue by another 30 percent, Thone says. Wood owned the other company and agreed to stay on board as Thone’s partner.

“I already knew Bubba through mutual friends,” Thone explains. “My father was easing into retirement, and Bubba had the sales and marketing background that I lacked, so our strengths dovetailed well.

“Also, we were beating ourselves up competing for the same customers,” he adds. “So by joining forces, we essentially eliminated a competitor and gained operating efficiencies, plus we now have two guys that excel in different areas.”

The acquired companies continued to operate under their original names to leverage the already established brand equity and goodwill. But now Thone is moving to get them all under the same identity, noting the acquired companies’ trucks will soon sport the newly redesigned Arkansas Portable Toilets logo and vinyl wraps. The integrated marketing effort also will include the company’s website and restrooms, he adds, so everything is uniformly branded.

and I had business backgrounds ... we were businessmen who happened to be in portable sanitation.”

EQUIPMENT NEEDS GREW

As the business grew, so did its fleet of equipment. The company now owns about 1,300 portable restrooms, mostly from Satellite Industries. That total includes about 25 handicapped-accessible units and ADA-compliant units.

For vacuum trucks, the company runs two 2014 Hino 268s, one with an 1,100-gallon waste/400-gallon freshwater stainless-steel tank and Conde pump (Westmoor Ltd.) built by Best Enterprises Inc., and the other with a 1,500-gallon waste/500-gallon freshwater aluminum tank and Masport pump built by Progress Tank; a 2012 Ford F-550 with a 700-gallon waste/300-gallon freshwater steel tank and Masport pump, made by Crescent Tank Manufacturing; a 2009 Freightliner M2 with a 1,500-gallon waste/500-gallon freshwater aluminum tank with Masport pump built by Progress; and a 2005 International 4300 with a 1,100-gallon waste/400-gallon freshwater stainless steel tank and Conde pump built by Best Enterprises.

(continued)

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Scott Thone works in his Little Rock, Ark., office of Arkansas Portable Toilets.

Thone says he prefers large tanks because the local disposal facility charges a flat rate for any amount of waste up to 1,500 gallons. "So we try to maximize our loads for those rates," he says. "I know some people prefer smaller tanks because you get better gas mileage, but we do a lot of big events, too, so bigger tanks save us a lot of time ... We don't need as many trucks at an event because we have enough volume on site to service it adequately."

Thone lauds the Crescent Tank truck's square-tank design, which effectively creates a truck bed capable of carrying up to eight restrooms. "We use it predominantly for deliveries because it cuts down on trips back and forth to the yard, which saves a lot of time and fuel," he says.

The company also owns four restroom trailers: three made by JAG Mobile Solutions and one made by Bucky's Portable Restrooms Inc. The JAG

"I didn't want to look like just a guy running a business out of a truck, with no regard for what he was wearing. Presenting that level of professionalism resonated with people. My dad and I had business backgrounds ... we were businessmen who happened to be in portable sanitation."

SCOTT THONE

units are used for higher-end special events and the Bucky's unit gets rented mostly for commercial use.

Thone says that at first, he was reluctant to invest in restroom trailers because he didn't think they'd pay for themselves in a small state like Arkansas. But the first rental for the Bucky's unit lasted eight months, which paid for about 75 percent of the trailer.

"The second one was more of a leap of faith," he notes. "We went out and created a market for it because no one else in Arkansas had a restroom trailer at the time. Rentals were slow at first, but now about 25 percent of our restroom income comes from the trailers."

BETTER BRANDING

By the end of the year, Thone expects to have all the company's trucks decked out with new vinyl wraps featuring water graphics and rolls of toilet paper, along with the company's playful slogan, "This is how we roll." "People think we're a dirty industry, so we try to have fun with it, but still create a professional image," he explains.

The wraps may not be as high-tech as websites, cloud portals and Facebook, but they represent another tool that helps reinforce brand identity, Thone says.

"At the end of the day, you can be the best at what you do," he points out. "But if no one knows that, it doesn't do you any good. And I'm not a big spend-money-everywhere-you-can-spend-it kind of guy; you have to monitor what you spend and see what gets best bang for your buck."

"If your business base relies mostly on homeowners or special-events planners, there's no question you need to have a website and a social-media presence," he concludes.

"You can't rely just on raising prices to make more money ... it's all about creating value and making it easier for customers to do business with you." ■

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Central Business Supply's vice president Kent Leibel, left, and president Alan Rogers, right, along with waste transportation technician Mike Yeakey in the truck are shown in the front of Central Business Supply. The truck was built by Specialty B Sales with a Jurup pump. (Photos by Jay Pickthorn)

Answering the Call

When nobody else in their South Dakota small town offered portable sanitation, Central Business Supply's owners jumped in and built a complementary sideline business

By Betty Dageforde

Kent Leibel and Alan Rogers didn't plan on going into the portable restroom business when they opened Central Business Supply Inc., an office furniture and supply store, in 1984. But Brookings, S.D., is a small town (population 23,000) and sometimes you have to fill a niche when no one else does. The company continually evolves to meet the needs of its community.

Their main business is commercial office furniture, design and office supplies. They also rent everything they sell. They've got two stores, one in Brookings, the other 45 miles away in Madison. Some 30 years ago they were the first company in Brookings to sell computers and copiers and do IT work for people, but they sold that business off four years ago. "It got to the point where everyone's got their own computer and they can buy them online," Leibel says.

The team stumbled onto another business opportunity about 22 years ago when they bought 13 acres adjacent to the local airport. They turned the high traffic area into an industrial park by putting up a building every couple years. So far it stands at 11.

(continued)



Central Business Supply office manager Linda Greguson takes calls at the store.



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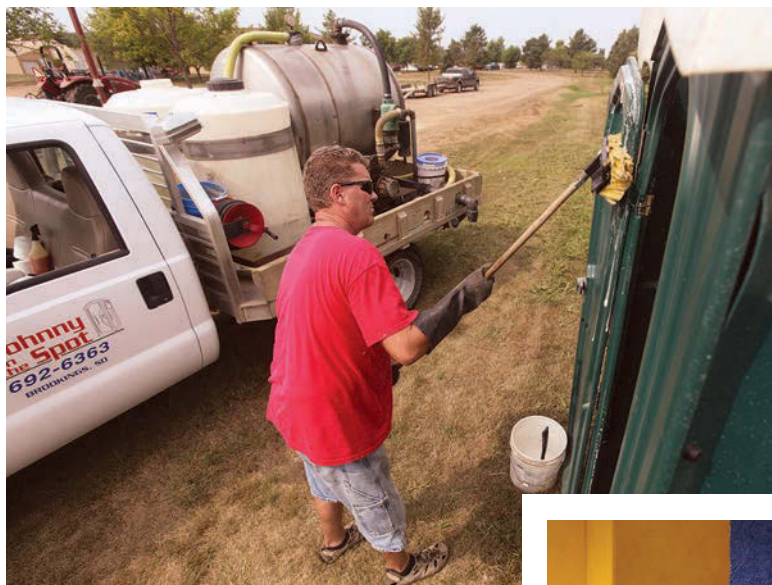
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Above: Technician Mike Yeakey scrubs a Satellite Industries unit for a customer in Brookings, S.D.

Right: Urinals built by Central Business Supply Inc. and Johnny on the Spot sit on the campus of South Dakota State University for a football game. The units take pressure off restrooms used at the games.



When construction contractors, who often rented furniture and equipment from them, started asking where to get portable restrooms, Leibel discovered the nearest source was 60 miles away. So he thought he'd give it a try. He started with six dark green Satellite Industries Tufways in 1990 and now has 175, along with two ADA-compliant units, two wheelchair-accessible units and 12 hand-wash stations from Satellite and T.S.F. Company Inc. Some units are permanently mounted to company-built trailers for use by work crews in situations where units need to be moved as work progresses.

They like to stay within about a 30-mile radius and have worked for farm auctions, family reunions, golf courses, baseball parks and construction projects including multiyear projects such as wind farm developments and a natural gas peaking plant. To give back to the community, they provide free restrooms to Habitat for Humanity, firefighting operations and people who have lost their home in a fire.

"It's actually an enjoyable business," Leibel says. "It's worked out well since we sell tables and chairs, and also rent them, as well as the big tent canopies. If someone rents a tent, they'll need toilets. It's a one-stop shop for a lot of things."

FIVE CHALLENGES THAT AFFECT KENT LEIBEL AND ALAN ROGERS' PORTABLE SANITATION BUSINESS:

• Vacuum service on a small scale

When the company started offering portable restrooms they didn't buy a service vehicle because Leibel never thought they'd need more than a dozen or so units. Instead, they developed a low-profile dump valve on

the bottom of the units whereby the tanks can be drained into another tank, lagoon or RV dump station. They also designed and built special trailers for this purpose they called the "Spot Remover" (they call their units "Johnny on the Spot"). "The trailers have a series of rollers so one person can winch it onto a small trailer and move it anywhere," Leibel says.

As the inventory increased, they eventually bought two 1-ton Ford vacuum trucks (2000 and 2003), one built out by Specialty B Sales with a 300-gallon waste/100-gallon freshwater stainless steel tank, the other by a local Hutterite religious colony that specialized in stainless steel work with a 400-gallon waste/200-gallon freshwater tank. Both use Jurop pumps.

• Handling usage spikes at sports venues

The company has had a longstanding contract with South Dakota State University to provide restrooms for the school's Jackrabbits football tailgating parties. But they came up with a unique way to handle all the beer passing through parties in the parking lot. In addition to providing 10 tents and 60 to 70 portable restrooms, they bring in a company-designed urinal tent. Their first one was a 10-by-

"It's worked out well since we sell tables and chairs, and also rent them, as well as the big tent canopies. If someone rents a tent, they'll need toilets. It's a one-stop shop for a lot of things."

– Kent Leibel

10-foot sided tent with a 55-gallon barrel inside around which were placed four urinals with privacy panels. Now they're up to a 250-gallon barrel. "It's easier for us," Leibel says. "It takes the load off the toilets and saves the University a lot of money because they don't need to rent a lot of extra toilets." The collapsible structure is easily transported with a pickup truck.

• Beating off low-ball competitors

It was only a matter of time before the company would have some competition. Often out-of-town companies try to establish a base of operations in Brookings by initially charging very low prices. Although Leibel doesn't believe in competing on that level, the reality is he's had to make some adjustments. "We've lowered our prices a little bit in some instances," he says. "But I'm not going to get that cheap. If I can't make any money at it, I can be busy in other areas."

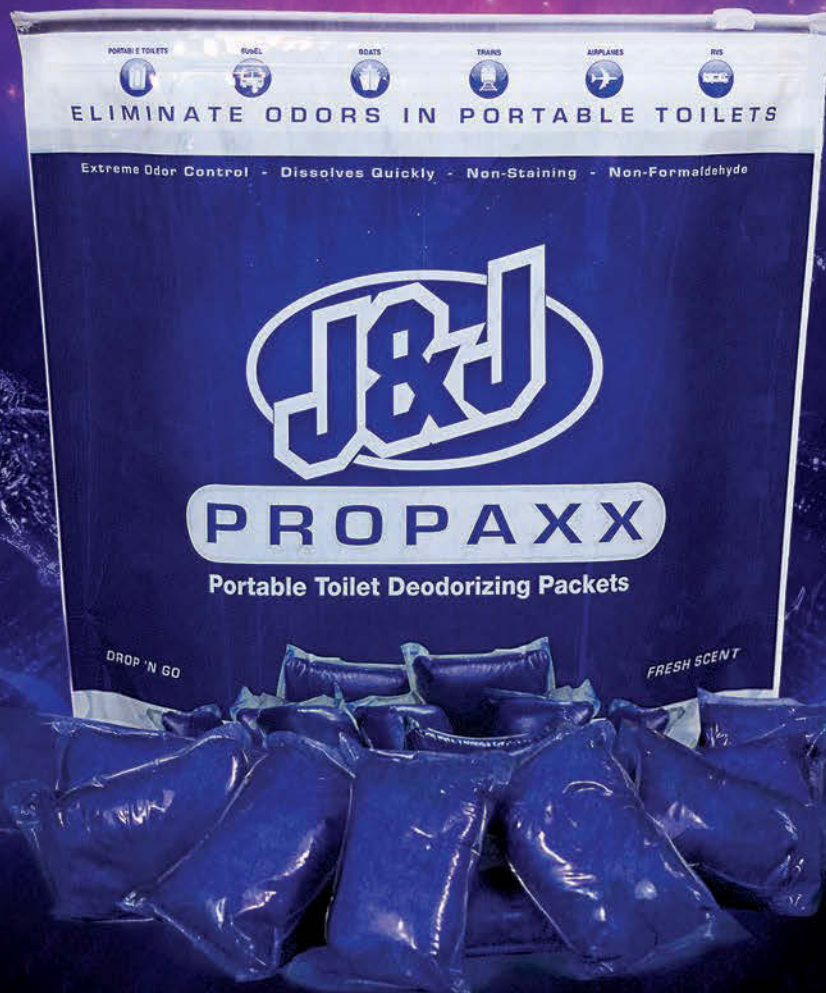
• Getting the name out

Leibel is not big into traditional advertising and marketing. Units display the company name and phone number, but only recently he put signs on his trucks. The company is in the local phone book and has a website but there's neither a separate website nor a separate phone number for the portable restrooms - which makes for an occasional awkward silence when a caller assumes they've got the wrong number. But it's a good conversation starter with the furniture reps who stop by almost weekly. "They're more

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Central Business Supply's Jeff Newman uses a New Holland compact tractor to secure a tent during a setup for a client.

interested in the restroom business than the office furniture," Leibel laughs. "It's something different and they want to hear all about it."

Although Leibel firmly believes word of mouth is the best advertising, he does aggressively go after business. "If I hear of any projects or new businesses coming in, we contact them." He gets in early with construction projects, providing furniture and equipment to the architects and engineers, so when they're ready to bring in crews they know who to call for portable restrooms.

"We've lowered our prices a little bit in some instances. But I'm not going to get that cheap. If I can't make any money at it, I can be busy in other areas."

– Kent Leibel

• **Dealing with busy and slack times**

There's one dedicated employee for the portable restrooms but when business is slow he's also trained to assemble, deliver and install furniture and equipment. Likewise, when he's overloaded, the furniture installers are trained to help him out. Timing-wise it meshes well with their other work.

"With the portable toilets, as long as you're servicing them on a regular basis it doesn't matter whether we do them at 5 in the morning, 10 at night, Saturday afternoon or Sunday – which we do," Leibel says. "It really doesn't interfere with our other business which is more 8 to 5."

And Leibel and semiretired Rogers provide backup, as well. "If our main guy wants to take off, we can take his route for a few days," Leibel says. ■

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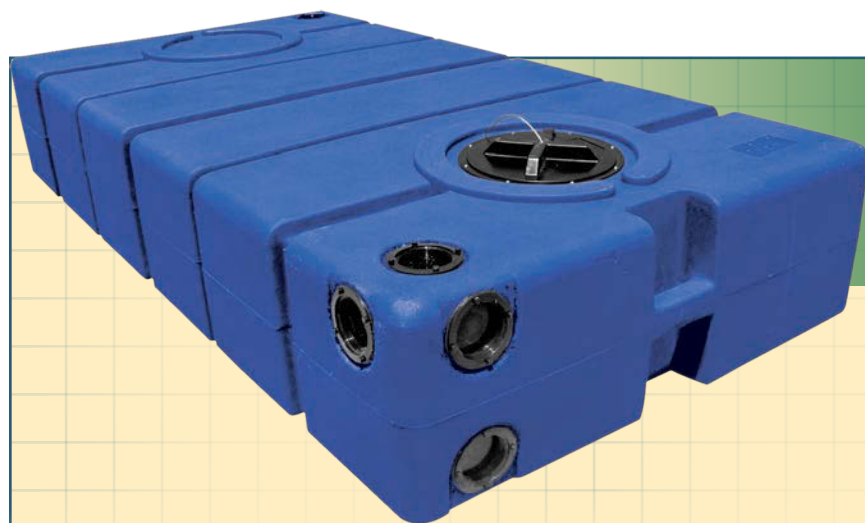
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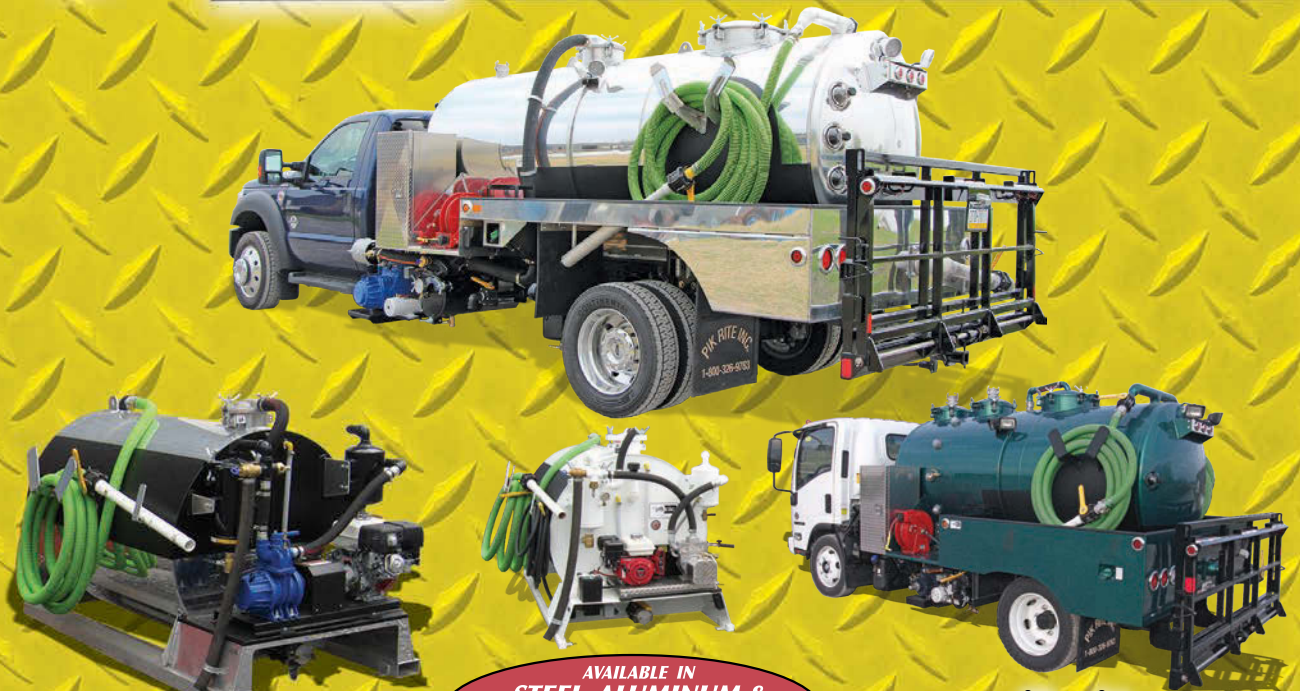
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Expanding the Water Supply

T.S.F. COMPANY INTRODUCES NEW FRESHWATER HOLDING TANK SYSTEM AT 2014 EXPO

By Craig Mandli

The T.S.F. Company typically introduces one new product at every Pumper & Cleaner Environmental Expo International. In 2014, T.S.F. rolled out the Freshwater Supply, a 100-gallon portable freshwater supply tank designed for job sites or events where non-filtered, non-potable freshwater is needed. According to the company's office manager, Rosie Stitzman, the new unit was a source of chatter among Expo attendees who operate field offices.

"We normally have polyethylene cylinders around, but never sold them as a stand-alone unit," says Stitzman. "We've been asked if we could do something like this over the years, and this year we decided to do it. One day in the office I asked [company owner] Bob Schenk how tough it would be to make a stand-alone freshwater supply tank out of a cylinder. He got right on it, and after a few days, this is what he came up with."

The lightweight, 55-pound polyethylene tank stands 69 inches high and has a diameter of 24 inches. The water level is easy to monitor through the semi-transparent tank wall. "This unit is ideal for a mobile field office with a toilet and hand-wash sink," says Stitzman. "There are a lot of areas where



something like this could come in very handy on a job site. The response has been great."

The model Schenk designed comes with two 3/4-inch spin welds so tanks can be connected together for more capacity. Units come with an automatic shut-off when water reaches 3/4 of an inch from the top, an 8-inch opening for service and clean out, a 3/4-inch seal and plug for the drain, a 3/4-inch pickup tube, a 3/4-inch fitting for filling with a hose and a low-water shut-off.

"We have gotten a lot for requests of this, so it was big hit almost immediately," says Schenk. "It's such a great unit for office trailers, so we're seeing a lot of business in construction and oilfields and other remote work sites."

The Freshwater Supply also features a Flo-Jet pump that moves 3.8 gpm at a steady 45 psi. "We are very happy with how this one turned out," says Schenk. "So far the response has been very good. The people I've talked with are happy that we're making something like this."

Schenk says the new product prompted many Expo conversations with customers he's never talked to before, generating fresh sales leads for the company that's been in business for 55 years.

"I've talked to a lot of people with more permanent-type trailers that see a big need for freshwater storage for hand-washing, flushing toilets and even showers," says Schenk. "The nice thing about this unit is that it's shipped ready to go. All you have to do is fill it up, hook up the hoses and provide power to the pump and you'll have running water. The automatic shut-off is really nice, too."

Schenk says plans are already in the works for a new product to introduce next year, as the Expo is renamed the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show.

"We love coming to this show, and it's always our goal to bring something new and exciting for the industry," says Schenk. "The last few years have been very good shows for us, and we're already looking forward to 2015." 800/843-9286; www.tuff-jon.com ■

T.S.F. Company's Bob Risse, left, explains the features of his company's new Freshwater Supply tank to an attendee at the 2014 Pumper and Cleaner Environmental Expo International. (Photo by Craig Mandli)

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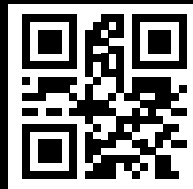


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Bob Carlson is author of Pumper 101: The Complete Guide to Owning and Operating a Vacuum Truck and has spent many years building and repairing trucks for the portable sanitation industry. Send questions for Carlson to truckcorner@promonthly.com.



5 Handy Additions For Your Truck

CHECK OUT THESE COMPONENTS THAT CAN IMPROVE YOUR EFFICIENCY, HELP PRESERVE YOUR VACUUM SYSTEM AND CONTROL EXHAUST ODORS

By **Bob Carlson**

QUESTION: I have a friendly competitor. We talk from time to time about business. I share my troubles and successes and he shares his. He recently brought up the idea of buying an 'oil separator' and a 'silencer' for his truck. He told me it would make his pump run quieter, but is this true? What is a 'silencer' and how does it fit in the scheme of things?

Danny Bishop, Portland, Ore.

ANSWER: There are many optional accessories available for vacuum systems. Let's talk about those accessories. These items are not absolutely necessary for the safe operation of your vacuum system, but they will improve and extend the life of your system:

Pre-filter: The basic operating system has a primary shut-off on top of the tank, followed by the secondary moisture trap, and then the next item in line is the vacuum pump. The pre-filter is set in line after the secondary and before the pump. In a sense it is a 'thirdary.' It can act as a final line of protection to your pump. The pre-filter catches whatever is possibly passing through your secondary before it reaches the pump. Inside, the pre-filter is a 300-micron stainless steel screen designed to catch the smallest waste.

Oil separator: The oil separator does exactly what its name implies. It catches exhaust oil from the pump, similar to the oil catch muffler. Its main drawback is that it offers no real muffling of the noise involved in pump operation. Manufacturers of oil separators advise buying a 'silencer' to work in tandem with the separator.

Silencer: This is a device for cutting down the noise of your vacuum system. It is generally installed in line with the oil separator and reduces the operating noise level. I don't have a lot of experience with these components, but truck owners I respect have told me having an oil separator and silencer, along with the oil catch muffler, has made a big difference in the noise. Some systems are noisier than others, so it's a personal decision if you want to use these items.

Exhaust interceptor: This is another cousin to the oil catch muffler. It is installed in line after the oil catch muffler. In one sense, it is another oil catch muffler. It reduces smoke and noise, while at the same time capturing leftover oil that may be coming from the pump.

Deodorizer: The deodorizer system masks offensive exhaust from the vacuum operation. It is intended to make the work more tolerable for your drivers and save passersby from getting a whiff of those odors. The deodorizer features an aluminum box filled with computer-designed balls and attached right after the oil catch muffler. A diluted, scented deodorizing concentrate is added and the vacuum tank exhaust passes through the box, covering up odors.

These five add-ons do not necessarily prevent major problems in your vacuum system, but they can add a measure of protection and efficiency, as well as make the environment more pleasant for the technician and the public.

Explain these two valves

QUESTION: What's the difference between a ball valve and a knife-gate valve?

Rick Cuthbert, Omaha, Neb.

ANSWER: The answer to your question is found in the names of these two products. A ball valve has a handle connected to a ball and that ball opens and closes a system. The knife-gate valve operates like a guillotine. When the valve is open, the knife is up. To close the system, the operator pulls a handle that lowers the 'knife' like a guillotine and seals the system. Both types of valves work well, but the knife valve can sometimes build up residue, become stuck or no longer seal completely. ■

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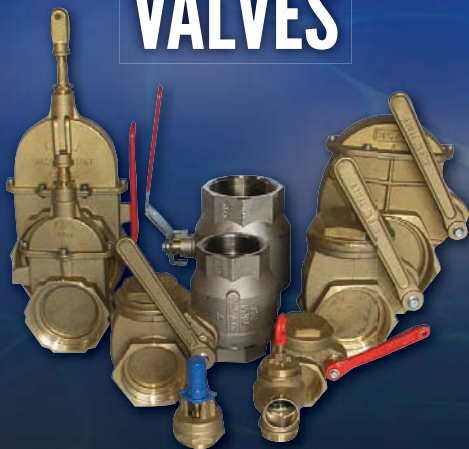
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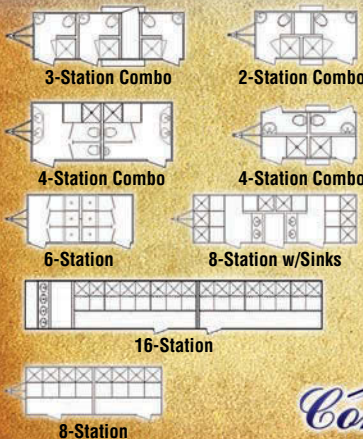
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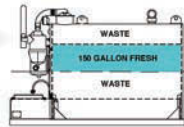


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Karleen Kos is executive director of the Portable Sanitation Association International. She may be reached at karleenk@psai.org or 952/886-7416.



A Little Help From Your Friends

By Karleen Kos

Recently the post office returned a brochure we had sent to a nonmember on the Portable Sanitation Association International mailing list. The markings indicated the company - in existence a couple of months ago - had gone out of business.

It happens. In fact, the U.S. Small Business Administration says 50 percent of small businesses fail within the first five years. While the list of reasons may vary from source to source, there is one that jumps out at me: About 85 percent of businesses that fail were not members of their industry trade association.

Of course there are no silver bullets. I cannot promise that membership in the PSAI will inoculate 100 percent of portable sanitation companies from the challenges businesses face. What I can say, though, is that - as a business

leader - you are going to be many times better off as a PSAI member when you face those challenges.

In addition to the pressures facing all businesses, there are unique concerns facing the portable sanitation industry. They affect every portable restroom operator and supplier, regardless of the company's size. Lack of respect for our work, downward price pressure and inconsistent regulations are just a few of them. No one individual or company can possibly solve these problems alone. Each company leader needs his or her industry trade association for the messaging power, collective wisdom, and relationships that can help create a sustainable and successful business.

In March, the PSAI Board of Directors adopted a new long-range strategic plan for the organization. It looks over a five-year horizon, anticipating the changing industry and the evolving needs of PSAI members. The plan creates specific approaches and deliverables that will preserve lives and improve experiences by providing clean, safe portable sanitation through our global member companies.

The plan calls for the PSAI to advance initiatives related to:

- Public information, education and advocacy
- Standards and industry guidance
- Training and credentialing
- Supporting members' business success

In the coming months you will be hearing more about our plans - and importantly - you will see the PSAI evolving to serve its members even more effectively in the changing environment. Nonmembers will inevitably benefit from our work, too, because our aim is to advance the industry for everyone's benefit.

So why bother with membership in the PSAI? Member companies will be able to impact these important initiatives and help drive the industry forward. On the other hand, "saving" the dues and going it alone deprives your firm of the camaraderie and expertise of fellow PSAI members. Longtime association participants tell many stories of how the advice of other members has led to better decisions and fewer costly mistakes. The positive return on dues investment can be as high as 500 percent. The decision to skip being part of a vibrant, forward-moving, member-focused association like the PSAI can be fateful - as the 85 percent who failed may now realize.

There has never been a better time to get involved in the PSAI. Join us on the way to the future of the portable sanitation industry! ■



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Portable Sanitation Association International

10 BENEFITS

TO BEING A PSAI MEMBER

- 1 Listing in our online member locator:**
Your customers can easily find you through our PRO Finder tool at www.psaai.org/pro-finder
- 2 One-stop access to industry products and services:**
Members receive a printed copy of the **PSAI Industry Catalog** so you can keep everything at your fingertips.
- 3 Industry-specific information:**
PSAI is exclusively dedicated to our industry by providing answers to all your portable sanitation questions on our website at www.psaai.org.
- 4 Networking:**
PSAI workshops, conventions, and trade shows are great places for members to meet business contacts whether you're buying or selling.
- 5 Certification:**
This PSAI-sponsored credentialing program has set the official skill and knowledge standard for professionals in the industry since 1992.
- 6 Standards:**
With PSAI – the recognized expert on issues related to portable sanitation – members help create, clarify and raise standards that benefit the industry.
- 7 Scholarship fund:**
Each year, PSAI awards at least eight scholarships to eligible PSAI member company employees and their families.
- 8 Educating consumers:**
The PSAI website, global education initiative, and convenient decals help assist members in educating consumers about portable sanitation.
- 9 Reward program:**
The PSAI may pay a \$100 reward for information leading to the arrest and conviction of anyone caught damaging a portable restroom.
- 10 Current news in portable sanitation:**
Monthly online publications and email newsletters keep members up-to-date.



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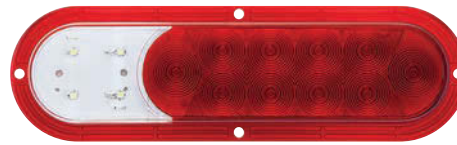
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PRODUCT NEWS



Optronics combo lamp

The 9-inch, half-inch-thick STL68 Combo Lamp from Optronics International is a combination LED stop, tail, turn and backup light that mounts to the vehicle surface. **800/364-5483; www.optronics.com.**

Enviro-Loo waterless sanitation system

The Enviro-Loo waterless sanitation system, made in South Africa and imported to the United States by ESNA (Environmental Service North America), separates solids from liquids and uses solar heat to create air currents that evaporate liquids and reduce solids to a dry material. The odorless system works without deodorants, additives or infrastructure. Waste drops onto an inclined, perforated drying plate, while liquids pass through the plate to the tank below. Aided by gravity, the solids move to the collection area, where dehydration and evaporation reduce the waste to a stabilized material, approximately 5 percent of its original volume. **571/292-3106; www.enviroloo.biz.**



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INDUSTRY NEWS

Hino delivers 10,000th truck to Penske

Hino Trucks commemorated the delivery of the 10,000th Hino truck to Penske Truck Leasing at Hino's plant in Williamstown, W.Va. The 2015 model 168A is part of Hino's Class 6 and 7 conventional truck line. ■

BUSINESSES

Business for Sale: Hide Your Hiney portables - \$100,000. Included is a 2006 F-450 dually, 6.0 Powerstroke diesel with 130,000 miles with pumping unit that holds 800 gallons waste and 400 gallons fresh water. Truck holds 2 units on back. One slide-in unit for another truck - 350 gallon fresh water and 350 gallon waste. 100 standard units, 3 handicapped units, 3 sinks, 6 tanks, and the business name. Please call Becky at 412-370-0865 with inquires (P06)

FOR SALE: Small family owned and operated 350-unit portable restroom company. Serving the local areas west of Colorado Springs, Colorado. \$379,499. ColoradoBusiness4Sale@aol.com (P06)

COMPUTER SOFTWARE

FreeServiceReminderSoftware.com, FreeServiceDispatchSoftware.com, FreeRouteManagementSoftware.com. (T06)

PORTABLE RESTROOMS

300 Tan PJN3 units for sale. Most units look like new. \$200 - \$325. Call Bill at 715-613-5929 or Jamie at 715-613-5836, WI (P06)

Olympic fiberglass flush units with sinks. Good condition, clean. Rented weekends only! NY/CT state line. \$250 each. Call 203-748-6906. (P06)

PORTABLE RESTROOM TRAILERS

For Sale: 2008 Wells Cargo Comfort Elite III, lightly used. \$18,500. Can send pictures. Minnesota. Contact clayton24542@gmail.com or 612-910-4157 (T06)

2009 AMS/Wells Cargo restroom trailer. 10 individual stalls, 4 sinks on rear. Jets VOD vacuum system. Low hours, HVAC, everything works, clean trailer. Trailer lowers to ground level. \$25,000. Call Jeff 512-590-2163 (P06)

2009 ACSI 24' high end trailer. Solid wood doors, Kohler toilets (can be removed) and vanities, wood floors. Excellent condition with low hours. Has a 500-gallon fresh water tank, 1,000-gallon waste. Propane-powered generator or shore power hook up. Heat, AC and stereo. \$37,000. 631-447-5216 (P06)

2 Decons, 28' Tonto, 18' Royal, 2001 ASCI, 16' Presidential, 26' Presidential, portable toilet hauler trailers. 315-437-1291, NY. (PBM)

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