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November 2014  
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## CHIP OFF THE OLD BLOCK

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## Taming the Tropics

Bamocol provides restroom service for the energy sector in Colombia's remote jungle oilfields **Page 16**





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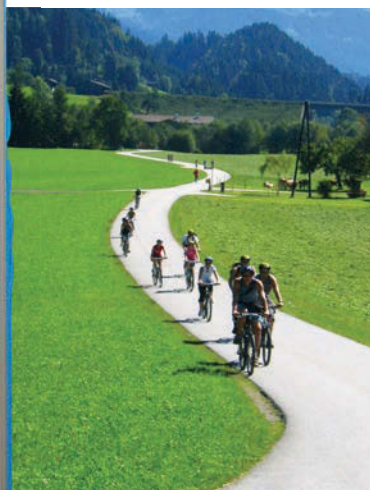
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## COVER STORY



### Chip Off the Old Block

Fourth-generation pumper Danny Schlomka was destined for a career in wastewater, but he branched out and made the portable sanitation specialty his own.

- **Ken Wysocky**

**ON THE COVER:** Danny Schlomka branched off from his family's 75-year-old wastewater business to start Schlomka's Portable Restrooms & Mobile Pressure Washing in Hastings, Minn. He's grown the company based on a philosophy of making customers consider his business irreplaceable. He's shown with a Minnesota-ready four-wheel-drive Ford F-550 crew cab built out by L. T. & E. Inc. with a Masport pump. (Photo by Brad Stauffer)

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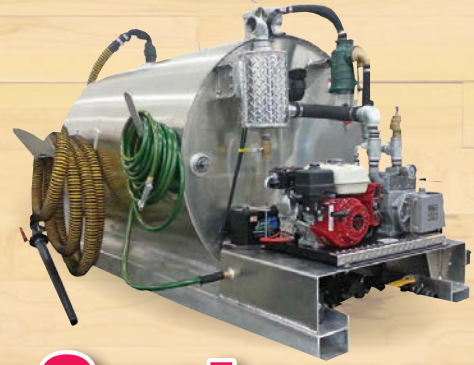
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# Think Outside the Box

**WILL YOUR EVENT CUSTOMERS PAY A LITTLE EXTRA FOR ADDED CONVENIENCE OR A MORE SATISFYING USER EXPERIENCE?**

**By Jim Kneiszel**

**T**he promotion of a new women-only restroom-hygiene product crossed my desk the other day. Stand Up is a disposable funnel that allows women to urinate standing in front of the bowl or into a urinal like a man. I wrote about a similar product, called the P-Mate, when it was introduced several years ago.

While I can imagine a market for these products – long lines for over-used music festival restrooms comes to mind – I’ve yet to see any woman I know carry one of the folded cardboard funnels at an event. When I first wrote about the P-Mate, one PRO told me he thought the product might go over in liberated Europe, but it would be a long time before Americans would use it.

I’m not sure about the viability of these products, but they got me thinking about accessories and services associated with restroom usage that PROs could offer to clients to make for a classier or more convenient portable sanitation experience. Most PROs already offer an array of restroom choices, from basic to higher-quality single units, all the way to restroom trailers that give that at-home experience in the field.

But aside from a variety of units, what do you offer to stand out from a crowd? It might not be a P-Mate, but maybe there are little touches you can add to A) stand out from the competition and B) generate more revenue from each job performed for your valued customers.

As the year comes to a close, take some time to consider if any of these offerings might give a boost to your business in 2015. Think about how much each would cost to provide and how much the market would pay for them. If the anticipated return is significantly more than the investment, it might be time to think outside the box with your marketing plan.

## **Toiletry kits**

Prepare a basket of personal hygiene products to set on the integrated shelf in your portable restroom units or on a table outside banks of restrooms at special events. These baskets could contain items including individual scented hand sanitizer packs, cleaning towelettes, sample colognes, lotions and maybe even samples of the aforementioned women-only urine funnels. You can find out more about these products at [www.pmateusa.com](http://www.pmateusa.com). The basket could be similar to the one you may include with your upscale restroom trailers, but would come at an extra charge for the standard units.

## **Attendant**

One of your uniformed crewmembers could monitor the cleanliness and paper products in a bank of restrooms at a high-end special event. An outdoor symphony concert or wedding party might be good target events

**If you offer attendants as a convenience for your best customers, ask if you can hand out cards for your business or display advertising for your company in the units. This could become an effective marketing tool.**

to promote this service. These events can draw more discerning end users who will have little patience for overused restrooms. Your customers may not think to ask for such a service because they aren’t used to seeing restroom attendants, or they might assume such a service would be too expensive for them.

You may want to look at offering attendants as a way to ensure top-quality service and price it within reach of many clients rather than look for the highest profit margin. An attendant can protect your reputation for cleanliness among end users who might just be your next customers. If you offer attendants as a convenience for your best customers, ask if you can hand out cards for your business or display advertising for your company in the units. This could become an effective marketing tool.

## **Staging and screening**

No matter how proud you are of your portable restrooms, more and more the goal of high-end special event organizers is to hide or obscure your units. Check out a PGA golf tournament and see the lengths organizers go to keep restrooms out of the view of spectators. Units are placed strategically away from view and often screened or placed in tents.

It’s logical other event planners will follow the PGA’s lead. They’ll want to avoid seeing users coming and going and hearing the constant slamming of spring-loaded restroom doors. They’ll also want to offer greater privacy to restroom users. That’s where you can sell customers on tasteful screening so your products aren’t so obvious. You can also offer options for staging restrooms, using plants, carpeting and signage to make a more attractive presentation.

## **Gender-specific units**

Plenty of PROs are offering gender-specific units, but many more should consider doing so. You need to win more women over to feeling comfortable using portable restrooms, and this is one way to do it. Order some units without urinals and reserve these units for special events. In addition to gender-specific signage, consider ordering the restrooms in white or a pleasing, contrasting color to the rest of your inventory to offer further



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cues to users. You could also add solar lighting and purse hooks to these units. Promote the units for weddings and high-end, low-traffic events first.

## Advertising

The inside and outside walls of your portable restrooms can make a great space for peel-and-stick temporary signage, and some of your customers may be interested in utilizing that space for advertising. Imagine a charity party or an outdoor music venue. Event planners might want to use this space to promote future events or for donor or sponsor recognition. Meet with a printer to develop several options for the signs and start offering the service.

## THE SURVEY SAYS ...

If you're unsure whether customers would buy into additional products and services, now is a good time to ask them. Put together a list of add-ons and prepare a survey for some of your most loyal customers. Call every company on your list this winter to A) check if they were happy with your service in 2014, and B) ask them the survey questions. Compile the results and sit down with your company's leadership team and discuss the options.

You may decide to add one or two offerings in the coming year as a test. After one year, you can keep the ones that work, discard the ones that don't and try a few new products or services the following year. There's no harm in trying new initiatives, even if they don't work out. Customers will appreciate that you're trying to find ways to improve their experience – and in turn please the end user of your restrooms. ■

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## Restroom Snafu

How many restrooms should you provide for a 3-hour, celebrity-packed event serving alcohol to 5,000 people? Go! Sadly, these event planners forgot to do their research. Find out what can you learn from this embarrassing snafu, and learn exactly how many restrooms you should provide.

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## Somebody's Gotta Do It

You have the best job! How often do you hear that? Portable sanitation's reputation is more about lack of knowledge than the actual work associated with portable restrooms. If you need some positive reinforcement, here are five reasons you have the best job.



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# 10 Ways You Are Being Lazy

## AND HOW IT COULD HURT YOUR BUSINESS

By Judy Kneiszel

**S**mall-business owners work hard. They wear lots of hats including accountant, lead salesperson, human resources manager, marketing coordinator, chief mechanic, truck driver and simply boots-on-the-ground laborer. If you are nodding your head and mentally adding even more titles to that list, you may be a bit defensive about this column's headline. How dare I call you lazy when you're working 12-hour days! Would it help if I admitted I'm probably hurting my business by being lazy about some things too?

If late fall and winter are your slower seasons, this is a good time to assess your business practices and do some tasks you have let slide. Taking action could eventually save you time because you won't have to spend the time cleaning up the messes being lazy can cause. Take "fire chief" as in "one who is constantly putting out fires" off of the list of hats that you wear by giving up these lazy behaviors:

### **Lazy Behavior No. 1: Not looking at your books**

It doesn't matter how busy you are, if you're not collecting from your customers, you can't pay your bills and your business is in trouble. Cash flow is crucial, so don't just assume the business is doing OK because the trucks are out every day. You need to spend time looking at the books or talking to your accountant. Tweaks in how promptly you bill or when your payments to vendors are due can make a big difference in cash flow.

### **Lazy Behavior No. 2: Neglecting your customers**

It's easier to keep existing customers than to find new customers, so don't take your regulars for granted. Check in on them. Ask how your team is doing and if there are any ways you could serve them better. Let them know about new specials, products or services you've added.

### **Lazy Behavior No. 3: Never changing your passwords**

Every couple of months we hear of some major company's data being hacked. Keep your personal and company data safe by changing passwords frequently, especially on banking and credit card sites. Don't be lazy and use the same old easy-to-remember password for everything. Create longer, safer passwords incorporating numbers, letters and symbols.

### **Lazy Behavior No. 4: Not taking the time to produce a quality photo of yourself**

Everybody's taking selfies with their smartphones these days, but a quick snap taken in your car with your phone is not a suitable photo of yourself for business purposes. Call a professional photographer and have a new headshot taken (it's not that expensive and it doesn't take much time). Then any time your company does something noteworthy you can provide the

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**If employees do a great job – going above and beyond their job descriptions – do you take time to thank or reward them? An occasional pat on the back goes a long way toward employee retention and winning company morale and it doesn't take much time.**

---

local newspaper with a headshot to go with the press release. It also looks better on your website and social media sites if you include a dignified and high-quality photo of yourself. It sends the message that yours is a top-notch professional company.

### **Lazy Behavior No. 5: Never posting to your social media sites**

If you set up a Facebook or Twitter account for your business, started a blog or have a LinkedIn account and after a few posts started to ignore it, people might think you've gone out of business. Keeping the content of your social media sites fresh will also put your business closer to the top of Google searches. And promptly responding to any comments or reviews – positive or negative – shows customer service is a priority for your company.

### **Lazy Behavior No. 6: Not backing up your files adequately**

What if your computer system crashed, there was a fire in your office or your laptop was stolen? Are your files backed up to an external hard drive stored off premises or saved on the cloud? And do you back up your files frequently enough? Setting up a reliable backup system and taking time to test it could turn a future catastrophe into a mere bump in the road.

### **Lazy Behavior No. 7: Never acknowledging a job well done**

If employees do a great job – going above and beyond their job descriptions – do you take time to thank or reward them? An occasional pat on the back goes a long way toward employee retention and winning company morale and it doesn't take much time.

### **Lazy Behavior No. 8: Not training your employees properly**

When you've got new employees, new equipment or a new client, take the time to train. Safety, as well as customer satisfaction, can be at risk if staff doesn't know what they are doing. Sink or swim is not a wise training philosophy.



# THE SLIDE IN WAREHOUSE

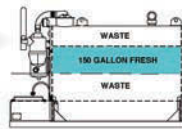


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### Lazy Behavior No. 9: Never checking references when hiring

You need someone on the job yesterday and calling references will just waste time. Besides, if an applicant provided a reference, surely that person will only have good things to say, right? Yes, it may delay the hiring process, but it is worth calling to make sure the references are legitimate and do indeed have positive things to say. Sometimes people can't refuse when someone asks to use them as a reference, but you can infer from a conversation that they are less than thrilled with the person's past performance. Taking more time in the hiring process saves a myriad of headaches associated with hiring the wrong person.

### Lazy Behavior No. 10: Never actually talking to people on the phone

Yes, we live in an age of text messages, voicemails and emails, but when you're making sales calls especially, just leaving a message won't do. You've got to connect and actually talk to another human being to hear what their needs are and make an effective pitch. Calling back until you actually reach a person shows your company believes in the personal touch.

### FINDING AN EDGE

You probably aren't remiss in all these areas, but every small-business operator is probably lacking in a few. Take the extra time to do things right, and you'll save work and frustration in the long run, leaving you more time to actually be lazy ... in a hammock, on vacation, with an umbrella drink in your hand. Oh, who am I kidding? You'll always be too busy ... but you'll be working smarter and your business will be more secure. ■

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## Rugged and Ready

**MCKEE TECHNOLOGIES – EXPLORER TRAILERS SHOWS OFF A NO-FRILLS RESTROOM TRAILER DESIGNED TO STAND UP TO THE ABUSE OF INDUSTRIAL SERVICE**

**By Craig Mandli**

The durable, no-frills Comfort Station restroom trailer from McKee Technologies - Explorer Trailers is built for the wear and tear inherent at busy construction sites and industrial placements.

The trailer has been available for several years, but 2014 marked its first appearance on the exhibit floor at the Pumper & Cleaner Environmental Expo International. With heavy-duty steel construction and a roomy interior, the trailer is designed for remote locations and extreme conditions, which answers a big market need, according to Derek Potma from McKee Technologies.

"The Comfort Station is available in many different configurations and sizes, and has an all-steel exterior designed for rough elements," Potma says. "The roof is actually a one-piece steel shell and is entirely leak-proof."

The Comfort Station was designed with a spacious cabin to allow workers on construction sites or oil and gas fields to use the facilities without first shedding heavy clothing, tools or other gear, according to Potma.



"We wanted to design a restroom trailer that gave workers on rugged work sites the room to go in and shut the door behind them without feeling cramped," he says. "The Comfort Station is large enough that it can be used as a changing room, too. It was designed with the need for excess space in mind."

The washroom includes stainless steel sinks, easy-to-clean fiberglass-reinforced plastic interior wall panels and metal floors. It is equipped with a 90-gallon freshwater tank and 130-gallon waste holding tank. Loading and transport is simple using either incorporated top crane lift hooks or the bottom forklift skid. The utility closet offers service access to thermostats, water and electrical. The fully insulated and heated unit is wired for 110V electrical service and can be operated to -40 degrees F.

"The whole interior of the unit is designed so that it can be hosed down after a day of operation," says Potma. "Everything on the inside and out in this unit is resistant to the elements."

McKee Technologies markets the unit as a solution for construction sites, mining operations, refineries and disaster relief. To demonstrate its durability, Potma explains how a unit at a New Jersey marina weathered a hurricane.

"We didn't know if it survived Hurricane Sandy until they sent us a photo," says Potma. "You can see damage and devastation all around, and there in the middle was the Comfort Station intact. It had some scratches on it, but that's about it."

Potma says he is encouraged by the positive reception to the Comfort Station he saw at the Expo, now known as the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show.

"We saw a ton of interest, especially from manufacturing plants and industrial areas that were looking for something semipermanent and pretty maintenance-free," he says. "The response was actually better than I expected. We'll definitely bring the Comfort Station back down to the show again next year." **866/457-5425; [www.explorertrailers.com](http://www.explorertrailers.com).** ■

**Ron Hipel, right, a technician for McKee Technologies – Explorer Trailers, points out some of the features of the Comfort Station restroom trailer to a 2014 show attendee. (Photo by Craig Mandli)**

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# Taming the Tropics

Colombia's Bamocol is up to the challenge of placing and cleaning restrooms in remote jungle regions to serve a burgeoning energy sector

BY BETTY DAGEFORD

**THE JOB:** Oilfield restroom service

**LOCATION:** Colombia, South America

**THE PRO:** Bamocol

## THE TEAM

Bamocol, a portable restroom and septic service company based in Cali, Colombia, is owned by Carlos Enrique Robles Mejia and his wife, Maria del Mar Zambrano Jaramillo. Robles says his most valuable assets are his 110 employees. "We always worry very much about our people," he says. "We always take care of them, love them, treat them as the most important thing in the company, otherwise you won't have a future."

Other family members include Zambrano's brother Adolfo Zambrano, operations and financial manager and Robles' right-hand man, and his wife Adriana de Angulo, customer service manager.

## COMPANY HISTORY

In the '90s Robles worked as an architect. He also enjoyed hang gliding, which indirectly led him into the portable sanitation business. "Before we go to fly, you always want to go to the bathroom," he explains. "In Colombia we have to go to the trees." Portable restrooms were unheard of then.

In 1995, when a friend brought back a picture of a portable restroom from a hang gliding event in Mexico, Robles saw the future and the course of his life changed. A few months later he attended a Satellite Industries trade show in Bogotá, where he bought his first two units. In 1998, Robles formed Bamocol,

(continued)

*Bamocol employees William Franco and Albert Murillo consult on the development of trails at Campo Rubiales. (Photos courtesy of Bamocol)*





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*Morning tailgate meetings are important to keep the crew working safely and staying on task in the oilfield. Here William Franco and Albert Murillo brief drivers at Campo Rubiales.*

ordered 40 Satellite Tufway units, borrowed an old truck and built a trailer and tank.

Because portable restrooms were a novelty, business development was slow. Robles took any request that came along including dangerous assignments in the mountains where he had several frightening encounters with guerrilla fighters. But there were some benefits, he says. "I became very famous. Everyone wanted to know about the [restrooms] – TV, newspapers. From being an unknown architect, I became a very famous portable toilet guy."

The tide turned in 2004 when Bamocol won a large contract from an engineering firm working on a transportation system. "From 92 toilets we went to 200 in just three or four months. Then we started growing."

The company operates out of eight locations with 1,500 units and 37 service vehicles.

## MAKING CONNECTIONS

In 2006 Bamocol received a two-year contract with the national oil company. The contract opened the door for further oilfield work, which soon became a focus for the company. It now has contracts with all the major local and multinational oil companies.

## MAIN EVENT

Oil production in Colombia has grown in recent years after regulatory reforms led to increased foreign investment. Fields are found throughout the country – from the Andes foothills in the west to the plains bordering Venezuela in the east, from the Amazonian jungles in the south to centrally-located Rubiales, the largest field.

*Javier Fandino, Rodrigo Romero, Giovanni Garzon, Arnold Gonzalez and Edwin Mora place a new order of restrooms at Campo Rubiales.*



**"Colombia only has around 15,000 portable restrooms and we have 47 million people. So we have a big future."**

**CARLOS ROBLES**

Because of the distances involved, Robles opened branch offices in each area contracts were awarded – Villavicencio, Barrancabermeja, Puerto Boyacá, Aguachica, Campo Rubiales and Yopal – all focusing on oilfield work. He also opened a branch in the capital, Bogotá, which, along with Cali, also does special events, construction projects, septic work and industrial pipe cleaning.

## THE JOB

Working in oilfields is unique and challenging, Robles says. "It's complicated, but since we have been doing it since 2006, every day we learn more, our work is easier, we can do what they ask us to do." Challenges include:

**Regulations.** Bamocol must comply with numerous local, national and international regulations covering safety, the environment, personnel, service vehicles, security and waste treatment. Each branch has a specialist whose job is to keep up with regulations and ensure compliance.

**Security.** All prospective employees take a polygraph test. This is a company policy after having had some bad experiences, as well as a requirement by petroleum companies to conduct background checks on drivers. Each oilfield has different security requirements regarding access.

*(continued)*







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**Right:** Bamocol's William Murillo does a routine inspection drive through the oilfields. An oil well works near these sand-colored Satellite Industries Tufway restrooms.

**Below:** Technician Giovanni Garzon cleans a restroom unit at Campo Rubiales. Bamocol places hundreds of units at remote oilfield locations in Colombia.



**Left:** This is part of the vehicle fleet at Bamocol. Vacuum units are locally sourced for the company's 37 trucks.

Those on public roads are the easiest. In other cases, drivers must pass through security checkpoints after having made arrangements days ahead of time. Access to refineries is the strictest, requiring advance permission and extensive documentation.

**Travel.** Oilfields are generally in remote areas where roads are few and in poor condition. Drivers are also hampered by the 25 mph speed limit in many areas. Because of difficult travel conditions the 10 drivers in Campo Rubiales stay at the camp on a 21-days-on/9-days-off or 14-days-on/7-days-off schedule, with food supplied by the client.

Robles must travel by plane to visit his remote offices – two to Campo Rubiales, two to Aguachica and Puerto Boyacá plus a 3 1/2 hour drive. “I travel all the time – in a plane, by boat, driving,” he says.

## BY THE NUMBERS

The company has 50 Satellite Wave hand-wash stations and 600 Satellite portable restrooms in numerous oilfield locations – mostly sand-colored Tufways but pink Globals for women unhappy sharing with men. “A good solution was to buy pink because macho men will never use a pink toilet,” Robles says. Units are delivered using company-designed trailers or, in tight conditions, service vehicles.

All units have a flush system. “When we started our business, we always thought we wanted it to be the best – the best service, the best toilets,” Robles

**“A good solution was to buy pink because macho men will never use a pink toilet.”**

**CARLOS ROBLES**

says. “Our philosophy is to give an example to others, not only to our competitors but to the society.”

Bamocol keeps track of units, trucks and drivers with a company-developed GPS system. Every unit has a chip the drivers scan which sends an email to customer operations and the main office. “The customer and us, we know exactly what time the service truck is at the toilet,”

Robles says. “We also know what speed he’s going, where he’s going, who is driving, when the pump starts.”

## KEEPIN’ IT CLEAN

Cleaning procedures are written down and reviewed constantly to ensure compliance with certification requirements. Using Safe T Fresh deodorant products from Satellite, units are serviced two or three times a week by uniformed drivers wearing oil-industry-required long-sleeved coveralls, work boots, hard hats, rubber gloves and respirators (3M Company Model 601). The company recently purchased three LANDA PHW4-30024B hot-water power washers. “You can’t imagine how much the smell of our toilets changes with that,” Robles says. “With those things you start making a difference with your competitors.”





*Above: The administrative and commercial staff of Bamocol pose at the company headquarters.*

*Right: Carlos Robles, president, addresses Bamocol staff.*



Service vehicles are mostly 2004 through 2015 Freightliners, Chevrolets, Fords, Nissans, Hyundais and Internationals outfitted with company-designed, locally sourced steel tanks ranging in size from 260 gallons waste/130 gallons freshwater to 1,300 gallons waste/260 gallons freshwater. They use Juroop, Masport Inc. and Conde (Westmoor Ltd.) pumps.

Waste disposal is one of the company's biggest challenges. Robles says only 11 percent of the country's treatment plants are in good working order, so he has had to take matters into his own hands. In Barrancabermeja he built a plant with a partner. He also sponsors sanitation research at local universities. "We can't only be a portable toilet company. We must look forward to have our own treatment plants to close the circle," he says.

Most of the company's branches are near good facilities, but from Puerto Boyacá it's a four-hour drive, and Villavicencio five hours. Waste is stored in bulk drums before the once- or twice-weekly transport.

## READY FOR THE FUTURE

Bamocol has a solid niche in the high-barriers-to-entry oilfield work and is expecting more work there in the future, providing units for road construction crews and hauling water used in the pumping process, which companies are required to treat. "Colombia only has around 15,000 portable restrooms and we have 47 million people. So we have a big future," Robles says. ■

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# Education Day Sessions

Monday, February 23, 2015

## NAWT

National Association of Wastewater Technicians  
Room 234-236

- 8 a.m. Pre-Trip Inspections
- 9:30 a.m. Hours of Service (HOS) Overview
- 11 a.m. Roadside Inspections
- 1:30 p.m. Environmental Impact Study: Effects of Water Softener on Septic Tank Performance
- 3 p.m. A Study of Microbiological Induced Corrosion
- 4 p.m. Ask the Expert Q & A

## WJTA-IMCA

Water Jet Technology Association  
Industrial Municipal Cleaning Association  
Room 140-142

- 8 a.m. Hydroexcavation — Tools to Stay Current in a Changing Marketplace
- 9:30 a.m. Maximizing Productivity on Vacuum/Air Mover Projects
- 11 a.m. Waterblast Safety Can Enhance Productivity, Quality and Profits!

## SSCSC

Southern Section Collection Systems Committee  
Room 231-233

- 8 a.m. Combination Vacuum Unit Operation Overview
- 9:30 a.m. Been There, Done That, Got The T-Shirt (Small Business From a Hands-on Perspective)
- 11 a.m. So You Think You Are the Best? CCTV Inspection In Its Highest Form
- 1:30 p.m. Avoid the Pitfalls — Trenchless Pipeline Repair and Renewal
- 3 p.m. NOZZLES, NOZZLES, NOZZLES!
- 4:30 p.m. Ask the Experts Q & A

## SSPMA

Sump and Sewage Pump Manufacturers Association  
Room 243-245

- 1:30 p.m. Sizing Guidelines for New or Replacement Sewage Pumps
- 3 p.m. Backup Battery and Combination Pump Systems Evaluation and Installation
- 4 p.m. Specifying Pumps: Why Do Pumps Fail?

## NASSCO

National Association of Sewer Service Companies  
Room 130-132

- 8 a.m. Overview of Manhole Rehabilitation Technologies
- 9:30 a.m. When, Why and How to Defeat Infiltration Cost Effectively
- 11 a.m. New Opportunities in Small-Pipe Relining and Reinstatement
- 1:30 p.m. Pipeline cleaning Best Practices
- 3 p.m. Large-Diameter Pipe and Drain Rehabilitation Technologies
- 4:30 p.m. Ask the Experts Q & A

## NEHA

National Environmental Health Association  
Room 237-239

- 8 a.m. New Technologies for Non-Potable Water Use
- 9:30 a.m. Rules & Regulations with New Technologies and Working with Regulators
- 11 a.m. New Technologies for Non-Potable Water Use Part 2
- 1:30 p.m. OSHA Regulations and Smart Business
- 3 p.m. Sales & Marketing with New Technologies
- 4 p.m. Ask the Experts Q & A

## NOWRA

National Onsite Wastewater Recycling Association  
Room 240-242

- 8 a.m. Lobbying
- 9:30 a.m. Field Inspections Part One
- 11 a.m. Field Inspections Part Two
- 1:30 p.m. Septic Tank Safety — Lethal Lids
- 3 p.m. Time Dosing
- 4:30 p.m. Ask the Experts Q & A

## Portable Restroom Track

Beverly Lewis  
Room 243-245

- 8 a.m. Mastering the Busy Season
- 9:30 a.m. A Great Customer Experience
- 11 a.m. Employee Retention and Recruitment

## Business Track

Kelly Newcomb, Ellen Rohr, Women's Roundtable  
Room 136-138

- 8 a.m. Grow or Go! Why Most Companies Fail to Grow Effectively and What You Can Do to Keep Your Company From Failing
- 9:30 a.m. Target Marketing: How to Effectively and Efficiently Grow Your Sales
- 11 a.m. Effective Branding and How it Can Help Your Business
- 1:30 p.m. Business Basics 101
- 3 p.m. Build the Business You REALLY Want
- 4:30 p.m. Women in Wastewater Roundtable Discussion

Gil Longwell  
Room 140-142

- 1:30 p.m. Protecting Private Enterprise

## Marketing Track

Susan Chin  
Room 133-135

- 8 a.m. Ladies and Gentlemen: Create Your Personal Brand and Strategic Network for Success in 5 Easy Steps
- 9:30 a.m. Effective Website Design and Engaging Customers in the Digital Age
- 11 a.m. Tapping into the Power of Social Media and Content Marketing

## Road Rules & Safety Track

John Conley  
Room 133-135

- 1:30 p.m. A Trucker's Guide to Washington Speak
- 3 p.m. Cargo Tank Safety and Regulatory Report
- 4:30 p.m. Compliance with Part 180 and Preparing for a Tank Truck CT Shop Audit



## Tuesday Sessions

Detailed session information available at: [wwett.com](http://wwett.com)

February 24, 2015

### NAWT Track

Room 234-236

- 8 a.m. Septage Processing Introduction:  
Working with an Engineer
- 9:30 a.m. Analyzing Your Resources:  
What Goes on Around You is Important!
- 11 a.m. Introduction to Odor Control

### Installer Track

Room 231-233

- 8 a.m. Soils, Design, O&M: What Every Installer  
Should Know
- 9:30 a.m. Best Installation Practices for  
Trouble-Free Pump Controls
- 11 a.m. Introduction to Effluent Filters

### MSW Track

Room 237-239

- 8 a.m. Mapping Solutions for Repair and  
Maintenance of Water Distribution Systems
- 9:30 a.m. The Shift from Reactive to Proactive  
Wastewater Management Best Practices
- 11 a.m. Why Hasn't Your Sewer System Evaluation  
Survey Testing Worked?

### Treatment Plant Operator Track

Room 240-242

- 8 a.m. An Emerging Technology for Lagoon-Based  
Nutrient Removal
- 9:30 a.m. The New Wastewater: Collection System  
Challenges Caused by Today's Modern Trash
- 11 a.m. Wastewater Microbiology

### Industry Safety Track

Room 243-245

- 8 a.m. New Trends and Technology in Equipment  
for Excavation Safety
- 9:30 a.m. Best Practices: Use, Care and Repair of  
High-Pressure Sewer Cleaning Hose
- 11 a.m. Development and Execution of a Cross-Bore  
Prevention Program

### Business Track

Room 130-132

- 8 a.m. How to Position Your Company in the Market Today
- 9:30 a.m. Six Proven Tactics to Generate Leads and  
Turn Them Into Revenue
- 11 a.m. Growth by Acquisition or Exiting Gracefully:  
Buying or Selling a Septic or Sewer Business

### Cleaner Track

Room 133-135

- 8 a.m. Drain Cleaning Methods - Then and Now
- 9:30 a.m. The Physics of Pipe Cleaning Tools and  
How I Make it Work for Me
- 11 a.m. Lateral Lining - Are You Using the Right Tool?

### Industry Technology Track

Room 136-138

- 8 a.m. How to Manage Septic Systems  
using Remote Monitoring
- 9:30 a.m. GPS Tracking: Hype Vs. Reality
- 11 a.m. Wireless Controls in the Waterjet Industry:  
Sacrificing Safety for Convenience

### Pumper Track

Room 140-142

- 8 a.m. True Crime Scene Stories: How to Inspect  
and Troubleshoot Suspect Onsite Systems
- 9:30 a.m. One Man's Waste is Another Man's Treasure
- 11 a.m. Dewatering Options for Roll-Off Containers



\*Complete contest rules and details at: [wwett.com/rules](http://wwett.com/rules)





# Wednesday Sessions

Detailed session information available at: [wwett.com](http://wwett.com)

February 25, 2015

## Pumper Track

Room 140-142

- 8 a.m. Considerations in Building Your Next Vacuum Truck
- 9:30 a.m. Grease Collection and Treatment:  
Raising the Bar Via Resource Recovery
- 11 a.m. Analyzing Common Onsite Septic System  
Malfunctions and Options for Prevention & Correction

## MSW Case Study Track

Room 231-233

- 8 a.m. Retrofit of the Lansdowne Sanitary P/S
- 9:30 a.m. Huntington Beach Successfully Navigates  
Emergency Repair of Fragile Storm Drain
- 11 a.m. Collection System Rehabilitation –  
Alternative Technology

## MSW Technology Track

Room 237-239

- 8 a.m. Implementation of Acoustic Inspection Technology  
at the City of Augusta
- 9:30 a.m. Highlights from the 7th Edition of Operation  
and Maintenance of Wastewater Collection  
Systems Manual
- 11 a.m. Technological Advancements Fulfill the  
Promise of Zoom Survey Paradigm

## Portable Sanitation Track

Room 136-138

- 8 a.m. Portable Sanitation - Special Events
- 9:30 a.m. Making Your Portable Restroom Business Lean  
and Mean – How to Boost Productivity and  
Increase Your Bottom Line
- 11 a.m. Building and Coaching Your Portable Sanitation Team

## Treatment Plant Operator Track

Room 240-242

- 8 a.m. Utility Regulation Basics for Grease Haulers
- 9:30 a.m. The Waste in Our Wastewater
- 11 a.m. Security Issues and Best Practices for Water/  
Wastewater Facilities

## Pipe Rehab Track

Room 243-245

- 8 a.m. Integrating Temperature Sensor Technology  
within Lateral Pipeline CIPP Installations
- 9:30 a.m. CIPP Calibration and Vacuuming
- 11 a.m. Extending Life Expectancies with Corrosion-  
Resistant Coatings and Linings

## Business Track

Room 133-135

- 8 a.m. Team Building for Profit
- 9:30 a.m. Ten Commonsense Ways to Grow and  
Improve Your Business
- 11 a.m. Setting Expectations – The Key to Sales  
and Customer Satisfaction

## Advanced Installer Course

Room 234-236

8 a.m. - 5 p.m.

- Introduction and Site Evaluation
- System Sizing and Basic Design Principles
- Pumping to Systems
- Installations of ATUs
- Installing for Management
- Troubleshooting Systems

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*Danny Schlomka bought his latest rig, this 2014 four-wheel-drive Ford crew cab, off the floor of the 2014 Pumper & Cleaner Environmental Expo International (now called the Water & Wastewater Equipment, Treatment & Transport Show). (Photos by Brad Stauffer)*

# CHIP OFF THE OLD BLOCK

Fourth-generation pumper Danny Schlomka was destined for a career in wastewater, but he branched out and made the portable sanitation specialty his own **BY KEN WYSOCKY**

**F**amily ties helped Danny Schlomka wedge a foot into the door of the portable sanitation industry. But he pushed it wide open and kept it that way all on his own, turning a tiny sliver of an old-line septic service and industrial cleaning enterprise into a thriving business in southeastern Minnesota.

Since heading out on his own in 2007, Schlomka has grown Schlomka's Portable Restrooms & Mobile Pressure Washing LLC in Hastings from one employee (himself), one service truck and a half dozen restrooms into a diversified company with four employees, four pump trucks and more than 400 restrooms.

Success didn't come by way of a grand strategic business plan; Schlomka says he took some lumps along the way as he learned the business. But he had three things going for him: a great business reputation, established by his hard-working grandfather, Hank Schlomka; a solid work ethic, instilled by his father, Donny; and a simple business philosophy – make customers consider his business irreplaceable.

"When I started out, I never dreamed the business would become what it is today," Schlomka says. On the restroom side, monthly rentals generate about 90 percent of the revenue, with the rest related to special events. Restroom rentals produce about 85 percent of the company's sales, with the balance coming from a pressure-washing specialty.

## Schlomka's Portable Restrooms & Mobile Pressure Washing LLC Hastings, Minn.

**Owner:** Danny Schlomka

**Founded:** 2007

**Employees:** 4

**Service Area:** 30-mile radius around Hastings, Minn.

**Specialties:** Portable sanitation and pressure washing

**Affiliations:** Portable Sanitation Association International







**Left:** The Schlomka Portable Restrooms & Mobile Pressure Washing crew includes, from left, Alan Knutson, Josh Wickberg, Danny Schlomka, Sarah Monroe and Anthony Lapean.

**Below:** Schlomka uses his Toyota forklift to move a Satellite Industries ADA-compliant restroom around the company yard.

## FAMILY MATTERS

Schlomka's business technically dates back to 1939, when his great-grandfather, Carl Schlomka, and his brother, Roy, started a cesspool-cleaning business. In 1968, Hank Schlomka took over the business and expanded into industrial cleaning services for area refineries and pipelines.

Hank eventually sold the industrial cleaning branch of the company to his son and daughter-in-law, Donny and Susan Schlomka (Danny's parents), in 2000. As he prepared for retirement, Hank then sold the septic end of the business to his nephew, Larry Schlomka, and his granddaughter, Andrea, in 2006. The septic business offered a few restrooms for its loyal customers, and Larry wasn't interested in portable sanitation.

So Donny told son Danny he should think about serving that niche.

Schlomka jump-started his fledgling business by nabbing a big job supplying 50 restrooms for a 70-mile-long oil pipeline project south of St. Paul, Minn. His family's connections in the refinery/pipeline industry helped him get the job, but he proved up to the task; in fact, by the time the project ended in fall of 2008, he was providing 75 restrooms.

The job was critical in two ways. First, it gave Schlomka the capital to expand his inventory. Secondly, it led to small-scale diversification when the pipeline company asked Schlomka if he was also interested in buying equipment to pressure wash some of its machines.

## DONATING UNITS

"After that, it got so busy that I hired my first employee," Schlomka explains. "That employee drove the portable restroom routes, while I ventured into pressure washing. It involved a

"I also donated restrooms for fundraising walks and runs for local hospitals and charities. It was a good way to get my name out there. Was it risky? Yes. But it kept us growing. ... In fact, there hasn't been one year when I haven't bought restrooms or equipment, even if it wasn't a very profitable year. I always reinvest profits back into the business."

**DANNY SCHLOMKA**



Danny Schlomka, left, and employee Josh Wickberg unload Satellite Industries restrooms from a McKee Technologies Inc. transport trailer at the company yard.

## You may know this WWETT regular

A wise sage once noted that men don't quit playing because they get old; they grow old because they quit playing. That bodes well for Hank Schlomka, who finds plenty of time for hobbies as the retired 74-year-old patriarch of a family of wastewater service businesses he helped establish decades ago in Hastings, Minn.

Schlomka still occasionally works with "the boys," as he calls his son, Donny, who runs Schlomka's Vac Truck Service Inc.; nephew Larry, who operates Schlomka Services LLC; and grandson Danny, who owns Schlomka's Portable Restrooms & Mobile Pressure Washing LLC. But he's even busier restoring the more than 100 vintage cars, trucks and tractors he owns, as well as fashioning wooden bowls that he often hands out randomly "to whoever looks like they need one" at the annual Pumper & Cleaner Environmental Expo International (now called WWETT).

"I still do a little advising here and there, but I'm not in the trucks anymore," he says of his involvement in the family businesses.

Instead, the good-humored Schlomka – a self-described "jack-of-all-trades and master of some" – says he's always busy with something, especially with the wooden bowls and vehicles. "My dad and mom were the same way – always go, go, go," Schlomka says, explaining the source of his boundless energy.

Schlomka started turning bowls on a lathe in 1990, when he made about 25 for Christmas presents. To date, he's made more than 3,000, using everything from aromatic cedar to oak, maple and birch.

"Everyone liked them so much that I just kept on making them," he says. "Last year I made more than 300, now that I have more time. If I spend more than two hours making one, that's a long time. It usually takes longer to stain and varnish them than it does to actually make them."

### If it has wheels, he wants it

Schlomka is just as passionate about his vehicles, stored in several buildings. One of his favorites is the 1931 Ford he bought when he and his wife, Carol, got married in 1957. "I still have the same car and the same wife, and they both still run," he quips.

Most of the cars and trucks are still drivable. Schlomka says he's traveled as far as North Dakota, Missouri and Georgia to buy the vehicles, which he finds through tips from friends and family. "Once you go take a look at one, you end up with it," he notes.

Schlomka says it's hard to pick a favorite, but he really enjoys driving his 1957 Chevrolet 210 hardtop. He also just bought two rarities: a 1929 Whippet and a 1925 Star.

"I spend a lot of time restoring vehicles in winter," he says. "I try to restore one car a year, but I did three last winter."

When does Schlomka plan to stop? Not any time soon, by the sound of it. "I've got more projects going than I've got years left," he says. "I hate to even buy green bananas at my age. But I plan to keep going and give 'er hell every day."



*Hank Schlomka has made more than 3,000 wooden bowls over the years. Many of them have been handed out to friends and strangers at the Pumper & Cleaner Environmental Expo International over the years.*



*Above: Hank Schlomka has bought and restored more than 100 vehicles and tractors over the years. He's shown with a portion of the collection.*



*Left: Hank and Carol Schlomka get ready to ride down the road in their 1931 Ford truck, similar to the one driven by his father and company founder Carl Schlomka 75 years ago.*

lot of long hours, but some of that had a lot to do with not knowing how to do things. ... I was flying by the seat of my pants. Looking back, getting that one job ... allowed me to grow that much in one year. It definitely was a unique opportunity."

After the big project wound down, Schlomka continued to build his business. He initially focused on events like weddings, parties and graduations, but also strategically sought long-term rentals from customers along specific central routes.

"I also donated restrooms for fundraising walks and runs for local hospitals and charities," he adds. "It was a good way to get my name out there. Was it risky? Yes. But it kept us growing. ... In fact, there hasn't been one year when I haven't bought restrooms or equipment, even if it wasn't a very profitable year. I always reinvest profits back into the business."

In general, Schlomka says he doesn't worry about differentiating his company from competitors. "I just concentrate on what works for my customers," he notes.

As an example, he cites QuickScents and Cabana Spray deodorizer products made by Satellite Industries. "I buy things that work," Schlomka says. "I want our restrooms to smell noticeably better. We also offer hand sanitizer in all our restrooms at no extra cost."

"The four-wheel drive also helps us out in summer when we rent restrooms for corn-detasseling jobs. We have to drag the restrooms out into farm fields – sometimes a couple hundred yards in – and the ground tends to be quite muddy."

**DANNY SCHLOMKA**

### EQUIPMENT LIST

The company owns 400 Global restrooms from Satellite. Schlomka likes the open-grid floor that promotes fresh-air circulation. About 30 of the restrooms comply with the Americans with Disabilities Act; they're used primarily in municipal parks, he says.

The truck fleet includes a 2006 Ford F-250 with a self-fabricated 300-gallon waste/100-gallon freshwater steel tank and Conde pump from Westmoor Ltd.; a 2000 Ford F-450 with a 600-gallon waste/300-gallon freshwater steel tank and Conde pump built by Satellite Industries; a 2011 Ford F-750 built out by L. T. & E. Inc. with an

*(continued)*



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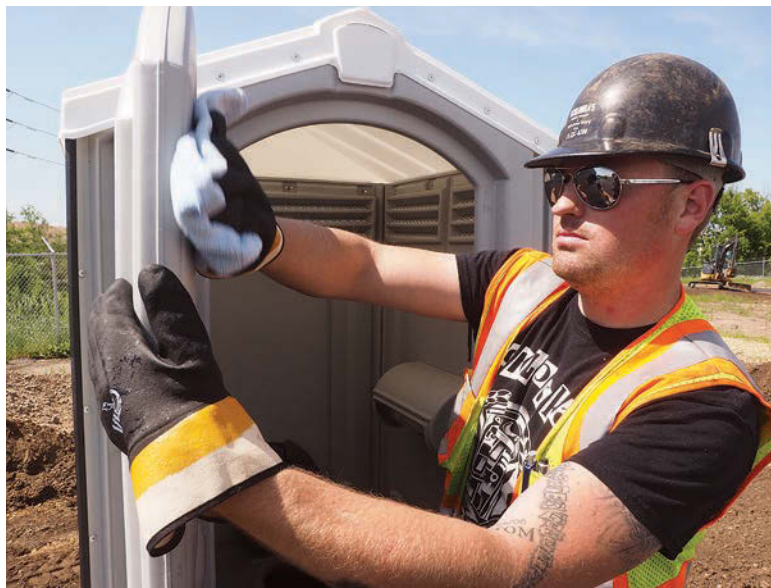


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**Above:** Danny Schlomka prides himself on providing clean restrooms to his customers. Here he wipes down a unit for delivery.

**Right:** Sarah Monroe, office manager and fiancée to Danny Schlomka, reviews work orders at Schlomka's Portable Restrooms & Mobile Pressure Washing.



800-gallon waste/400-gallon freshwater stainless steel tank and Masport Inc. pump; and a 2014 Ford F-550 equipped with four-wheel drive, a 600-gallon waste/350-gallon freshwater stainless steel tank from L. T. & E. and a Masport pump. Vacuum trucks are also equipped with pressure washing equipment from Cat Pumps and powered by Honda or Briggs & Stratton engines.

Schlomka says the four-wheel-drive Ford truck, purchased at the 2014 Pumper & Cleaner Environmental Expo International (now the Water & Wastewater Equipment, Treatment & Transport Show or WWETT), helps drivers better contend with Minnesota's brutal winters. "Sometimes it's tough to get to some of our portable restrooms," he notes. "We rent units to semipermanent sites in parks and ice-skating rinks that may not be plowed out before we get there ... we can't wait for plows to come.

"The four-wheel drive also helps us out in summer when we rent restrooms for corn-detasseling jobs," he adds. "We have to drag the restrooms out into farm fields – sometimes a couple hundred yards in – and the ground tends to be quite muddy."

Other equipment includes two pickup trucks (a 2008 Dodge Ram 3500 and a 1996 GMC 3500 Sierra); a 1996 Chevrolet Kodiak box truck that carries pressure washing equipment; two transport trailers made by McKee Technologies Inc.; a skid-mounted pressure washer (8 gpm at 4,000 psi) made by Hydro Tek Systems Inc.; and one skid-mounted hot- and cold-water Hydro Tek pressure washer (5 gpm at 4,000 psi) with a winterizing kit, used mostly for thawing frozen septic lines and other drainlines.

Schlomka says he went with one lower-flow unit because it minimizes water usage. "If I'm out all day long, it's usually not easy to find a water source to keep the tank filled," he explains. "So I want to use the least amount of water possible but still maintain a decent amount of pressure."

## REFINERY SERVICE

The business took another big leap in 2011 when it began supplying restrooms to a local refinery that Schlomka often visited while working for his father. The refinery is Schlomka's biggest client and occupies a good portion of the company's resources.

"I do have a lot of my eggs in one basket ... and all those worst-case scenarios run through your head every so often," he says. "But all I can do is mitigate future problems by seeing what's ahead – and make my company irreplaceable. If the refinery wants us to do something, we do it. Or if we see something that needs to be done, we take care of it for them. It helps a lot that

I know the refinery like the back of my hand because I used to work for my dad's vacuum company."

Looking ahead, Schlomka says one of his biggest challenges is controlling the pace of the



Technician and mechanic Alan Knutson completes routine maintenance on a Ford F-750 service truck built out by L. T. & E. Inc. Note the distinctive company logo on the door.

company's growth. Accepting more customers eventually requires more employees and equipment; to temper growth, he generally takes on only clients that stand along existing driver routes.

"I provide a quality service, and if I take on more work, I run the risk of taking away from the obligations I already have," he explains. "I find it difficult because, financially, you can only grow so fast ... if you hire another person, you want to do right by them by giving them enough hours. And if you need 100 new restrooms, that's about \$40,000.

"So we're good to go as long as we make enough money to be profitable and grow at a measured pace," he continues. "I'm mainly worried about maintaining the customers we have because they've treated us so well for so many years. I tend to stay in my comfort nook and try to grow slowly and steadily."

And keep on making his company difficult to replace. ■

## MORE INFO

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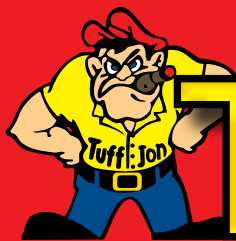
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## Is the Manual vs. Auto Debate Over?

**IMPROVING RELIABILITY, BETTER GAS MILEAGE AND ZERO LEARNING CURVE FOR NEW DRIVERS ARE SELLING POINTS IN A SHIFT TOWARD AUTO TRANSMISSIONS FOR BIGGER WORK TRUCKS**

By Ed Wodalski

In the age-old debate of manual versus automatic transmissions in commercial trucks, Brian Stroetz, vacuum truck sales representative for Western Star dealer V & H Trucks in Marshfield, Wis., believes automatics will soon be the transmission of choice.

Far from extinct, Stroetz says manual transmissions still hold an edge, but automatics are gaining fast. "I don't think they're outselling manuals yet. [But] I would say it's about even, where it used to be 2-to-1, manuals over automatics."

One reason manuals still might hold an edge is cost. While an automatic can add \$12,000 to the initial purchase price of a truck, Stroetz says much of that can be recouped when it comes time to sell. "You're paying more for it upfront, but you get more for it on the back end," he says.

### IN-TOWN CONVENIENCE

Paul McCain, owner of Burns Sewer & Septic in Victorville, Calif., says that although his nine trucks – including two vacuum rigs – have manual transmissions, he actually prefers an automatic transmission, especially for in-town driving.

"The drivers that I have are all driving manuals anyway and they're all good drivers, so I wasn't going to pay the extra money to get an automatic," he says. "Now if I had inexperienced drivers, I would probably go [with automatics]. Inexperienced drivers actually snap the driveshaft because they pop the clutch or they ride the clutch too much; they don't shift the truck right."

Stroetz says driver inexperience is costly. Repairing a manual transmission can cost \$4,000 to \$5,000, while an automatic might run \$10,000. "If you just talk about the transmission itself, it's more expensive to repair an automatic, no doubt about it. But if you throw in the cost of a [\$3,500] clutch, then it evens itself out."

While automatics enable fleet owners to hire from a larger, less experienced labor pool, safety is another factor to consider, especially in city traffic.

"You want your drivers to be concentrating on the road and what's going on around them versus what gear they're in," Stroetz says.

### TRANSITION TIME?

Ease of driving is one reason why Woody's Septic Tank Service of Holly Hill, Fla., has an automatic in all but one of its vacuum service trucks.

"The way it's going, not everybody knows how to drive a manual," says company manager Myron Berrian. "Every driver drives differently. While we do have drivers who stay with their vehicles constantly, we also have drivers that switch trucks quite a bit, and if you have a driver overworking the clutch, you have to replace it. With the automatics we don't have to worry about that."

Fuel economy – a longtime selling point for manual transmissions – no longer is a factor, says Stroetz, who gives the edge in performance to automatics. Today, computer-driven, tech-savvy automatics calculate the optimum time to gear up for maximum performance. "With a manual you still have to keep that rpm at the sweet spot for the best economy and shift at the right time to maximize that out."

As for dependability, Stroetz says new technology, especially in the last five years, has improved the reliability and longevity of automatics. "Twenty years ago they weren't nearly as good as they are now."

For those not ready to make the switch from a manual to a fully automatic transmission, manufacturers such as Eaton and Detroit offer an automated manual transmission (AMT) option that can cost \$6,000 to \$7,000. In the case of Detroit's DT12, the AMT combines a traditional clutch-actuated manual gearbox

with a computer-controlled shift actuator and clutch. The best shift patterns are selected electronically for optimal power or fuel efficiency. With computer-controlled shifting and clutch engagement, only two pedals are needed to operate the truck: brake and accelerator.

### VARIABLE-SPEED CRUISE

Detroit's 12-speed AMT also features variable-speed cruise control that enables the engine brake to regulate speed. With



**Above:** Manual transmissions, such as this Eaton Fuller, place full control in the hands of the driver. (Photos by Ed Wodalski)



**Right:** The fully automatic Allison transmission relies on computer technology for optimum performance.



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Computer-guided automated manual transmissions, such as this Eaton UltraShift, eliminate the clutch pedal.

the engine brake set to off, drivers can choose from three settings on the cruise control limit switch on the dash.

Low is designed for steep grades, slowing the truck at a threshold of 3 mph, for example. Medium is for rolling hills, braking the engine at a higher threshold of 6 mph. Off is for flat terrain or for areas with noise restrictions. The engine brake is disabled while in cruise.

Geared toward more novice drivers, the Detroit AMT includes safety features including hill start aid that prevents the truck from rolling backward on uphill grades of 6 percent or forward on a downhill grade.

According to TruckingInfo.com, AMTs offer superior fuel economy (between 1 to 2 percent) over automatics, partly because they transmit power through metal gears and not hydraulic torque converters. And when compared to manuals, AMTs shift better than inexperienced drivers.

### GETTING A WORKOUT

Todd McCann, whose insights and sometimes humorous views of the trucking industry can be found on abouttruck-driving.com, says one argument he hears is that trucks with automatic transmissions allow too many untrained drivers into the industry. "There is some truth to that," he writes. "After all, every minute a student spends learning to shift gears, they're also getting actual drive time behind the wheel. If you take out the process of learning to shift, you can be in and out of a truck driving school lickety-split. You know, they're absolutely right about this one, although that's really a philosophical argument, not a technical reason to hate automatics."

The way McCann sees the manual versus automatic debate, "If you want to wear your left knee out by double-pumping a clutch pedal, be my guest. Me? I'd rather blow out my left knee with my horrendous golf swing." ■

**"If you want to wear your left knee out by double-pumping a clutch pedal, be my guest. Me? I'd rather blow out my left knee with my horrendous golf swing."**

**Todd McCann**

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# WWETT Your Appetite

**REBRANDED 2015 WATER & WASTEWATER EQUIPMENT, TREATMENT & TRANSPORT SHOW PROMISES FOUR VALUE-PACKED DAYS**

**By Craig Mandli**

**T**he rebranded 2015 Water & Wastewater Equipment, Treatment & Transport (WWETT) Show promises all the excitement the annual Pumper & Cleaner Environmental Expo International has delivered for 35 years – the best new tools, technology and equipment, valuable educational courses and endless peer networking opportunities all under one roof.

The WWETT show will encompass all 560,000-plus square feet of exhibit space at the Indiana Convention Center Feb. 23-26, 2015, showing off the latest products and technologies in the environmental services industry, as well as providing educational seminars led by skilled industry professionals. While he's extremely proud of what the show has become over the last 35 years, COLE Publishing founder Bob Kendall says the time is right to update the name and what it means.

## WHAT'S IN A NAME?

"Over the last several years, we realized that the former name no longer covered the entirety of the industry we're reaching," he says. "Last year in Indianapolis, I called 30 wastewater service companies within a short drive of our trade show, and many said they weren't planning to attend because they weren't pumpers. They thought the show wasn't for them. We want them to know that it is."

The WWETT name was chosen because it hits all segments of the industry reached by COLE Publishing's titles. "We've reached out into the municipal water and wastewater industry with *Treatment Plant Operator* and *Municipal Sewer & Water* magazines, and want those markets to know that the show is theirs, too," says COLE Publishing President Jeff Bruss. "There are so many facets of the industry that are part of the show now, it's important to open and promote it to all we serve."

Education opportunities kick off Day 1 of the 2015 show, with presenters from the industry's top manufacturers and associations. New to this year's lineup is a presentation by speaker John Conley on trucking safety topics, including compliance with Part 180 and preparing for a tank truck CT shop audit and cargo tank safety and regulatory report.

There are educational opportunities for everyone, though, as sponsoring associations are offering over 50 sessions on Education Day. Trade organizations taking part include the National Association of Wastewater Technicians (NAWT), National Environmental Health Association (NEHA), Southern Section Collection Systems Committee (SSCSC), National Association of Sewer Service Companies (NASSCO), National Onsite Wastewater Recycling Association (NOWRA), Waterjet Technology Association/Industrial & Municipal Cleaning Association (WJTA-IMCA) and the Sump and Sewage Pump Manufacturers Association (SSPMA). The last hour of the day is dedicated to an "Ask the Expert" session featuring experts from NAWT, NEHA, NOWRA, SSCSC and NASSCO. There will also be a Women in Waste-

**"We're excited about the show, especially with the name change. It broadens the scope of the trade show, and amplifies the professionalism of the industry. It really enhances the change in how those in the water and wastewater trades are viewed from the outside. They are environmental services that are essential to the health and safety of the public."**

**Bob Kendall**

water Roundtable discussion Monday afternoon.

## MORE LEARNING OPPORTUNITIES

Learning opportunities extend throughout the week, with educational seminars from WWETT exhibitors also slated for Tuesday and Wednesday. Not only can attendees gain valuable industry-specific knowledge, WWETT education courses also count toward continuing education credits in many states. Visit the WWETT website ([www.wwettshow.com](http://www.wwettshow.com)) for specific information on your state.

While the educational opportunities are immensely valuable and popular, it's the new technology and equipment on display that makes the biggest impression on attendees. Every year, products introduced at the show become important components in many industry professionals' toolboxes and equipment fleets. More than 8,700 people representing 3,800 companies attended the 2014 show, with 529 exhibitors nearly spilling out of the exhibit hall. Kendall is optimistic that the 2015 WWETT show will be even bigger and better.

"We're excited about the show, especially with the name change," he says. "It broadens the scope of the trade show, and amplifies the professionalism of the industry. It really enhances the change in how those in the water and wastewater trades are viewed from the outside. They are environmental services that are essential to the health and safety of the public."

While many attendees will spend their time roaming the exhibit hall, attending education sessions and networking, the City of Indianapolis is also an inviting destination for both water and wastewater professionals and their families, with dozens of museums, entertainment venues and shopping opportunities, along with hundreds of restaurants within walking distance of the Convention Center. And with 4,700 guestrooms connected to the Indiana Convention Center via covered and heated skyways, weather won't be an issue.



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## GET READY TO PARTY

Of course, no show week is complete without the annual Industry Appreciation Party on Wednesday evening, Feb. 25, at 5 p.m., in the Sagamore Ballroom above the exhibit hall. In addition to 25-cent tap beer and a fun, laid-back atmosphere, popular country singer/songwriter Cole Swindell will perform an exclusive concert for WWETT attendees. Swindell is storming the music charts, reaching the top spot with his 2013 breakout hit, "Chillin' It", while 2014's "Hope You Get Lonely Tonight" scored him Top 10 status.

Of course, to many, especially those industry professionals who have made the show a must-attend event year after year, it will always be the Pumper Show. Kendall says that he's not discarding that moniker, but instead adopting a new handle that he hopes opens the door to an even larger, more inclusive trade event.

"It's been the Pumper Show for a long time, which definitely isn't a negative connotation," he says. "To many of us, including me, it will always be the Pumper Show at heart. But now it's so much more too."

The 2015 WWETT show is shaping up to be a great four days encompassing all the water and wastewater industry has to offer. To stay updated, visit [www.wwettshow.com](http://www.wwettshow.com) and check out the constantly evolving schedule of events. ■

### 2015 WWETT Show

- February 23 - 26, 2015
- Indiana Convention Center, Indianapolis, IN
- [www.wwettshow.com](http://www.wwettshow.com)

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## Slide-In Units and Accessories

Slide-in vacuum units are ideal starter units for new PROs and a compact alternative to larger rigs for contractors who need to work in tight spaces. They provide versatility, mounted on pickup or flatbed trucks or trailers. Here are several compact units to consider, along with the accessories to make them efficient work tools. **By Craig Mandli**

### STAINLESS STEEL SLIDE-IN

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



### LOW CENTER-OF-GRAVITY SLIDE-IN

The **300/150** slide-in unit from **Crescent Tank Mfg.** is designed to offer a low center of gravity. It includes a 300-gallon steel waste tank and 150-gallon poly freshwater tank, Conde vacuum pump,

Honda engine, 25-foot vacuum hose with wand, 1 1/2-inch water fast fill inlet and a 12-volt water pump with 50-foot water hose on a retractable reel. It will fit best in a 1-ton pickup or flatbed truck. Other vacuum tank sizes are available. **585/657-4104; www.crescent-tank.com.**



### THREE-COMPARTMENT SLIDE-IN

The **WorkMate** three-compartment slide-in unit from **FMI Truck Sales & Service** is designed for convenient use and fits on a 1-ton pickup or a flatbed truck for special-event service. It has a 325-gallon waste tank and twin 75-gallon poly water tanks that can be isolated for a three-compartment system or flow together for a two-compartment system. Options include a primary and secondary shut-off, 12-volt freshwater delivery, an oil catch muffler and an easy-drain manifold system. It comes with hoses, wand, bucket and straps, and an ergonomic workstation. Options include a supply storage box on the passenger side and tool storage on the driver's side. **800/927-8750; www.fmitrucks.com.**



### ALUMINUM SLIDE-IN

The 950-gallon slide-in unit with Conde SDS6 115 cfm pump from **KeeVac Industries** is designed to stay within tanker endorsement requirements. With the side-engine style, all controls are on the driver's side. Aluminum tanks are manufactured in four styles. Single, double or triple compartment configurations are available. Pump choices include Conde, Masport and Jurop/Chandler, both gasoline and diesel powered. Units come with vacuum/pressure pumps, washdown pumps, a 50-foot washdown hose and 30 feet of Tiger Tail hose with valve and wand. Primary moisture trap and oil catch mufflers complete the package. They are designed to mount on a flatbed for ease of use. **866/789-9440; www.keevac.com.**



### PORTABLE VACUUM SYSTEM



The **Vac-u-Drum** portable vacuum system from **OakleyVac, a Division of WMW**, is capable of vacuuming solids and/or liquids into open-top 45-gallon drums or various other containers. This allows filled drums to be removed and transported by ATV, helicopter, barge/boat or other small vehicles. The compact unit is effective for use in remote locations or confined areas traditional vacuum trucks cannot access. Units come in a number of configurations. **800/663-1624; www.oakleyvac.com.**

### CUSTOMIZABLE SLIDE-IN UNIT

Slide-in service units from **Pik Rite** are available in 300- and 450-gallon sizes, with custom sizing available. Units are available in a variety of materials, such as steel, stainless steel and aluminum, and the option of ordering a freshwater or a non-freshwater compartment. The freshwater compartment includes a 12-volt wash-down pump, while the non-freshwater compartment is designed with dome heads for added strength. The tank-within-a-tank design provides even weight distribution that doesn't overload the axle, creating a safer environment for the driver. Various vacuum pump and engine options are available. Units have all-steel components, a 3-inch discharge with poly-ball valve, 30 feet of 2-inch hose with poly-ball valve and PVC nozzle, and a five-step paint process. **800/326-9763; www.pikrite.com.**

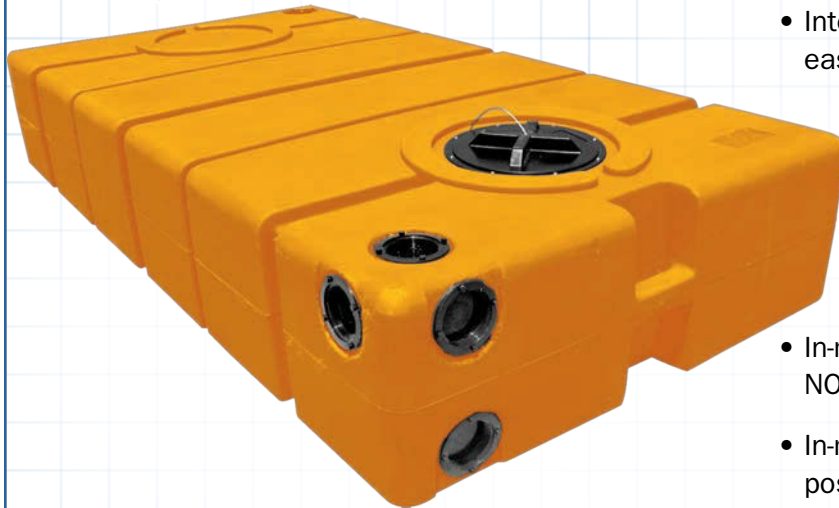


(continued)



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### SKID-MOUNTED VACUUM MODULE

Skid-mounted vacuum modules from **Satellite Industries** offer a portable, lightweight equipment option for servicing restrooms. The simple units are designed for reliable operation. Each is engineered for smaller service vehicles and outfitted with field-tested pumps, valves and hoses. Sizes range from 300 to 650 gallons. **800/328-3332; [www.satelliteindustries.com](http://www.satelliteindustries.com).**



### ALUMINUM SLIDE-IN UNIT

**Slide-in Warehouse** offers aluminum slide-in units with capacities of 300 gallons and larger. Manufactured in five different styles, single, double or triple compartment configurations are available. Pump choices include Conde, Masport and Jurop/Chandler in both gasoline and diesel options. Units come

with vacuum/pressure pumps, washdown pumps, 50-foot washdown hose and 30-foot Tiger Tail hose. Primary, secondary and oil catch mufflers complete the package. Units are designed to fit in a pickup bed, flatbed or trailer. Matching trailers are available for all sizes. **888/445-4892; [www.slideinwarehouse.com](http://www.slideinwarehouse.com).**



### SLIDE-IN TANK

Slide-in tanks from **TankTec** range in size from 100 to 995 gallons. The demand for larger slide-in tanks has led to 800- and 995-gallon sizes being added to the line. The tanks are available in single-section grease and septic or two-section for portable toilet service. **888/428-6422; [www.tanktec.biz](http://www.tanktec.biz).**



### SELF-CONTAINED SANITATION UNIT

The **PickupTanx** self-contained sanitation unit from **Vacutrux Limited** is designed for quick, problem-free pumpouts of portable restrooms and other small liquid waste pumping jobs. The vacuum tank and components are hot-dip galvanized for

corrosion protection and finished with textured primer and a polyurethane topcoat. Units are available as single or multi-compartment tanks with standard in-stock sizes of 300, 450, 660 and 840 gallons for chassis sizes from 3/4-ton pickup to heavy-duty trucks. They have Wallenstein vacuum pumps with gas or diesel engine drive from 5.5 to 40 hp. All accessories and hoses are included. **800/305-4305; [www.vacutrux.com](http://www.vacutrux.com).**



### 12-VOLT WASHDOWN PUMP

Heavy-duty 12-volt **DCSS** washdown pumps from **Moro USA** are designed for filling sinks and toilets. They have a maximum delivery rate of 20 gpm at 42 psi, and have a 1 hp, 12-volt DC motor, a 1-inch discharge and a 1 1/4-inch intake. They have a high-grade stainless steel impeller, Viton elastomers, and include a pressure switch and 12-volt solenoid allowing full control flow at the nozzle without damaging the pump. They are industrial-grade epoxy coated to protect against rust and have a stainless steel pump head for effective cold-weather duty. Units weigh 52 pounds. **800/383-6304; [www.morousa.com](http://www.morousa.com).**

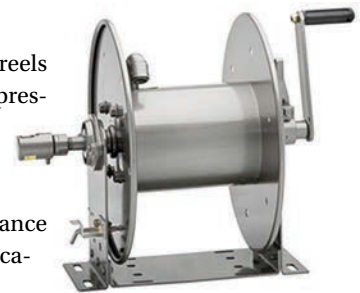


### HOT-WATER DIESEL PRESSURE WASHER

The hot-water diesel pressure washer from **Water Cannon** is powered by a Kohler KD 420ES electric start 10 hp engine with 12-volt self-contained electrical system. The 12-volt DC oil-fired burner creates a 118-degree temperature rise. The EZ Series General triplex ceramic plunger pump delivers 4 gpm and 3,200 psi. Attachments include 50-foot hose, trigger gun, wand, chemical injector and quick-connect nozzles. **800/333-9274; [www.watercannon.com](http://www.watercannon.com).**

### COMPACT HOSE REEL

Compact, lightweight **1000 Series** hose reels from **Hannay Reels** can be used for high-pressure washdowns, spray and portable restroom cleaning operations. The design includes exterior mounting holes for easier installation and a pin lock. The low-maintenance reels are built to unique customer specifications. **518/797-3791; [www.hannay.com](http://www.hannay.com).**



### HEAVY-DUTY PRESSURE WASH HOSE REEL

The spring-driven **Series PW7000** hose reel from **Reelcraft** is fitted with a nickel-plated, carbon steel Aflas sealed swivel specifically for pressure wash applications. The reel is able to hold up to 50 feet of 3/8-inch I.D. hose. The design is rigid, compact and has a powder-coat finish for use in all weather and truck-mounting applications. Its specially conditioned drive spring is enclosed for protection against the environment. Its field-adjustable guide arm allows for ceiling, wall, truck, bench or pit mounting. Its welded heavy-gauge steel frame includes flanged edges and stiffening ribs for lighter, stronger components. **800/444-3134; [www.reelcraft.com](http://www.reelcraft.com).**



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**Jurop/Chandler RV360** rotary vane vacuum pumps from **Chandler Equipment** offer efficient, dual-fan cooling technology and quiet operation. They require an input of 1,100 to 1,300 rpm and create outputs of 360 cfm (332 cfm at 18 inches Hg), and produce a maximum pressure of 30 psi. They operate at or near 76 decibels, with automatic lubrication, independent 1-gallon oil tanks and an integrated four-way valve manifold. They require 16 hp to produce vacuum, and weigh between 430 and 470 pounds. They are available in packages that could include a muffler, secondary shut-off, drive component, stand and the pump-in-one, ready-to-bolt-on unit. **800/342-0887; www.chandlerequipment.com.**



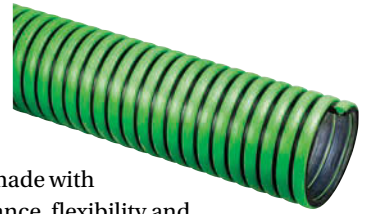
### VACUUM PUMP PACKAGE

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



### SUCTION HOSE

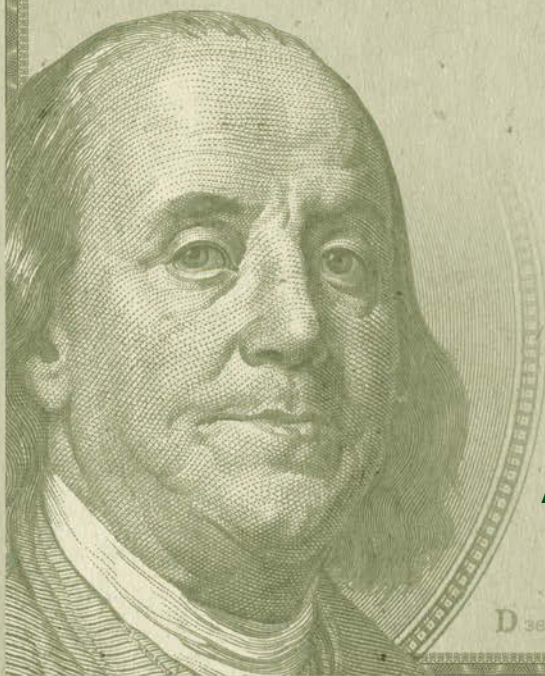
Black, flexible, lightweight **Tigerflex Tiger Green** EPDM rubber suction hose from **Kuriyama of America** has a bright green polyethylene helix construction for outdoor wet or dry applications. It is made with superior compounds for chemical resistance, flexibility and durability. Abrasion-resistant green helix is designed to slide easily over rough surfaces and around objects, making the hose easier to handle. **847/755-0360; www.kuriyama.com.**



### BELT-DRIVE COLD PRESSURE WASHER

**Steam Jenny** belt-drive cold pressure washers from **Jenny Products** use a pulley system that turns the pump slower for extended service life. The belt absorbs engine vibration and allows the pump to be located farther away from the engine heat. They are powered by 9 or 13 hp Honda GX Series engines, and all models have a triplex ceramic plunger pump with pressure ratings between 3,000 and 4,000 psi, and flow rates between 3 and 4 gpm. They have thermal pump protection, an unloader valve and a high-pressure relief valve. The unit will automatically shut down if low oil levels are detected. The chassis is made with powder-coated, seven-gauge steel. They come with a professional-grade insulated trigger gun with safety lock, quick-connect nozzles with nozzle control, high-capacity in-line water strainer, gun/wand holder, hose reel mounting adapter and dual rubber isolators. They have ball bearing wheels on a solid axle, with flat-free pneumatic tires. **814/445-3400; www.steamjenny.com. ■**

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## INDUSTRY NEWS

### Wastequip launches aftermarket parts business

Wastequip launched Go To Parts, a new business offering OEM aftermarket parts for waste, recycling and construction equipment.

### GapVax adds Gulf Coast sales rep

GapVax hired John Dean as sales representative for the Gulf Coast. He will also oversee the company's Texas office, repair facility and parts center. ■

## PRODUCT NEWS

### Reelcraft noncorrosive fluid patch option

The noncorrosive fluid patch option from Reelcraft Industries is available on Series RT, 5000, 7000 and 9000 hose reels. Structural reinforcements reduce weight while maintaining structural integrity. **800/444-3134; [www.reelcraft.com](http://www.reelcraft.com).**



### Solar LED Innovation restroom pod lights

Solar Pod Lights from Solar LED Innovation are designed to illuminate portable restrooms in vineyards and other nighttime farming operations. The lights mount to the top of most restrooms, providing up to 24 hours of light on a charge. The lights comply with Cal/OSHA Title 8, Section 3317 illumination requirements for nighttime agricultural operations. **484/639-4833; [www.solargoose.com](http://www.solargoose.com).** ■



The lights mount to the top of most restrooms, providing up to 24 hours of light on a charge. The lights comply with Cal/OSHA Title 8, Section 3317 illumination requirements for nighttime agricultural operations. **484/639-4833; [www.solargoose.com](http://www.solargoose.com).** ■

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Family-owned portable toilet business for sale, owner wants to retire. Located in Saginaw County, Michigan serving Flint, Saginaw, Bay City, Midland. 2009 F-550, 2008 F-550, 2001 F-550, 1999 F-550 pumper with flat bed. 2007 Silverado pickup with slide-in unit. 500 portable toilets, handicap units and portable sinks. Well established and profitable business. Only interested buyers please. Units and trucks in excellent condition. 989-746-0009 (P11)

For Sale: Woman/family-owned portable toilet company with over 20 year history in New York's Hudson Valley area servicing counties of Orange, Ulster, Sullivan and nearby counties. A turn-key operation for sale with hundreds of loyal customers. Both annual and monthly customer base. Approximately 75 units including Standards, Handicaps, Queens with flushing capability, Standards with Hygolet seats, free-standing sink units, all inventory and supplies. Units very well maintained. Also included is 1999 GMC rack body truck with lift gate and tag-along trailer. Phone number and website to go with this well-established, profitable business. Looking for interested but serious buyers. Contact via email: jlee86@hvc.rr.com or Jennifer at 845-430-3094. (P11)

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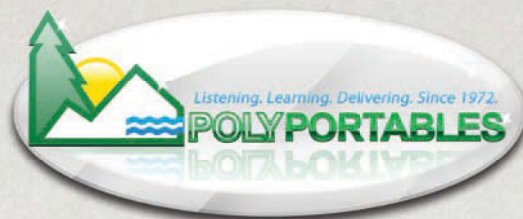
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Time for repair? Now that more units are trickling back onto your yard, take this opportunity to get them refurbished over the Winter. Enjoy a 15% discount on all replacement parts.



### Blue Works Winter Blend Deodorizer

Slash your deodorizer costs. Colder temperatures lead to less odor stress inside a portable restroom so why not consider switching your deodorizer to something that is specifically formulated for your late Fall and Winter time season. Save 40% per service!



### End of Year Inventory Close Out

Get 'em while you can. Contact your Division Manager for special pricing on all in-stock restrooms and hand wash stations direct from our factory or from one of our many domestic distribution centers.



### Unassembled Restroom Promotion

Be prepared for next season. Take delivery now and build over the Winter. Contact your Division Manager for special pricing and financing opportunities on unassembled restrooms shipped direct from our factory.

(800) 241-7951 | [www.polyportables.com](http://www.polyportables.com)

Portable Restrooms | Hand Wash Stations | Deodorizers | Cleaners | Trucks