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December 2014
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PORTABLE RESTROOM OPERATOR



Water & Wastewater Equipment,
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Feb. 23-26, 2015 | Indianapolis, Ind.
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SMALL TOWN, BIG IDEAS

From a car wash to a bike shop,
the folks at Packerland Portables
aren't afraid to tackle new
business opportunities **Page 14**

We Clean Up!

Fight lingering negative perceptions about
portable sanitation with a constant focus
on quality service **Page 8**



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Don't wait until next March to think about your 2014 taxes. The time is now to take action and protect your hard-earned income. - **Judy Kneiszel**

COVER STORY



Small Town, Big Ideas

From a car wash to a bike shop, when Wisconsin PRO Wade Pennau sees a strong business opportunity, he's not afraid to learn something new. - **Ken Wysocky**

ON THE COVER: Wade Pennau has built Packerland Portables into a successful enterprise, but the services he offers in his small Wisconsin town extend well beyond restrooms, to equipment rental, a car wash, bike shop and other businesses. Pennau is shown with his two sons who work in the family business, Casey, left, and Cody, right. In the background are two service trucks built by Imperial Industries Inc. with Masport pumps. (Photo by Jim Kneiszel)

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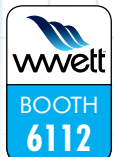
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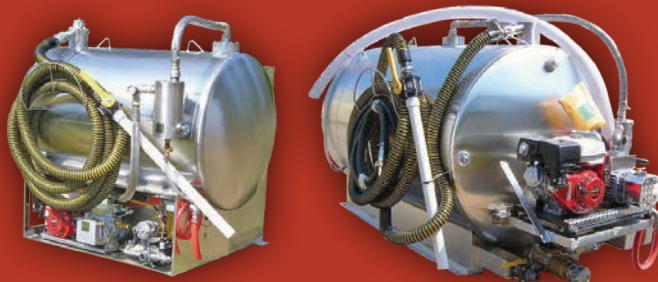


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We Clean Up!

FIGHT LINGERING NEGATIVE PERCEPTIONS ABOUT PORTABLE SANITATION WITH A CONSTANT FOCUS ON QUALITY SERVICE

By Jim Kneiszel

Despite the best efforts of many in the industry, there's plenty of evidence that the general public still views the portable restroom as the bathroom option of last resort. I've run across YouTube videos shot at events where people give impromptu and unflattering reviews of portable sanitation services. And I occasionally read blog posts that are critical of portable restrooms.

A recent comment under a story about a municipality placing portable restrooms on a downtown street corner said this:

"You can't compare a portapotty to an actual restroom. Far more people would use them if they were actual bathrooms. Only people who really have to go would use a portapotty," the poster wrote.

Of course this blanket condemnation of all portable restrooms is unfair. But all portable restroom operators are damned by the poor products and services presented by the few. I've had this experience myself. I've entered an overused and under-serviced restroom at a special event, only to exit immediately in disgust. It's difficult to erase the memory of a bad experience like that. I get it and I don't hold it against the writer for the disappointing assessment.

WE NEED TO DO MORE

As an industry, we have a big job to change these negative perceptions. Affirmative pronouncements from a trade group like the Portable Sanitation Association International are helpful, but that's not enough. A constant barrage of stories in *PRO* about professional restroom contractors is good but won't do the trick either. The answer is in thousands of small efforts every day from restroom company owners, technicians in the field and those with a voice to promote industry advances.

We all need to recognize the legitimate complaints from users and work to rectify cleanliness issues when we see them. Technicians must be ever vigilant about presenting a consistently sanitary product, never letting up on quality control in the field. We need to remember that little in life is more objectionable than a dirty bathroom, and individuals on the vacuum truck are on the front lines of this reputation-building campaign.

We want the public to be comfortable using portable restrooms and never fear what they see when they swing open that spring-loaded door. The big question is, how do we get there?

December is a good time to ponder that question. You're finishing up the books for 2014 and looking toward ways to improve your service quality for 2015. The slow season gives you the opportunity to look at the industry's big picture and how you can play a role in creating a brighter outlook. The blog comment above prompted me to do a little blue-sky thinking and I've come up with a few suggestions:

When an event organizer orders the minimum number of units and services, stop them and start a conversation about why they need an upgrade. ... Don't be afraid to give them an honest assessment of their plans for portable sanitation. You are the expert, after all, and they might not realize the negative impact under-ordering can have on their event.

Be a vocal supporter of regulations for enhanced service.

Do not fear upgrades including flush units and hot-water availability where appropriate. Embrace stricter rules, especially for events and agricultural clients where the need for cleanliness is particularly critical. More service requirements means more revenue for your company as well as a cleaner industry reputation.

Raise the expectations of service technicians and pay them accordingly.

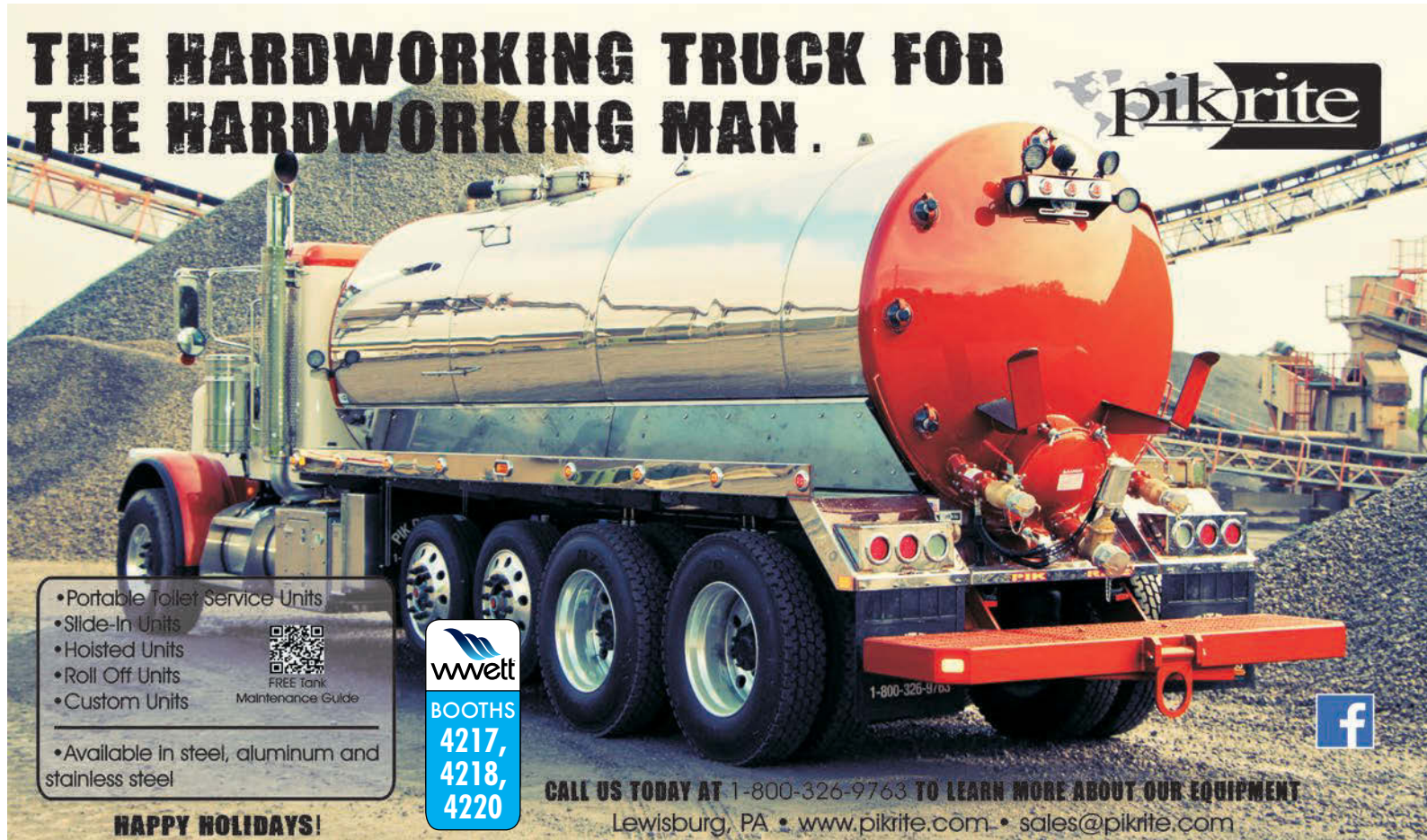
Create a manual for best service practices, then train and regularly retrain technicians to raise and maintain service standards. When is the last time you ran a spot-check on your drivers? Tell them you're going to follow on a route and critique their work. Do uniform and truck inspections on a monthly basis. Expect more of your workforce, then pay them for better performance. Don't think about how you can hold down wages. Rather, think about how you can raise wages and benefits to motivate and retain top performers. All of these efforts will result in more positive experiences for end users.

Always upsell event clients.

When an event organizer orders the minimum number of units and services, stop them and start a conversation about why they need an upgrade. Explain that bad user experiences as a result of long lines and overused restrooms will reflect poorly on the event and cost them in attendance next year. Show them the value of additional units in strategic locations, a restroom trailer for staff or VIP use, and attendants to monitor usage and address issues as they arise. Don't be afraid to give them an honest assessment of their plans for portable sanitation. You are the expert, after all, and they might not realize the negative impact under-ordering can have on their event.

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Don't just clean units. Stage them.

The dread for portable restrooms can start when users queue up into long lines. The closer quarters and banging doors don't make for a comfortable experience for many people. In the past few years, I've seen more attention to staging of portable sanitation areas, particularly where there is a variety of equipment including urinal stations and hand-wash equipment. Consider using screening more often to improve privacy. Make areas more inviting with potted plants, nice signage to direct traffic and outdoor carpeting in areas that may be prone to getting muddy. Every little nice touch helps.

Make it easy for users to give you feedback.

Sometimes a bad experience can be tempered if the user has a convenient way to lodge a complaint or ask for help. Put a placard out front with your name and a text contact for feedback. Put all of your contact information on restroom stickers, inside and out to reinforce that you want to know about problems. Consider offering an incentive for feedback. This could be in the form of an online survey or a complaint form that, when filled out, makes the user eligible to win a token of appreciation. Maybe it's a drawing for a \$10 gift certificate for a local restaurant, as an example. This feedback is valuable in helping you improve service. Follow up with anyone kind enough to share their opinions about your service.

Raise your voice for professionalism.

Join the PSAI and get involved. Contact me and let me show your clean updated trucks, uniformed crews and best practices in the pages of *PRO*. Call your local media and offer to be a source of information whenever portable sanitation issues arise. You see industry standards for professionalism are improving all the time. Now it's time to make sure the public and restroom users know it. ■

Wishing you
peace and
prosperity
this holiday season
and throughout
the new year.



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The Write Stuff

**Side Effects
of Septic
Blogging**

Funny word. Serious business. Here's a look at how blogging can be a true asset to your septic pumping and restroom operation. Taking the time to create or update a blog can have its benefits, especially for smaller companies.

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— Are You Guilty of These Business Missteps?

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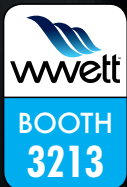




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The Clock is Ticking

DON'T WAIT UNTIL NEXT MARCH TO THINK ABOUT YOUR 2014 TAXES. THE TIME IS NOW TO TAKE ACTION AND PROTECT YOUR HARD-EARNED INCOME.

By Judy Kneiszel

Another year is almost in the books, but before you close those books, consider if there is anything you can do before the end of the year to improve your 2014 tax situation when it comes time to file.

Filing day 2015 is too late to do much about your 2014 taxes. The time is now to get your house in order in preparation for the upcoming tax season. Most things you can do to change how you stand with the Internal Revenue Service must be done before the end of the year. Here are some possibilities to consider.

Get in a tax-time frame of mind.

First and foremost, make sure your business records are up-to-date and organized. Not only will this simplify the job at tax preparation time, it will give you a picture of where you stand and help you decide if anything needs to be done before the end of the year.

Tax codes are always changing. Have a chat with your accountant or tax preparer about ways your business changed in 2014 and how the tax codes have changed. If you prepare your own taxes, pay attention to financial news or do some Internet research on changes to the tax code that took effect in 2014. The Affordable Care Act and proposed changes to corporate tax rates are two issues that could have implications for your business.

Assess your income.

Determine if it would be to your advantage to defer some income. When figuring out what you owe in taxes for 2014, every dollar you bring in before Dec. 31 is considered. Any money that comes in after Dec. 31 counts as income for 2015, even if the work was done and the invoice sent in 2014. If you've had a good year and predict either a decline in your business or a drop in taxes in 2015, let those customers who owe you know they can take an extra couple of weeks to pay their bill.

If the opposite is true and you'd benefit from having more income in 2014 than in 2015, offer clients an incentive to pay outstanding invoices before the end of the year. If having more expenses this year would help their tax situation, they might just thank you.

Review your purchases.

How do your 2014 purchases compare to 2013? If you need to increase 2014 deductions, purchase items for your business now that you'll need next year. Were you thinking of adding a trailer or a few units "someday soon?" Maybe sooner is better than later. What about the office? Would a new computer, printer or copier improve efficiency there? How about software, toner and other items needed to make that equipment hum? Consider purchasing now. And don't just think major purchases, stock up on copy paper, postage stamps, bathroom tissue, chemicals and restroom repair parts. It all adds up.

How do your 2014 purchases compare to 2013?

If you need to increase 2014 deductions, purchase items for your business now that you'll need next year.

Were you thinking of adding a trailer or a few units "someday soon?" Maybe sooner is better than later.

Deduct or depreciate?

For major purchases you'll need to consider how to structure your deduction, whether an immediate write-off is best or spreading out the depreciation over years. Either way, for any 2014 tax benefit, equipment must be purchased and in use by the year's end. Be aware, however, that large items don't have to be depreciated like they once did, but the cost of items you can deduct may have dropped dramatically from 2013.

For the past decade, Section 179 of the IRS code allowed small businesses to immediately deduct the entire cost of most computers, business equipment and machinery. For 2012 and 2013 the entire cost up to \$500,000 could be claimed as a deduction in the year of purchase. However, the maximum Section 179 deduction was scheduled to fall back to only \$25,000 in 2014 unless Congress took action. As of this writing they have not been able to agree on the deduction limit for Section 179, so you may want to check the IRS.gov website to get the latest Section 179 update if you're considering a pricey purchase before the end of the year.

Find more deductions.

Other ways to boost deductions include prepayment or early payment of equipment maintenance contracts, subscriptions or supplies you order on a regular basis.

Check your inventory of paper and chemicals for write-offs. Goods that have gone down in value since their purchase because they have become damaged or obsolete can become a deduction. Check with your accountant or tax preparer.

Consider who prepares your taxes.

Maybe you've been a do-it-yourselfer but think it's time to hire someone else to prepare your taxes. Or maybe you haven't been pleased with your tax preparer in the past. The time to find someone is now ... not in the middle of tax season.

To find a tax preparer you can trust, get recommendations from other business owners. Call some tax preparers to get a feel for their philosophy, personality, availability and hourly rate. If your accountant prepares taxes

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for 10 beauty salons and you, you might want to look around for someone who understands the realities of your world a little better. And try to find someone who will be available to advise you throughout the year, not just on the few winter days when they are working on your return.

If you handle tax preparation yourself, were you happy with the software you used to file electronically last year? If not, do some research on software and purchase a new package or upgrade your existing one now so you have time to learn how to use it effectively.

Consider other year-end strategies.

Make payments to your retirement plan or set one up before the year's end to reduce your income for this year. Check the contribution limits for your type of plan. Discuss the best strategy with your financial planner or accountant.

Boosting charitable deductions can improve your tax situation. Only contributions made to qualified charitable organizations can be included as tax-deductible donations, however, so when you make a contribution ask the organization whether they are tax-exempt. If you're not sure about an organization, Exempt Organizations Select Check is an online search tool at IRS.gov allowing users to search for and select an exempt organization and check information about its federal tax status and filings.

If you are planning to claim any in-kind contributions as charitable income tax deductions, you can find the fair market value of qualified items in IRS Publication 561. If you are making any charitable income tax deductions for a single item with a fair market value of \$5,000 or more, a separate form must be completed.

Remember, the more you think about taxes before the end of the year, the less stressed out you'll be in early 2015. Consider it a Christmas gift to yourself that will last well into the new year. ■

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From a car wash to a bike shop, when Wisconsin PRO Wade Pennau sees a strong business opportunity, he's not afraid to learn something new

BY KEN WYSOCKY

SMALL TOWN, BIG IDÉAS

Many business owners concentrate on one niche market and focus all their attention on being the best in that particular sector. Wade Pennau, the owner of Packerland Portables in central Wisconsin, takes a decidedly different approach: He enjoys finding out how many different things he can do well.

So in addition to Wautoma-based Packerland, a successful portable restroom business he built through three acquisitions within the last 15 years, the 44-year-old serial entrepreneur also owns Maverick Pumping Service, a septic pumping/pipeline cleaning business with offices in Wautoma and nearby Waupaca; Sir Luster Car Wash in Wautoma; the Wautoma Rental Center, an equipment- and party-rental company; Division Street Storage, a ministorage warehouse; and Wadez' Bike and Adventure Shop, also based in Wautoma. His wife, Tammy, and two sons, Cody, 24, and Casey, 23, also work in the businesses.

Wade Pennau has built Packerland Portables into a successful enterprise, but the services he offers in his small Wisconsin town extend well beyond restrooms, to equipment rental, a car wash, bike shop and other businesses. He is shown with one of his pumping rigs built by Imperial Industries Inc. with a Masport pump. (Photos by Jim Kneiszel)

Packerland Portables Wautoma, Wis.

Owner: Wade Pennau

Founded: 2000

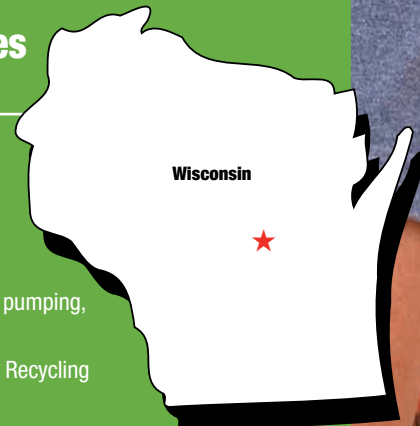
Employees: 11

Service Area: Central Wisconsin

Services: Portable sanitation, septic pumping, drain cleaning

Affiliations: Wisconsin Onsite Water Recycling Association

Website: www.packerlandportables.com





Left: Technician Jake Roberts recharges a restroom with water and chemicals on a construction site near Omro, Wis. On this day, Roberts' route included 50 restrooms and covered about 200 miles in 10 to 12 hours.

Below: Roberts is ready to empty another tank on his route that covers construction sites, businesses and other locations nearby in Wisconsin's Fox River Valley. His Ford service rig was built out by Imperial Industries with a Masport pump.

JACK-OF-ALL-TRADES

"I like to try new things," Pennau says of his tendency to hop from one endeavor to the next. "We've tried a bunch of different businesses and most of them have worked out. I guess I get it from my mom, who's more of a free spirit, let's-give-it-a-shot kind of person."

"It would be hard for me to go to a job where everything's the same every day," he continues. "There's always something different going on in our businesses. Even within the portable restroom business." One day he's catering to a special event, another day he's on a construction site, yet another day he's working on a farm.

"Plus you don't want to put all your eggs in one basket," he says. "When portables aren't strong, something else usually is doing better. The car wash, for example, is busy in winter and slow in summer, so that's where equipment rentals kick in."

Pennau also says he's been lucky, too; the portable restroom businesses he bought were well run and the people he bought them from made the ownership transitions smooth and painless.

Pennau got into portable sanitation after establishing the car wash in 1993 and the equipment-rental businesses in 1994. In 2000, he got a call from Jerry Goldsmith, the owner of Porta-Potty Rental in Wautoma. Goldsmith suggested restrooms would provide a perfect complement to the rental center. Pennau agreed and struck a deal.

"Jerry didn't just sell the business and disappear," Pennau says. "He spent quite a bit of time with me, showing me all the ins and outs. He did a great job training me and showing me all the idiosyncrasies that go with the business. I got pretty lucky, buying a business from a guy like that."

SEPTIC, DRAIN-CLEANING

Goldsmith also played a role in Pennau's entrance into septic service. Shortly after selling to Pennau, a septic pumper approached Goldsmith and offered to sell him the business. He referred the pumper to Pennau, who bought a vacuum truck and some drain-cleaning equipment from the company. "A couple years later, we bought another septic pump truck," Pennau notes.

The acquisitions continued in 2013 when Pennau bought Potty Express, a portable restroom division of Hyler Septic Service LLC in nearby Berlin.

"We wanted to expand into the area he was serving, so rather than compete against him, we figured we'd buy an existing business with a good customer base," Pennau recalls. "Sometimes it makes sense to buy new



Before he heads off to another customer, Roberts checks the tie-downs on two PolyPortables restrooms that will be dropped off at a site later in the day.



Left, Top: Packerland Portables manager William Pierotti and Wade Pennau talk about the day's workload in front of the Wautoma Rental Center, one of several associated companies owned by Pennau.

Left, Bottom: Part of the Packerland Portables crew assembles to provide service at a special event. The group includes, left to right, John Wenzel, Matthew Pingle, Tammy Pennau, Christine Meyer, Mike Meyer and Wade Pennau.



Anatomy of an acquisition

Growth through acquisitions has been a sound business strategy for Wade Pennau of Packerland Portables in Wautoma, Wis. The owner of multiple businesses, Pennau admits he's been lucky enough to find solid portable sanitation companies run by good, honest operators.

But relying on luck only gets most people so far. Pennau offers these broad issues to consider before you sign on the dotted line:

- Does the business mesh well geographically with your existing business? Think about your goal – do you want to expand existing territory or increase density on current service routes for greater efficiency?

- Consider the seller's reputation. Ask random customers if they're happy with the service they've received. If you don't know the owner, seek out character references. Buying a company with a good reputation and great brand recognition is just as important as its more tangible assets.

- Closely examine the financial books. If you're not a numbers guy or gal, hire a certified public accountant who can do the financial homework for you. Be wary of companies carrying too much debt.

- If a prospective company isn't profitable, that doesn't mean you shouldn't buy it. Instead, consider if there's a relatively easy or practical way to turn it around; maybe it's something as simple as providing better customer service, reducing unnecessary expenses or raising prices. "If that's the case, then it may represent a good opportunity because the business won't cost as much [as it would if it was profitable]," Pennau says.

- Thoroughly inspect the equipment, which should be modern and well-maintained. Packerland employs a full-time mechanic; if your company doesn't and you're no mechanical whiz, it's a worthwhile investment to hire a good mechanic to look over the equipment.

- Growth is great, but it can create additional headaches. Think about the ripple effects that stem from getting bigger, such as more employees to manage, more equipment to maintain, the potential need for a larger equipment yard and increased business expenses (fuel, salaries, truck maintenance, etc.).

"We had to think about whether we really wanted to get bigger or stay where we're at," Pennau notes. "We held employee meetings to discuss it and the general consensus was, 'Let's go for it.'"

restrooms and equipment and expand [an existing business], but this wasn't one of those times. And again, we had a very good transition with the help of the owner, Ken Hyler."

The last portable sanitation acquisition occurred early this year when Pennau bought 1st Choice Sanitation in Appleton, about an hour away. Owner Mary Beduhn had approached him. "She emailed me one day ... she had a nice little well-run business and hand-picked us to carry it on for her. It was another easy transition. She still helps us out by answering questions whenever things pop up."

Pennau says he doesn't know why Goldsmith and Beduhn approached him. When asked if it might have something to do with establishing a good business reputation, he demurs, noting, "We try. I say what I do and do what I say. My dad always taught me to keep your word, because it's the one thing you've always got."

A VARIED INVENTORY

Packerland's fleet of equipment has grown considerably. On the restroom side of the business, the company runs three vacuum trucks built by Imperial Industries Inc. and equipped with pumps made by Masport Inc.: a 2010 Dodge 5500 with a 575-gallon waste/300-gallon freshwater steel tank; a 2006 GMC 4500 with a 775-gallon waste/400-gallon freshwater aluminum tank; a 2005 Ford F-550 with a 575-gallon waste/300-gallon freshwater tank.

(continued)



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Wade Pennau has started numerous companies since founding his portable sanitation business in 2000. Most recently he opened a bike shop, partly because he has a passion for cycling.

Packerland also owns a 1998 Dodge 2500 with a 200-gallon waste/100-gallon slide-in steel tank with a Conde pump from Westmoor Ltd.

The company also owns 600 restrooms, most of them manufactured by PolyPortables, with some from Satellite Industries Inc. and T.S.F. Company Inc. That includes 16 handicapped-accessible units and four ADA-compliant units from T.S.F. In addition, Packerland offers 20 hand-wash stations from T.S.F. and PolyPortables.

In a perfect world, Pennau says there's definitely an advantage - in terms of branding and carrying spare repair parts - to having a more uniform inventory of restrooms brands, noting that one of the companies he acquired owned seven or eight different brands of restrooms. "It would be nice to just sell everything and buy just one type," he says. "We'd get more brand recognition by having just one style and one color. But that's just not practical."

Pennau uses Tuff-Jon units from T.S.F. primarily for contractors and farmers. Packerland provides service to more than 50 area farmers required to supply restrooms for employees in the fields.

RESTROOM TRAILER A GOOD FIT

Packerland also owns one restroom trailer (with three urinals and one stall for men and three stalls for women), manufactured by Ameri-Can Engineering.

"We bought the restroom trailer about four years ago to take care of a market that was looking for it. We use it for weddings and some festivals. It's been a good investment," Pennau says. "I initially thought restroom trailers were too expensive. But I figured we'll give it a try. Sometimes you just don't know until you try. As it turns out, the trailer paid for itself in three years. Now we're looking at buying another one."

For hauling restrooms, Packerland also owns five trailers; one is an Explorer model built by McKee Technologies and the other four were fabricated in-house.

For septic service, Packerland runs five vacuum trucks. Three were built by Imperial with steel tanks and Masport pumps: a 2003 Mack Granite with a 5,000-gallon steel tank, a 2006 Peterbilt with a 3,600-gallon tank and a 2000 Sterling truck with a 2,300-gallon tank. The company also owns a 1999 International with a 3,200-gallon steel tank and a 1997 Mack 713 with a 5,700-gallon tank.

The company also owns a 2005 Chevrolet box truck that carries a pallet-mounted water jetter made by Spartan Tool LLC (3,000 psi at 12 gpm); a portable water jetter made by Electric Eel Mfg.; two RIDGID and three

Spartan portable cable drain-cleaning machines; three Crust Busters made by Schmitz Brothers LLC; and a Power Booster made by Pressure Lift Corp. (used to increase vacuum power while cleaning deep lift stations).

HEALTHY COMPETITION

While it may sound like Pennau has effectively removed his competitors, that's not the case; he says competitors remain in the region he serves. But again, good fortune prevails, as he notes that he competes against good business owners who provide "healthy" competition.

"There's not one company going around low-balling everyone else," he says. "All of them are interested in providing good service, not just the cheapest price. It's very difficult to provide good service and cheap prices at the same time."

"We try. I say what I do and do what I say. My dad always taught me to keep your word, because it's the one thing you've always got."

WADE PENNAU

Speaking of prices, Pennau does something that not many restroom operators do: He posts his rental rates online. He says it's a matter of putting customer convenience over competitive secrecy, which usually isn't all that secretive anyway.

"If you don't list your prices, someone will call and find out anyway," he explains. "And if we put prices online, the customer doesn't have to take time to make a phone

call. I know we put out a good product at a competitive price, so I don't have a problem with posting prices."

Looking ahead, Pennau doesn't rule out more growth. But he's more interested in making what he has better rather than just getting bigger. "We need to do things like optimize our routes ... take a close look at our logistics and costs," he says, noting the company uses operations-management software from Clear Computing. "We're basically aiming to keep costs down and income up." ■

MORE INFO

Ameri-Can Engineering
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Clear Computing
888/332-5327
www.clearcomputing.com

Crust Busters/Schmitz Brothers, LLC
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Imperial Industries, Inc.
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www.imperialind.com

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McKee Technologies - Explorer Trailers
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Versatile Slide-In Unit on Display

THE STEEL 980-GALLON MODULAR UNIT FROM IMPERIAL INDUSTRIES IS DESIGNED FOR CONVENIENT SERVICE

By Craig Mandli

Some portable restroom operators prefer bolt-on-and-go convenience in a vacuum unit tried-and-true steel tank construction, and Imperial Industries was aiming for that audience when it displayed a 980-gallon modular pumping unit at the 2014 Pumper & Cleaner Environmental Expo International.

“Although there are many other materials out there being used, we still get a lot of requests for steel tanks and components,” says Randy Tischendorf, Imperial Industries director of sales for portable restroom service units. “We’re actually seeing a resurgence in sales of these units.”

Imperial builds the unit to fit on most truck chassis or flatbeds, including both two- and four-wheel-drive models. It requires a chassis with an 18,000-pound or greater gross vehicle weight, and 6,000-pound front and 13,000-pound rear axles. The chassis must have a minimum of 84 inches from the cab to the rear axle to mount the modular unit.



“This is a product made specifically for the do-it-yourselfer,” Tischendorf says. “These units ship ready to install, which means a big savings for the operator. They can pick their own chassis, or use one in their existing fleet, and bolt it on themselves. A lot of our customers will do the upgrade during their slow season. It’s an easy retrofit.”

The unit has a 980-gallon steel tank (680-gallon wastewater/300-gallon freshwater) with an epoxy coating inside the water tank; a Masport HXL3V vacuum pump (106 cfm of vacuum power provided by a 9 hp Honda gas engine), with a right-angle drive; 2-inch water fills, at ground level and on top, with a 3-inch vent; a Whale washdown pump with 50-foot garden hose; a 1-inch water sight tube; two 2-inch waste-tank sight glasses; a 2-inch freshwater bucket fill; a 3-inch waste-discharge valve; a bolt-on aluminum hose tray; a 21-inch manway for tank-cleaning access; a tank-mounted moisture trap; an oil-catch muffler; a 3-inch to 2-inch top fill with 30 feet of hose and a poly valve and wand; vacuum and pressure relief valves with a liquid-fill gauge; a driver’s side work light; 18- by 18- by 24-inch and 18- by 18- by 36-inch aluminum toolboxes; and an aluminum two-restroom rear carrier with LED lighting.

“This is the perfect unit for an operator who is upgrading from a traditional slide-in unit to a full-fledged service truck,” says Tischendorf. “It is going to be more cost-effective than buying a new vacuum truck, and the unit itself is going to be more compact and easier to fit into tight spaces. Sometimes the components on a service vehicle will fail before the life of the chassis is done too. The nice thing about these units is that if you have to get a new chassis, but your modular unit is fine, you can take it off and mount it on a new chassis.”

Tischendorf says the response to the new unit on the floor of the Indiana Convention Center was better than expected. “This was really our first attempt to market our product as a self-contained bolt-on unit,” he says. “We sell slide-ins, and market full service units complete on a chassis, but this was different for us, so we didn’t know what to expect. The response was great.”

According to Tischendorf, Imperial Industries tries to unveil a new product every year at the Expo, now called the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show. That won’t change in 2015.

“Seeing all the people that were excited about this new modular unit really got our juices flowing,” he says. “We get excited about our new products, but we try to wait for the show every year to let the cat out of the bag. It’s the perfect audience for what we offer.” **800/558-2945; www.imperialind.com. ■**

Randy Tischendorf, left, Imperial Industries director of sales for portable restroom service units, discusses the features of the company’s 980-gallon steel modular portable service unit with a 2014 show attendee. (Photo by Craig Mandli)

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Education Day kicks off the show, with presenters from the industry's top manufacturers and associations leading a wide variety of classes. Learning opportunities extend throughout the week, with educational seminars also slated for Tuesday and Wednesday. You will gain valuable industry-specific knowledge, and WWETT education courses also count toward continuing education credits in many states.

While the educational opportunities are valuable and popular, the show really ramps up on Tuesday when the exhibit hall opens. 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.

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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
- 4:30 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
- 4:30 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
- 4:30 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 Gentleman: 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

You can view the complete schedule of events along with an exhibitor list, floor plan, travel information and everything else you'll need to plan your trip to Indy at www.wett.com



Tuesday Sessions

Detailed session information available at: 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

Onsite 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?

*MSW - Municipal Sewer & Water

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

Drain Cleaning 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

Septic Series 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



Wednesday Sessions

Detailed session information available at: wwett.com

February 25, 2015

Septic Series 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
Collection System Rehabilitation –
Alternative Technology
- 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

*MSW - Municipal Sewer & Water

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. T.B.D.

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 Onsite Installer Course

Room 234-236

8 a.m. - 5 p.m.

- Introduction and Site Evaluation
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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.



Joining a Trade Association Can Help Boost Business

By Karleen Kos

get it. You see the the headline on this story, the PSAI logo, the title alongside my picture and you think, “The staff leader of our trade association is cheerleading for trade associations. Imagine my surprise.” Then you resist the urge to roll your eyes.

So OK, don’t listen to me. There are hundreds of PSAI member companies worldwide and most of their owners would be glad to tell you why it is worthwhile to be connected through the PSAI. Here is some of what you would probably hear:

“Customers notice, and my business grows.” Unless you are the only portable restroom company within 100 miles, you have to stand out – in a

good way – from “the other guys.” Joining the PSAI comes with the right to use the association logo on your marketing materials and website. Members will tell you associating your company with the PSAI is a positive difference in the eyes of customers who are trying to figure out what company to use. Membership also puts your firm on the PRO Finder – the PSAI’s online company locator – so customers know who and where you are. The PSAI office can also refer business to you.

“I like not going it alone.” Trade associations like the PSAI give small businesses far more knowledge and influence than they could gain by themselves. Sharing experiences with other business owners you meet through the organization, and the information you can glean from various association sources (newsletters, training courses, standards, website, etc.), are invaluable. They can save you time, help you avoid costly mistakes, illuminate trends and inspire new ideas to grow your business.

“It’s where I learned to love the competition.” Sometimes people avoid trade associations so they don’t have to deal with their competitors or risk giving ideas away. In reality, groups like the PSAI can lead to important collaborations and generate new opportunities. For example, companies A and B may compete in some ways – but may also discover by partnering they can bid on contracts neither can handle alone or refer jobs to one another when the fit is better. Again, business flourishes when new possibilities are seized.

“Better us than them.” Somebody makes the rules. Trade associations like the PSAI play a crucial role in bringing the expertise of actual business owners to the development of standards and best practices rather than leaving it to lawmakers with no experience in the industry. Association-led certification programs, training programs and standards development can help your company attain excellence, and they often make a big difference in the degree to which government intervenes in an industry.

JOIN NOW

Finally, PSAI members will tell you: “It’s fun.” Company leaders have to meet with their suppliers and get a certain number of education hours per year. Why not take care of both those things and have some laughs with other people who “get” the portable sanitation business at the same time? Join us - we hope to see you soon! ■

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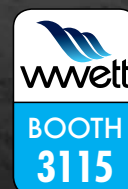
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While working at a motorcycle and ATV race event, Shawn Bell makes some adjustments on his 2005 GMC service rig with a steel Pik Rite Inc. tank and Conde pump.

Four-Wheelin' Fun

PRO Shawn Bell leverages his ATV racing relationships to land a national event **BY BETTY DAGEFORDE**

THE TEAM

Shawn Bell and his father, Tom, are the owners of Bell's Sanitation Services, a portable sanitation and septic service company in Grove City, Pa. Until recently Tom was a school district assistant superintendent so most of the work is done by Shawn - which can be difficult but Shawn says he's not tempted to bring in help. "I'm used to doing stuff by myself. I just work more hours and get it done," he says. Shawn handled the cross country event while Tom was on emergency standby for all their other work. They operate on a 5-acre lot and a couple years ago purchased a second lot for more storage.

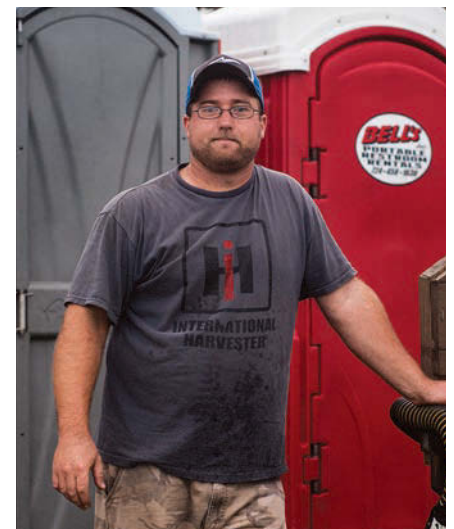
COMPANY HISTORY

In 2003 the Bells picked up 12 Armal Inc. restrooms and a 350-gallon waste/150-gallon

freshwater slide-in tank with a Conde pump (Westmoor Ltd.) and put it on their '95 Chevy 3500. They called the company Bell's Portable Restrooms. About three years ago they added septic work, prompting a name change to Bell's Sanitation Services.

They work a 30-mile radius from their home. Although construction accounts for 75 percent of their work, Shawn Bell says it's not his favorite thing to do. He enjoys the special events more - soccer tournaments and bicycle, ATV and 5K races - but avoids small fairs that can't pay for adequate service. Today their inventory stands at about 90 Armal Inc. Waves, 75 PolyPortables Integras and four T.S.F. Company Inc. hand-wash stations. In 2008 they purchased a pre-owned two-stall restroom trailer, although Bell says they haven't had much demand for it.

(continued)



An ATV racer himself, Shawn Bell was excited to serve the AMSOIL Grand Nationals event in his hometown. He provided 25 PolyPortables and Armal restrooms for the event.

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MAKING CONNECTIONS

When he's not working, the younger Bell is an enthusiastic ATV racer. So when he heard the national event was coming to his area he gave them a call. "I said, 'I'm a portable restroom operator. I've raced with you guys for years and I'd like to do the restrooms for it.'" That got his foot in the door but he still had to work for it when he heard another vendor underbid him by \$1,000. "I lowered my bid – but not to where his was," he recalls. It was enough to win him the work – "Probably because I've raced with them and had given them a ton of money over the years."

THE MAIN EVENT

The scenic RiverStone Estate in Foxburg, Pa., was the site for round 11 of the AMSOIL Grand National Cross Country Series late in 2013. They called it the Car-Mate Gusher in honor of the region's rich oil history. Four-wheeled ATVs hit the freshly cut trails on Saturday and the dirt bikes on Sunday. Each day began with the youth division followed by adult amateurs. Then the top professionals were on at 1 p.m., televised by NBC Sports Network and RacerTV.com. Rain and mud added to the challenge of the 12-mile tracks that ran through the woods, over hills and across streams. About 1,400 participants and several thousand spectators were on hand to enjoy the races, the food and craft vendors, and live music.

BY THE NUMBERS

Bell provided 25 standard red units for the event – about half Armal, half PolyPortables – and one PolyPortables Senator ADA-compliant unit. They were placed in nine locations across a 20-acre field that served as the campground and central gathering place for the start and finish lines, the spectator viewing area, vendor row, the awards podium and Saturday night's band performance. Bell would have preferred grouping more units in fewer locations for visibility and convenience.

"It was a muddy mess. It took me three days to clean these things. People with muddy hands – it was all over the walls, the floors – grass and mud."

SHAWN BELL



LET'S ROLL

Using his 2010 Ford F-350 and a 12-unit McKee Technologies Explorer trailer, Bell delivered the standard units on Tuesday and Wednesday before the event and the ADA-compliant unit on Thursday. Everything was dropped off in the middle of the field then moved into place on Thursday. He made three trips on Monday to pick up the units.

After cleaning a bank of restrooms at the race event, Bell carries buckets of water to fill their holding tanks.

KEEPIN' IT CLEAN

Bell serviced the units Saturday before 7 a.m. and again late Saturday night. He uses deodorant products from J & J Chemical Company. On Saturday, Tom Bell brought over their service truck, a 1991 Chevrolet Kodiak with a 2,300-gallon steel tank and a Battioni pump to transfer the waste for later disposal at the local sewage treatment plant.

The rain and mud made it impossible to keep the units clean. "It was a muddy mess," Shawn Bell says. "It took me three days to clean these things. People with muddy hands – it was all over the walls, the floors – grass and mud."

Bell builds all his vehicles himself, mixing and matching tanks, pumps and trucks he picks up used from friends, at auctions and through the Pumper & Cleaner Environmental Expo International (now WWETT). For this event, he provided service with a 2005 GMC 3500 with a steel Pik Rite



Shawn Bell placed restrooms throughout RiverStone Estate, the location of the local stop of the AMSOIL Grand Nationals. Here he's shown wrapping up a service stop using a 2005 GMC service rig with a steel Pik Rite Inc. tank and Conde pump.



As evening falls at the AMSOIL Grand National Cross Country Motorcycle/ATV Race in Foxburg, Pa., Shawn Bell services an Armal portable restroom.

Inc. 350-gallon waste/150-gallon freshwater tank and Conde pump. He also runs a 2008 Ford F-550 from Keith Huber with a 650-gallon waste/300-gallon freshwater tank and Conde pump.

If he could do it over again, he might suggest different placements for the restrooms. "It was hit and miss. Some [restrooms] were filled to the brim and if you were to walk 300 yards they weren't used at all," he says.

"It was hit and miss. Some [restrooms] were filled to the brim and if you were to walk 300 yards they weren't used at all."

SHAWN BELL

THE BEST LAID PLANS

Bell's original intention was to not only provide the restrooms but to race. In fact, in preparation he raced - and won - the weekend before the national event to make sure his quad was ready to go. But in the end he realized it was impossible to do both. "There's just not enough hours in the day," he says. He brought his camper, though, and settled for being a spectator along with his wife, Vesta, and 16-month-old daughter, Zara. ■

MORE INFO

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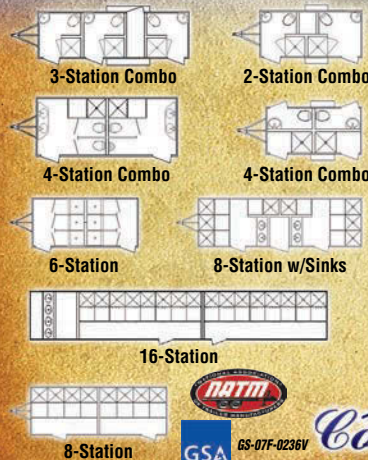
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Gaining Traction

YOUR NEXT SET OF VEHICLE OR EQUIPMENT TIRES IS ONLY A FEW MOUSE CLICKS AWAY. BUT ARE YOU READY TO SWITCH FROM THE LOCAL TIRE SHOP TO A VIRTUAL SHOPPING EXPERIENCE?

By Ed Wodalski

Can buying tires online for your work trucks, trailers or equipment save you a bundle? Or are you better off shopping at a local dealer?

Philip Reed, senior consumer advice editor for Edmunds.com, says online tire shopping can save you money ... if you know how to use the system.

“What I mean is it’s a lot easier to get a total picture online because you’re at a computer that can total everything.” And that can be less confusing than dealing with a salesperson, he says. “You might be quoted the price of a tire without realizing you still have to get three more tires; you need to have it balanced and stems put in.”

Reed says he saved \$15 per tire the last time he shopped online – \$60 for a set of four – but might give his local dealer a chance to price match when it comes time to re-tire.

The greatest advantage of online buying is the ability to comparison shop – by brand, by price or by whatever criteria is most important to you, he says. Thanks to easy-to-navigate websites, you can provide the year, make and model of your service van or work truck and quickly be shown a wide selection of tires that fit.

Reed says the primary disadvantage to purchasing tires from a Web seller is delivery time, especially in an emergency. “In most cases, tire stores will have an inventory of their own, but they also have access to the local warehouse. They can have the tires you selected on your car in half a day, if not faster. And people like the idea of just getting it done,” he says. There’s also the perception that online is cheaper, which is not always the case. “You have to make sure there is no ‘gotcha’ in shipping and handling.”

Here’s a quick overview of some things to consider when shopping online:

The pros:

- A wealth of tire knowledge, ease of comparison
- Consumer reviews can be helpful
- Online prices generally are \$15 to \$20 lower per tire
- Large selection of hard-to-find sizes and specialty tires
- No suggestive upselling
- Tires can be purchased 24/7

The cons:

- Purchases require advance planning and can take days to arrive
- You can’t touch and inspect tires before buying
- No face-to-face interaction
- Shipping costs can be high, particularly for overnight delivery



Jon Salzman, automotive technician at Olson Tire & Auto Service in Wausau, Wis., mounts tires for a customer, a complimentary service when tires are purchased locally, but an added charge when bought online. (Photo by Ed Wodalski)

- You need to locate an installer
- Installation fees can run \$20 per tire
- Warranty issues must be resolved with the seller

For online buying, you can go to a number of established sellers. TireBuyer.com, in Bellevue, Wash., for example, is the online division of American Tire Distributors in Huntersville, N.C., a distributor with more than 5 million tires and wheels in stock. The company carries a dozen brands and promises delivery in one to three days in the Lower 48, with delivery options for Alaska and Hawaii. The company currently does not offer delivery in Canada and does not carry tires for heavy equipment.

TireBuyer estimates savings of 5 to 20 percent over buying from a local retailer, depending on product, with customer support available by phone, online chat or email. The company works with a network of 2,000 installers nationwide. A checkout option enables you to choose the closest one.

If you want to do a cost comparison to traditional tire-buying, keep these factors in mind:

- Tire price
- Shipping cost
- Cost of installation

- Disposal fees and excise taxes

Depending on the seller, tires may be shipped directly to you or to an installer you choose through the seller's website. TireBuyer offers free delivery in the Lower 48. If you have them shipped to your shop, you can contact local service centers to ask if they will mount tires you don't purchase from them. They may be happy to take on the service work but not warranty the tires themselves.

TireRack.com, based in South Bend, Ind., another popular online site, allows you to search by vehicle, tire size and brand. The locator feature lists installation price, which can vary by \$25 a tire (from \$10 to \$35 for a 60 Series) in the same geographic area. Additional costs include valve stems, disposal fees, run-flat service, TPMC (tire pressure monitoring cap) service and shop fee.

Other online tire stores include mass marketers like Walmart, discounttire.com and the rent-to-own company rentawheel.com, as well as tires-easy.com, which offers industrial and construction tires, including skid-steers and graders.

Kent Olson, owner of Olson Tire & Auto Service in Wausau, Wis., a preferred installer for both TireBuyer and TireRack, says more people are looking online before making their tire purchases. But he doesn't believe buying tires online is necessarily less expensive.

"If you brought your own steak to the restaurant, you could buy the steak cheaper than you could at the restaurant, but the preparation cost would be different," he says. "At the shop, if you buy tires from me, I don't charge you to mount them. I don't generally charge freight, unless it's not available through my local normal channels."

Olson admits being a preferred installer does drive traffic and offers an opportunity to provide additional service. "You can't align a car over the Internet," he says. "The other reason [we install online-purchased tires] is you don't ignore the elephant in the room. If you know it's going to happen, you certainly try to incorporate it into your marketing philosophy."

Olson believes online reviews can be helpful wherever you make your tire purchase. "I think if there are enough reviews so you get a balanced option, not one or two, but a company like TireRack where they compile a thousand reviews, and you get a general scoring, I think that's helpful," he says. "It tells you what works well and what doesn't work well, particularly for light trucks and passenger car tires." ■

"A company like TireRack where they compile a thousand reviews, and you get a general scoring, I think that's helpful. It tells you what works well and what doesn't work well, particularly for light trucks and passenger car tires."

Kent Olson



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Holding Tanks and Transport Trailers

By Craig Mandli

TRANSPORT TRAILERS

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Toter Trailers from **Ameri-Can Engineering** are constructed with rugged steel frames coated with a Kevlar product. The durable trailers come with a drop T-bar that allows for the transport of ADA units. Sizes range from 16 to 40 feet and will transport up to 20 restrooms per trailer. **574/892-5151; www.ameri-can.com.**



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Restroom delivery trailers from **Liquid Waste Industries** are made from heavy-duty steel and have double torsion axles, electric brakes and flush-mounted lights. Available with or without 4-foot side rails, trailers have

built-in winch straps on all corners and a T-beam down the middle to secure one side of the skid. Hooks are evenly spaced along the sides to weave through and over skids on trailers without sides. Trailers are 24 inches high for easy loading and unloading. Custom upgrades include gates, leaf spring axles, fold-down ramps, LED lights and choice of hitches. **877/445-5511; www.lwiinc.com.**

ADJUSTABLE TRANSPORT TRAILER

Explorer Toilet Transporters from **McKee Technologies - Explorer Trailers** have easy-to-adjust carrier slats that box in virtually any size restroom skid, so multiple-sized skids can be configured securely in the same load. Models range in size from 8 to 48 feet, accommodating up to 24 units. All include fully independent suspension axles that virtually eliminate side-to-side shock transfer. They are available with front wind deflectors to protect units from road spray, stones and wind loading. Complete hot-dip galvanizing is available for corrosion protection. **866/457-5425; www.explorertrailers.com.**



REMOTE-SITE RESTROOM TRAILER

The **CUSITEC 3000 S** portable restroom transport trailer from **Sanitarios y Quimicos de Mexico** carries two restroom units and is designed for remote areas where it's difficult for a service truck to travel on a daily basis. It has a two-compartment self-contained bottom tank, with 126 gallons for wastewater and 65 gallons for freshwater. It can be used up to 3,000 times before servicing, and features an easy-discharge valve and 42-gallon water tank for the hand-wash unit. **915/239-8919; www.syqonline.com.**



LOW-RIDING RESTROOM TRAILER

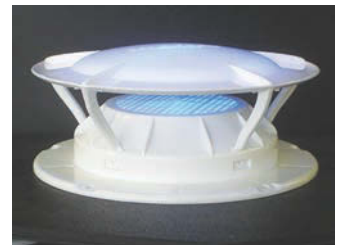
The **Low-Ryder** single-restroom trailer carrier from **Tow-Let Manufacturing** has a unibody design utilizing a 2,000-pound torsion-spring axle, steel fenders and dual handrails with built-in stabilizers. The removable tongue serves as a theft deterrent. The unit comes in either a painted or galvanized finish and with or without lights. An optional upgrade to an aluminum tread plate and aluminum mag wheels is available. **712/623-4007; www.tow-let.com.**



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(continued)

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The low-profile 300-gallon holding tank from **T.S.F. Company** is 16 inches tall, designed to easily slide beneath an RV or a field office. The placement of two 3-inch holes is standard, one in the corner for clean-out and easy access from the side of the trailer and another provided for the plumbing. Varied-size holes or spin-welds can be installed anyplace in the tank for any application. They have been certified in the states that require certifications, require them by the truckload for temporary waste storage due to devastation or are required to have above-ground tanks in campgrounds. **800/843-9286; www.tuff-jon.com.**



DURABLE PLASTIC HOLDING TANK

Durable plastic holding tanks from **PolyJohn Enterprises** collect waste from portable restrooms. The tank design is functional and discreet, compatible with other PolyJohn restrooms and sinks, and can be easily configured with most plumbing. Tanks are available in 250- and 300-gallon capacities. **800/292-1305; www.polyjohn.com.**

ROTATIONALLY MOLDED HOLDING TANK

Rotationally molded polyethylene holding tanks from **PolyPortables** are often used under on-site office trailers, but have also been used for temporary waste storage in other applications. The 250-gallon low-profile tank is 18 by 48 by 72 inches and weighs 100 pounds. Four clean-out ports are typically installed on each tank – two on the top in opposing corners and one on each end. Custom tanks with as few as two ports are available. A uni-seal grommet and threaded PVC connector are inserted in each port. Also available is a 300-gallon tank (18 by 48 by 90 inches) with one 10-inch manhole, two 3-inch spin weld ports and two universal clean-outs. Tanks can be daisy-chained to increase capacity. **800/241-7951; www.polyportables.com.**



HOLDING TANKS/TANK ACCESSORIES

PORTABLE RESTROOM MOVER

The **Mini-Metro Mover** from **Allied Forward Motion** has a load capacity of 525 pounds. The portable, collapsible restroom mover fits on a truck, weighs 56 pounds and has four pneumatic tires, formed steel construction and black acrylic E-coat finish. **920/493-2987; www.minimetromover.com.**



TRANSPORT DOLLY

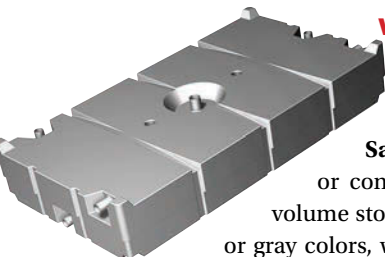
The **Armal** transport dolly is used to move Wave portable restrooms from one location to another. It is made of lightweight aluminum, making it easy for one operator to maneuver a portable restroom quickly and efficiently. It is made for rigorous daily use, and speeds up the process of picking up and/or dropping off portable restrooms. **770/491-6410; www.armal.biz.**

RESTROOM HAND TRUCK

The **Super Mongo Mover** hand truck from **Deal Assoc.** moves both standard and handicap/ADA restrooms. Its aluminum and steel frame is lightweight and strong, and is available with up to eight wheels for use on soft ground. The operator stands on the rear axle so body weight works to help tip the restroom, while the long handle provides leverage, making it easier to tip back-heavy restrooms with minimal strain. It can be carried on the back bumper of a vacuum truck or trailer, or strapped to a restroom for transport. **866/599-3325; www.dealassoc.com.**



VERSATILE SIX-PORT HOLDING TANK



The versatile, high-impact 300-gallon polyethylene holding tank from **Satellite Industries** can be used singly or connected end-to-end to create a high-volume storage container. Tanks come in natural or gray colors, weighing 130 pounds. The heavy-duty tank has two internal pillars and thickened corners to accommodate stacking and reduce failure caused by continual handling on abrasive materials such as asphalt and cement. The fittings are molded for added strength and product longevity, and are recessed to guard against breakage. **800/328-3332; www.satelliteindustries.com.**



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- NVE 20" top man way
- 4" waste discharge line with valve, adapter, and cap
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- Anti-surge baffles
- Heavy duty toilet carrier with trailer hitch



\$99,950

2014 INTERNATIONAL 4300

- Cummins 240 HP engine
- Allison 2500 6-speed RDS automatic
- Air brakes • 25,999 GVWR
- 2,000 gal. aluminum tank
- Two compartment tank, 500 fresh water/1,500 waste
- NVE primary moisture trap
- NVE 20" top man way
- 4" waste discharge line with valve, adapter, and cap
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Mini rolls of toilet paper from Justtoiletpaper.com are packed in a clear plastic dispenser, providing a solution to portable restrooms running out of tissue. They can be printed with a custom label to be used as a business card. A custom label can be printed on a standard inkjet printer. The labels can be printed 10 to a sheet and can be applied to the dispensers as needed. For larger quantities, the customer can supply camera-ready artwork. Full-color labels are printed and affixed to the dispensers and shipped. 954/404-8174; www.justtoiletpaper.com.



WRAPS

INSULATED RESTROOM COVER

Insulated portable restroom covers from Prostitch prevent freezing, providing comfort to customers during cold conditions. Made of insulated fiber, 10-ounce PVC and a poly-cotton fabric, covers have an R5 insulation rating. They are tear and crack resistant, and are easy to install using snaps and self-tapping screws. Covers are available for all models of portable restrooms. Options include a clear roof, 2-inch silver reflective stripes on the door, clear pockets on the front of the door for contact information and logo, and several colors. 705/524-6009; www.prostitch.net.



MAGNETS

PORTABLE RESTROOM MAGNETS

Highly visible portable restroom magnets from Magnets by Stamp Works are a leave-behind for customers. These high-quality full-color weatherproof magnets can be used instead of business cards and come in custom shapes like a company's portable restroom. 800/758-2743; www.stampworks.net.



DECALS

PORTABLE RESTROOM DECALS

Portable restroom decals from Allied Graphics are available in custom shapes and sizes, and can be color-matched to any portable unit. The decals have an adhesive designed to stick to the plastic on portable units, including textured surfaces. QR codes can be printed onto the decals. Lack-of-service tags, service decals, men/women decals and unit numbers are also available. 763/428-8365; www.allied-graphics.com.



DECALS

ADHESIVE DECALS

Portable restroom decals from **Dynamic Decals & Graphics** are available for smooth plastic surfaces (Super Stick adhesive). For highly textured surfaces, Monster Stick vinyl is an aggressive, flexible 3.2-mil material that contours to uneven surfaces and adheres without excessive amounts of adhesive. Truck decals are a 3.2-mil 3M material with an additional 3.3-mil UV lamination that yields a long life. Decals are made with UV inks for maximum pigment and life span. **800/472-0285; www.dynamicdecals.com.**



CUSTOM SIGNS AND DECALS

Custom decals and magnetic and aluminum signs are manufactured to order by **J.C. Gury Company**. The company also makes vinyl cut decals for vehicles and equip-

ment, portable restrooms, rental fence signage and advertising job site signs. **800/903-3385; www.jcgury.com.**

CUSTOM PORTABLE RESTROOM DECALS

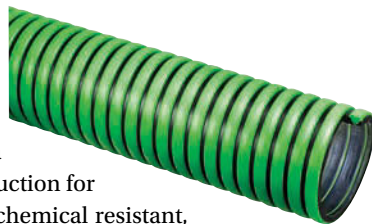
Screen-printed pressure-sensitive decals with vibrant ultraviolet inks from **Roeda Signs & ScreenTech Imaging** advertise company names to portable restroom users. They are made of a 3.5-mil white outdoor vinyl with a coated high-tack adhesive and a 90-pound paper liner back-slit for easy application. Decals are designed to get attention and durable to make a lasting impression. Screen-printed mini magnets are also available in portable restroom and vacuum truck shapes. Larger vehicle magnets are also available. **800/829-3021; www.screentech.com.**



HOSE

SUCTION HOSE

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



LIGHTING

SOLAR-POWERED LIGHTING

A tempered glass solar array coupled with a lithium-ion battery powers the **LunarGlo Light**. It provides non-dimming light from sundown to sunup. Four LED lights provide 14 candlepower of white light at 1 foot. The unit is waterproof and has no moving parts to wear out or break. The lights add security and safety to nighttime restroom use. The extended length of the light mount allows for thicker roof designs to be a nonissue when being installed. The roof dome also provides for added protection for the solar array. **574/294-2624; www.lunarglo.com.**



MOTION-ACTIVATED SOLAR LIGHT

The solar-powered motion-activated **J-Light** from **J & J Chemical Co.** easily installs in the roof of a portable restroom through a 1 1/2-inch hole. The self-contained solar panel acts as a day/night sensor, saving energy during the day and charging the batteries, allowing the light to activate only when it's dark. The long-life rechargeable batteries are an environmentally friendly solution. The motion sensor turns the light on when activity is detected. When the user leaves the restroom, the unit will remain lit for 35 seconds. Five high-intensity LEDs emit 30 lumens of light. **800/345-3303; www.jjchem.com.**

COMPACT LIGHTING SYSTEM

The **Solar Pod Light** compact lighting system from **Solar LED Innovations** provides 65 lumens of light, illuminating portable restrooms for nighttime use. About the size of a hockey puck, the unit protrudes less than 1/4 inch above the roofline and securely double-locks through the roof. Automatic and manual settings control lighting. A day in the sun provides up to 24 hours of lighting time. It exceeds Cal/OSHA illumination requirements for nighttime agricultural operations. **484/639-4833; www.solargoose.com.**



COMPACT SOLAR LIGHT

The **Model PR-1F** solar light from **Startronics Solar Lighting** is compact, at 5.25 by 5.25 by 2 inches. It is equipped with a high-quality solar cell featuring a protective coating and bezel. A small rechargeable battery and solid state circuit board turn the lights on at night and off during the day. The case mounts on top of the roof with two fasteners. A small PVC fixture cap contains the LEDs and attaches to a bushing that protrudes through the roof. **800/811-1985; www.startronics-solar.com. ■**

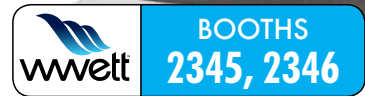


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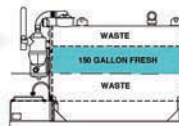


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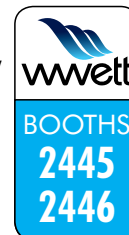


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PRODUCT NEWS

BAYCO multifunction LED flashlights

Nightstick multifunctional MT-200 Series Mini-TAC Pro flashlights from BAYCO Products, Inc. are 4 to 6 inches long and weigh 1.9 to 3.2 ounces. With a housing made from aircraft-grade 6061-T6 aluminum, each flashlight (MT-200, MT-210, MT-220, MT-230) has a drop rating of 2 meters and waterproof rating of IPX7. All lights feature CREE® LEDs with a deep parabolic reflector for a tight, long-throw beam. The flashlight body and tail switches provide momentary or constant-on functionality with high, medium or low settings, as well as strobe. **800/233-2155; www.mynightstick.com.**



Cooper's Own Hot Flakes De-Icer

Cooper's Own Hot Flakes De-Icer from PolyJohn Enterprises is a safe, convenient and easy-to-use option that allows operators to pump restrooms even when temperatures drop to -25 degrees F. The easy-to-use pellets are made up of a chemical component blend of different chlorides. Just scoop the directed amount of pellets from the 30-pound bucket and drop directly into a freshly serviced unit. **800/292-1305; www.polyjohn.com.** ■

INDUSTRY NEWS

Amthor International names distributor

Amthor International named Tommy Webber and Spartan Tank & Trailer, Spartanburg, S.C., as a distributor for the Amthor product line. Spartan Tank carries vacuum, oil, portable sanitation, water, propane and refined fuel trucks. ■

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DAY 1 & 2 - ELLEN ROHR

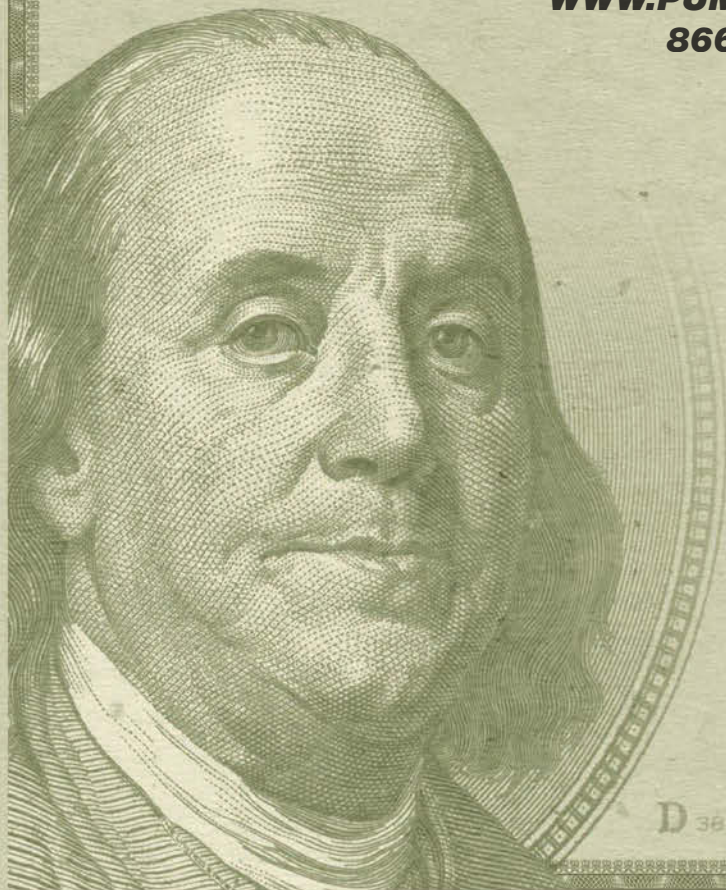
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- **HOW MUCH SHOULD I CHARGE?**
- **REWARD THE RIGHT STUFF**
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BUSINESSES

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FOR SALE: Turnkey Portable Restroom & Septic Company. Location: Connecticut. Gross annual sales: \$800,000. FMV Assets: \$500,000. Years established: 34 years. Family run. Price: \$950,000. Reason for sale: Owners retiring. Comments: Growing business, large, loyal, repeat customer base, Well-maintained equipment & products, computerized databases & up-to-date website. Willing to train. Diversification possibilities. Inquiries: 860-315-0417 or saleofbusinessPTSEPTIC@yahoo.com (T01)

PARADISE FOR SALE! Bee's Honey Pots, Inc., portable toilet company established in 1983 in the beautiful Florida Keys is for sale. Based on Big Pine Key, Bee's is the oldest established and largest portable toilet company in the Keys. Sole owner and operator for the past 30+ years wants to go fishing! Interested? Call 305-872-2287. (T01)

Portable restroom business for sale, Southeastern Pennsylvania. 40+ years in business with solid customer base. 500+ units. Serious inquiries only. 708-218-7653 (T12)

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2002 International: 1,500-gallon Glendale Manufacturing vac tank, 1,100 waste/400 water. www.pumpertrucksales.com. Call JR. @ 720-253-8014, CO. (PBM)

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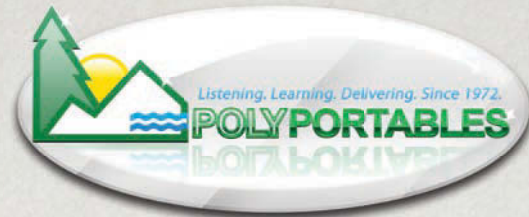
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