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READY FORACTION

When disaster strikes or oil companies come calling, Louisiana's Chad Boudreaux brings restroom solutions Page 26

Restrooms to the Rescue

Harvey's Honey Huts plays a key role in California drought relief efforts Page 14



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It's Not Easy Being Green

WHAT TIPS AND TRICKS HAVE YOU LEARNED ABOUT RECYCLING RESTROOMS AT THE END OF THEIR USEFUL LIFE?

By Jim Kneiszel

or years, Jason Aparo has been collecting cracked, broken or otherwise damaged portable restroom parts in piles at several yards at Aparo's Little John in Bay Shore, N.Y. The piles were small at first, but he now has plastic remnants equaling 100 restrooms or more and wonders what to do about them.

"One unit would get destroyed, and then I'd wait until I had two or three of them. Then all the sudden it would be five or 10 units and then you forget about it," Aparo recalls. In what he says must be a similar story for many PROs, Aparo says the plastic piles grew from a small problem to a larger nuisance. "Other things take your time up, like making money, and it's just easier to let it sit there."

But ultimately, Aparo didn't want to keep pushing the problem into the future. And he didn't just want to fill some trash containers and haul the polyethylene to the landfill. He didn't think that was the right thing to do. Most of the bathroom tissue used by the portable sanitation industry is made up of recycled paper products, Aparo says, so he should be able to find a way to responsibly recycle the worn-out restrooms.

Unsuccessful at finding an outlet to recycle his restrooms, Aparo sent me an email.

CAN WE GO GREEN?

"Everyone is so green nowadays and there are all these plastic recycling companies, but nobody wants the toilets," he wrote. "I'm just one company and I have a lot of plastic to get rid of. There has to be more companies in the same situation. The planet and the industry need this service."

In a follow-up conversation, Aparo told me he'd called many recycling companies over the past two years and received few callbacks. When they did return his call, the recyclers lost interest in the material when they found out the plastic used to be the foundation for portable restrooms.

"The guys all wanted perfectly clean plastic. A portable toilet? They're not even getting into it," Aparo says. "You can take anything to the landfill, but I didn't want to do that. I want to try and do something to recycle them."

I believe it. All these years, Aparo was disassembling damaged units and saving all of the thermoformed side panels, roofs, tanks and skids that could be reused. He runs about 1,000 units on New York's Long Island, and he repairs units and gets them back on the job.

I know many PROs operate the same way as Aparo's Little John. They salvage what they can from old units, and then start a pile of unusable parts, hoping to one day find a use for them or a way – at least – to keep them out of the landfill.

ENVIRONMENTAL STEWARDS

So I made a few phone calls, first to several of the restroom manufacturers. They share Aparo's and other PROs' concern for the environment and have implemented programs allowing them to recycle all of the post-industrial trimmings and waste plastic associated with building new restrooms. The clean plastic bits and pieces have great value and can be worked right back into the product at the factory or sold in the recycling market to make a variety of products.

"Everyone is so green nowadays and there are all these plastic recycling companies, but nobody wants the toilets. I'm just one company and I have a lot of plastic to get rid of. There has to be more companies in the same situation. The planet and the industry need this service." "There are better uses for it than to sit inert in a landfill for 10,000 years," says Steve Brinton, of Satellite Industries. "We all should be protecting the environment as much as we can." To that end, Brinton says Satellite tries to help PROs with large quantities of usable older restrooms connect with buyers in third-world markets.

PolyJohn Enterprises recycles all of the waste plastic from the manufacturing process back into its units, according to Jamie Kostelyk, a company design engineer. "We go up to 30 percent reused material, depending on how much regrind we've generated. We do utilize every bit of plastic; nothing gets thrown away," he explains.

At the PolyPortables factory, the

manufacturing waste product - called

Jason Aparo

floor sweeps – is gathered, sorted, cleaned and shredded by a recycling company. "We want to minimize our waste streams coming out of our manufacturing facilities," says Henry Davis of PolyPortables. "You can at least know you're doing the right thing."

The owner of the recycling company PolyPortables uses, Jackson Industries, says the plastic from portable restrooms is of such high quality that PROs should be able to find a source to take it for free or find a recycler who may pay for the product if it's stacked and palletized for easy transport.

DOLLARS AND SENSE

"If you're dealing in volume, you're going to make some money recycling them. And you'll save money by not taking them to the landfill," says Ben Jackson. He gives an example:



If a PRO has about 100 restrooms, or about 20,000 pounds of plastic that can be loaded onto a container for shipping, a Chinese recycler might pay 20 cents per pound, or \$4,000 for the load. If that same plastic material is taken to the landfill and is subject to a tipping fee of 5 cents per pound, the cost to the PRO is about \$1,000 for getting rid of it.

Each PRO's circumstances will dictate whether they can sell the plastic, or at least find a recycling company that will take the material at no cost. Jackson says a PRO's proximity to recyclers plays a role. If you're located near a major city, say Chicago or somewhere on the East or West Coasts, you'll have better luck finding a buyer or taker for your waste. Your chances are also better if you thoroughly clean the plastic, remove metal rivets and prepare the load for transport.

Jackson has machinery to grind or shred polypropylene and sell it from his Georgia operation, but he only takes restroom parts that are cleaned and he assumes the same is true for any recycler. The units should be disassembled and washed with bleach and water. Odors aren't a concern, he explains, because plastics that retain odors, like shampoo bottles and barrels of soft drink syrup, find use in underground pipe or other products where the odors aren't an issue.

The color of the plastic isn't an issue, either, he says. Comingled plastics of all colors and qualities are called utility-grade material and are typically used to create black plastic products, such as pipe, fender wells for cars and pallets.

For PROs with small quantities of waste plastic, Jackson suggests cutting restroom components into small pieces that would be acceptable for disposal through a municipal recycling program.

"If you really care about the environment and want to recycle, take 30 minutes or an hour and cut two [units] up and put them in the recycling bin," he says.

PROs with large quantities may contact Jackson through his email, ugaben85@hotmail.com, and he'll try to help them find a source for their material.

WHAT'S YOUR STORY?

Have you heard this phrase "reduce, reuse, recycle" associated with the green movement? Well, Aparo and other PROs are great at reusing parts of restrooms and keeping these units working for them for years on end. And they help reduce the use of water when restrooms are used in place of permanent public bathrooms. (For an example, see this month's On Location feature about the California drought.)

Maybe some PROs have figured out the recycling challenge. If your business has found the solution to recycling, I'd love to hear from you. Send me an email sharing your tips for finding a portable restroom recycler and I'll include the information here in my column. ■



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Writer Judy Kneiszel has operated her own small business for 15 years and is familiar with the many rewards and challenges of business ownership. Write to her with questions, comments or topic suggestions at thewordhouse@ameritech.net.



Calm Those First-Day Jitters

PLAN AHEAD TO MAKE NEW EMPLOYEES COMFORTABLE WITH MEETING YOUR CREW, LEARNING COMPANY POLICIES AND GETTING RIGHT TO WORK

By Judy Kneiszel

f you are hiring a new employee or two for the upcoming busy season, don't assume the process is complete when you extend the job offer and it is accepted. Planning a great first day for your employee sets the stage for a successful long-term work relationship.

A first day on the job is a bit like being the new kid in school. Everything feels strange and awkward for the new employee who may return home after work filled with doubt or regret about taking the job.

But it doesn't have to be that way. You have the power to set the stage, making it the first of many satisfying days. An employee's first day can be the foundation of a positive, productive relationship between you, the new employee and the rest of your team.

PREPARE AHEAD OF TIME

One of the worst mistakes you can make on an employee's first day is to forget it's an employee's first day. Being caught off guard when the newbie walks through the door and having nothing prepared is embarrassing for both of you. It's unwelcoming and a waste of money since it becomes a day you are paying someone who isn't contributing or learning anything.

BE READY

Don't make new employees uncomfortable by making them wait alone in your office or at their desk for hours until you are ready to deal with them. It might work well to have the new employee's first day start an hour or two after you and everyone else arrive at work. You can then remind others about the newcomer so they are sure to be welcoming. You can also complete morning housekeeping tasks – like dealing with emails and phone messages – and be ready to properly greet the new employee the second he or she walks through the door.

Make sure the new employee's workspace is ready in advance and all needed supplies are in place. Verify that whoever is responsible for training the new employee will be in and has adequate time allotted for the task. If the new employee will be wearing a uniform, have one ready for them. If the new person will be required to wear a nametag, have it printed. If they require a desk, make sure the personal belongings of the last person to occupy that desk are gone and it is clean. If they will use a phone, provide instructions on how to record a voicemail greeting. Make sure the computer assigned to them is up-to-date and ready to use and an email account is set up for them.

INTRODUCTIONS ALL AROUND

When the new employee arrives, give them a thorough tour of the entire facility. Don't forget to include where they can hang their coat, where the bathrooms are located, the location of the coffee maker and where supDon't make new employees uncomfortable by making them wait alone in your office or at their desk for hours until you are ready to deal with them.

plies are stored. Along the way, introduce him or her to everyone. But don't just make it a quick exchange of names. Try to make connections between people. Point out the strengths of the new person's co-workers. You might say, "If you need to know a customer's history, just ask Bob." Or "If you have any technology problems, Linda is a computer whiz!"

Personal tidbits can be shared as well. For example, instead of newguy Tom and longtimer Jerry just exchanging names, you might point out to Jerry that he and Tom are from the same hometown. Then Tom and Jerry will swap stories about what street each grew up on or what high school they attended and now Tom feels like he fits in a bit because he has something in common with Jerry. When you introduce new office assistant Gina to longtime office manager Brenda, point out the picture of Brenda's grandkids on her desk. If Gina's kids are about that age ... instant connection!

LET'S DO LUNCH

Food is important to everyone. Explain how lunch works at your business, how long of a break the new employee gets and at what time. Also explain what most people do for lunch at your company. Since you took the time to make connections during introductions, your new employee should have plenty of invitations to either go out for lunch or sit with people at the lunch table. If not, invite the new person to lunch yourself and invite a few others too so it's not uncomfortable. No one wants to sit alone in silence with their brown bag on the first day while others in the lunchroom are laughing and talking.

HAVE SOMETHING FOR THEM TO DO

Have paperwork ready and waiting for the new employee to fill out. Prep another employee in advance if they need to show the new person how to do a particular task. It may help to have a schedule for the day prepared in advance so they can shadow a few different people and know exactly what they will be doing throughout the day. If your company has a training or policy manual, provide a copy for the new employee and allow adequate time for them to look it over.

TAKE CARE OF PAYROLL

Everybody knows a paycheck is what new employees are ultimately



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there for, so have all the necessary tax and payroll forms ready to fill out on the first day. Explain when they will receive their first check, if they will be paid by direct deposit or physical check, how their check or pay stub will be delivered to them and how frequently ... weekly, every two weeks, etc.

ASK FOR INPUT/GIVE LOTS OF FEEDBACK

Don't just talk at a new employee all day. That's boring and intimidating for them and exhausting for you. Ask questions and provide feedback. You asked them questions in the job interview, but let's face it, both of you might have been in dozens of interview situations in the past several months. You may not remember what this particular person's specific answers were and they might not recall things you said in the interview.

MAKE THEM WANT TO COME BACK

This might sound strange, but tell your new employee when to go home. Your new hire won't want to risk leaving a bad impression on you and the other employees by walking out before anyone else, but it's rude to forget about the new person and have him or her be the last person to leave. No one should have to turn out the lights and lock the doors on their first day.

Rather, wrap it up by thanking them for a great first day and walking them out. Tell them what time to arrive on day two and what they'll be doing. Consider presenting them with a little "you survived the first day" gift like a coffee mug with the company logo on it or a box of candy for them to take home to their significant other so they know you care about their life outside the office too. Small kindnesses go a long way toward making a first day great and easing any doubts about coming to work for your company.



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ON LOCATION

Portable sanitation and Harvey's Honey Huts play an important role in providing vital services during the massive California drought BY BETTY DAGEFORDE

Restrooms to the Rescue

THE TEAM

Jennifer Smith and her husband, Harvey, own Harvey's Honey Huts in Cambria, Calif., a small tourist town along the state's central coast. She works out of her home or, as she puts it, "wherever I am with my iPad and iPhone." Daughter Amy Smith Ridgway, working out of her home, answers

phones and does bookkeeping.

THE JOB: California drought **LOCATION:** Cambria and San Simeon, Calif. **THE PRO:** Harvey's Honey Huts Honey Huts has four drivers who gather each morning at the company's storage yard. One of the drivers has the role of manager and handles employees, schedules and

supplies, and stays in touch with the team via iPhones. "Thank God for the electronic age because it's made running a crazy business in the middle of nowhere very easy," Smith says.

COMPANY HISTORY

In 1979, the recently married Smiths left Los Angeles and moved their blended family to Cambria to begin a new life. After getting settled they ran an ad in the paper – "Looking for successful business for sale."

"We got lots of grocery stores and motels," Smith recounts. "And then this man contacted us and said he had a portable toilet company for sale."

(continued)

Harvey and Jennifer Smith and their company, Harvey's Honey Huts, provided critical portable sanitation services in droughtstricken California. Here the couple is shown with some PolyPortables restrooms set up near the California coast and the famous Hearst Castle at San Simeon. (Photos by Lezlie Sterling)





Right: Harvey Smith stands next to one of the company's Wells Cargo restroom trailers deployed for tourists while public restrooms were shut down.

Below: A tourist emerges from a restroom that is one of many set up near permanent bathroom facilities in California that were shut down to conserve water. Harvey's Honey Huts played an important role in the effort.



She mentioned it to her mother, Molly Franco, who said she knew Andy Gump, a PRO in Los Angeles, and his daughter. Franco introduced them and Harvey went to work for the Gumps for a short while to learn the business. The company they bought came with 200 metal and wooden restrooms, two trucks, a contract at Vandenberg Air Force Base nearly 100 miles away and a handful of construction projects.

The first order of business was to grow the company, Smith says. "I'd go

door to door and make phone calls. I'd see a peg in the ground and a shovel of dirt and say, 'Hey, we want this job.'' Meanwhile, at Vandenberg, Harvey was asked to set up a restroom at the end of the road and was told a satellite would be launched from there in a couple years. The company won all the contracts involved in the West Coast space shuttle project.

"I asked 17 questions and did not submit a bid until every single one was answered verbally and in writing."

JENNIFER SMITH

Their entrée into the special events market came when Smith saw an ad for the local Harbor Festival. She

contacted the organizers and ended up being their contractor for 30 years. Today 40 percent of their business is special events. The Smiths work within about a 100-mile radius and they've got 1,100 units, most from PolyPortables, four Wells Cargo restroom trailers and five service trucks.

THE CHALLENGE

In 2014 California experienced one of the worst droughts on record. In January the governor declared a state of emergency, eventually leading to mandatory water restrictions. Many towns, state parks and tourist attractions closed their public restrooms.



Left: Technician Roberto Fabela cleans a PolyPortables Tag Along hand-wash station in Cambria, a small tourist town on the California coast.

One of the affected tourist areas was the Hearst Castle near San Simeon, originally built for newspaper magnate William Randolph Hearst but now part of the California state park system, receiving about 700,000 visitors annually. Restrooms were closed in March at the nearby state park and campground and shortly after that at the visitor center. Cambria also closed its public restrooms.

MAKING CONNECTIONS

To replace its public facilities, the Town of Cambria asked Smith to bring in portable restrooms. The state used a bidding process for the Hearst facilities. Because the company already had a long-standing contract with the Hearst organization to service eight state-owned units at the self-guided tourist area at the Castle, they were on the list of companies contacted. They're also the preferred provider for charity events at the Hearst Ranch.

The Smiths had won a similar contract during a drought 25 years earlier but were put in a bad situation when the state buckled under pressure and reopened the public facilities after only two weeks. So Smith was very careful with this bid.

"I asked 17 questions and did not submit a bid until every single one was answered verbally and in writing," she says. Her calculations included everything she could think of – supplies, gas, vehicle wear and tear, insurance, disposal, overtime pay, even the cost of replacing their heart-design logo

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Left: Technician Roberto Fabela cleans the portable restrooms near the visitor's center at Hearst Castle at San Simeon. His service truck was built out by TankTec.

Below: Technician Martin Ochoa replenishes soap in a restroom while Harvey Smith looks on. It was all hands on deck for Harvey's Honey Huts to provide extensive drought service.



"Thank God for the electronic age because it's made running a crazy business in the middle of nowhere very easy." the Hearst-related facilities from 6 to 9 a.m. before tourists arrived, then the town units at 9 a.m., late enough to avoid disturbing guests at nearby motels, before heading out on their regular routes. Service tapered off with lighter demand during the winter. The company uses Green Way deodorant products from PolyPortables and waste is taken to the Santa ility 65 miles away

Maria treatment facility 65 miles away.

Harvey also personally checked all the units almost every day, sometimes twice a day. In addition, the Hearst organization kept the visitor center units stocked and cleaned during the day.

STEPPING UP THEIR GAME

To meet the increased drought-related workload, Smith chose not to hire temps but instead offer overtime to her employees. "They have been absolutely amazing," she says of how employees have responded to higher demand.

Smith's workload has also increased as

she is fanatical about personally checking equipment in the field to ensure everything is in top shape and repair and maintenance issues are caught early on. "I'm on my game every day," she says. ■

MORE INFO

JENNIFER SMITH

Green Way by PolyPortables, LLC 800/241-7951 www.polyportables.com

Masport, Inc. 800/228-4510 www.masportpumr

PolyPortables, LLC 800/241-7951 www.polyportables.com (See ad page 44) TankTec 888/428-6422 www.tanktec.biz

Tommy Gate Company 800/543-8428

UltraLav by Wells Cargo 574/584-2016 www.ultralav.com

stickers, which tend to get ripped off. She also included recouping her investment in the new equipment she had to buy since her existing inventory was already committed.

They won all the contracts, which are tentatively scheduled to go through May, depending on weather and funding.

BY THE NUMBERS

A total of 100 PolyPortables units with hand sanitizer and toilet seat covers and 20 PolyPortables hand-wash stations are involved in the various drought-related projects.

The state park requested green units, otherwise the company used their special event white units.

Seven standard and five wheelchair-accessible units and two

hand-wash stations were set up at three locations in Cambria in February. Another 42 were taken to the state park in March – 17 standard and nine wheelchair-accessible and ADA-compliant units spread out across the main campground and the rest at three day-use areas. No hand-wash stations were requested at the campground as the state was concerned campers would use them to wash dishes.

In July, 30 standard and eight wheelchair-accessible and ADAcompliant units and 11 hand-wash stations were set up in front of the Hearst visitor center and six other parking lot locations. The eight state-owned units at the Castle were already in place but now got more use as employees were required to use them.

Units were delivered using the company's vacuum trucks which carry two units each, two Mighty Mite transport trailers (one holding 18 units, the other 12), and two Silverado flatbeds with Tommy Gate liftgates.

KEEPIN' IT CLEAN

Using a 2009 International 4200, a 2008 Chevrolet C7500 and a 2013 Ford F-550, all built out by TankTec with 1,500-gallon waste/300-gallon freshwater aluminum tanks and Masport Inc. pumps, units were serviced once a day during the summer (twice during peak weekends). Technicians started with

<image><text><text><text><text><text><text>

Cambria, Calif., officials shut down public restrooms in favor of water-saving portable restrooms during the drought. This posted sign tells visitors that the closures will conserve 172,000 gallons of water over several months.







IN THE GARAGE January 2015



Is Your Vehicle a Money Pit?

FORGET ABOUT THE DOG-EARED NOTEBOOK IN THE GLOVE BOX. SOPHISTICATED EQUIPMENT MAINTENANCE REPORTING OPTIONS WILL UNCOVER YOUR TRUE COST OF OWNERSHIP.

By Ed Wodalski

he question isn't why you should use vehicle maintenance software for your portable sanitation service truck fleet, but why not? Sure, you can store data on an Excel spreadsheet, file drawer or even a shoebox, but why would you?

Nathaniel Cochran, director of operations for Dwyer Plumbing, handles dispatching, IT and long-term strategy for the Alexandria, Va., company and its 30 employees. He's also in charge of managing the company's fleet of 28 vehicles that include service vans, compressors and trailers.

"We had been keeping information in Excel, but we really didn't have great records," he says. "It wasn't hard to use, but it didn't put out as much information as the fleet software, like scheduling reminders." Approximately a year ago, Cochran went shopping for a program that would keep tabs on service, fuel mileage and provide preventive maintenance reminders.

The program he chose enables him to share inputting, service and repair data. "I can give a couple other people access so they can update the information themselves rather than having it cross my desk," he says. "We can pull up the maintenance software from our phones, which helps when I'm doing a physical inspection of the vans - just enter it in from the parking lot."

Cochran says his insurance provider suggested going the maintenance software route. "He said some contractors he works with, the only record they have of their vehicle is the insurance schedule, which is not a particularly good way to know about the condition of your fleet." What Cochran finds most beneficial is knowing which vehi-

CHOICES, CHOICES

should be replaced.

Ready for a test drive? A quick online search can display thousands of software options, from free downloads to for-fee upgrades. The challenge is

cles are costing the most to repair and

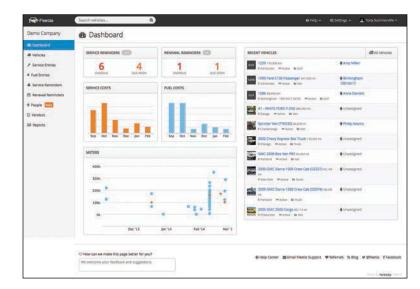
"Even if you have a very small fleet, you still need to be maintaining records and staying on top of the operations of that fleet from a maintenance perspective."

Tom Summerville

deciding which program best meets your needs and budget.

FleetVIP's free demo tracks two vehicles, while the Standard version (\$19.95) tracks up to six vehicles. The Plus version (\$49.95) tracks up to 26 vehicles and the Proversion (\$199.95) tracks an unlimited number of vehicles. In each case there are no monthly or annual fees. The for-fee programs are Cloud backup compatible, while the Pro version adds spreadsheet export.

Fleetio offers a 14-day free trial of its programs that range from the free Personal Fleet (one user, five vehicles) to the 1,000-vehicle Epic Fleet



(\$689 per month or 69 cents per vehicle per month). The for-fee programs allow unlimited users, driver management and provide email support. The Large Fleet (100 vehi-

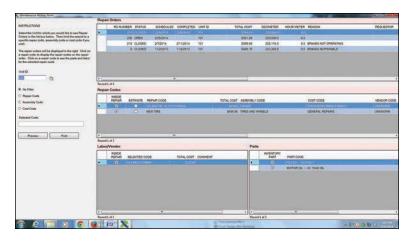
Fleetio's Dashboard provides an overview of maintenance history, service reminders and service costs.

cles, \$119 per month), Super Fleet (250 vehicles, \$199 per month) and Mega Fleet (500 vehicles, \$359 per month), as well as the Epic Fleet programs, include phone support. All plans include secure data encryption, unlimited file storage and data export.

FleetWise's suite of products start at \$100 for the FleetWise Lite package designed for smaller fleets (10 vehicles) to its full-feature flagship FleetWise VB that includes vehicle and equipment information for an unlimited number of vehicles, repair order system, inventory control and fuel management (\$700 for stand-alone program without inventory control; \$1,350 with inventory; \$1,500 for network program without inventory; and \$2,700 for network program with inventory).

LOOK FOR WEB-BASED PROGRAM

Tom Summerville, founder and CEO for RareStep of Birmingham, Ala., maker of Fleetio, says maintenance programs enable fleet owners to understand the overall cost of owning and maintaining each piece of equipment, from truck engines to vacuum pumps and trailer tires. "All that additional equipment is going to need preventive maintenance and documentation as well," he says. "Even if you have a very small fleet, you still need to be maintaining records and staying on top of the operations of that fleet from a maintenance perspective."



When shopping for a program, look for something that is Web-based and online accessible, he says. It should store all your information in one place, but more important, it should be easy to use. The FleetWise Lite maintenance history form for unit 101 displays status of repair orders, repair costs, labor costs and parts removed from inventory.

It also should be mobile. "Having in-

formation at your fingertips is a very effective and powerful way to monitor things," Summerville says. And it should seek you out. The system should come to you with notifications – emails and text alerts of what's wrong and needs work.

It should be flexible. "You want a system that can adapt to your needs," he says. "You want to track the maintenance of the vehicle separately from the maintenance that occurs on your vacuum pump. If there are unique things that need to be captured at the time of service, having a system that is flexible enough to meet those needs is pretty important."

BETTER DATA

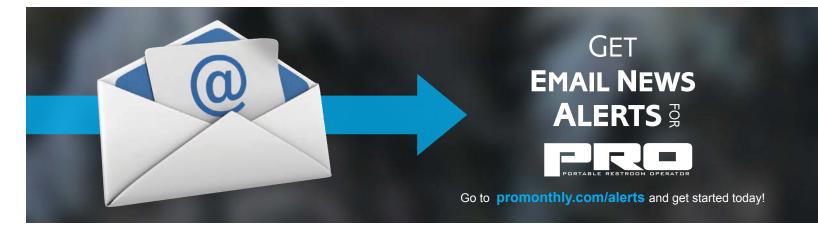
Peter Michaelis, owner of All About Computers in Jacksonville, Fla., maker of FleetWise, says one advantage of a maintenance program over a spreadsheet is data validation. "You might have a column that says repair order costs, but there's no checking if the number you put in is correct."

Maintenance programs can perform multiple functions, such as automatically updating parts inventory when entering repair costs. Could the same be done on a spreadsheet? Certainly, says Michaelis, but you would have to go to the repair order spreadsheet and put in the cost, then go to the inventory spreadsheet and subtract your part. It's not as efficient, he says. "The general rule of computer systems is if you have to do something twice, then the chance of it being wrong is twice as great."



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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

| Combination Vacuum Unit Operation Overview |
|---|
| Been There, Done That, Got The T-Shirt |
| (Small Business From a Hands-on Perspective) |
| So You Think You Are the Best? |
| CCTV Inspection In Its Highest Form |
| Avoid the Pitfalls — Trenchless Pipeline Repair |
| and Renewal |
| NOZZLES, NOZZLES, NOZZLES! |
| 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

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

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 WWett.com

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

| Susan Chin Room 1 | s3-135 |
|-----------------------------|---|
| 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 |

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 |

wwelt2015

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

THE

| 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

wwell



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 |
| 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

| 3 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 |
| 1 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
- System Sizing and Basic Design Principles
- Pumping to Systems
- Installations of ATUs
- Installing for Management
- Troubleshooting Systems

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FILE

COVER STORY

Septic Contractors INCORPORATED 985-632-5592

When disaster strikes or a booming oil industry comes calling, Louisiana's Chad Boudreaux answers the call with portable sanitation solutions

BY SHARON VERBETEN

READY FOR ACTION

nexpected life circumstances and major natural and man-made disasters shaped the early career of Chad Boudreaux, leading him to build on the successes of a small family pumping business in the bayou country in his native Cut Off, La.

At one time, Boudreaux had his mind set on being a football player in college and then moving on to coach football. But about 20 years ago, his father, Joe, was stricken with a heart attack, so he came home to help run a one-truck outfit, Joe's Septic. Boudreaux never looked back, building a diverse and thriving enterprise that was well-positioned to serve the Gulf Coast when it was hit first by Hurricane Katrina and then the BP oil spill.

Now 40 years old and full owner of the company, Boudreaux is excited to learn the latest wastewater technologies and find new challenges in the wastewater industry. And he's happy to share what he's learned while providing disaster relief and being part of the current boom in oilfield services.

(continued)



Louisiana

Chad Boudreaux is shown with a row of Five Peaks restrooms in the Joe's Septic Contractors/ Joe's Environmental yard. (Photos by Lee Henderson)

Joe's Septic Contractors and Joe's Environmental Cut Off, La.

Owner: Chad Boudreaux

Founded: Joe's Septic in 1965; Joe's Environmental in 2011

Employees: 24

Service Area: 100-mile radius

Services: Portable sanitation, septic pumping, oilfield services, onsite system installation

Website: www.joesseptic.com

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"I started having different ideas, seeing new ways, different technologies," says Boudreaux.

MODEST BEGINNINGS

Boudreaux recalls how his father, now 82, started the company in 1965 by digging cesspools by hand, using only a shovel and an old wheelbarrow he found at a trash dump. Eventually he bought a vacuum truck, **Above:** Technician Aaron Adams uses a service truck from Progress VacTruck to clean a Five Peaks portable restroom in the yard at Joe's Septic Contractors.

Right: Technicians Christian Berryhill and Aaron Adams load a restroom onto a service truck rack for delivery.

and Joe's Septic grew from there – thanks to Joe's hard work and his son's interest in joining him.

Shown with a row of Five Peaks restrooms in the background, the Joe's Septic crew includes (from left) Ross Bruce, Russell Gaudet, Aaron Adams, Omar Fernandez, John Nardi, Mitchell Baudoin, Louis Boudreaux, Lindsey Guidroz, Suzette Hunter, Trixy Boudreaux, Chad Boudreaux, Colt Boudreaux, Beth Guidry, Ashley Griffin, John Arceneaux, Christian Berryhill, Jeffery Norris, Edmond Reed, Slade St. Pierre and Gary Gaudet. Today, Joe's Septic Contractors has branched out with a vital portable sanitation focus. The diversified business also installs wastewater systems and has taken on a second corporate identity, Joe's Environmental, to provide a variety of services to the burgeoning energy sector.

The company's first expansion came when Boudreaux convinced his father to purchase a few portable restrooms. "I was seeing an opportunity to make money," Boudreaux says. "I was seeing units from out of town," and he thought a local restroom contractor would fill an important need.

Boudreaux's inventory quickly grew to 1,500 restrooms (from Five Peaks, Armal and PolyPortables), 38 PolyPortables ADA units, 120 PolyPortables hand-wash stations, 37 Bradley

> Corporation eye-wash stations, 74 210-gallon holding tanks from Kentucky Tank and eight restroom trailers, ranging from two to 18 stalls (manufacturers include Wells Cargo, Comforts of Home Services, Rich Specialty Trailers, Advanced Containment Systems and Forest River).

> Having increased inventory became critical when Hurricane Katrina devastated the Gulf Coast in August 2005. In its wake, flooding ensued and almost 2,000 people were killed.

Fortunately, the offices of

Joe's Septic, located in LaFourche Parish, suffered only minor damage – the roof was missing and the company temporarily moved into Boudreaux's home. The crew was called to swift action, working 24 hours a day, serving the area with portable restrooms and pumping services.

RESPONDING TO DISASTER

"We probably had about 250 total units out for Katrina," says Boudreaux. "We worked probably about a year nonstop ... six months was real hardcore."

(continued)





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Left: Joe's Septic Contractors runs a variety of service rigs, from large to small. Here, technician Christian Berryhill uses a Progress VacTruck slide-in unit mounted onto the bed of a Ford F-150 four-wheel-drive pickup.

Below: Suzette Hunter helps the office keep pace with the busy workload at Joe's Septic Contractors.



His team serviced tent cities and had to keep up with other pumping in nearby St. Bernard Parish, where only one area lift station was working.

Tent cities were erected for the workers assisting with cleanup on the Gulf Coast. Boudreaux says there might have been 1,000 or so people in a tent city; his company brought 150 restrooms to such a site, for example.

"We had four trucks working day and night," Boudreaux recalls. In addition, he bought four new trucks after Katrina, an investment of about \$100,000 each.

While Katrina cleanup kept the company busy for months, another disaster would soon challenge the Joe's Septic employees – the BP oil spill in the Gulf of Mexico in 2010.



Technician Aaron Adams thoroughly cleans a restroom unit when it's returned to the yard.

"I had to call some companies from Texas to bring me units just to meet demands from the oil spill," says Boudreaux. "It was crazy. We were doing regular business, and we just started to get calls to send 50, 100 units. They had so many workers on the beach."

Joe's Septic had restrooms stretching 14 miles along the Gulf Coast. BP rented all of the company's restroom trailers.

"I had rigged up some tractors and we pulled some tanks behind them; we had to service these restrooms every day," recalls Boudreaux. "We had crews working day and night to keep up.

"They made these big living quarters on barges. We were pumping off of this one particular living quarters; it had a big holding tank. We were hauling about 50,000 gallons of wastewater a day."

(continued)

The power of networking

When Chad Boudreaux attends a Water & Wastewater Equipment, Treatment & Transport (WWETT) Show (formerly the Pumper & Cleaner Expo), he's not just kicking tires.

When the owner of Joe's Septic visited the 2006 Expo, he bought four trucks off the floor. "I was having such a hard time finding trucks," he says. He bought a 2006 Freightliner, two 2006 Sterlings and a 2005 GMC. The Sterlings were built by V & H Trucks, the GMC by KeeVac Industries and the Freightliner was built by Advance Pump & Equipment.

Boudreaux also attended the Expo in 2010 and 2013 and looks forward to returning to Indianapolis this year. He has found the experience a great boon for his business – one he'd like his other employees to experience.

"I really want to start bringing my managers and office people and let them go to classes," Boudreaux says of Education Day. He raves about one of the seminars he attended. "One really helped me out with my disposal facility. I got some good ideas. You don't know it all, and you find it out quick."

The value of the biggest trade show in the environmental

services industry goes beyond the seminars and seeing the latest and greatest equipment. Boudreaux says another benefit is networking.

"I've actually learned a lot just talking to different people," he says. "You get different perspectives."

"I really want to start bringing my managers and office people and let them go to [WWETT Education Day] classes. One really helped me out with my disposal facility. I got some good ideas."

CHAD BOUDREAUX

30 January 2015 Portable Restroom Operator



A FIT FLEET

By circumstance, the company maintains a large and diverse fleet. "When Katrina hit, everybody was buying trucks," Boudreaux says. So he bought whatever he could.

He currently owns 21 vehicles, including 13 vacuum trucks with tank sizes ranging from 300-gallon waste/200-gallon freshwater, to 1,500-gallon waste/500-gallon freshwater for portable sanitation, to his largest, a 4,000-gallon Freightliner septic service rig. Most tanks are aluminum; a few are steel. Builders include V & H Inc., Vacutrux Limited, Satellite Industries, Dyna-Vac Equipment, KeeVac Industries and Progress VacTruck. They carry



pumps from Masport, Moro USA, Fruitland Manufacturing, Jurop/ Chandler, Conde (Westmoor Ltd.) and National Vacuum Equipment (NVE).

Additional equipment includes two Fassi knuckleboom cranes (mounted on Peterbilt and Kenworth trucks), excavators by Takeuchi U.S. and Link-Belt, two John Deere utility tractors, a Caterpillar backhoe and four Explorer portable restroom haulers from McKee Technologies Inc. **Above:** This service truck built out by KeeVac Industries, pulling a Rich Restrooms restroom trailer, is ready to go out on a delivery.

Right: Joe's Septic Contractors fabricated this specialty tailgating truck for use at college football games by event customers and for use by local charities. The trailer features boilers, a rotisserie, walk-in cooler, barbecue pit and fryer.

OILFIELD RESTROOMS

Whether or not the company is responding to a disaster, the oil and energy sector has helped Joe's Septic thrive on increasing

portable sanitation business. "When we started, the residential [pumping work] was way more than the oilfield; now the oilfield is probably 90 percent of our revenue," says Boudreaux. "The oil companies are vital for our livelihood."

Joe's Septic is not far from Port Fourchon, an oil fuel port at the Gulf. Offshore, BP, Shell, Chevron and other oil companies operate rigs. The oil business really started picking up in the late 1990s, Boudreaux says, when more companies began doing deep-water drilling. Boudreaux is now the exclusive supplier of portable restrooms for the port.

Buying out a competitor has helped him better serve the port. He added about 400 restrooms and assumed new business. "The contracts I didn't have in the port, I was able to get," says Boudreaux, whose company now has about 100 to 150 restroom units (as well as some holding tanks) offshore and 100 units in port.

Joe's Septic has a system in place to service offshore clients, particularly because they are servicing port clients daily. His company delivers restroom units to the dock; each unit is housed in hand-forged aluminum cages with four-point slings (handmade by a welder Boudreaux hires). "They always have to be updated each year," he says of the cages. He owns about 150 to 200 cage/sling combinations, which each cost him about \$1,800 to make.

The oil company client picks up the cages/units with a crane, sets them on the supply boat, which then delivers them to the oil rig. "It's their liability once they grab it with the crane," says Boudreaux.

Boudreaux's company does not service the units offshore. When the restrooms are full, the client brings them back to the dock. The drilling companies generally order more units than they need so they always have clean ones available. Since it's tough duty for the restrooms, Boudreaux

"The business has gotten me to a point in my life where I can help out. I've been blessed to where I can give back." And with the added costs of the cages and slings, Boudreaux charges a premium for these units.

tries to use older units for offshore use.

JOE'S ENVIRONMENTAL

Boudreaux has launched a separate business, Joe's Environmental, to cater to the growing oil industry in the region – pumping and hauling drilling mud and completion fluids from exploration sites. That company's

CHAD BOUDREAUX



fleet includes two cargo trailers (by C & W Trailers and General Cargo Trailers; three Dragon 130-barrel steel tanker trucks; and three 2012 Peterbilt 386 semi tractors with Challenger vacuum pumps from NVE).

To process 50,000 to 100,000 gallons of wastewater collected daily, Boudreaux built a disposal facility on his 40-acre property. With the closest municipal plant 50 miles away, Boudreaux estimates he saves a lot of money in gas and time in travel by having his own plant. While it is primarily for his use, he has a few out-of-town pumpers who pay him to dump their waste.

Boudreaux's oxidation pond and treatment plant cost \$80,000 to install and it's regulated by the state Department of Environmental Quality. The oxidation pond has three cells: The first is aerated and the second and third are for settling. Effluent then moves through a chlorinator and is discharged as clear water into a canal/marsh.

The Sutorbilt model Gardner Denver aerators, purchased from Delta Environmental Products, were a large investment, but "they brought my efficiency up 50 to 60 percent. I like to stay ahead of the game. If I can do anything to minimize problems in the future, I'm going to do it."

HAPPY TO SERVE

Joe's Septic remains a family business. Boudreaux's wife, Trixy, formerly worked as office manager before their son, Colt, 7, was born, and she remains an important consultant for him. "Every decision I make I run by her," he says. And Boudreaux's 18-year-old son, Mason, is majoring in business at Nicholls State University and hopes to take over the business someday.

Boudreaux's business has come a long way since his father's hand shovel and wheelbarrow. He's pleased to have served his community over the years, especially during some really hard times.

"What I really like is when we can help people out," he says. "My community has been so good to me. I really believe in giving back. The business has gotten me to a point in my life where I can help out. I've been blessed to where I can give back."

MORE INFO

Advance Pump & Equipment, Inc. 877/557-7867

Advanced Containment Systems, Inc. 800/927-2271 www.acsi-us.com

Armal, Inc. 866/873-7796 www.armal.biz

Bradley Corp. 262/251-6000 www.bradleycorp.com

Caterpillar, Inc. 309/675-1000 www.cat.com

Comforts of Home Services, Inc. 630/906-8002 www.cohsi.com (See ad page 41)

Delta Environmental Products 800/219-9183

Dragon Products Ltd. 800/231-8198 www.dragonproductsltd.com

Dyna-Vac Equipment 888/298-8668 www.dynavacequipment.com

Explorer Trailers - McKee Technologies 866/457-5425 www.explorertrailers.com (See ad page 42)

Five Peaks 866/293-1502 www.fivepeaks.net (See ad page 7)

Forest River, Inc. 574/266-7520

Fruitland Manufacturing 800/663-9003 www.fruitlandmanufacturing.com (See ad page 3)

Gardner Denver 217/222-5400

217/222-5400 www.gardnerdenverproducts.com

Jurop/Chandler 800/342-0887 www.chandlerequipment.com KeeVac Industries, Inc. 866/789-9440 www.keevac.com (See ad page 37)

Kentucky Tank, Inc. 888/459-8265 www.kentuckytank.com (See ad page 19)

Link-Belt Cranes 859/245-3900 www.linkbelt.com

Masport, Inc. 800/228-4510 www.masportpump.com

Moro USA, Inc. 800/383-6304 www.morousa.com

National Vacuum Equipment, Inc. 800/253-5500 www.natvac.com

PolyPortables, LLC 800/241-7951 www.polyportables.co

Progress Tank 816/714-2600 www.progresstank.com

Rich Specialty Trailers 260/593-2279 www.richrestrooms.com

Satellite Industries 800/328-3332 www.satelliteindustries.com (See ad page 11)

Takeuchi Mfg. 706/693-3600 www.takeuchi-us.com

UltraLav by Wells Cargo 574/584-2016 www.ultralav.com

V & H Inc. 800/826-2308 www.vhtrucks.co

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Learning Opportunities Await

THE EDUCATION OFFERINGS AT WWETT 2015 PROVIDE THE LATEST INFORMATION ON TECHNOLOGY, SAFETY AND BUSINESS FOR THE LIQUID WASTE INDUSTRY

By Craig Mandli

he Water & Wastewater Equipment, Treatment & Transport (WWETT) Show in Indianapolis features the newest equipment in the industry and opportunities to network with peers, but you'll also find an unmatched focus on continuing education. The 2015 show will host a series of valuable seminars to help wastewater professionals enhance their knowledge base and in turn help their businesses.

WWETT 2015 kicks off Monday, Feb. 23, with Education Day. Tracks of workshops are sponsored by a variety of professional organizations, including 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 following days will feature a variety of additional workshops and roundtable-type discussions covering a range of topics from truck inspections to grease hauling to small-business branding.

All workshops will be held at the Indiana Convention Center in meeting rooms adjacent to the exhibit hall. For more information on seminar times, locations and speakers, visit www.wwett.com.

Seminars of interest to liquid waste industry professionals include:

EDUCATION DAY, MONDAY, FEB. 23:

Pre-Trip Inspections, by Joe Zito, sergeant of a commercial vehicle unit with a major metropolitan area police department with jurisdiction in two states. This session will cover walk-around inspection and completing a driver vehicle inspection report.

Hours of Service (HOS) Overview, by Joe Zito. This session is a general knowledge overview of part 395 of the Federal Motor Carrier Safety Regulations covering whom the rules apply to when operating a commercial motor vehicle.

Roadside Inspections, by Joe Zito. This session will cover preparation for and understanding of what will take place during a roadside inspection. Topics including brakes, lamps, securement and safe loading, as well as preparing a driver on what to say and do during an inspection. Ladies and Gentlemen: Create Your Personal Brand and Strategic Network for Success in 5 Easy Steps, by Suzan Chin, founder and chief marketing officer of Creative Raven. This session is designed for seasoned business pros and startups alike. It will cover five key elements for personal branding and creating a circle of influence to build business and develop useful and mutually beneficial relationships.

Effective Website Design and Engaging Customers in the Digital Age, by Suzan Chin. Review elements to implement when designing and building a website to meet the needs of today's demanding online audience, such as developing a budget, a plan of action, strategy, timelines and content development.

Tapping into the Power of Social Media and Content Marketing, by Suzan Chin. Review the pros and cons of various social media to help department leaders perform due diligence and make good decisions for online marketing initiatives. The discussion will cover content marketing, how it works, when it should and can be used, and how to utilize it to maximize advantage.

A Trucker's Guide to Washington Speak, by John Conley, retired president of National Tank Truck Carriers and owner of ConleyComm LLC. This session will help translate the acronyms and mysterious language of the federal bureaucracy truck operators are likely to encounter in regulatory compliance, enforcement actions, searches for information or at conference presentations.

Cargo Tank Safety and Regulatory Report, by John Conley. This session will focus on tank-truck-specific safety issues such as preventing roll-

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- February 23 26, 2015
- Indiana Convention Center, Indianapolis, IN
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overs and deaths/injuries involving workers who enter or repair cargo tanks.

Compliance with Part 180 and Preparing for a Tank Truck CT Shop Audit, by John Conley. Department of Transportation regulation 49CFR180 details test and inspection

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requirements for specification cargo tanks. This session will cover various tests and inspections, requirements for testers and inspectors, and record-keeping.

Protecting Private Enterprise, by Gil Longwell, a Pennsylvania Department of Environmental Protection and Department of Community Affairs certified environmental trainer and a Kellogg Fellow. Discuss public policy issues associated with the wastewater management industry. Recognizing the players, becoming your legislator's behind-the-scenes expert and making your voice heard will round out the discussion.

Been There, Done That, Got The T-Shirt (Small Business From a Hands-On Perspective), by Jim Aanderud, president and owner of Innerline Engineering. Look at the financial challenges in business and discuss ways to increase volume, profit and cash flow. Also discuss the challenges of family-owned businesses, and look at ways to inspire and challenge employees to be key players in the organization.

Rules and Regulations with New Technologies and Working with Regulators, by Anthony Smithson, consultant and former director of environmental health in Lake County, Ill. This session will focus on working with regulators and regulations that are outdated, inflexible and built on unfounded assumptions.

OSHA Regulations and Smart Business, by Doug Lassiter, executive director and lobbyist for the North Carolina Septic Tank Association. Learn the basics about the Occupational Safety and Health Administration (OSHA), what to keep in mind and what to keep on hand in the field.

Sales and Marketing with New Technologies, by Doug Lassiter. Learn what to keep in mind for your sales and marketing plan. Special consideration will be given to integrating new technologies and services into existing sales and marketing plans and strategies.

Mastering the Busy Season, by Beverly Lewis, a marketing expert. Become proactive planners and not reactive problem-solvers during times of high demand in the portable sanitation industry. This presentation will outline nine areas of planning to transform your operations and sales protocols.

A Great Customer Experience, by Beverly Lewis. This seminar will challenge attendees to think about company organizational issues in a new way and learn some best practices for creating a better customer experience.

Grow or Go! Why Most Companies Fail to Grow Effectively and What You Can Do to Keep Your Company From Failing, by J. Kelly Newcomb, principal/owner of i.e.Brand and Newcomb Consulting Group. Participants will understand why 90 percent of organizations fail to realize their growth plans. By utilizing the power of the 80/20 principle and other organizational practices, companies will learn to identify and overcome obstacles to growth.

Target Marketing: How to Effectively and Efficiently Grow Your Sales, by J. Kelly Newcomb. This session will provide participants with a proven process and tools to grow sales.

Effective Branding and How It Can Help Your Business, by J. Kelly Newcomb. Participants will understand the basics of branding and how effective branding can help companies grow their sales and improve profitability.

World Health Organization talk slated for WWETT Show

Since the Ebola virus outbreak in West Africa hit the headlines, many in the wastewater industry have asked about the potential for a variety of communicable diseases to spread through the pumping, transport and handling of septage and sludges containing human waste. Attendees at the 2015 Water & Wastewater Equipment, Treatment & Transport (WWETT) Show will hear the latest information on the topic from a World Health Organization official.

Dr. Adrianus Vlugman, senior adviser on water, sanitation and environmental health at the WHO, will speak Feb. 26 at 1 p.m. in Rooms 133-135 at the Indiana Convention Center as part of an extensive series of WWETT Show speakers and seminars. The talk on the transfer of communicable diseases is free and open to anyone.

Vlugman will provide a general overview covering the survival/life expectancy of communicable diseases in water and wastewater. Among other topics, he will cover:

- Safety precautions to consider when handling water and wastewater in developing nations.
- The likeliness of communicable diseases to be spread or passed through both centralized wastewater plants and decentralized onsite wastewater systems.
- If there is a concern for the spread of communicable diseases through land application of properly treated sewage or septage.

If you would like to attend the WHO program, fill out the online registration form at www.wwettshow.com/who.

Business Basics 101, by Ellen Rohr, business-building author and consultant. Learn how to lay claim to your financial power, and how to read and use financial reports to keep score in the game of business.

Build the Business You Really Want, by Ellen Rohr. Learn how to develop a simple strategy for a powerful business plan that will drive you toward your goals.

Women in Wastewater Roundtable Discussion, featuring Lara Mottolo, Therese E. Wheaton, Shanna Sands and Joyce Gresh. The panel of professionals from different facets of the industry will address product and service questions, the future of the industry, as well as general managerial and career building advice for those starting out in environmental services.

Lobbying, by Eric Casey, executive director of the National Onsite Wastewater Recycling Association. Participants will learn why it's important to be politically active and some of the ways to become involved.

TUESDAY, FEB. 24:

How to Position Your Company in the Market Today, by Mike Agugliaro, co-owner of Gold Medal Service, and owner of the service-business mentoring firm, ServiceKey. Discuss how identifying a target audience, finding a unique selling proposition and establishing an effective marketing strategy can help strongly position a company in the market.



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Six Proven Tactics to Generate Leads and Turn Them Into Revenue, by Heather McLeod, brand manager, and Dianna Worthington, franchise consultant and training manager for Mr. Rooter. This session gives straightforward advice on making the phone ring with qualified leads and tactics to turn those phone calls into viable, consistent sales dollars.

Growth by Acquisition or Exiting Gracefully: Buying or Selling a Septic or Sewer Business, by A. Rhodes Wilson, a business consultant. This session will help identify prospective buyers or sellers and make a successful approach; apply appropriate valuation factors; understand potential pitfalls of the sale and identify and understand typical sales terms and conditions; structure the deal; and know what to expect at closing and during the transition.

GPS Tracking: Hype vs. Reality, by Richard Banks, national sales director for US Fleet Tracking. Learn what matters most when implementing GPS tracking within core business functions. Understand refresh rates, leasing hardware versus purchasing it, contracts or no contracts, and features that help manage a mobile workforce.

WEDNESDAY, FEB. 25:

Portable Sanitation - Special Events, by David Roncadori, a sales manager at J & J Chemical Co. This seminar will discuss servicing units while an event is in progress and procedures and products to efficiently clean and charge the units.

Making Your Portable Restroom Business Lean and Mean – How to Boost Productivity and Increase Your Bottom Line, by Jeff Thomas, CEO of PolyPortables. This session will present a brief overview, along with a framework and examples of how portable restroom operators can successfully apply lean principles to their businesses.

Building and Coaching Your Portable Sanitation Team, by Randy Martin, owner of Professional Restroom Solutions LLC. This session will identify and discuss fundamental characteristics of a successful team in the portable restroom industry, examining the need for a team, team members, understanding the members and supporting the members to achieve success.

Team Building for Profit, by Don Daub, electrical engineer, technology trainer and consultant. This seminar coaches contractors on the importance of unifying the team to meet goals. Topics include time management skills, personality types, basic group dynamics and team cohesiveness.

Ten Common-Sense Ways to Grow and Improve Your Business, by Lane Post, president and founder of Pacific Drain Service and Arrow Pipeline Repair. This talk stresses intangibles of small-business ownership, such as passion, personality and perseverance, and suggests a return to old-fashioned values aided by electronic technology.

Setting Expectations – The Key to Sales and Customer Satisfaction, by Matthew Sutton, a founder and vice president of sales and marketing at RapidView IBAK. Effectively manage expectations to build your business, make customers much happier and avoid unnecessary conflict. ■







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INDUSTRY NEWS

Hino Trucks names service skills winner

Matt Kiernan of O'Connor Motor Co. in Portland, Maine, won the Hino Trucks sixth annual National Service Skills Competition. The event brings together master elite service technicians from across the



nation in head-to-head competition in simulated service-related situations.

GapVax opens Texas service center

GapVax opened a store and service center in Deer Park, Texas, offering equipment and parts sales, as well as routine module maintenance, water pump repair, hydraulic diagnostics and electrical repair. Equipment and parts include blowers, water pumps, gearboxes, vacuum tubing, hoses, hydraulic components, vacuum and high-pressure nozzles. John Dean, Gulf Coast sales representative, will manage the Texas location.

PRODUCT NEWS

Steam Jenny belt-drive pressure washers

Belt-drive cold-water pressure washers from Steam Jenny, a division of Jenny Products, are designed for heavy use and available in four models. Powered by 9 or 13 hp Honda GX Series engines, models feature a triplex plunger pump, delivering 3,000 to 4,000 psi and flow rates of 3 to 4 gpm. The pressure washers have ball bearing wheels on a solid axle with flat-free



pneumatic tires for easy handling. 814/445-3400; www.steamjenny.com.



Reelcraft pressure wash hose reels

Pressure wash hose reels from Reelcraft are rated to 5,000 psi. Designed for heavyduty use, the hand-crank Series 3000 holds up to 450 feet of 3/8-inch I.D. hose or 325 feet of 1/2-inch I.D. hose. 800/444-3134; www.reelcraft.com.



Pressure washers from Water Cannon meet or exceed 2014 U.S. Environmental Protection Agency and California regulations relating to fuel tanks, vents and carbon canisters. The pressure washers feature low-permeation fuel tanks and fuel lines. Fuel caps vent to the engine's air cleaner instead of the atmosphere. Model 17H85 has a Honda GX 690 elec-



tric start engine, 15-gallon fuel tank, roll cage protection, and a TSP General triplex plunger pump that delivers 4 gpm and 7,000 psi. 800/333-9274; www.watercannon.com.





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BUSINESSES

For Sale: Portable toilet business in Central Minnesota. 20+ years history, turnkey operation. Asking \$1.2 million. Serious inquiries only. 320-587-0244 (T02)

Portable restroom business for sale, Southeastern Pennsylvania. 40+ years in business with solid customer base. 500+ units. Serious inquiries only. 708-218-7653 (T02)

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)

For Sale: Time to retire. Well-established portable toilet and septic business since 1968. Over 4,000 customers on file. 5 service trucks, 11 trailers, 2 backhoes, 1 dozer. 250+ toilets, 9 handicaps. Also sinks and holding tanks. Corporation for easy transition. Connecticut. 860-623-2313. Principals only -- no brokers. (P01)

COMPUTER SOFTWARE

FreeServiceReminderSoftware.com, FreeServiceDispatchSoftware.com, FreeRouteManagementSoftware.com. (T01)

PORTABLE RESTROOMS

We are interested in acquiring a portable toilet business with a strong customer base in Atlanta, GA. Please contact KK 678-462-8459 email ladhani4u@yahoo.com (T02)

PORTABLE RESTROOM TRAILERS

FOR SALE: 2010 COSHI 2-Station Restroom Trailer: Updated, modern interior. 2012 Denali 10-Station Restroom Trailer: Excellent condition, stereo. Call Brandon for pictures/ pricing: 615-498-4184 (T01)



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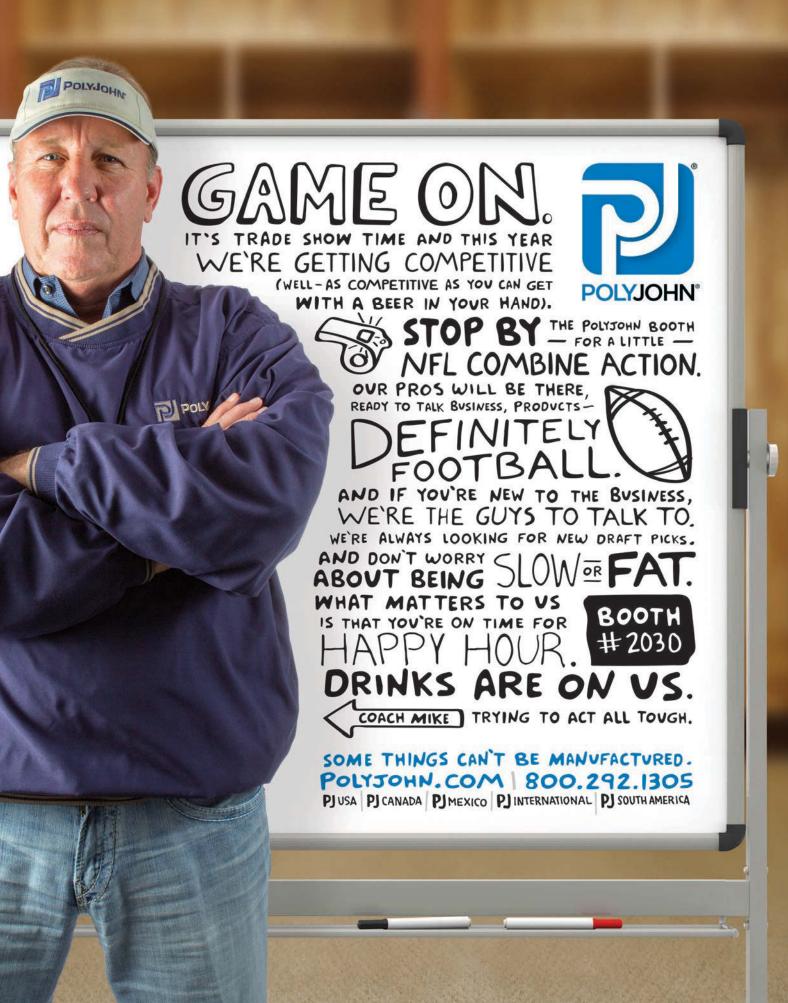
Sales Representative: Satellite Suites is Growing! Satellite Suites restroom trailers had an outstanding year. In preparation for continued growth in 2015 and beyond, we are seeking an outside salesperson to join our team. We're looking for a salesperson with a proven track record in the portable sanitation or rental industry. Must be motivated, organized, be able to travel up to 50% and most importantly, have a demonstrated ability to sell guality products. For consideration, please forward your resume to Charlie Senecal, Satellite Suites National Account Manager. charlies@satelliteco.com. An Equal Opportunity Employer. (T01)

Nevada Johns LLC of Northern Nevada is looking for an operations manager. Minimum 5 years industry experience required. Competitive pay & benefits available. Call 775-750-7608 for more information. (T02)

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