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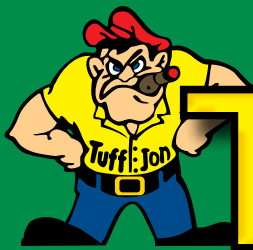
Louisiana's Workbox LLC grows by adding restrooms to other site service offerings

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Short, Sweet Summer

The pace picks up when the warm sun shines for Minnesota's Northland Portables

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PROfile: Think Outside the Box
Container rental owner Martin Padiel listened to the needs of his site services customers ... and now he runs a thriving portable restroom business.
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ON THE COVER: Workbox in Baton Rouge, Louisiana, has grown to employ 30 people under the leadership of owner Martin Padiel. Padiel is shown with his many rigs in the background. Some of the trucks are built by White River Distributors, FlowMark Vacuum Trucks and Imperial Industries, and they utilize pumps from Masport Inc., National Vacuum Equipment (NVE) and Conde from Westmoor Ltd. (Photo by Jim Layne)

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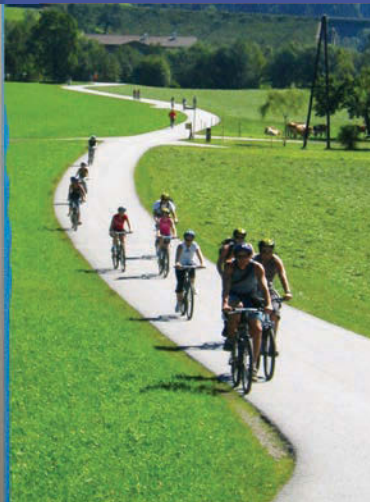


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Promote a Work/Life Balance

'ALL WORK AND NO PLAY' IS THE WRONG MESSAGE TO SEND YOUR DEDICATED CREW, EVEN AS THEY PREPARE FOR THE BUSIEST SEASON OF ALL

By Jim Kneiszel

Later this month, your portable sanitation operation will kick into high gear, and your crews likely won't let off the accelerator until the last special event of summer closes down and units are hauled back to the yard for the off-season. Memorial Day weekend signals longer hours, more weekend work and expanding routes to cover added construction, agriculture and recreational restroom placements.

For a lot of PROs, there's no such thing as a summer vacation. In anticipation of the busiest 12 weeks of the year, many restroom companies institute a "no vacation" policy. You ask workers to help make hay while the sun shines, spending more time in the field to cover expanded workload for the good of everyone at the company. This seasonal crunch time is the reality of the industry; servicing 100 units in June provides a financial balance to the 60 that remain out on rental in December.

Your workers understand the success of your company requires greater sacrifice in summer. But it's up to you to make sure they can – as much as possible – find a work/life balance throughout the year. So says Dr. Carmella Sebastian, a certified expert in workplace wellness through the Wellness Council of America.

AVOID BURNOUT

The Tampa, Florida-based speaker and consultant on wellness issues (www.drarm.com) warns that with the advent of smartphones, employers need to watch out for workers who feel so pressured – or so dedicated to their jobs – that they take on an unhealthy 24/7 approach to work. Dedicated workers are great, but hyper-dedication can lead to burnout and unhappiness with a job, and maybe losing some of your best service providers.

In a recent story, Sebastian says too few employers do enough to stress the importance of balancing work and home life for their employees. She cites the annual Better Life Index published by the Organization for Economic Cooperation and Development, which in 2014 ranked the U.S. No. 28 in work/life balance among advanced nations, ninth from the bottom of the list.

Further, Sebastian says the 2013 Vacation Deprivation Study from Expedia.com determined that Americans on average are given 14 days of vacation annually, but use only 10 days. And the number of unused vacation days doubled over the previous year's survey.

Sebastian isn't suggesting that employers overtly encourage taking time off from work, but she is saying they can do more to promote a better work/life balance ... and that there's a definite payoff for urging employees to turn off their cellphones and step away from work occasionally, even at the height of the busy season.

They earn their keep, and usually with a positive, can-do attitude. My experience is that service techs genuinely like the work they do and take pride in a job well done.

THEY'RE HARD WORKERS

"You'll find that helping with work/life balance attracts better talent and increases productivity, loyalty and engagement," Sebastian says. "But employers have to be the ones to get the ball rolling – employees might be afraid to ask for and initiate these changes themselves because they don't want to be labeled as lazy or uncommitted. High performers in particular have to be 'forced' to take time, whether it's to care for themselves or even to adjust to a stressful life event."

I've seen plenty of technicians working a long summer service route or scrambling to keep up with pumping and cleaning duties at big special events. I witness the dedication of these PROs when I tag along on a job to take photos for our feature stories. There's no shortage of perspiration when they're hauling a heavy hose in the midday sun to evacuate dozens of restroom holding tanks as quickly as they can. They earn their keep, and usually with a positive, can-do attitude. My experience is that service techs genuinely like the work they do and take pride in a job well done.

So like Sebastian, I think it's important that front-line workers know it's great to go at it full-bore while on the job, but to be just as purposeful about enjoying their time away from the vacuum truck. And there's no better time than right now to reinforce that message. I'll share a few of Sebastian's tips to help your crew attain a work/life balance, even in the hectic times to come:

Set a good example

What kind of message are you sending to workers through your habits? Can you walk away and spend time with your family, trusting the crew to get the job done? Sebastian says employees will follow your example, whether it's a good or bad one.

"If you want your people to unplug from their devices, take time for themselves, de-stress and more, you can't be sending them emails at 10 p.m., frantically making requests of others on their way out the door and constantly calling when you're on vacation," she says. They may take these actions as a sign that being on-call 24/7 is the company culture.

"As an employer, let your people know that it's OK, and even encouraged, to take the full amount of vacation. Tell them explicitly that you be-

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lieve rest, relaxation and outside adventures make them better workers,” Sebastian says.

Preach wellness

Stress leads to health problems, absenteeism, burnout and turnover, Sebastian says. Find ways to help the staff cope with stress from the busy season and remind them that getting a good night’s sleep is essential for good health and better focus on and off the job.

“If you offer a short workshop that teaches stress management techniques like meditation, deep breathing or yoga, for instance, your employees will reap the benefits. And just knowing that you’re concerned about their mental health will also lift a weight from their shoulders,” Sebastian says.

Allow flex time whenever possible

Throughout the year, the workday might start at 7 a.m., Monday through Saturday, when trucks leave on service routes. But in the summer, special circumstances might keep drivers on the road until 9 p.m. on some days. When workers are pulling 12-hour days, it’s important to be as flexible as possible to let them take breaks to have dinner with their families, attend kids’ activities or make a doctor’s appointment. Whenever possible, don’t be a slave to the schedule.

“This will allow your employees to live their lives while also doing their work,” Sebastian says. “You don’t want a payroll full of clock punchers. You want people who are self-directed goal achievers. That’s the message that offering flex time sends.”

Schedule fun into the busy workweek

Last summer I was visiting a restroom contractor to take some photos, and I saw a worker setting up a gas grill outside the back door of the shop. I asked what was going on, and was told that one weekly lunch was a cookout with the company providing the burgers and hot dogs. The whole crew was looking forward to taking a much-deserved break.

Sebastian suggests incorporating fun activities like a cookout, games, bring-your-pet-to-work day – get creative with your own ideas – will make for a friendly workplace and more productive employees in the long run.

“They break up the monotony of the workday and counteract popular ‘work is drudgery’ attitudes. And fun also boosts energy and creativity, so you’ll probably find that the ‘lost’ time is made up by subsequent spurts in productivity,” she says. “Just don’t schedule work ‘fun’ outside of work hours. People don’t like it when you cut into ‘their’ time.”

GETTING GEARED UP

Remember that even as you prepare for the busiest time of the year, life shouldn’t be all work and no play. Find ways to help your crew spend time with family and friends and wind down at the end of a hard day. You want to see them come back fresh-faced, energetic and ready to work safely tomorrow. ■

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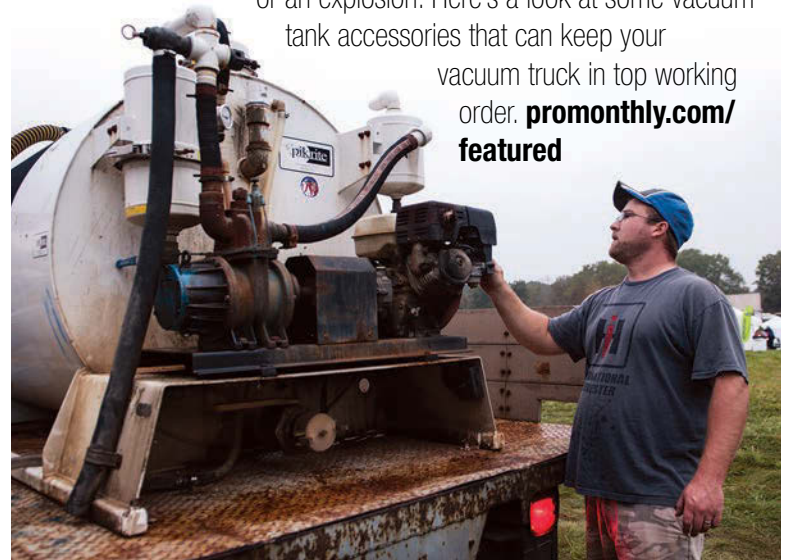
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Should You Drug Test?

SCREENING EMPLOYEES FOR ILLEGAL SUBSTANCES HAS BENEFITS AS WELL AS DRAWBACKS. IS IT WORTH IT?

By Judy Kneiszel

When your name is on the trucks and on the door, you don't want anyone – especially an employee – tarnishing your reputation or damaging your equipment. You do want your employees to be as healthy, happy and productive as possible. These are all reasons a business owner might consider having employees drug tested.

According to a report by the U.S. Department of Health and Human Services, illicit drug users are significantly more likely to skip work, change jobs frequently and take time off for illness or injury than employees who don't use drugs. Screening for substance abusers, especially as part of the hiring process, can boost a company's productivity and retention rates.

Any private employer has the right to drug test employees and it is required of companies that contract with the federal government. That said, do you require drug testing in your company? Should you? It's not a simple endeavor. There are laws and procedures to follow, and of course, costs involved.

Potential benefits of drug testing employees

Testing can cost from \$25 to \$75 per employee, so you're probably wondering if it would be worth the expense. Here are some possible benefits:

- Reduced risk of on-the-job injuries
- Fewer employee sick days
- Increased productivity
- Improved quality of service
- Reduced risk of equipment damage
- Reduced chance of theft
- Fewer worker compensation claims
- Reduction in employee turnover
- Being a drug-free company sends a positive message to the public

Possible negatives of drug testing employees

Besides the expense, there could be negatives to implementing a drug testing program, including:

- Dealing with complicated legal issues. Drug testing regulations vary by state, industry, federal contract status and more. You should consult with an attorney before putting a policy into practice.
- Negative pushback from employees. Employees may resent the lack of trust drug testing implies. Also, if you choose to do random drug testing, individuals who are selected may feel they are being singled out too frequently for drug testing and make a claim of discrimination. Be sure to adopt a truly random selection process.
- Medical marijuana makes things trickier. Forms of medical marijuana are allowed in 23 states and others have pending legislation, but the fed-

Before finalizing your company drug policy, make sure you are in compliance with federal and state laws. Then include all the details of your company's drug-testing policy in a written document and distribute it to employees and potential employees.

eral government still classifies marijuana as an illegal Schedule 1 drug. This discrepancy means you must address medical marijuana in your employee drug testing policy. Some employers operating in states that allow medical marijuana usage maintain a zero-tolerance drug-free workplace policy except for those legitimately prescribed marijuana by a doctor for a medical condition. Others choose to allow medical marijuana usage for low-risk jobs, but ban it for higher-risk positions, like heavy-equipment operators. As for nonmedical marijuana, while it is legal in two states, it is still considered an illegal substance under federal law.

How to implement employee drug testing

There are several steps to take if you decide to implement drug testing.

First, decide what type of drug testing you want to do. Options include pre-employment testing, post-accident testing, reasonable cause testing, periodic or scheduled testing, and random testing.

If you are going to make hiring contingent on passing a drug test, it's important to know that you must legally offer the prospective employee a job and have them sign a consent form before you can have them tested. The job offer is then contingent on them passing the drug test. You cannot use drug testing as a way to narrow down a pool of applicants.

If you choose to perform periodic or scheduled testing, it's best to test everyone. Picking and choosing who is tested can look like discrimination and get you in legal trouble.

Next, you need to find a certified and reputable drug-testing laboratory. Many clinics and hospitals provide this service or can recommend a reliable provider to you. You want to make sure the provider you choose follows consistent procedures for collection and handling to ensure the specimens are not mislabeled, switched or tampered with.

Have a written policy

After you decide on the type and frequency of testing, you need to decide what drugs you will be testing for. You need to determine the consequences

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for someone who tests positive or alters a test. Is a positive test grounds for immediate dismissal, or will there be a second-chance program? Will there be an amnesty program for anyone who admits to having a problem before they are chosen for a test?

Before finalizing your company drug policy, make sure you are in compliance with federal and state laws. Then include all the details of your company's drug-testing policy in a written document and distribute it to employees and potential employees. Make it a part of the employee handbook if you have one.

Avoid springing the policy on your employees. Give them at least 30 days notice that a drug-testing program will be implemented so they have time to read the policy and ask questions. All employees should be given an acknowledgement and consent form to sign that proves they received a copy of the policy and have agreed to be tested for the listed drugs at any time during their employment. Be prepared to terminate any employee who refuses to sign the form to underscore that this is a serious policy.

The final step in establishing an employee drug-testing program is to set up a recordkeeping system. Keep results of drug testing confidential by filing this information separately from an employee's other personnel records. ■



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Take 5 ... with Brad and Amy Beier

Short, Sweet Summer

At Minnesota's Northland Portables, the pace is hectic during the brief busy season, and the crew stays busy with accumulated shop work during the long, cold winter

By Sharon Verbeten

After 10 years in the portable sanitation business, husband and wife Brad and Amy Beier of Northland Portables in Grand Rapids, Minnesota, know how to build a better business. Literally! It starts with restroom transport trailers – which they build themselves – and trucks they customize to their needs. It's all part of making their small family-run business more efficient and competitive.

With only four full-time employees (and one part-time seasonal worker), Northland Portables runs nonstop during the busy summer season. As busy as they are in the high summer tourist season, work slows when temperatures drop and snow blankets the countryside.

"It's so busy between Memorial Day and Labor Day," says Amy Beier. "Then it slows down dramatically."

"You barely make it through winter," adds Brad. That means that being frugal and keeping busy during the offseason has been one key to the company's success. Among the company's main tasks in winter is storing all fleet and units indoors, conducting a thorough inventory, as well as cleaning and winterizing. That dedication to their equipment in winter is what keeps everything running smoothly all year, Brad notes.

Northland Portables services a 60-mile radius of Grand Rapids, a city of 11,000 located 180 miles north of Minneapolis. It owns about 240 standard and 25 ADA restroom units and 16 hand-wash stations, all from Satellite Industries, and covers parts of three counties, meeting corporate, construction, residential and special event portable sanitation needs. "We do at least one special event a weekend from Memorial Day to Labor Day," Amy says.

The Beiers have a fleet of five trucks – all with steel tanks and all F-Series Fords – two 1999 models with 270-gallon waste/130-gallon freshwater tanks; and 1999, 2002 and 2003 models with 650-gallon waste/300-gallon freshwater tanks. Some of the tanks are from Satellite; they all have Conde pumps (Westmoor Ltd.).

EXPLORE FIVE ISSUES THAT AFFECT BRAD AND AMY BEIER'S PORTABLE SANITATION BUSINESS:



Owners Brad and Amy Beier are shown with a service truck Brad built out himself using a tank bought from another contractor and a Conde pump. (Photos by Wes Bailey)

1 BUILDING SOME EQUIPMENT OURSELVES

With a background in auto body repair and custom car restoration, Brad has lent his expertise to his business. That allows Northland Portables to customize whatever it needs on its trucks. "He just designs the trucks around what he wants," says Amy.

While they haven't built their own tanks, Brad does modify them for each truck. He says, "We plan to make the tank on the current truck we are building in-house." One modification is to add storage boxes behind the cab for easy access rather than hanging them below the tank.

In addition, Brad built a transport trailer with a flat deck, but 45-degree angled side edges for easier loading of up to 16 units. The design eases lifting and allows a technician to handle loading alone. Building his own trailers allows him to beef up the specs, particularly with heavier frames and axles and better tires. He pays more for materials, but says it pays off in durability.

"We sandblast all our trailers before we paint them and use good epoxy and primer on them," he adds, also noting that they use durable composite decking and shrink tubing connectors for all their wiring. Their single-unit haulers have drop decks to meet U.S. Occupational Safety and Health Administration (OSHA) rules.

(continued)



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2 MODERNIZING THE MARKETING PLAN

After Northland Portables started in 2004, the Beiers did not consider building a website. After a busy 2014 season, the company started developing one and it went live this year. Working with a local Web design firm has allowed Amy to focus more on the company's day-to-day operations and sales.

Down the road, Brad says they would like to expand into having a social media presence. Besides the website, the Beiers are also establishing a local networking base. "We're big into working with the chamber of commerce and a local builders' association," says Amy.

They also work closely with the tourism industry, since they service some of northern Minnesota's resorts and cabins, the Northern Minnesota Builders Association to connect with builders, and they network informally through the Northern Cruisers Car Club. While the latter is Brad's hobby, many club members are also business owners. It adds to their word-of-mouth marketing.



Technician Jonathan Hildenbrand returns the vacuum hose after servicing a restroom at the Itasca County Fairgrounds and Speedway near Grand Rapids, Minnesota.

4 CATERING TO EVENT CUSTOMERS

Northland Portables relies heavily on special event customers, and that doesn't stop in winter, with events such as ice fishing tournaments and snowmobile races. The Grand Rapids area has several lakes, and that translates to tourism, even in the winter.

Some of the smaller community events, like car shows every July, have been the company's bread and butter. Amy says they often have 20 or more units on site for these shows, as well as five on the adjacent campground. They serve a variety of other events, such as tractor shows, music festivals, themed community festivals and historic sites.

And it's an efficient system. "Brad and I have developed a system where just the two of us can go out and clean the restrooms early in the morning and we're done for the day," says Amy.

Northland Portables also partners with other service providers outside their area, sharing units and workload for larger events. This has been good for both businesses, since neither becomes financially strapped by large inventory. "We all win," says Amy. "That's one way we're trying to maintain cost-effectiveness."

3 THE REALITY OF OLD MAN WINTER

According to U.S. Climate Data, the average low temperature in January in Grand Rapids is -3 degrees. Surviving Minnesota's winter is tough for everyone, but especially difficult when a revenue stream is weather dependent. Northland Portables grosses enough income in winter to handle its expenses, but winters are long and it can be uncomfortable to work outside. Amy estimates the company does about 70 percent of its business in summer and only 30 percent in winter.

"When it's cold, a lot of construction companies just shut down," Amy says. "As a result, it doesn't pay for us to run a route." Those are the times the small staff works inside on maintenance.

"Everything gets winterized," says Amy. "Come January, that's when the contractors start finishing the inside of houses.

"Brad does all the mechanical; we literally upgrade all our equipment. Restrooms get antifreeze on the construction sites, but also they are winterized in the yard; we pump them and clean them, do an inventory, sort them by grades [construction units, etc.] and inventory anything that needs to get fixed."

Some construction projects run through winter, especially larger ones, such as upgrades to a coal energy power plant.

Northland creates a salt brine methanol mix – "That's an OSHA standard for restroom maintenance all portable restroom companies do in Minnesota," says Amy – and that mix normally varies on the temperature and changes on a daily basis. "We watch the weather 10 days out all the time," Brad says. "We have a tendency to aim on the colder side."

And in terms of cleaning units, since they can't pressure wash the units outside when it's freezing, they carry warm water in the cab of the trucks for weekly cleanings. An auxiliary tank compartment is used to carry the brine, while the freshwater tank is shut down entirely in winter.

The Beiers also have two additional tricks up their sleeve for restroom maintenance in winter. "Some of our older units [prior to 2013] had plastic screens for ventilation," says Amy. They replace the screens with plastic to seal off the ventilation and provide less airflow.

And about 85 percent of the units out in winter include small heaters bolted to the ceiling. The Beiers include this value-added service, at the client's request, at an upcharge of \$3.50 per week. Northland owns about 60 to 70 of the small heaters, which cost about \$40 apiece, Brad says.



An expert fabricator, Brad Beier builds these small trailers to carry restrooms to sites where they will have to be moved during the placement. Technicians Jonathan Hildenbrand, left, and Brady Prebeck set up one of the custom trailers.



The Northland Portables team includes, from left, Brady Prebeck, Mandy the dog, Adam Beier, Brad Beier, Amy Beier, Jonathan Hildenbrand and Carol Heinen.

5 PROMOTING THE FAMILY BUSINESS

Working crazy hours during times of peak demand is part of what owning a family business is about, the Beiers know. "You have to

"It's so busy between Memorial Day and Labor Day. Then it slows down dramatically ... We do at least one special event a weekend from Memorial Day to Labor Day."

Amy Beier

be here 24/7 ... you just can't pass it off to anyone," says Brad. Still, they believe that's a huge benefit over more corporate competitors with larger staffs. "You have better service; you can know about everything that's going on," he says. The Beiers are working to promote the family-run aspect to potential clients. Both Brad and Amy grew up in Grand Rapids, so they know most of the community; that's networking and word-of-mouth marketing. And their son, Adam, 17, recently came on board to help, possibly ensuring the future of the family business. ■

MORE INFO

Satellite Industries
800/328-3332
www.satelliteindustries.com
(See ad page 10)

Westmoor Ltd.
800/367-0972
www.westmoortd.com

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See ad page 15	 Bionetix International 21 040 rue Daoust, Ste-Anne-de-Bellevue, BC H9X 4C7 514-457-2914 • (f) 514-457-3589 support@bionetix.ca www.bionetix-international.com	✓		✓		✓	✓		Sea Breeze, Mint, Apple	
	 Century Chemical Corp. 28790 CR 20 W, Elkhart, IN 46517 800-348-3505 • 574-293-9521 • (f) 574-522-5723 sales@centurychemical.com www.centurychemical.com	✓		✓		✓		Air Fresheners, Urinal Blocks	Cherry, Bubble Gum, Citrus, Mulberry, Apple Cinnamon, Baby Powder	
See ad page 19	CPACEX 118 Industrial Ct., Kennedale, TX 76060 800-478-7383 ext.115 • 419-450-6208 • (f) 817-478-3221 llb@cpacex.com www.cpacex.com	✓	✓	✓		✓			Cherry, Bubble Gum, Mulberry, Tropical, Fresh-N-Clean	✓
See ad page 7	 Five Peaks 1790 Sun Dolphin Dr., Muskegon, MI 49444 866-293-1502 • 231-830-8099 • (f) 231-739-2131 info@fivepeaks.net www.fivepeaks.net		✓	✓		✓	✓		Mulberry, Fresh-N-Clean, Cherry Bubble Gum, Berry Blast, Laundry Fresh	✓
See ad page 5	 J & J Chemical Co. PO Box 614, Crawford, GA 30630 800-345-3303 • 706-743-1900 • (f) 706-743-7515 david@jjchem.com www.jjchem.com	✓	✓	✓	✓	✓	✓	Fragrance Enhancers	Berry Blast, Bubble Gum, Cherry, Citronella Plus, Flower Power, Fresh-N-Clean, Lemon Fresh, Linen Fresh, Mango, Mulberry, Mulberry Blast, Pine, Spice, Spicy Cinnamon, Spicy Cherry, Mountain Fresh, Tahiti Breeze, Tangerine	✓
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See ad page 31	Liquid Waste Industries, Inc. 2962 Mt. Tabor Church Rd., Dallas, GA 30157 877-445-5511 • 770-424-5575 • (f) 770-424-5536 susan@lwiinc.com www.lwiinc.com	✓		✓				Discs, Tabs, Urinal Blocks	Fresh-N-Clean, Mulberry, Cherry	✓
See ad page 39	PolyJohn Enterprises 2500 Gaspar Ave., Whiting, IN 46394 800-290-1305 • 219-659-1152 • (f) 817-453-7401 info@polyjohn.com www.polyjohn.com		✓	✓		✓	✓		Cherry, Mulberry	✓

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See ad page 10	 Satellite Industries 2530 Xenium Lane N., Minneapolis, MN 55441 800-328-3332 • 763-553-1900 mitchm@satelliteco.com www.safetfresh.com	✓	✓	✓		✓		Cherry, Bubble Gum, Fresh, Lemon, Mountain Breeze, Mulberry Twist, Ocean Spray, Spice, Sunburst, Spring Valley	✓	
See ads page 37	Surco Portable Sanitation Products 292 Alpha Dr., Pittsburgh, PA 15238 800-556-0111 • 412-252-7000 • (f) 412-252-1005 tonya.ray@surcopt.com www.surcopt.com	✓		✓		✓	PT Spray Down, Pump Oil Additive, Scent Wafers, Odor Neutralizer, Air Fresheners, Urinal Screens	Cherry/Bubble Gum, Xtreme Clean, Cinnamon, Tropical Breeze, Flower Power, Bubble Gum, Custom		
See ad page 23	 Walex Products Co., Inc. PO Box 3785, Wilmington, NC 28443 800-338-3155 • 910-371-2242 • (f) 910-371-2094 info@walex.com www.walex.com	✓	✓	✓		✓	✓	Tangerine, Cinnamon Spice, Mint, Cherry, Sunglow, Citronex, Very Berry, Fantasy, Mango, Wintergreen, Citfresh, Mulberry, Lemon, Tropical Breeze, Wildflower, Bubble Gum, Beechwood, Lemon-Lime, Fresh-N-Clean	✓	



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Owner Martin Padiál is shown in the company yard with Equipco Manufacturing Inc. storage containers and restrooms from PolyJohn Enterprises and Satellite Industries. (Photos by Jim Layne)

THINK OUTSIDE THE BOX

Container rental owner Martin Padiál listened to the needs of his site services customers ... and now he runs a thriving portable restroom business

BY KEN WYSOCKY

For a guy who never planned to become a portable restroom operator, Martin Padiál - the CEO/owner of Workbox LLC in Baton Rouge, Louisiana - is doing very well in the business.

How good? In a little more than 10 years of operation, the company's restroom division - called Potty-All (a playful take on Padiál's last name, which is pronounced the same way) - went from zero to 2,300 restrooms, 30 employees and eight vacuum trucks, plus two restroom trailers.

Padiál's success with Workbox, which started out as a storage-container rental business and now also provides roll-off containers, illustrates the value of recognizing opportunities for new, complementary services. It also reflects the importance of providing excellent customer service to retain clients and differentiate from competitors - and how that means doing more than just delivering restrooms on time and cleaning them thoroughly.

CUSTOMER SYNERGIES

"We have grown substantially in the last eight years and expect to maintain consistent growth, based on our three- and five-year projections. And there's no other reason for that growth other than great customer service," Padiál says.

At Workbox, the storage container, roll-off container and portable sanitation divisions each contribute about one-third of gross revenue. The restroom division primarily serves three markets: residential and commercial construction, special events and industrial rentals (which center on refineries, petrochemical factories and oilfield/gas field drilling sites), he explains.

(continued)

Workbox LLC Baton Rouge, Louisiana

Owner: Martin Padiál

Founded: 1997

Employees: 30

Specialties: Portable restroom, storage container and roll-off container rentals and service

Service Area: 60-mile radius around Baton Rouge

Affiliations: Portable Sanitation Association International, National Portable Storage Association

Website: www.workboxllc.com





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NEW!



Right: Potty-All has added two Satellite Industries Satellite Suites restroom trailers (10- and 20-foot models) for VIP service.

Below: Technician Elioney Cobas services a unit on his daily route with an International 4300 vacuum truck built out by FlowMark Vacuum Trucks with a stainless steel tank and Masport pump.



with a 1,100-gallon waste/450-gallon freshwater stainless steel tank; a 1999 International 9100 with a 1,500-gallon waste/500-gallon freshwater steel tank; a 2013 Dodge Ram 5500 dually with a 680-gallon waste/300-gallon freshwater steel tank; and a 2006 Ford F-350 dually with a 300-gallon waste/125-gallon freshwater stainless steel tank fabricated at Workbox. Builders include White River Distributors, FlowMark Vacuum Trucks, Imperial Industries and one truck was built in-house. Vacuum comes from pumps by Masport Inc., National Vacuum Equipment (NVE) and Conde from Westmoor Ltd.

The company invested in the two smaller trucks because they're more maneuverable in tight spaces, for instance at universities (the company is in the second year of a three-year contract to supply restrooms for football games at Louisiana State University in Baton Rouge). Moreover, drivers don't need a CDL to operate them, which saves the company money on labor.

The company has an inventory of 675 roll-off and storage containers, most from Equipco Manufacturing Inc. To haul storage containers, the company uses a 1994 Ford LNT 8000E, a 1997 Peterbilt 357 and a 2013 Freightliner. For roll-off containers, the company relies on three Mack, two Kenworth and two Peterbilt trucks.

SERIOUS ABOUT SERVICE

Clean restrooms and on-time deliveries/pickups definitely contribute to overall customer satisfaction and lead to repeat business, not to mention word-of-mouth referrals. But Potty-All concentrates on employee training to enhance service. New technicians

"We have grown substantially in the last eight years and expect to maintain consistent growth, based on our three- and five-year projections. And there's no other reason for that growth other than great customer service."

MARTIN PADIAL

aren't allowed to make solo service runs until three veteran drivers feel they're capable of performing up to company standards. A typical training period for new drivers lasts about two weeks, Padial says.

At least once a quarter, all employees - even veteran technicians - receive a refresher course in how to operate all the division's equipment

Synergies among the three divisions abound, with many customers opting to use two or three of the company's services simultaneously. "We consider ourselves a one-stop shop for site services," he notes. "At a construction site, for example, customers need [restrooms], then rent storage containers to securely store expensive items that they don't want to unload and load at the start and end of each day. Then they need [trash containers], too."

Workbox was born in 1997 when Padial and his brother-in-law, Art Lancaster, who were real estate brokers and developers at the time, recognized a growing need for storage containers on residential construction sites. A lack of competition made the venture more attractive, Padial says.

About four or five years later, they noticed more and more municipalities required a portable restroom on every job site. "It just grew from there," he says. "And two years after that, we got into roll-off containers."

EQUIPMENT CORNER

The rapid growth also led to a large inventory of equipment. The company's restrooms are made primarily by Satellite Industries and PolyJohn Enterprises. That includes about 35 handicapped-accessible units from Satellite. In addition, Potty-All has about 40 holding tanks, 160 hand-wash stations and two restroom trailers (a 10-footer and a 20-footer), all from Satellite. It also owns 10 emergency eyewash stations manufactured by Guardian Equipment.

For cleaning restrooms, Potty-All owns eight vacuum trucks: a 1999 International 4700 with an 1,800-gallon waste/500-gallon freshwater steel tank; a 2006 Peterbilt 355 with a 2,500-gallon waste/500-gallon freshwater steel tank; a 2012 International 4300 with a 1,100-gallon waste/450-gallon freshwater aluminum tank; a 2012 Peterbilt 337 with a 1,900-gallon waste/500-gallon freshwater aluminum tank; a 2014 International 4300

(continued)



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A photo finish provides evidence of clean restrooms

Thanks to networking with other portable restroom operators, Martin Padiál, owner of Workbox in Baton Rouge, Louisiana, has learned that a picture is worth a thousand words when you're trying to prove great customer service. Padiál explains one valuable lesson he learned through his activities with the trade group Portable Sanitation Association International.

Based on a tip from a fellow operator, all Potty-All drivers carry digital cameras used to shoot a date-stamped photo of the blue water inside a freshly cleaned restroom holding tank. All photos are downloaded onto a central server at the end of each workday.

If a customer complains that a restroom wasn't properly cleaned, they receive an email within 15 minutes including a photo of their freshly cleaned tank, along with GPS-based data that shows how long the route driver was there to clean the tank.

"It basically verifies that we were there and cleaned the restroom," Padiál says. "It's extra work, as you can imagine, but it's worth it." Customers commonly are surprised by the thorough documentation. "One customer said, 'Are you freakin' kidding me? I can't believe you emailed me all this information.'"

Valuable networking is one reason Padiál supports and has become an active member of PSAI. He says the organization keeps him up to date on the latest industry regulations and provides employee training tips that have boosted his company's efficiency, profitability and customer service.

"My drivers, myself and my operations manager have been certified by PSAI," Padiál says. "We attend the convention every year, and being able to mingle with your peers has proven to be an invaluable resource for our company."

and how to properly clean restrooms and hand-wash stations. Why? "Our equipment inventory changes periodically," he notes. "Or we might change a procedure or a protocol to better serve customers."

To reduce downtime due to equipment breakdowns - which, in turn, benefits customers - all drivers must perform pre- and post-route truck inspections, which includes things such as checking fluid levels, tire pressure and lights. The inspections take about 30 minutes, he says.

"Before they leave the yard, they have to make sure everything is in proper working order," Padiál explains. "Then they do the same thing when they return. And after that inspection, an independent crew comes in and does another inspection. It saves us a ton of time if, for instance, there's a nail in the tire that's created a slow leak that may not be evident until backup inspection is performed. When the independent crew members are finished, they fill up gas tanks and make any needed repairs so the trucks are ready to roll the following morning."

The inspection measures have reduced vehicle downtime by 30 percent, Padiál estimates.

As a courtesy, Potty-All drivers call customers while enroute to a service call. But it's more than an effort to be polite; it also saves the customer and the driver time and money. For instance, drivers can find out if a restroom has been moved since the last visit or be sure there's someone around to provide access to a restroom located in a secured area.

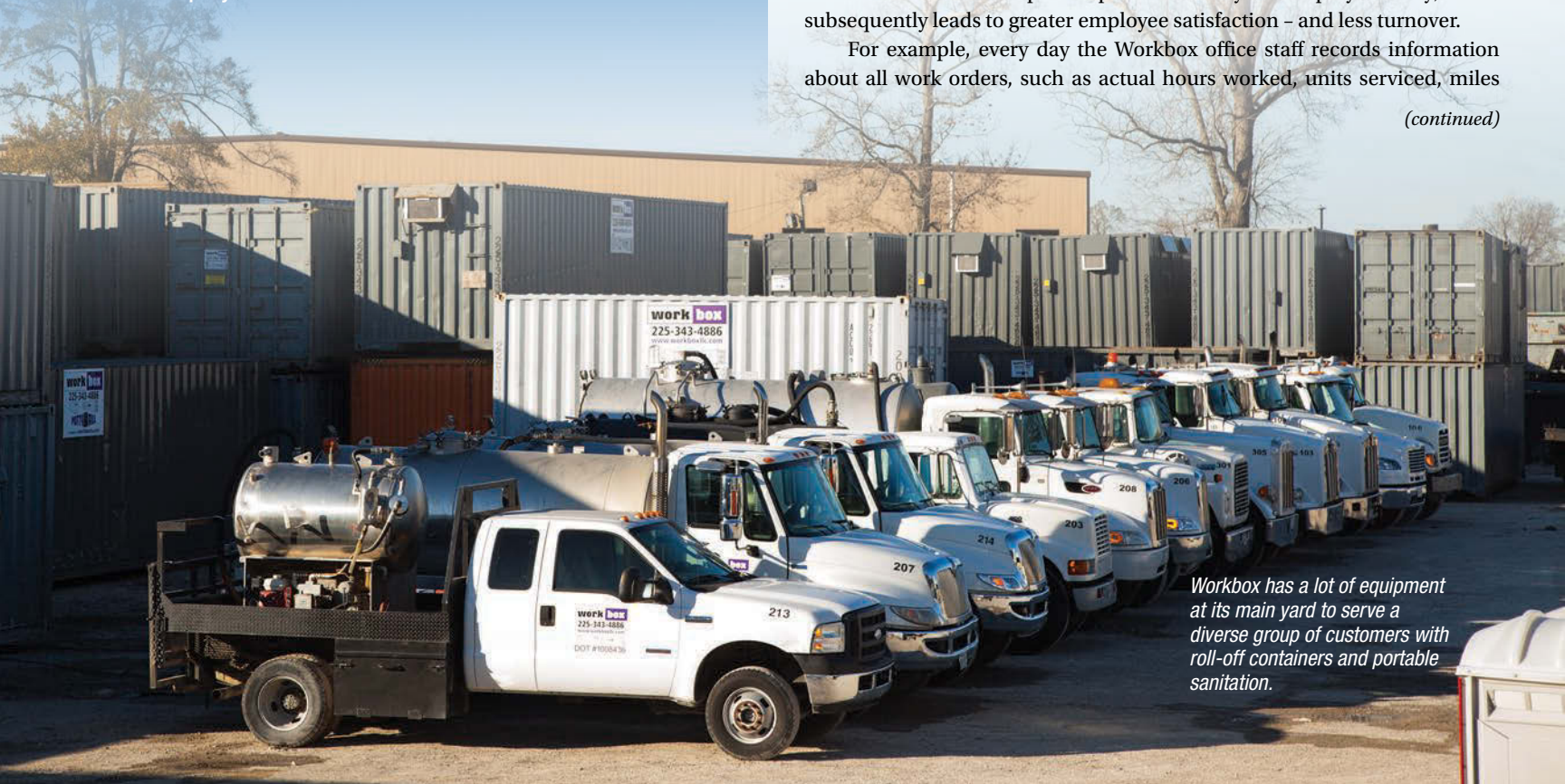
In addition, customers can agree to participate in a program in which they receive periodic phone calls from Potty-All personnel to ensure all their needs are being met. "We call three times a week to see how they are doing and if they need anything," Padiál notes. "This idea came from our customers after we asked them what they would do to make customer service better if they ran our business. This has been a huge help to our customers, who sometimes don't have time to call every time they need something."

KEEPING EMPLOYEES HAPPY

Padiál also takes steps to improve efficiency and employee safety, which subsequently leads to greater employee satisfaction - and less turnover.

For example, every day the Workbox office staff records information about all work orders, such as actual hours worked, units serviced, miles

(continued)



Workbox has a lot of equipment at its main yard to serve a diverse group of customers with roll-off containers and portable sanitation.

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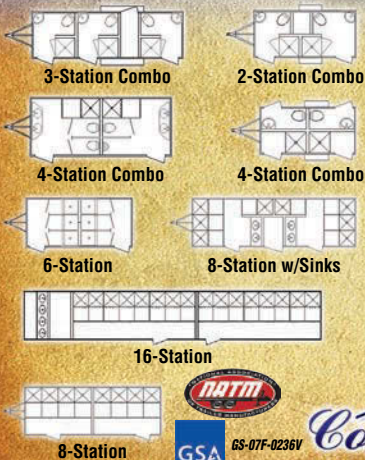


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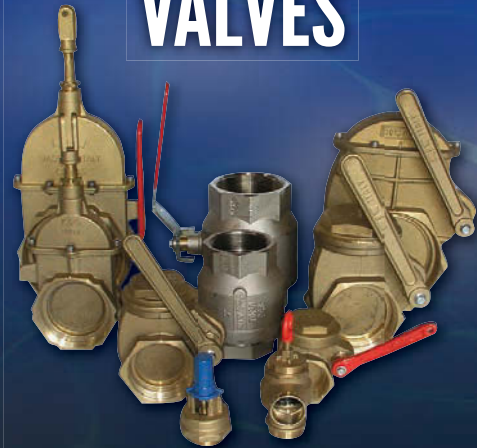
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Right: The Workbox office staff includes, from left, Becky Purdom, Debbie Williams, Dania Gonzales, Martin Padiál, Erica Smith and Kerry Bueche.

Below: Martin Padiál, right, has a management team meeting with operations manager Kerry Bueche and office manager Becky Purdom.



driven, time between service calls and compliments from customers. The data is used to grade drivers. Once a year, the driver with the top score from each division receives an award. The company also names a rookie driver of the year, as well as an overall driver of the year, picked from among the three divisional winners.

“They receive a cash bonus that comes from a percentage of our net profit that we set aside,” Padiál explains. “In addition, every employee receives \$100 for every year of service. And we try to recognize other deserving employees with cash bonuses, too.”

To keep current with challenges in the field, office employees are annually required to ride for a day with a driver from each of the three divisions. Because the drivers typically come in at 4:30 a.m., they don’t interact a lot with office personnel, so there’s not a lot of synergy, Padiál notes.

“This gives them a chance to get to know the drivers better,” he says. “Ultimately, they respect each other more and respect each other’s jobs more. Our drivers also spend a day in the office every year so they get to hear what employees there deal with. It’s not really cross-training, but cross-viewing. It makes them realize that everyone deals with stuff every day ... and helps them be more patient with each other.”

“Our drivers ... spend a day in the office every year so they get to hear what employees there deal with. It’s not really cross-training, but cross-viewing. It makes them realize that everyone deals with stuff every day ... and helps them be more patient with each other.”

MARTIN PADIAL

TECH-SAVVY CHANGES

To boost driver safety and increase efficiency, Potty-All is going paperless in the field by trading in metal clipboards for mounted in-truck computer tablets, which drivers can use to view work orders, take photos, accept credit-card payments, email or text documents to customers and perform other functions.

“The tablets have GPS systems, which will be safer to use than drivers’ cellphones because the screen is so much bigger,” Padiál says. “Every truck also will be equipped with a rear-view camera that will display on the tablet screen, which will make it safer to back up.

“There may not be huge financial savings, but that’s not the initial goal,” he points out. “The full-circle effect will be so big in terms of better service, quicker response times and improved employee safety. It’ll be hard to put any metrics on it, but we intrinsically know it will have a positive impact on our employees.”

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Sani-Klip secures common hand sanitizer dispensers in portable restrooms

By Craig Mandli

A conversation between a frustrated portable restroom operator and a friend adept at metal fabrication led to the development of the Sani-Klip, an aluminum bracket designed to hold common hand sanitizers.

“We just got fed up with dealing with dispensers that broke a lot and cost a lot to replace,” says Katie Nesbit, co-owner of R. Nesbit Portable Toilets in New Castle, Pennsylvania. “Buying refills for the dispensers was also expensive, and they would take several days to ship to us. We thought there had to be a better way.”

Katie’s husband, Rich, came up with the idea of producing a mount that would enable a PRO to restock bottles of common hand sanitizer without the need for a shelf or ledge in the unit. He sketched a simple design of an L-shaped bracket with small mounting holes on one edge and a large central hole on the other.

In 2014, Rich discussed the idea with Timmy Wells, an equipment operator the Nesbits work with on septic system installations. Wells took the idea into his machine shop, and after a few prototypes, came up with a version of the Sani-Klip that was on display at the 2015 Water & Wastewater Equipment, Treatment & Transport (WWETT) Show.

The aluminum mount is quickly installed with rivets or pipe clamps. It holds an 8- to 10-ounce bottle of hand sanitizer or soap by unscrewing the pump cap, running the threaded neck of the bottle through the large hole, then screwing the cap back on. It is designed to be a time-saver for busy service truck drivers when restocking sanitizer from any available retailer.

“You walk into any dollar store and see bottles of inexpensive hand sanitizer,” says Wells. “We just thought, ‘Hey, there’s no reason we can’t use those in portable restrooms.’”

At first Wells only produced enough clips to outfit the inventory of 1,000-plus R. Nesbit restrooms. But soon requests came along for more



Sani-Klips. Rich and Katie Nesbit signed a manufacturing agreement with K & R Industries and started marketing the product through their business.

“We’ve actually sold them to several of our competitors back home,” says Katie. “All the portable restroom guys we’ve talked to really see the need. That response is why we thought the WWETT Show would be a good opportunity to roll them out on a bigger scale.”

The company brought a limited supply of the clips to the show and quickly sold out. They took orders for many more, but perhaps more importantly, the WWETT Show provided an opportunity to collect feedback on the product.

“We’ve actually been advertising the Sani-Klip for a few months now, but [the WWETT Show] is the first time that a lot of companies got to see it up close,” says Katie. “We love to hear the feedback. Most told us that if we could sell them reasonably, there would be a nice market for it.”

“And we’re looking at making improvements too,” adds Wells. “A lot of guys asked about different sizes to accommodate larger bottles, and different mounting mechanisms for putting them in restroom trailers. We even had some truck manufacturers ask us about using them as tool holders in vacuum trucks. My mind is spinning right now thinking of all the different applications.”

Katie Nesbit says that her company will return to the WWETT Show with the product in 2016. “The response has greatly exceeded the expectations we had coming in,” she says. “To me, it’s just a common sense product. I’m happy we’ve been able to offer it.” **724/652-8232** www.best-portable-toilets.com. ■

Timmy Wells, a co-designer and fabricator of the Sani-Klip, discusses the new product with a 2015 WWETT Show attendee. The aluminum clip can be fastened to the wall of a portable restroom and holds common bottles of hand sanitizer. (Photo by Craig Mandli)

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Hey Good Lookin'

WITH ADVANCES IN THE QUALITY OF TRUCK AND MACHINE FINISHES, WHAT'S THE BEST WAY TO PROTECT YOUR EQUIPMENT INVESTMENT FROM A HARSH WORKING ENVIRONMENT?

By Ed Wodalski

Keeping your trucks and power equipment clean can extend its life and enhance resale value. But how far do you need to go? With today's high-tech finishes, is a weekly washdown enough to protect your investment, or will you still benefit from getting out the wax or polish and giving it a little elbow grease?

Brian Baker, owner of B. Baker Construction in Noblesville, Indiana, believes in keeping his equipment clean. He repaints machines that begin to show wear and occasionally will use wax on the finish.

"If I see something that's starting to get a lot of weather to it, I fix it with some wax or clean it. But typically I don't use wax. If it gets in bad condition, we strip that machine in the wintertime and repaint it. We degrease everything," says Baker, whose fleet includes a John Deere bulldozer, three Bobcats, two Case excavators and a backhoe. "The dozer is a 2000, and it's been repainted once already – all decals, all the stickers go back on it. We have a brand-new machine when I get done."

Baker also has a dump truck, flatbed and four-wheel-drive Dodge 5500 service truck, which he might wash five times a week and occasionally waxes. Baker uses a soft-bristle brush and bucket of warm car wash liquid. "If you keep it pretty clean, it stays pretty clean," he says. "If you never wash it, it takes forever to get it clean."

The liquid wash and wax Baker uses on his trucks is the same choice for his prized 1969 Plymouth Barracuda convertible and 1972 SS Chevy El Camino muscle cars, which get waxed considerably more often than his trucks.

IS WAX NECESSARY?

Kevin Hershberger, senior market professional for backhoe loaders at Caterpillar, says the latest generation of water-based e-coat paints is designed to meet the 1,000-hour salt spray performance standard. "In general, wax will not hurt but will not significantly improve the finish quality or life," he says. "Today's finishes from cars to Cat machines are significantly improved compared to technology available just 10 years ago. That improvement is delivered through improved pretreatment and final paint."

Steve Seabolt, Ditch Witch product manager - CTS & Service parts, says one of the best tips for maintaining a machine's surfaces is simply to keep it clean. "Abrasives left on the surface will scratch paint when mechanically impacted. Dirt, sand and other soils will scratch the finish. Leaving these

soils on equipment also holds moisture against the paint and could hasten corrosion if that soil is acidic or caustic."

Seabolt says older machines can be repainted by a local dealer or revitalized through the use of Dakota Shine, designed to restore faded surfaces (steel, fiberglass) on Ditch Witch and other equipment.

FINISHES VARY

John Valasco, global account manager for PPG Industries, says there's a distinct difference between the paint used on heavy equipment and the clear-coat applied to cars and trucks. Heavy equipment manufacturers use two-component liquid urethane technology for the topcoat and epoxy or urethane primer or some type of hybrid technology, a cross between epoxy and polyester.



One of the best tips for maintaining your surface's appearance is simply to keep it clean. Ditch Witch offers Dakota Shine to restore faded surfaces, either steel or fiberglass, as shown in these before and after photos. Older equipment can be repainted and scratches should be touched up to prevent corrosion. (Photos courtesy Ditch Witch)

"It's pretty different from automotive coatings, which, for the most part, are all liquid-based," he says. Many equipment components are also powder coated. "There is no need for waxing or polishing these coatings," Valasco says. "It's not going to provide any real benefit to the end user. The two main functions of any coating are sunlight protection – how long it's going to maintain its gloss and its color – and corrosion protection. Most of this equipment spends its entire life outside, and in some cases in some very corrosive environments, such as equipment used to apply road salt."

His recommendation: Just wash it down, but be careful when using a pressure washer when removing tough grease and mud. "There are some cases where it will peel paint away or the topcoat from the primer," he says.

GO LIGHTLY

"What we recommend, from a normal cleaning standpoint, is that the pressure wash is not greater than what your car would see in a typical car wash [between 1,200 and 1,400 psi] and water temperature less than 125 degrees F." Valasco also recommends that the spray wand be no closer than 24 inches from the part being cleaned. Large chunks of grease or thick organic material should be wiped, not scraped, off before using a pressure washer.

Valasco says while the lifespan of heavy equipment finishes depends on OEM specifications, the typical target for color change and gloss is two to four years for parts that are not ground-engaging. Depending on how the equipment is used and the environment, Valasco suggests repainting when the machine begins to show wear.

"If you let scratches go on too long, you're going to degrade the metal itself, and you want to prevent that and make the unit last as long as possible," he says.

When it comes to extreme dirt and grease removal, Mike Baty, president of Crescent Chemical Co., offers Spatter-Cote Armor-Xtra protection. The product is a mixture of corrosion inhibitors and nonstick polymers applied to equipment surfaces. Originally designed to

What's a clay bar, and how does it work?

Introduced in the 1990s, detailing clay (available in a single 4-ounce bar) is designed to safely remove above-surface bonded contaminants, enabling wax or sealant to better adhere to paint.

To use, remove the clay bar from its wrapper and tear into two pieces. You can store unused clay in the plastic container it came in or a resealable sandwich bag. Knead the clay into a round, pancake-like patty. It should be large enough to cover the palm of your hand. Spray a clay lubricant onto the patty and section of paint (approximately 16 to 20 inches) you want to clean. Rub the clay over the paint until it glides effortlessly. Wipe off excess residue from the finished surface with a microfiber towel until dry before moving on to a new section.

keep dried concrete from sticking to cement trucks, the water-based coating is sprayed on and lasts up to two weeks. "It's not a wax, but it saves on labor," he says.

SHOWROOM FINISH

Of course, if you'd like a show car finish for your work truck, Mike Phillips, author of *The Complete Guide To A Show Car Shine* and director of training at Autogeek.net, says you need to wash, clay and wax.

While a non-wax finish might be a good sales pitch, today's clear-coat car and truck finishes (generally found on vehicles built since the mid-1990s) need to be washed and waxed, he says.

"The clear [coat] is paint without pigment; it's still paint. You still have to wash it, clean it, clay it, polish it, protect it - just like paint on a 1952 Chevy." ■

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Deodorants/Chemicals

By Craig Mandli

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Fresh Lube pump oil exhaust freshener from **Surco Products** is designed to counteract offensive exhaust odors generated by portable restroom and septic vacuum trucks. Its oil-based Metazene molecular odor neutralizer mixes into pump oil without damaging it. Add 4 ounces to each gallon of pump oil and foul exhaust odors are replaced with a pleasing cherry-drop fragrance. **800/556-0111; www.surco.com.**



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