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June 2015

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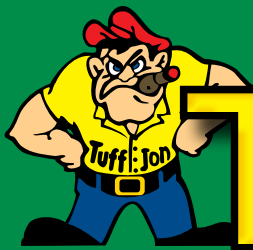
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serve a million hungry food and music lovers

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ON THE COVER: Through Ace Portable Toilet Rentals and Septic Tank Services in Pasco, Washington, Paul and Martha Liniger specialize in providing sanitation services for orchards and vineyards. The couple is shown in the company yard with Satellite Tufway restrooms in the background. (Photo by Young Kwak)

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5 Tips to Safer Driving

SAFETY CAN NEVER TAKE A HOLIDAY FOR YOUR HARD-WORKING CREW. ARE YOU FOLLOWING THESE PROCEDURES TO MAKE SURE YOUR TRUCKS ARE READY TO HIT THE ROAD EVERY DAY?

By Jim Kneiszel

Failing to adequately secure a portable restroom on the back of a truck or on a transport trailer can result in disastrous consequences. We were reminded of that recently after a motorist was killed while reportedly trying to avoid hitting a restroom that fell off of a trailer in front of him.

Nathan Luc Alain, 23, was driving on a highway in New Zealand when a portable restroom crashed onto the road. According to news accounts, he swerved left to miss the restroom and drove into the path of an oncoming semitruck. The tragedy is a somber but valuable reminder that driver safety should always be top of mind for portable restroom operators.

That's especially true during the busy season that's hitting full stride for most PROs this month. Even though your drivers are often running sunup to sundown these days, a terrible crash like this one underscores the importance of continually following best practices in safety procedures.

Here are my five tips for ensuring safe operation of your vacuum trucks this summer. You could turn these topics into safety tailgate talks with your crew over the coming weeks. If we can prevent just one mishap on the road, the effort will be worthwhile.

LOAD SECURITY IS JOB NO. 1

While the most recent fatal crash happened half a world away, similar cases have been reported closer to home. A few years ago, a Florida woman was killed when she lost control of her car after a restroom fell off a transport trailer. Whether you deliver restrooms from a fold-down carrier on your vacuum truck, on the back of a flatbed truck or using a trailer, proper use of tie-down straps is critical to working safely.

Make sure drivers are trained on the proper method of cinching a restroom to a carrier. Go out in the yard and inspect their work before they head out on the morning route. Look for opportunities for redundancy in strapping units to withstand the bumps caused by rugged terrain and buffeting winds on the open road. Be mindful to look for signs of movement or loosening of straps during the route, and make periodic inspections of the lashing while working the route.

Regularly check on the condition of your straps and discard worn, frayed or otherwise damaged straps. Look for stress on buckles, ratchets or other hardware associated with your straps and toss them in the garbage if you find any flaws. Make sure your straps are strength-rated to safely hold your heaviest or bulkiest restroom inventory. Keep a good supply of replacement straps on hand and encourage drivers to replace them if there is any question about their durability.

CHECK YOUR TRACTION

When it comes to your pre-trip truck inspection, there is no more important step than checking out tires. Your safety and the safety of the mo-

Whether you deliver restrooms from a fold-down carrier on your vacuum truck, on the back of a flatbed truck or using a trailer, proper use of tie-down straps is critical to working safely.

toring public depend on a few square feet of contact between the rubber and the road. And more than most components of your service rig, tires are prone to unpredictable failure that can lead to catastrophe. A few years ago, a tire blowout on a vacuum truck was reportedly responsible for a Florida pumper losing control of his truck and careening off the highway, killing him.

Don't let your drivers leave the yard before they've given each tire a thorough inspection. Look for uneven or extreme tread wear and signs of age or rot that could result in tire failure. Look closely for cuts or punctures caused by road debris, both in the tread and along the sidewalls. Any weakness could cause a blowout, and the danger is double if the driver is hauling a full load. In the event of a blowout, it's easier to lose control of a vacuum truck carrying a high, unstable load.

Get on a regular program to rotate and replace your fleet's tires. Whether you keep maintenance logs on paper or use a software program, track usage and have a tire replacement program that fits your workload and the driving conditions you encounter. That means accounting for rough roads, a hot climate, roads that are often snow-covered and slippery or other factors that can cause premature tire failure. It's always better to change a tire when it still has 5,000 miles of life left than to wait until it fails and can place your driver or another motorist in harm's way.

MIND THE MECHANICALS

Servicing units all summer long, you need to be confident you can take evasive action when necessary to avoid a crash. And it's not a matter of if but when you will encounter a dangerous driving situation. That means you need to routinely check components that allow you to steer and stop the service truck at that split second.

Have a mechanic look over your steering linkage for play or wear in parts like the tie rod ends, and make sure the power steering lines are not leaking and the power steering fluid is fresh and the reservoir is topped off. Include the vehicle suspension parts in routine checks. Suspension contributes to safe truck handling and is particularly crucial when carrying variable liquid loads.

Pay close attention to brake performance. Is there inconsistent play in

the brake pedal? Does the truck track dead-on straight in hard braking? Do you hear unusual brake noise that may indicate you're getting close to needing new brake pads or routine service? Check the brake fluid reservoir to make sure the level is staying between the minimum and maximum lines and top off as necessary.

SEE AND BE SEEN

Several years ago, I reported on the case of a pedestrian walking into the path of an Arizona PRO's truck and being killed. The incident became a lingering nightmare to the truck driver and her company. I'm not saying the tragedy could have been prevented or that the driver did anything wrong in that case. What I would say is that having good sightlines from the cab and ample running lights and warning beacons will promote better safety for your trucks.

Recently I passed a wrecker at an expressway crash site that was lit up like a Christmas tree, with hundreds of yellow running lights from the front bumper to the tow hook. While this was an extreme example, it reinforces the need for all work trucks to be easily seen on the road and work site. Sometimes you need to clean special event units during nighttime hours. These events might have narrow lanes for you to maneuver your truck and large crowds of people who aren't necessarily paying close attention to your truck. Adding bright lights along the hose trays and four corners of your truck could provide inexpensive safety insurance for your company.

You also want to have a clear, unobstructed view around your rig. Make sure your side mirrors are adjusted properly for good coverage. Keep the windshield area uncluttered and clean. Consider adding backup cameras for a better view of what's going on behind your tank. Add powerful work

lights so you can focus clearly on your duties while out of the truck cab.

TIME FOR DRIVER'S EDUCATION

Driver's education doesn't stop when you turn 16 and come out of the DMV with your license or after you've trained and received your CDL. For professional drivers, safety lessons should be reinforced constantly to stay sharp. Get your crew together regularly to discuss aspects of pre-trip safety inspections. Promote positive behind-the-wheel habits that will reduce the number of incidents or infractions involving your drivers. Look into providing incentives to rack up hundreds of thousands of trouble-free miles for your company fleet. ■

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TAKE HOLD OF YOUR MARKET!

How do you gain market share in a competitive environment? Number one, provide the best service in your market. But, be aware that gaining market share does not guarantee more profits.

If you spend a lot of money repairing and replacing equipment in the field, or if your deodorizers fail, the cost of labor, parts and added travel time will eat up any additional profits you gain.

The solution to increasing profits while you increase market share is to have equipment and deodorizers that require little or no maintenance.

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Back to the Business

Family Man

Check out an online exclusive about the company featured on the cover of this issue, Ace Portable Restroom Rentals and Septic Tank Services. A son returns to the family business and applies what he learned during his 20 years in the corporate world.

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Recruit. Retain. Repeat.

Hiring Strategy 101

High employee turnover costs you time and productivity. If talent is hard to find and costly to train, shouldn't you do all you can to retain and develop current employees? Few businesses have a formal plan for doing exactly that. Here are some tips for developing a hiring and retention strategy.

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Overheard Online

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Insuring Your Office

WHETHER YOUR PRO BUSINESS IS OPERATED FROM THE DINING ROOM TABLE, A FARM SHED IN THE BACK 40 OR A SHINY NEW STAND-ALONE COMMERCIAL BUILDING, A PERIODIC REVIEW OF YOUR COVERAGE MAKES GOOD SENSE

By Judy Kneiszel

There are several possible scenarios for what “back at the office” means to the operator of a portable restroom company. Maybe your entire business has a different address than your home. That means you park the trucks, store the portable restrooms, receive shipments of paper products and sit at a computer to process the payroll at a different address than where you eat dinner, watch *NCIS* and sleep.

Or maybe your office is actually in your home, in a spare bedroom or corner of the basement. A third option is that your office is in a building you own that’s separate from your home, but on the same property. This, I recently learned, makes insuring it a bit tricky.

WHEN A HOME OFFICE ISN'T IN A HOUSE

If your business office is in your home, it may be covered by your homeowner’s insurance. Some insurance companies offer business coverage as part of a homeowner’s policy, while others may require the purchase of separate coverage. Check with your agent if you’ve recently started the business, moved the business office to your home or just assumed your home office was covered but never thought to ask.

In my case, my husband and I added a separate building in our home’s backyard that serves as an office. We found the insurance that protected our office equipment from fire or burst water pipes as part of our business liability policy when we rented an office a few blocks away didn’t cover the same equipment in our new building, or the building itself. We wondered if our homeowner’s insurance covered the building and its contents just like it would cover a garden shed and the rakes and shovels inside of it.

While most homeowner policies automatically cover other structures on the premises, that coverage may not extend to a structure used to operate a business. We needed a commercial insurance policy on the new office outbuilding, despite the fact that it does have a separate storage room for rakes and shovels.

SOLUTIONS VARY FROM COMPANY TO COMPANY

As more and more people telecommute or run home-based businesses, insurance companies have had to come up with solutions for various home office scenarios. In our case, a commercial policy combining business liability and coverage of the building and its contents was drawn up. A rider was added for some business-related equipment occasionally used off site.

Here are some factors an astute insurance agent will consider before quoting a premium if you have a business facility on your property, but not in your home:

What is the replacement cost for both the structure and contents of your office building? You want to determine the full replacement value. This is the total amount it would cost to rebuild and equip the building at today’s

Don’t assume the best option is always the insurance policy with the lowest premium. A lower premium can mean a lack of needed coverage. Don’t wait until after disaster strikes to learn you weren’t covered for that particular disaster.

costs. This is determined using a dollars-per-square-foot rate set by the insurance industry for your geographic area. The estimate your agent comes up with may seem high, but consider that construction costs are always rising, and if the building were destroyed you may have to rent space somewhere else temporarily to keep the business going during reconstruction.

List all equipment and furniture in the building. Some insurance companies require detailed information including serial numbers and replacement value for equipment you want insured.

Who uses the building? Do customers come to your office or is it just a quiet place you go to do the books? Do you have employees who use the facility? Liability insurance may be higher if others use the building.

How is the building heated? Using a wood or pellet stove to heat an outbuilding can increase premiums.

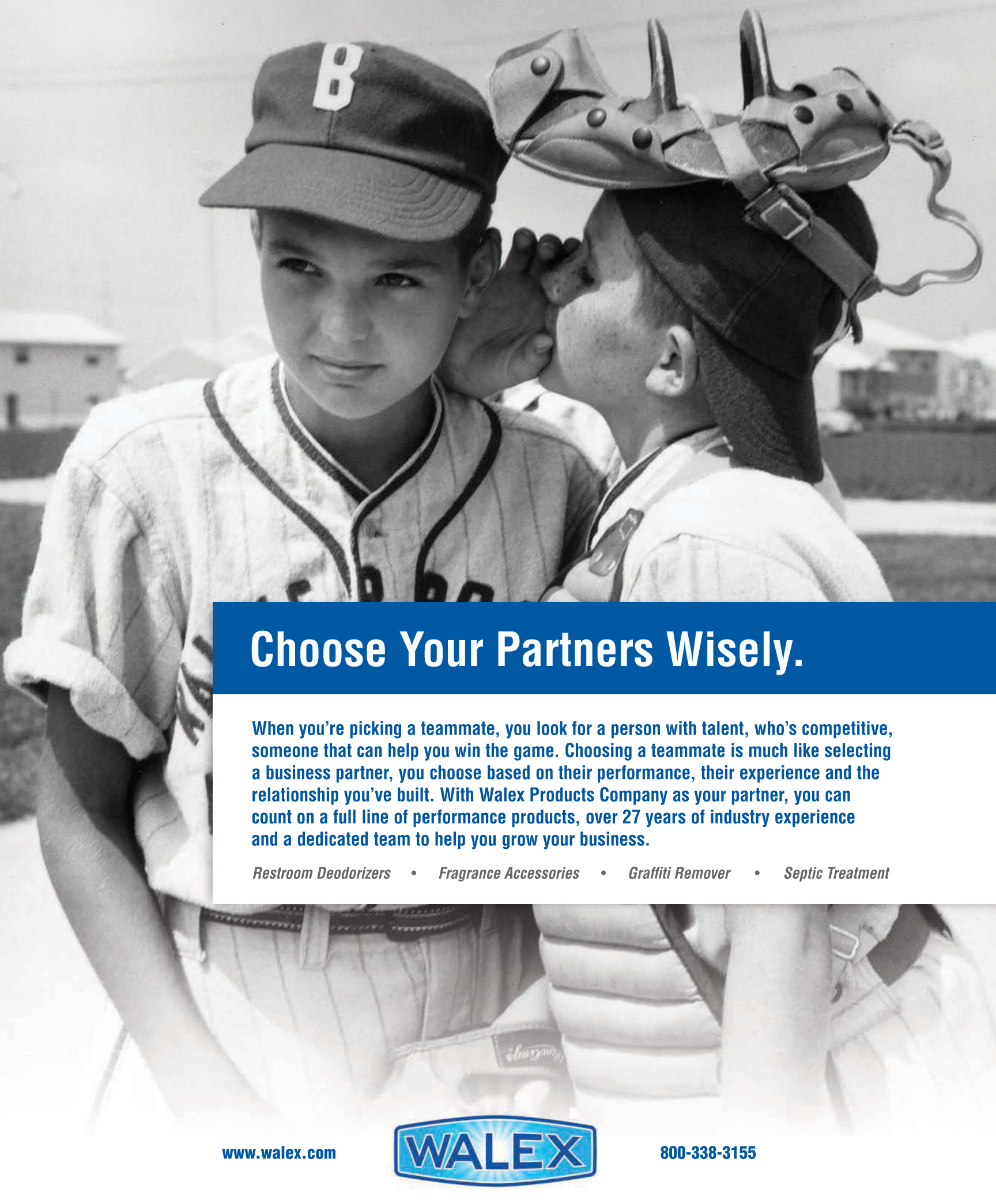
REMINDERS FOR ALL SMALL-BUSINESS OWNERS

If you have insurance with two different companies for your home and business, check to make sure there is no overlapping coverage or gaps in coverage. You may think one policy is covering something that neither policy is actually covering.

Sometimes having all your insurance eggs in one basket can save you money, but this is not always the case. Shop around, but don’t assume the best option is always the insurance policy with the lowest premium. A lower premium can mean a lack of needed coverage. Don’t wait until after disaster strikes to learn you weren’t covered for that particular disaster.

When comparing insurance bids from two companies, be sure you are comparing apples to apples and getting adequate coverage for your dollar. If you want to save money on premiums, consider taking on higher deductibles rather than reduced coverage. Insurance on your business is meant to protect you from catastrophic loss. Having a \$500 deductible and filing a claim for a \$1,000 roof repair after a storm may ultimately raise your rates and cost you more money than the payout you receive. It may be wise and save money in the long run to choose a policy with a higher deductible.

The best way to make sure you have the right insurance and enough insurance – but aren’t paying too much – is to meet with your agent at least once a year and, painful as it can be, read your policies and know what’s in them. ■



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A Feeding Frenzy

THE JOB: Taste of Chicago
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Taste of Chicago serves favorite local fare to a million hungry visitors. Service Sanitation backs the event up with restrooms and hand-wash facilities.

BY BETTY DAGEFORDE

THE TEAM

Service Sanitation Inc. provides portable sanitation equipment, restroom and shower trailers, freshwater systems, roll-off containers and fencing in greater Chicago. Their four locations include a 4-acre headquarters in Gary, Indiana, additional dispatch offices in Aurora and Lincolnshire, Illinois, and an equipment yard in Chicago.

Chad Harris, director of logistics, explains that this family-owned corporation is managed by a team of directors and has 115 employees. The operational team for Taste of Chicago included 25 employees from all areas of the company – managers, salespeople, technicians, dispatch workers and attendants. “It really turns into a group effort,” Harris says.

COMPANY HISTORY

The company’s roots go back to the 1960s when two brothers began the business with two trucks and 300 fiberglass restrooms. The current family bought Service Sanitation in 2001. “The family

(continued)



All the culinary delights of Chicago are available at the Taste of Chicago, set for July 8-12, 2015. (City of Chicago photo)



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Right: Driver John King navigates tight spaces to deliver restrooms to the Taste of Chicago. The Hino truck is built out by Satellite Industries, standard restrooms are from Satellite and the delivery trailers are from Wee Engineer. (Photos courtesy of Service Sanitation)

Below: Technicians John King, left, and Chad Yonker place restrooms in Grant Park. When the job was complete, more than 400 portable restrooms were used for the Taste of Chicago.



More than a million people crowd into Chicago's Grant Park for local food, to see guest chefs and listen to live music. (City of Chicago photo)

severe rain and flooding forcing a decision to close the event Saturday out of concern for public safety.

has always been in the service industry," Harris explains. "Specifically the garbage business – since 1956 – and portable sanitation was a great fit as another complementary service."

The company continues to grow through acquisitions and today has an inventory of 12,000 units, 90 restroom trailers and 16 shower trailers, with a service territory covering the entire Chicagoland region of 10 million people. The customer base is diverse, about half of which is construction and industrial customers and the other half special event clients. They also do a considerable amount of work for disaster relief.

MAKING CONNECTIONS

Service Sanitation handled Taste of Chicago for the third year in 2014 after winning a contract in a bidding process. Harris believes they were chosen by the city's Department of Cultural Affairs and Special Events because of their reputation for quality service and ability to provide the large amount of equipment needed.

THE MAIN EVENT

Food was the main attraction at the 34th annual Taste of Chicago, the city's largest festival. The event took place in Grant Park last July 9-13, and featured local restaurants, celebrity chefs and live music. Attendance was estimated at 1.1 million, about half of original predictions as a result of

"Any event as large as this one requires you to be in constant contact with the customer to make sure all their needs are met."

CHAD HARRIS

BY THE NUMBERS

Prior to the event, the Service Sanitation team worked with the city on required number of units, placement and the timing of delivery, service and pickup. Dispatchers planned truck and trailer loads and personnel requirements. Others looked into traffic expectations, permit requirements and schedules of other vendors.

The type of event determines the amount of equipment needed, Harris says. For Taste of Chicago – where food and alcohol is served – the company assumes restrooms will be used to approximately half to three-quarters of their capacity. "We determine how many and which trucks to send only after we get an idea of how many gallons we expect to pump," he says.

The company brought in 380 Satellite Industries Maxim restrooms, 28 wheelchair-accessible PolyJohn Enterprises units, 80 PolyJohn Bravo hand-wash stations, 90 generic water barrels and 15 Satellite four-station hand-sanitizer stands.

Units are blue, a color Harris says is part of their image. "We're big on our blue here," he says. "We want to make it very obvious, even if you're too far away to read our logo, that you know whose units are on site."

LET'S ROLL

Equipment was delivered throughout the day Monday and Tuesday in preparation for Wednesday's opening and for use by setup, administration and security crews. A lead event supervisor stationed on site coordinated the effort, directing drivers and ensuring correct placement. Units were placed

(continued)

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Left: A row of Satellite restrooms, as well as hand-wash sinks from Satellite and PolyJohn, are set up with the famous Chicago skyline showing in the background. (Photos courtesy of Service Sanitation)

Below: Technician Darrin Benton services restrooms in Grant Park using a service vehicle built by Satellite Industries.

in about 25 locations – five banks of 30 to 40 and others scattered in groups of two to five throughout the 300-acre park. Hand-wash stations, water barrels and hand-sanitizer stands were placed at each bank of restrooms and at individual food vendor stations.

The company used its fleet of 30 Hino stakebed trucks, each capable of carrying eight to 10 units, with Wee Engineer 14-, 16- and 18-unit trailers. Pickup was done Monday and Tuesday following the event.

KEEPIN' IT CLEAN

The company maintained a ground crew at the event at all times – five during the week and seven on the weekend – to stock supplies and replenish water for the hand-wash stations. Vacuum service trucks were not allowed on the grounds during the event, so the team used company-designed hand carts to swap out hand-wash stations as they became full.

Seven service technicians arrived on the scene each night at 9 p.m. Using deodorant products from R.E.Z. Packaging Inc., they cleaned, pumped and refreshed units, hand-wash stations and water barrels, finishing up around 3 a.m. The seven vehicles were 2007-2014 Hino 268 and International 4700 models outfitted by Satellite with 1,000-gallon waste/500-gallon freshwater stainless steel tanks and Masport Inc. pumps. Waste was taken to the Chicago wastewater treatment facility.

Communication among team members was critical to successfully serving the event, Harris says. “We had a lot of coordination with the crew at night reporting back to us if there were any aspects of our service that needed to be adjusted during the day. And the day crew would let us know about supplies that needed to be replenished for them.” In addition, the sales team was on site during the day, checking with organizers to see if anything had been misused or damaged and needed replacement. “Any event as large as this one requires you to be in constant contact with the customer to make sure all their needs are met,” Harris says.

ROLL WITH THE PUNCHES

The Saturday closure of the event necessitated an early morning meeting and some last minute changes. “That took a lot of coordination Saturday



“We determine how many and which trucks to send only after we get an idea of how many gallons we expect to pump.”

CHAD HARRIS

morning to make sure we had everything covered,” Harris says. “We called off the day crew, used less staff at night and rearranged schedules.” Although the venue was closed to the public on Saturday, security and event staff remained on site so a partial cleaning was done that night.

PLANNING PAYS OFF

The event went smoothly for the company even factoring in the scheduling changes, according to Harris. Service Sanitation staff typically meets and plans for large events in the off-season, Harris says, noting: “In the heat of summer it’s all about execution – just doing whatever it takes to make it happen.” ■

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Fruit orchards are a vital contributor to the economy in rural Washington state, and PROs follow GAP clean service practices to help the agriculture industry thrive **BY DOUG DAY**

FRIEND OF THE FARMER

The Ace team includes, from left, Jonas Lamm, Paul Liniger, Martha Liniger, Mike Trunkhill and Myron Liniger. They are shown in the company yard with a service rig from Satellite Industries and restrooms from Satellite. (Photos by Young Kwak)

When a good portion of your portable sanitation revenue depends on fruit orchards and vegetable farms, you must tailor your business for unique requirements of the agriculture industry and big swings in seasonal workload to meet the harvest schedule. In the thick of fruit country, Ace Portable Toilet Rentals and Septic Tank Services, Pasco, Washington, has become expert at meeting farmers' needs.

Located midway between high desert Spokane, Washington, and Portland, Oregon, the City of Pasco is home to nearly a dozen orchard operations. There are about 50 in Ace's 40-mile-radius service territory. "Cherries, peaches, pears, a lot of Washington apples," says Paul Liniger. He and his wife, Martha, bought the business from his father in 2008 after Paul spent more than 20 years working in the corporate world.

Getting portable restrooms to the workers in all those fields is easier now than it was back in 1973 when his father, Myron, started the

Ace Portable Toilet Rentals and Septic Tank Services Pasco, Washington

Owner: Paul and Martha Liniger

Founded: 1973

Employees: 6

Service Area: 40-mile radius

Website: www.acetoilets.com



company. “At that time, we had about 200 wooden toilets that weighed about 500 pounds apiece,” says Liniger. He now has about 500 portable restrooms. Or as Liniger says, “Too many in the winter time and not enough in the summer time.”

While the restrooms are lighter for delivery, serving agricultural customers has become more difficult in other ways.

AGRICULTURAL BEST PRACTICES

In 2011, The Food Safety Modernization Act put teeth behind the Good Agricultural Practices (GAP) issued by the FDA and USDA back in 1998. Rather than voluntary guidelines, the act resulted in regulations concerning the growing, harvesting, sorting, packing and storage of fresh produce. “The biggest challenge is carrying enough freshwater to service the sinks,” says Liniger.

To protect against cross contamination, producers are moving away from portable restrooms with sinks built inside the unit. While many portable restrooms have integrated hand sanitizers, that’s not good enough to meet GAP standards. “Some farmers want units with the sink mounted on the outside,” he says. “That makes delivery difficult because they’re awkward to move around.”

As recommended in GAP standards developed by the Portable Sanitation Association International (PSAI), many farmers are opting for stand-alone sink stations. They require a lot of freshwater, 15 gallons per spigot, according to the PSAI. The standards also say they should be self-contained or drain into a separate and dedicated waste tank.

In response, Liniger has loaded up on freestanding hand-washing stations as farmers are requesting one for every two portable restroom

“If for some reason we can’t get to the farm or job site the day service is scheduled, we put them on a first-stop priority the next morning, get them taken care of and there is no charge for that week. It’s a rare occurrence and expensive for us to do, but it’s better customer service.”

PAUL LINIGER

units. He had about 25 from PolyPortables and recently purchased 20 from Satellite Industries.

“On average, our trucks carry 65 to 100 gallons of freshwater for sinks,” says Liniger. “If you have 10 of those stand-alone sinks on your route, it will eat up what you can carry. It’s rare, but farmers are pretty good about letting us replenish with the drinking water from their wells, and we have a dedicated hose for that.”

SERVICE PROTOCOLS

Farmers are required to provide workers with an area away from the produce for breaks and eating lunch to avoid contamination problems. Many orchard operators have groups of two or three restroom units with a sink scattered throughout the orchard so they are easily accessible as workers move from one group of trees to the next.

The GAP law is not specific as to how many restrooms are needed, but it does reference the OSHA rules (29 CFR 1910.141, subpart J) that require roughly one unit for every 15 workers, up to six for 150 workers and one additional unit for every 40 employees. While he’s not aware of any specific distance requirement, Liniger says the standard seems to be that restrooms should be available within about a quarter mile from the work location.



Left: Technician Austin Mojica cleans a restroom placed at a local farm.



Above: Custom single-unit trailers built by the Ace crew are a big hit with orchard owners, who can easily move them to different locations with a tractor or ATV. Liniger moves one with a Satellite restroom and PolyJohn sink in the yard.



Left: Paul Liniger, right, consults with his father Myron – past owner of the company – in the yard.

GAP standards from PSAI state that units should have adequate splash prevention during transport and setup. Any spillage, including during pumping, could contaminate fresh produce, so it must be cleaned immediately.

As it is with many laws and regulations, specific enforcement is often up to the regulator, in this case the GAP auditor from the USDA or other federal or state agency. The frequency of service depends on the farm, which is responsible for meeting the GAP requirements. "Like all units, we service them at least once a week," says Liniger. "Occasionally, we'll get a call from one of the growers that they're going to have a GAP audit, so we'll go out to make sure everything is tightened up and it hasn't been a full week since they've been serviced."

Ace's service protocol is no different because of the GAP rules – restrooms are thoroughly cleaned just as they are at any other location. "If we find units that are getting overused, our drivers will notify the office and I'll call the customer and talk about more frequent servicing or getting more units on the site."

Getting to the units is not the same as driving up to a typical construction site. "Some orchards are 1,500 acres with a variety of fruit trees like cherries, apples and pears that come to harvest at different times. So sometimes, things can get a little slippery and muddy, especially if (the farms have) been running their sprinklers."

For drivers, the rule is pretty simple. "Don't go anywhere you're not going to get out of," he says. Easier said than done, of course, but he says the drivers are pretty good about finding alternate routes for the service trucks. Farmers are also cooperative in using their tractors to pick up and move the



Above: Offering a luxury restroom trailer was a "leap of faith," according to Paul Liniger. But the unit, from nearby Regal Mobile Solutions, has been rented out a dozen times for weddings and small events in the first few months. Liniger is shown lowering the unit's steps.



Left: This is the interior of the new restroom trailer Ace bought from Regal Mobile Solutions.

Maneuverable restrooms a hit with farm customers

Fruit orchards often have different types of trees scattered across the farm, so workers are frequently on the move during harvest time. GAP (Good Agricultural Practices) standards require that restrooms and hand-wash stations be readily accessible at all times, not just during breaks.

Ace Portable Toilet Rentals and Septic Services, of Pasco, Washington, started fabricating its own mini-trailers to carry individual restrooms that farmers can move around themselves.

"Customers can just hook them up in tandem, cart three or four of them around the orchard and drop them where they are needed. They're easy to move around by hooking them to an ATV or a tractor," explains Ace owner Paul Liniger.

For transportation to the customer on a trailer or flatbed, the units are loaded and unloaded using forklifts or liftgates on the trucks. Some farmers come to the shop to pick up their own, but they have to be hauled to the site. The custom trailer units are not designed to be towed on streets or highways – the top recommended speed is 40 mph.

The idea of wheeled units came from his father and his older brother, Larry, several years ago. The company has built about 30 of them with PolyJohn sinks attached on the outside of the units. While workers must step up to get into them, the units are ideal for the orchard conditions.

"They are pretty popular with some of the farmers, and that's the main application," Liniger says. "They are definitely handy. It's been a pretty good unit for us."

restroom units to a more accessible location. Drivers typically do the same routes all the time so they get to know the customer and the conditions.

Getting the truck there is important because Ace's service is guaranteed, not just for agricultural accounts but for all customers. "If for some reason we can't get to the farm or job site the day service is scheduled, we put them on a first-stop priority the next morning, get them taken care of and there is no charge for that week. It's a rare occurrence and expensive for us to do, but it's better customer service."

BALANCING THE WORKLOAD

With so much seasonal work, Liniger puts in extra effort keeping people busy in the off-season to prevent layoffs. "It starts with asparagus in mid-April that lasts six weeks or so," he says. "Asparagus is not what it was 20 years ago. There's still a handful of growers around, but a lot of asparagus has been pulled up and turned into corn, which doesn't require portable restrooms."

There's a bit of a lull for a couple of weeks until the cherries are ready in

(continued)

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EQUIPMENT TALK

The company has a fleet of 12 vacuum trucks from Satellite and Erickson Tank & Pump in Quincy, Washington. Liniger has as many as six or seven trucks on the road at peak times and likes to have enough backup trucks available. During the off-season, he'll usually have about three trucks on the road.

Paul and Martha Liniger, owners of Ace Portable Toilet Rentals and Septic Tank Services.

One of those is a new 2015 Hino service truck with an 850-gallon waste/400-gallon freshwater aluminum tank purchased this winter from Satellite. His favorite rig is still a 2005 Freightliner from Erickson. He bought it used with only 20,000 miles and says it's the perfect size for working in the orchards. "It has a good Caterpillar engine, 800-gallon aluminum wastewater tank, 400-gallon freshwater tank, and we added a 100-gallon freshwater tank for servicing the agricultural jobs. It's not too big or small, just right in the middle."

A 2007 International 4300 that he bought used from Erickson has a 1,500-gallon waste/500-gallon freshwater aluminum tank, so it can be a little big for navigating through orchards. He uses Conde Super 6 HD pumps (Westmoor Ltd.) on his vehicles.

Most of the Ace restrooms are Satellite Tufway models, with some units from PolyJohn and PolyPortables. In 2014, Ace added a two-unit restroom trailer from Regal Mobile Solutions, located in nearby Walla Walla, Washington. While he calls it a "leap of faith" to offer the high-end trailer, Liniger deems it a success, having rented it out for weddings and other events about a dozen times the first couple of months.

"I think that's going to be a value-added service for us and will take off a lot more," he says of the VIP trailer that is a departure from his standard agricultural service. "If anyone calls for a wedding or special event, that will be the first thing I'll try to sell them."

He's also going market the unit to the area vineyards. While they may not have much need for his service during harvest, he sees a niche. "Wine sellers have special events like wine tastings in summer and fall and they're usually a little more upscale. One of our vineyards rented it last summer. She loved it and already reserved it for this summer." ■

late June. "Cherries are a time-sensitive fruit, so the farmers will call the day before or the day they need the toilets. We try to be proactive with them to find out how things are looking and when they expect to start having workers on the farm so we can get toilets placed."

That harvest is complete in four to six weeks, just in time for the ripening of the world famous Washington apples in mid-August. "They'll pick apples all the way through November and sometimes into December," says Liniger. "The longer that apple hangs on the tree, the sweeter the fruit. Once the daytime temperatures are below freezing for a week or so, that's pretty much it."

Mixed into that late summer and fall schedule are lesser-grown crops like pears, nectarines and peaches. There are a lot of vineyards in the area that create a small demand, but they don't require many workers for harvest. "Potatoes hit in mid- to late-September and rolls through about the first week of November," he adds.

Vacations are for the off-season, when about half as many restrooms are rented out. "We are pretty hardcore about our blackout period for vacations: None are allowed from the first of May through the first of November. That's the nature of the business, and we tell them that before we hire them."

While not as busy on the road, the off-season is a good time to get caught up. "We try to keep people busy around the yard and shop doing projects we want to accomplish that we just don't have time for in the summer," says Liniger. Some of that involves repairs, such as replacing worn skids on restrooms. Last winter, the staff installed a fence around property the company acquired next door and built more of their portable restroom units for farm use.

There are also septic pumping jobs to help keep people working, something the company added in the mid-1990s that accounts for about 15 percent of the business. Septage and the portable sanitation waste are injected as a soil amendment at an area farm.

"We are pretty hardcore about our blackout period for vacations: None are allowed from the first of May through the first of November. That's the nature of the business, and we tell them that before we hire them."

PAUL LINIGER

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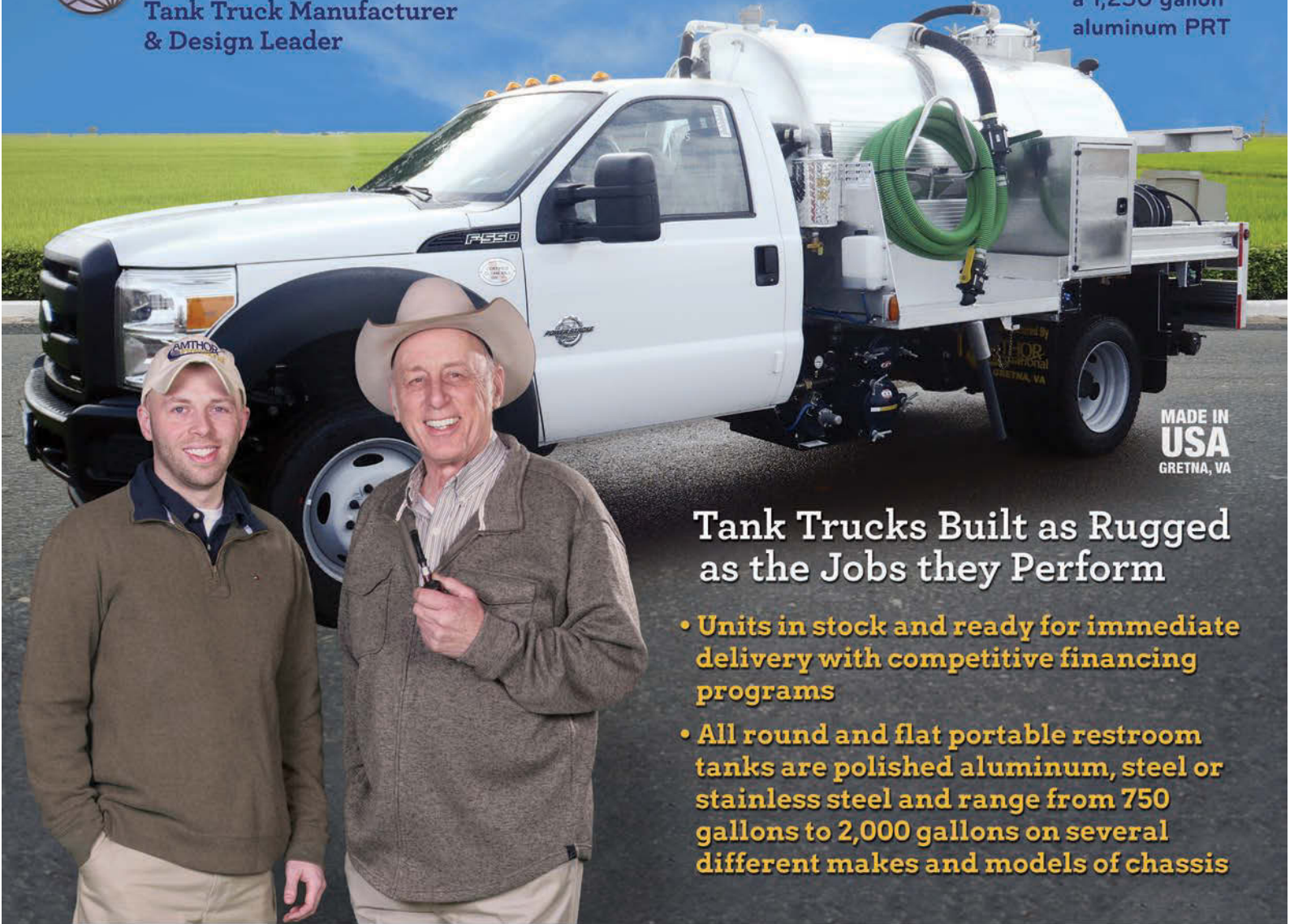
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888-388-7768 • 740-532-7822 • Fax: 740-532-6631
rslagel@dropboxinc.com
www.dropboxinc.com
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13808 Industrial Rd.
Omaha, NE 68137
800-228-9666 • 402-333-1444 • Fax: 402-333-5546
mhansen@dultmeier.com
www.dultmeier.com

E

Explorer Trailers - McKee Technologies

20 Martins Ln.
Elmira, ON N3B 2A1
Canada
866-457-5425 • 519-669-5720 • Fax: 519-669-8331
info@explorertrailers.com
www.explorertrailers.com
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F

F.M. Manufacturing, Inc.

300 E Mechanic St.
Archbold, OH 43502
877-889-2246 • 419-445-0700 • Fax: 419-446-1000
ron@fmmfg.com
www.fmmfg.com
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Five Peaks

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FlowMark

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855-653-8100 • 913-653-8100 • Fax: 913-653-8101
anelson@flowmark.com
www.flowmark.com
Ad on page 37

FMI Truck Sales & Service

8305 NE MLK Jr. Blvd.
Portland, OR 97211
800-927-8750 • 503-286-2800 • Fax: 503-286-3223
johnb@fmitrucks.com
www.fmitrucks.com
Ad on page 41

Fruitland Manufacturing

324 Leaside Ave.
Stoney Creek, ON L8E 2N7
Canada
800-663-9003 • 905-662-6552 • Fax: 905-662-5412
sales@fruitland-mfg.com
www.fruitlandmanufacturing.com
Ad on page 21

G



Gorman-Rupp Company

600 S Airport Rd.
Mansfield, OH 44903
419-755-1011 • Fax: 419-755-1251
grsales@gormanrupp.com
www.GRpumps.com

H

Heffernan Insurance Brokers

5100 SW MacAdam Ave., Ste. 440
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800-208-6912 • 503-226-1320 • Fax: 800-215-0147
markh@heffins.com
www.heffins.com
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Hino Trucks

41180 Bridge St.
Novi, MI 48313
248-699-9300 • Fax: 248-699-9310
marketing@hino.com
www.hino.com

I

Imperial Industries, Inc.

PO Box 1685
Wausau, WI 54402
800-558-2945 • 715-359-0200 • Fax: 715-355-5349
toma@imperialind.com
www.imperialind.com

J



J & J Chemical Co.

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800-345-3303 • 706-743-1900 • Fax: 706-743-7515
sales@jjchem.com
www.jjchem.com
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info@jcgury.com
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Howe, IN 46746
800-815-2557 • 260-562-1045 • Fax: 260-562-2478
sales@jagmobilesolutions.com
www.jagmobilesolutions.com
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Johnny Mover Trailer Sales

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Chippewa Falls, WI 54729
800-498-3000 • 715-723-4450 • Fax: 715-861-3790
troyd@cesspoolcleaners.net
www.cesspoolcleaners.com
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K

KeeVac Industries, Inc.

7717 W 6th Ave., Unit E
Lakewood, CO 80214
866-789-9440 • 303-789-9440 • Fax: 303-459-4439
info@keevac.com
www.keevac.com
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Keith Huber Corporation

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Gulfport, MS 39505
800-334-8237 • 228-832-0992 • Fax: 228-832-2068
www.keithhuber.com
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Kentucky Tank, Inc.

1029 S Preston Hwy
Shepherdsville, KY 40165
888-459-8265 • 502-955-5059 • Fax: 502-543-8265
sales@kentuckytank.com
www.kentuckytank.com
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Kuriyama of America, Inc.

360 E State Pkwy.
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847-755-0360 • Fax: 847-885-0996
sales@kuriyama.com
www.kuriyama.com

L

L. T. & E., Inc.

PO Box 106
Arcola, IL 61910
888-848-3727 • 217-268-4650 • Fax: 217-268-4705
ltetanks@yahoo.com
www.ltetanks.net
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Lely Tank & Waste Solutions, LLC

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Temple, TX 76503
800-367-5359 • 254-938-2564 • Fax: 254-938-4207
bjones@lelytank.com
www.lelytank.com
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Liberty Financial Group, Inc.

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800-442-1844 • 215-996-5656 • Fax: 888-883-9380
michael@libertyfg.com
www.libertyfg.com

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Liquid Waste Industries, Inc.

2962 MT Tabor Church Rd.
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877-445-5511 • 770-424-5575 • Fax: 770-424-5536
susan@lwinc.com
www.lwinc.com

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Lock America, Inc.

9168 Stellar Ct.
Corona, CA 92883
800-422-2866 • 951-277-5180 • Fax: 951-277-5170
sales@laigroup.com
www.laigroup.com

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Lockmasters

511 N Bonita Ave.
Panama City, FL 32401
800-461-0620 • 850-914-2949 • Fax: 850-914-9754
sales@lockmastersusa.com
www.lockmastersusa.com

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574-294-2624 • Fax: 574-295-8699
sales@lunarglo.com
www.lunarglo.com

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M

Masport, Inc.

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Lincoln, NE 68507
800-228-4510 • 402-466-8428 • Fax: 402-466-8355
customerservice@masportpump.com
www.masportpump.com

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Mid-State Tank Co., Inc.

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Sullivan, IL 61951
800-722-8384 • 217-728-8383 • Fax: 217-728-8384
ggood@midstatetank.com
www.midstatetank.com

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N

National Vacuum Equipment, Inc.

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Traverse City, MI 49686
800-253-5500 • 231-941-0215 • Fax: 231-941-2354
info@natvac.com
www.natvac.com

NuConcepts

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800-334-1065 • 909-930-6244 • Fax: 909-930-6237
dan@nuconcepts.com
www.nuconcepts.com

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P

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www.polyjohn.com

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www.polyportables.com

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R

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sheilas@ronco-plastics.net
www.ronco-plastics.com

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info@roomtogo.ca
www.roomtogo.ca

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info@routeoptix.com
www.routeoptix.com

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877-764-7297 • 763-553-1900
steveh@satelliteco.com
www.safeffresh.com

Satellite Industries

2530 Xenium Ln. N
Minneapolis, MN 55441
800-328-3332 • 763-553-1900
info@satelliteco.com
www.satelliteindustries.com

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Screenco Systems LLC

13235 Spur Rd.
Genesee, ID 83832
208-790-8770
screenosys@gmail.com
www.screenosystems.com

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ScreenTech Imaging, a div. of Roeda Signs, Inc.

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South Holland, IL 60473
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roeda@roeda-signs.com
www.roeda-signs.com

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888-445-4892
info@slideinwarehouse.com
www.slideinwarehouse.com

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484-639-4833
tom@solargoose.com
www.solargoose.com

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800-556-0111 • 412-252-7000 • Fax: 412-252-1005
tonya.ray@surcopt.com
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T

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pschenk@tuff-jon.com
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snelson@tanktec.biz
www.tanktec.biz

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Celina, OH 45822
800-524-5210 • 419-586-7727 • Fax: 419-586-9724
info@thiemantailgates.com
www.thiemantailgates.com

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Tow-Let Manufacturing LLC

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712-623-4007 • Fax: 712-623-4007
towletmfg@gmail.com
www.tow-let.com

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W



Walex Products Company, Inc.

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info@walex.com
www.walex.com

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Water Cannon, Inc. - MWBE

4300 West Lake Mary Blvd., Units 1010-424
Lake Mary, FL 32746
800-333-9274 ext: 101 • 321-800-5763
Fax: 888-928-9274
richard@watercannon.com
www.watercannon.com/catalogrequest.aspx

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Chemicals - Portable Restrooms

Armal

Armal, Inc.
Griffin, GA
866-873-7796 • 770-491-6410 • Fax: 770-491-9458
armal@armal.biz
www.armal.biz
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INTERNATIONAL
A Division of Bionetix Corporation

Bionetix International
Ste-Anne-de-Bellevue, QC
Canada
800-436-7832 • 514-457-2914 • Fax: 514-457-3589
info@bionetix.ca
www.bionetix.ca
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CHEMICAL CORPORATION

Century Chemical Corp.
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800-348-3505 • 574-293-9521 • Fax: 574-522-5723
sales@centurychemical.com
www.centurychemical.com

Century Paper & Chemicals
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rick@centurypaper.com
www.centurypaper.com
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Mexico
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toma@imperialind.com
www.imperialind.com

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sales@jjchem.com
www.jjchem.com
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Liquid Waste Industries, Inc.
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sales@allied-graphics.com
www.allied-graphics.com
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info@jcgury.com
www.jcgury.com
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877-445-5511 • 770-424-5575 • Fax: 770-424-5536
susan@lwiinc.com
www.lwiinc.com
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a div. of Roeda Signs, Inc.**
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sales@vacpump.com
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screenecosys@gmail.com
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www.tanktec.biz

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richard@watercannon.com
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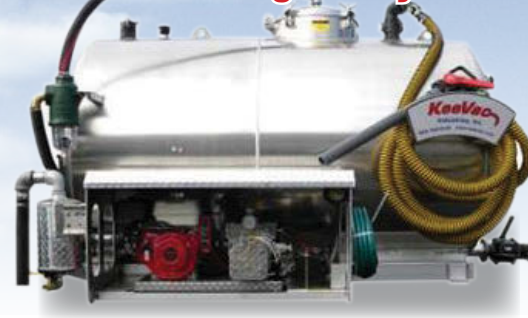
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GPS Insight offers tracking software geared toward small service businesses

By Craig Mandli

The aim of Standard Edition fleet and asset tracking software from GPS Insight is to provide service businesses with transparency in mobile operations to reduce costs and drive efficiencies. It's geared toward smaller fleets – one to 25 units – tracking anything from service trucks to portable restroom units, and customizing the information for business managers in a variety of ways. The 2015 Water & Wastewater Equipment, Treatment & Transport (WWETT) Show allowed GPS Insight to share how its product fit across several industry sectors.

“Providing these options is all about keeping up with the industry trends,” says Jen Gillham, regional sales manager with GPS Insight. “The Standard Edition is perfect for the ‘mom and pop’ shops on a tight budget. It’s a pretty minimal upfront investment.”

The Standard Edition allows service providers to track crews, heavy equipment, rentals and other assets. With real-time monitoring, management can see all fleet activity and easily dispatch vehicles, Gillham says. Crews are kept safe by monitoring driving habits and hours worked, as well as timely emergency response. It is Web-based and can be accessed from mobile devices.

“The program can keep track of every stop, proving when, where and how long technicians are on site,” says Gillham. “It really provides a lot of oversight very easily.”

During an event, dispatchers can instantly determine the closest truck to a location and send directions to the driver via email, SMS text message or to a Garmin navigation device. The manager can alert the customer to when a technician will arrive. Detailed vehicle history data can verify a technician’s service. The software allows users to trace the location and activity history of a specific vehicle, which could help refute service complaints and prove job completion.



Jen Gillham, middle, regional sales manager with GPS Insight, and Brie Ann Gaylord, right, the company’s marketing events coordinator, discuss the various features offered with their Standard Edition fleet and asset tracking software with a WWETT 2015 attendee. (Photo by Craig Mandli)

“Not only will companies like these features, their customers will, too,” says Gillham. “There’s no more ‘We think the tech will be arriving between 8 and 11.’ The manager can locate the truck, determine where the tech is in their workload for the day, and provide the customer a more accurate estimate.”

Eliminating excess idling, speeding and identifying unauthorized vehicle usage can reduce monthly fuel costs. The routing function assigns the shortest/fastest route. Owners can analyze historical routes to determine unnecessary trips and coach staff members to become more efficient. Fuel card reports are also available to flag non-fuel or fraudulent fuel purchases. To aid in stolen equipment recovery, management is immediately alerted when vehicles or rental equipment are moving where or when they shouldn’t. Real-time mapping allows managers to report the location to the authorities, saving time and money in replacement costs. Around-the-clock technical support is also available.

“The size of the company doesn’t matter,” says Gillham. “You get the same support whether you have four units or 4,000. We help get you set up, and within a week you can be tracking your whole fleet.”

Gillham saw the WWETT Show as the perfect opportunity to get GPS Insight in front of the company’s target market – service providers. The main goal was to let companies, regardless of size, know that there is a GPS program available that will suit them. The company’s Pro Edition is geared toward fleets of more than 25 units, while the Enterprise Edition is aimed at large companies and municipalities that have in excess of 350 units.

“We’re trying to wave our flag to let these people know that they have options,” says Gillham. “That’s why a show like this is so perfect for us. We want these companies to know that keeping tight track of assets is important, regardless of how big you are.” **866/477-4321; www.gpsinsight.com.** ■

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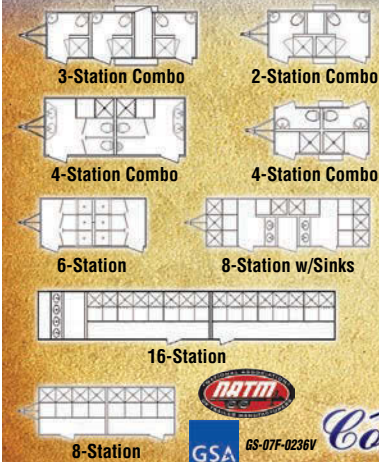


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Seasoned, Seasonal Employees

RETIRES AND LATE-CAREER WORKERS CAN MAKE GREAT CONTRIBUTIONS TO YOUR BUSINESS. FOLLOW THESE TIPS TO KEEP THEM HEALTHY AND HAPPY ON THE JOB.

By Jim Kneiszel

In the portable restroom business, summer usually means “all hands on deck.” And for many PROs, the deckhands may include a retiree seeking a part-time job or an older family member who likes to help out when you’re serving special event customers or when the office staff gets overwhelmed working the phones and processing the billing.

Older employees can bring a wealth of knowledge and a tremendous work ethic to your business. A veteran worker who has dealt with customers in other business settings can bring a sense of calm and order during your busiest season. And they can serve as effective mentors and set a good example for younger members of your team.

When you pair the steady influence of a seasoned worker with the energy of a college-aged summer employee, for example, the result can be the benefit of brains working with brawn. The older worker knows a thing or two about digesting instructions from a supervisor and following through on the job. The younger worker can dance with portable restrooms all day long, wrangling the equipment on location with ease.

Older workers offer other benefits as well. A retiree can have a wide-open schedule and a willingness to work in the early mornings or here and there on the weekends. And they are often taking on a job just to earn a little extra spending money or to keep active. Because they don’t count on your business for their livelihood, they can fit in perfectly with your changing workflow. They won’t mind working 20 hours this week, then not coming in at all next week.

KEEP’ EM HEALTHY

The graying workforce has a lot to offer the portable sanitation industry, but they also present a challenge. How do you protect older workers from injury and burnout on the job? What can a small-business owner do to ensure these valued employees will continue to make a lasting contribution for years to come?

An author and expert on recovery from trauma and personal tragedy, Ruth Crocker, Ph.D., (www.ruthcrocker.com) has some advice for small-business owners looking to hire and retain older workers. In a recent article, *7 Guidelines For Engaging and Accommodating Your Older Staff*, Crocker shared these insights:

- Maintaining an unmoving position for a long time is very tiring, especially standing, which puts pressure on blood vessels. Repeated and prolonged static work can be harder on the body than dynamic work. Provide opportunities to change posture or position during the workday. Adjust work surfaces to encourage position changes.
- Sitting is generally good if chairs are well designed and adjustable. To avoid the dangers of prolonged sitting (weakened abdominal muscles,

When you pair the steady influence of a seasoned worker with the energy of a college-aged summer employee, for example, the result can be the benefit of brains working with brawn.

digestion and breathing problems, and damage to spinal discs), provide training and information on sitting properly and permit opportunities to walk about and stretch.

- Provide appropriate equipment for assisting in any type of lifting. Workers of all ages are vulnerable to injury by improper lifting technique and lifting objects that are too heavy. Teach them to decrease the need to twist the trunk of the body during lifting, using leg strength rather than leaning over and placing the load as close to the body as possible.

- Because grip strength gradually decreases with age, the right grip or handle becomes important. Smaller handles become more difficult to use. Provide tools and controls with user-friendly handles.

- Light reaching the retina of the eye declines by as much as 75 percent from age 20 to 50. Improved lighting helps all workers. Problems with adjusting to lighting contrasts can be improved by ensuring that the level of lighting in the room is similar to the light level on computer screens in the environment. Reduce glare by using low or nonglare computer screens.

- Gradual, age-related hearing loss and decreased ability to hear high-pitched sounds can be addressed by installing sound-absorbing material (to neutralize sound) and minimizing air-conditioning noise.

- Offer incentives to encourage people to take part in fitness classes and quit-smoking campaigns. Older workers are more vulnerable to the possibility of sudden-onset and lasting health problems, especially if they are unfit and overweight.

GOOD FOR EVERYONE

Crocker’s advice isn’t just good for late-career workers or retirees looking to stay in the action. The tips will keep all of your workers happier and healthier during the dog days of summer. Remember that good workers of all ages are your most important customer service asset. But when you need a little extra help, keep in mind the growing number of baby boomers that still feel like they have some productivity to offer. ■



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Plugging In For Performance

IF YOU'RE TOWING EQUIPMENT OR RACKING UP BIG MILES HEADING TO THE JOB SITE, AN ENGINE TUNER MAY GIVE YOUR WORK TRUCKS A MODEST POWER BOOST AND A FEW MORE MILES PER GALLON

By Ed Wodalski

Can an engine tuner (chip, module or programmer) improve the performance of your diesel pickup truck? The short answer is “yes,” but a longer explanation is in order.

While manufacturers of aftermarket performance products claim tuners can add 3-4 mpg, the actual savings, if any, largely depends on how and where you drive. By definition, performance products are designed to increase engine output. For example, a plug-and-play Juice Attitude CS programmer from Edge is purported to add 150 hp and 360 ft-lbs of torque (not recommended for stock vehicles) to a Dodge Ram 2500 with a 6.7L Cummins engine.

That’s sweet for smoking Corvettes off the line, but it won’t save you money at the pump. In fact, the added horsepower can make it difficult to keep your foot off the pedal, leading to increased engine wear and stress on your transmission and drivetrain. Simply put – you risk shortening the life span of your truck, voiding the manufacturer’s warranty and the likelihood of being pulled over by the highway patrol.

On the other hand, if you tow heavy equipment, climb hilly terrain or travel long distances, an engine tuner could be your best friend.

CUSTOM PERFORMANCE

To make sure you’re on your best behavior, manufacturers such as Edge and Bully Dog provide a Mileage Coach to help you gauge, monitor and conserve fuel consumption.

Bully Dog also makes digital watchdog gauges for Caterpillar, Cummins, Detroit, Mercedes and PACCAR engines that include speed limiter adjustments, diagnostic reader and driving coach, as well as an ECM tuner that includes economy tuning, economy/power tuning and custom tuning. Designed for fleet owners, the ECM tuner for Caterpillar promises a 15 to 18 percent power increase and 6 to 12 percent gains in fuel mileage.

The beauty of an engine tuner is it enables you to customize your truck – from towing to off-road racing, often by toggling a switch or tapping a touch screen.

The Edge Juice, for example, lets you choose from six on-the-fly power levels (25 hp, 70 ft-lbs; 40 hp, 90 ft-lbs; 50 hp, 120 ft-lbs; 65 hp, 160 ft-lbs; 80 hp, 200 ft-lbs; and 150 hp, 360 ft-lbs), as well as a stock (level 0) setting when needed. It comes with a 4.3-inch touch screen with optional backup camera capability for easy trailer hookup.

Another plug-and-play product, the Stryker Injector Duration module by TS Performance, promises up to an additional 135 hp and 200 ft-lbs of torque and gains of 3-4 mpg.

As the name implies, engine tuners adjust your vehicle’s computer settings, such as injection timing, fuel/rail pressure and injector pulse width for optimal performance.

Depending on the bells and whistles you choose, engine tuners can range in price from an average of about \$350 to several thousand dollars for Class 8 truck versions.

THE GOOD AND THE BAD

Jason Maki, owner of K&S Service Center in Weston, Wisconsin, carries a full line of diesel engine performance products, including Edge, Bully Dog and H & S Performance.

“All of them do different things,” he says. “You get a little better performance, a little better efficiency and a little better economy. And that’s what most people are looking for.

“Back in the late ’90s, early 2000s, diesel performance was really a huge market,” Maki says. “Guys with just a programmer or a module or chip could get 50, 80, 100, 140 horses out of their pickup. But when you get up to those higher horsepower levels, you’ve got issues.



Above: The beauty of an engine tuner is it enables you to customize your truck – from towing to off-road racing, often by toggling a switch or touching a GPS-like screen. (Photos by Ed Wodalski)

Left: Most engine tuners plug into your vehicle’s onboard diagnostics port under the driver’s side of the dash.



Left: The tuner's monitor easily mounts to the windshield.



Above, left: Jason Maki, owner of K&S Service Center in Weston, Wisconsin, has a tuner in his 2014 Dodge Ram 2500 with 6.7L engine, primarily for added economy.



Above, right: Most engine tuners plug into your vehicle's onboard diagnostics port under the driver's side of the dash.

"For the guys just looking for economy, you usually don't see a problem, but for the guys who want big power, you end up needing to do extra work on the engine and transmission."

Maki says stricter emission standards, such as the use of urea

and diesel particulate filters (DPF), have decreased the demand for performance products in recent years even though today's tuners are compatible with modern diesel emission systems. Keep in mind, though, that removing an emission system is illegal, unless for off-road use.

Maki has an engine tuner in his 2014 Dodge Ram 2500 with 6.7L engine, primarily for added economy, and says even with today's stricter emission standards, performance programmers can add a few mpg and about 50 hp.

Still, with today's lower fuel prices, is it really worth spending \$350 for a slight gain in fuel economy?

BENEFITS TO SOME DRIVERS

"It depends on what you're doing," he says. "If you're just running around town, probably not, but if you put some miles on, if you're traveling for work, then these devices can help you. If you gain 2 miles per gallon and you're putting 500,000 miles on, it definitely adds up."

A Cummins dealer, Maki advises truck owners that installing an engine tuner could void the manufacturer's warranty.

"We let them make that choice," he says. "But once they're out of warranty, the sky's the limit."

"Us brick-and-mortar businesses have a hard time beating the prices, but what we like to do is have people come into us so we can help educate them so they can get into the product they need."

Jason Maki

Most engine tuners plug into the vehicle's onboard diagnostics port under the driver's side of the dash and have a cable that can be run up the door seal to a window-mounted monitor. Installation takes about 15 minutes.

Tuners can be used for engine diagnostics, performance testing and speedometer calibration when changing tire size. They're also updatable over the Internet.

When shopping for an engine tuner, Maki recommends talking to a local dealer before purchasing online.

"You can find these all over the Internet, of course," he says. "Us brick-and-mortar businesses have a hard time beating the prices, but what we like to do is have people come into us so we can help educate them so they can get into the product they need: What are you trying to do with this truck? Are you doing towing? Are you looking for economy? And if they ever have issues, we're here to answer questions. That's something you won't always find on the Internet." ■



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



The Good Old Summertime

EDUCATE YOUR CUSTOMERS TO CONVENIENTLY ADDRESS BASIC QUESTIONS THAT COME ALONG DURING THE BUSY SEASON

By Karleen Kos

The phone rings at the PSAI office. "I want to rent a portapotty and no one will return my calls." "XYZ Company left a portable toilet in my backyard a week ago. When will they pick it up?" "How much of that blue stuff is supposed to be in the bottom of that biffy anyway?" If these are the questions on the other end of our phone, it must be the summer rental season!

As things heat up, here are some observations that might be helpful as you deal with seasonal customers:

People do not want to spend any more time than they have to thinking about portable sanitation. They just want the unit(s) to be there and

PUT THE ANSWERS TO ... COMMON QUESTIONS ON YOUR WEBSITE ... IN MOST CASES, ASKING AND ANSWERING THE BASIC QUESTIONS UP FRONT WOULD HAVE AVOIDED MUCH FRUSTRATION DOWN THE LINE.

not create a negative impression. So make it easy for a "civilian" to understand portable sanitation and to rent a unit. You get extra points for having a backup plan when you are running low on units or drivers. Your company wins when customers hear something other than "no."

Make it easy to reach you. Many people who contact the PSAI office are frustrated because their calls are unanswered – or are answered too slowly – by their portable sanitation provider. Under these circumstances, anger grows quickly. So it pays to have a live person answer the phone in real time, even when you are busy. This might involve forwarding the office phones to someone else, forwarding it to your cellphone or using an answering service. These days, such basic office services are extremely inexpensive – and far more affordable than lost business or negative publicity.

Educate your customers. When people call the PSAI office with specific concerns, the breakdown usually concerns misunderstandings about "how it works." Do yourself and your customers a favor and provide this information up front. Create a fact sheet or list of FAQs that covers things like how many uses they can expect from a portable unit, what your fees are and how long it will take you to respond to emergencies. Put the answers to these common questions on your website as well. In most cases, asking and answering the basic questions up front would have avoided much frustration down the line.

Manage expectations. There are always going to be people who think the world revolves around them, imagining that you will drop all other business to serve them. Luckily, they are in the minority. Most of the time people just want to know what to expect concerning the delivery, service, cleanliness, troubleshooting and pickup of units. So be sure to tell them these things, and do your best to anticipate questions people don't think to ask.

A HELPING HAND

At the PSAI, we enjoy hearing from the public and helping them find good portable sanitation options. Our experience has taught us that's all most people want. The rest want it for free, on the Fourth of July, 100 miles from your lot. Yes, it must be the summer rental season! ■

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INDUSTRY NEWS

Safety Today launches websites

Safety Today launched its website for U.S. customers, www.safetytoday.com, and in Canada, www.safetytoday.ca. Product libraries on each site are presorted in line with relative national standards, including the ANSI and CSA International. The sites also include an overview of available safety training initiatives.



Amthor International partners with Alkane Truck

Amthor International partnered with Alkane Truck Co. of Myrtle Beach, South Carolina, to offer an alternative energy cabover chassis. Amthor manufactures truck-mounted tanks serving the portable restroom industry. Alkane specializes in medium-duty trucks, medium heavy trucks and heavy-duty tractors that run on liquid propane autogas, compressed natural gas or liquid natural gas.

Southwest Products opens sales, service center

Southwest Products (SWP) opened a sales, parts and service center in Ridgefield, Washington. SWP manufactures customized service trucks, industrial tanks and generator sets. The company also was named a distributor for IMT, manufacturer of mechanics trucks. ■

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