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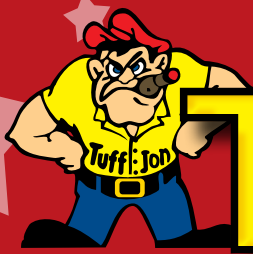
New York's Sabre Enterprises seeks smart partnerships to improve service and save through bulk purchasing

Page 22

## Hitting the Jackpot!

In Wisconsin, JackPot Portables finds synergies with sister landscaping company

Page 16



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**8 From the Editor: Follow the Yellow Brick Road**

Is there portable sanitation gold to be mined by placing restrooms along recreation trails?

- Jim Kneiszel

**12 @PROmonthly.com**

Check out exclusive online content.

**14 Back at the Office: Metal and Ink**

Does your company have a workplace policy on piercings and tattoos?

- Judy Kneiszel

**16 Take 5: Hitting the Jackpot!**

Wisconsin's JackPot Portables builds on targeted marketing and surprising synergies with a sister landscaping company.

- Peter Kenter

**20 WWETT Spotlight: Armal G-Wave marketed as an environmentally friendly restroom**

- Craig Mandli

**22 COVER STORY**



**PROfile: Joining Forces**

New York's Sabre Enterprises seeks out smart partnerships to improve customer service, lower the cost of equipment and supplies, and make for friendlier competitors.

- Betty Dageforde

**ON THE COVER:** Jerry Vecchiarelli left the corporate world for a portable sanitation career, using his business skills to find smart partnerships and build efficiency for New York's Sabre Enterprises. Vecchiarelli is shown in the company yard with an inventory of Five Peaks restrooms ready for service. (Photo by Heather Ainsworth)

**28 In the Garage: Ditch the Downtime**

Maintenance checklists keep your truck and equipment ready to roll through the busy season.

- Ed Wodalski

**30 Product Focus: Cleaning and Maintenance**

- Craig Mandli

**37 Product News**

**38 Industry News**

**COMING NEXT MONTH — August 2015**

- **In the Garage:** Handy, helpful tools
- **Take 5:** Working the Cornhusker state





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in this issue

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COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE
<b>A</b>		<b>C</b>		<b>J</b>		<b>M</b>		<b>S</b>	
Allied Forward Motion, LLC ..	37	Comforts of Home Services, Inc.	19	J & J Chemical Co. ....	31	Masport, Inc. ....	3	Satellite Industries .....	10, 11
Amthor International .....	5	CPACEX .....	33	J. C. Gury Company, Inc. ....	19	Mid-State Tank Co., Inc. ....	25	Screenco Systems LLC .....	33
Armal, Inc. ....	23	CUSITEC Custom Tanks and Trailers .....	12	<b>K</b>		<b>N</b>		ScreenTech Imaging, a division of Roeda Signs, Inc. ....	35
Armstrong Equipment, Inc. ....	15	<b>D</b>		KeeVac Industries, Inc. ....	6	NuConcepts .....	29	Slide-In Warehouse .....	33
<b>B</b>		Deal Assoc. ....	27	Kentucky Tank, Inc. ....	29	<b>P</b>		T.S.F. Company, Inc. ....	2
Best Enterprises, Inc. ....	13	DropBox, Inc. ....	15	<b>L</b>		PolyJohn Enterprises, Inc. ....	39	<b>T</b>	
Bionetix International .....	25	<b>F</b>		Liberty Financial Group, Inc. ..	37	PolyPortables, LLC .....	40	<b>T</b>	
<b>C</b>		Five Peaks .....	7	Liquid Waste Industries, Inc. ..	25	<b>M</b>		<b>W</b>	
Cam Spray .....	12	FlowMark .....	21	<b>M</b>		Ronco Plastics .....	20	Walex Products Company, Inc. ....	17
Century Paper & Chemicals ..	27	Fruitland Manufacturing .....	9	<b>Marketplace</b> .....	36				
Classifieds .....	36			McKee Technologies Inc./ Explorer Trailers					
				Surco Products					
				Tow-Let Manufacturing LLC					
				Water Cannon, Inc.					



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# Follow the Yellow Brick Road

## IS THERE PORTABLE SANITATION GOLD TO BE MINED BY PLACING RESTROOMS ALONG RECREATION TRAILS?

By Jim Kneiszel

The beautiful summer weather occasionally lures me out on my bike to spend hours leisurely pedaling along a vast network of rustic trails in this state. Many of these popular biking and hiking trails were built on abandoned railroad beds and stretch on for miles and miles. In fact, I can get on a bike path close to my home and ride all day long through the woods and farm fields to reach destinations 25 miles away.

As the editor at PRO, I'm obviously attuned to portable sanitation hotspots wherever I go. I notice the typical places where I will see portable restrooms in the field, and I also take note of potential revenue opportunities for our readers. One pattern I've seen on recreational bike rides is that many trails don't offer what I would consider adequate portable restroom coverage. My local trail includes a few permanent restrooms in parks along its route, but once the trail opens up into a rural landscape, those restroom opportunities dwindle.

And I'm not the only one to see this shortcoming. In the past year, I've seen stories pop up a few times about trail caretakers realizing they forgot this important element to providing a great trail experience for users. One such story came out of Johnson City, Tennessee, where members of a trail group recognized a need.

"We may have overlooked the wisdom of putting a facility on the trail," said Steve Darden, a member of the Tweetsie Trail task force at a recent meeting. A group of local officials was considering where they might add portable restrooms along the trail. They noted that a few churches were showing interest in supporting placement of restrooms. And they talked about adding restrooms for a year to gauge their usage.

### YOU'RE THE SANITATION EXPERT

Is there a biking or hiking path in your area where portable sanitation is being neglected? Would having clean restrooms placed along the trail provide a boost to local tourism?

Local communities often order restrooms to handle large crowds in their parks during the summer. You might have municipal contracts to service restrooms near ball diamonds, nature centers and the like. Why would trail systems have any less of a need? If anything, I would argue that trail users have fewer opportunities to find permanent public bathrooms than visitors to city parks or athletic fields.

If you want to propose portable restroom service for a recreation trail in your area, here are a few tips to get you started on a proposal:

#### Map the route

When you target a trail to promote restroom service, first go to your county or municipal engineer's office and ask for a map of the full length of the trail. A detailed map will show the varying width of the right-of-way,

topography, descriptions of private property on either side of the trail and other potential physical challenges you might face in your proposal. Taking the length of the trail and access to existing public restroom facilities into account, develop a plan for how many restrooms you believe are necessary and the optimal distance between facilities.

Spend some time on the trail and talk to users about their preferences. Public trails often have a "friends" or user group that volunteers to maintain the trail by picking up trash, removing weeds in the right-of-way and mediating disputes between adjacent property owners and trail users. Seek their restroom placement ideas – and potentially their support – for your proposal. Seek the advice of members of the Portable Sanitation Association International who may have served biking and hiking trails and know the pitfalls you may face in promoting this service.

#### Define the busy season

Determine when restrooms are most needed along the trail. In northern climates, heavy use of such a trail may be limited to the period between Memorial Day and Labor Day, when the weather is nicest and during peak family vacation weeks. Farther south, a trail may be busiest in the spring and fall, and usage is down during the dog days of summer. Your local tourism office or the businesses that cater to trail users – think ice cream stands, coffee shops, campgrounds and convenience stores – can provide some valuable intel during your planning. A municipal customer is only going to want to pay for the restroom service when it's needed most and will appreciate you spending the time to plan for the most efficient restroom coverage.

#### Meet at the crossroads

At or near intersections of a biking or hiking trail and town or county roads may be a natural location for your restrooms. Oftentimes local roads are laid out in grid pattern that offers a trail crossing every mile. These spots often have wider right-of-way areas and a more substantial stone and gravel infrastructure to provide a solid foundation for your trucks to pull off the road and access a restroom. Culverts flatten out the ditch line, making it safer and easier to pull off the road and away from fast-moving traffic. In these placements, you can drop the unit a hose length away into the trail right-of-way to limit it as a target to would-be vandals driving down the road.

#### Look for partners to provide placement options

It might be a challenge to find enough convenient restroom locations with public right-of-way access along a trail. That's where you can look for partnerships with landowners to give the trail adequate restroom coverage. Are there businesses whose parking lots abut the trail or at least come within visual sight of the trail? Or are there trailside private property owners who



might allow your service truck to cross a patch of land to reach a restroom in the trail right-of-way?

Tell these business owners or trail neighbors about your effort to serve bike riders. Appeal to their sense of civic duty to help provide sanitation services along the route. Tell them trail visitors will appreciate the hospitality. To gain their approval, offer an advertising opportunity to trail partners. The side panels of your units are a perfect spot to place an ad for a local business or non-profit organization of the landowner's choice. An example might be to advertise the landowner's place of worship to attract weekend riders to fellowship.

#### Assess your assets

Consider the best restroom model for trail users. Should you offer to stagger standard and ADA-accessible restrooms – the larger units to fulfill handicap-accessible requirements and room for parents to accompany their small children? Is a single unit at every stop adequate, or are there busier or more urbanized points along the trail where you'll want to place more than one unit?

You want users – particularly those who may also be stopping for a drink, snack or picnic lunch – to have a way to clean their hands. Is that need best addressed with a hand sanitizer in the unit, a sink inside the unit or a stand-alone sink? Keep in mind the security challenges of placing a stand-alone sink on a remote trail, or how your service protocol may change with the need to frequently recharge the sinks with freshwater.

#### MAKE IT HAPPEN

As the portable sanitation expert in your community, you are a credible source to promote a trail service plan. Once you've done your homework, it's time to take the proposal to local officials, trail groups and business leaders. Ask to be put on the agenda of the government entity that oversees the trail, whether that's a park board, the city council or the county board. Meet with your local chamber of commerce or tourism office to share why you think it's important to provide portable sanitation for trail users.

You can provide a valued service and show your community cares about the families who visit your wonderful recreational trails. ■

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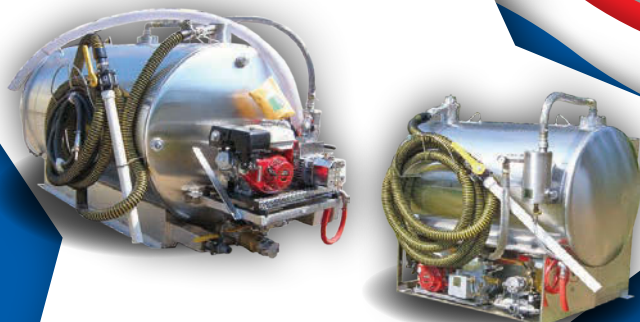
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# Metal and Ink

## DOES YOUR COMPANY HAVE A WORKPLACE POLICY ON PIERCINGS AND TATTOOS?

By Judy Kneiszel

**W**hen I was a kid, the only person I could name who had a tattoo was Popeye the Sailor Man. Back then, tattoos were mostly reserved for “sailor men” and they usually depicted anchors or sometimes hearts that featured “Mother” or “Edna” or some other woman’s name. Anyone else with a tattoo was a bit suspect. Biker gang members had tattoos. Business people did not.

Fast-forward to 2012 when the Harris Interactive research people reported that one in five American adults surveyed said they had a tattoo. I assume that number is even higher in 2015. Also, about 7 percent of American adults polled by Harris in 2012 said they had a piercing somewhere on their body other than their earlobes, and 4 percent reported a facial piercing not on the ear. This makes piercings less popular than tattoos, but you could still find yourself sitting across the desk reviewing the job application of someone with a nose ring or eyebrow spike.

Do you care? Would it affect your hiring decision? All things being equal, would you hire someone with no visible tattoos or piercings over someone who could be on the cover of *Inked* magazine or set off an airport metal detector with their face?

### IS IT DISCRIMINATION?

While it’s legal to turn someone down for a job because they have tattoos or piercings, it’s not legal to use piercings or tattoos as a reason to terminate an employee. I guess people who write laws assume you noticed that viper tattoo on your employee’s forehead before you extended the job offer.

Employees are a reflection of a company. On one hand, hiring an employee with visible tattoos, piercings or both shows your company values an individual’s uniqueness. Not prohibiting these things may even help you attract some talented workers and retain them because they feel valued for who they are.

How you feel about it may depend on how frequently your employees deal with customers face to face and how accepting people in your part of the world are of body art. If 90 percent of your business is serving construction sites and rock concerts, there’s a chance no one will notice or care if your technicians are full of tats and metal. But you don’t want parents at a soccer tournament for 8-year-olds complaining about the “scary” people servicing the portable restrooms if that kind of event is your company’s bread and butter.

In case you were wondering, those Harris pollsters also asked what people thought about tattoos. In that same survey, 24 percent of the respondents said they think people with tattoos are more likely to do something most people would consider deviant and 74 percent didn’t think tattoos made a difference.

Maybe you’re fine with any and all tattoos and piercings. Maybe you’re

**If a job seeker isn’t willing to remove their ear gauges, cover their tats or otherwise comply with (your appearance) policy and you’re unwilling to change it for all, maybe they are not the best person for the job.**

personally OK with some piercings and ink, but think too much could make customers uncomfortable. Maybe you don’t want anyone with any visible body art representing your company ... ever. It’s up to you to decide.

### RELIGIOUS CONSIDERATIONS

There is some gray area when it comes to religious body art. According to Title VII of the Civil Rights Act, employers with 15 or more employees “must reasonably accommodate employees’ sincerely held religious practices unless doing so would impose an undue hardship on the employer.”

If an employee vaguely implies that her tattoo is spiritual, you are probably within your rights to ask her to cover it. If a tattoo or piercing is part of a seriously held religious belief or practice, an exception to a *no visible tattoos* policy should probably be made to avoid the appearance of religious discrimination. Clarify that this one exception does not nullify the rule for everyone else.

### JOB SAFETY CONCERNS

With piercings, there may be more than just aesthetic reasons to prohibit exposing them on the job. The Occupational Safety and Health Administration (OSHA) recommends those who work with machinery that has moving parts avoid wearing any jewelry on the job because it could get caught in machinery. Consider what your employees will be doing on the job and if piercings could be a hazard. In the portable restroom industry, someone with a fresh piercing or tattoo should keep it covered to avoid bacterial contamination when cleaning or pumping restrooms.

### HAVE A WRITTEN POLICY

Many companies have what are known as “appearance policies” that go beyond a dress code to address tattoos, piercings and extreme styles like purple, spiky hair. Wal-Mart has a policy of prohibiting facial piercings and requiring employees to cover offensive tattoos. Starbucks recently changed its policy, which had required customer-facing employees to cover tattoos, to now allow visible tattoos anywhere but on the face.

All employees should be required to read and sign the appearance policy. Consider your employees and your customers when writing it, and



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make it as restrictive as you believe necessary to avoid employee appearance negatively affecting your business. It's best to have a policy in place before there's an issue rather than creating a policy in response to an employee getting a tattoo or piercing.

Keep in mind that both men and women have tattoos and piercings, so make your policy gender neutral to avoid the appearance of sexual discrimination. If you permit a female employee to have a nose ring, you have to allow a male employee to have a nose ring. If a man can show his bicep tat, a woman shouldn't be required to cover the butterfly on her ankle. And if your policy requires offensive tattoos be covered, clarify your definition of offensive.

You can differentiate between employees who work in public or interact with customers and those who don't, but beyond that any appearance policy must be consistently applied. Be upfront about it with job applicants. If a job seeker isn't willing to remove their ear gauges, cover their tats or otherwise comply with the policy and you're unwilling to change it for all, maybe they are not the best person for the job. That's sad of course, because Popeye was always strong to the "finich," and what company couldn't use a guy like him around?

In all likelihood, an inked-up job applicant may say, "I yam what I yam," like Popeye, but requiring long-sleeved uniform shirts might be a workable compromise if he needs the job and you need his abilities. ■

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Take 5 ... with Joe Geiger

# Hitting the Jackpot!

**Wisconsin's JackPot Portables builds on targeted marketing and surprising synergies with a sister landscaping company**

By Peter Kenter

**D**uring a summer landscaping job at age 18, Joe Geiger discovered a passion for work that focused a career path. He established GroGreen Lawn Care & Landscaping in Kenosha, Wisconsin, in 1994 and soon expanded to provide snow removal services in the winter. Then, a chance encounter with a construction client in 2003 convinced him that expanding into portable restrooms made good business sense.

Geiger was working on a landscaping project at a construction site and decided to visit a portable restroom while waiting to talk to the construction company owner.

"I walked in and walked out," says Geiger. "It was the worst thing I'd ever seen, and the unit was painted with a paint roller. I brought it to the owner's attention and he asked me why I didn't go into the portable restroom business so he could hire me."

Geiger soon received an offer he couldn't refuse. A restroom contractor offered him 40 Satellite Industries units at half price after using them for a single event.

"I bought a vacuum tank from Satellite, and one of my first contracts came from the construction client who encouraged me," says Geiger, now 44. "Our company name came to me while I was attending a get-together in Las Vegas and hearing the word 'jackpot.'"

Today, JackPot Portables employs Geiger's brother, Kevin Vize-nor, full time, and he's assisted by a part-time employee. The company fields about 175 restroom units from Satellite and Five Peaks. Ten of the units are wheelchair accessible. The company also offers 24 stand-alone sinks and six hand-sanitizer stations from Satellite. JackPot has a Bobcat wheeled skid-steer to move inventory in the yard.

Service is handled by a 2012 Ford F-450 and a 2012 GMC 2500, each fitted out with a 270-gallon (140 waste/130 fresh) Satellite steel tank and Conde pump (Westmoor Ltd.). A 2013 GMC 2500 and a 2010 GMC flatbed truck with a lift provide delivery support.

JackPot serves a wide variety of customers, from construction contracts to weddings, church festivals and other special events.

Geiger made a stop at the 2015 Water & Wastewater Equipment, Treatment & Transport (WWETT) Show in Indianapolis to check out the latest tools of his trade. "I'm not looking for any equipment right now," he says. "But when I'm ready I want to know what's state of the art."

**EXPLORE FIVE ISSUES THAT IMPACT JOE'S PORTABLE SANITATION BUSINESS:**



Joe Geiger, owner of JackPot Portables in Kenosha, Wisconsin. (Photos by Mark Hertzberg)

## 1 PAY AS YOU GO

JackPot continues to grow at a steady pace as Geiger routinely orders slightly more units than he retires from the inventory. "In landscaping, you have to put yourself out there with a lot of equipment before you can even begin to bid on work," he says. "I'm financing JackPot differently and will never back expansion by going into debt. I'm not going to buy more portables and then go after the contracts I need to support that purchase. If I make a certain amount of profit and see an opportunity to grow, I'll buy 18 or 20 units with cash on hand."

*(continued)*





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## 2 KEEPING IT LOCAL

JackPot works contracts inside a 20-mile radius of the Kenosha office, including Racine, Wisconsin, a few miles to the north. The cities – located between major Chicago and Milwaukee markets on Lake Michigan – each have populations of about 80,000. “I like the idea of finding more business opportunities locally,” says Geiger. “That allows me to offer free delivery and concentrate on service instead of logistics.”

Zoning regulations limited JackPot to one of three locations inside city boundaries where property is relatively expensive. “Outside of town you can locate a portable restroom business pretty much anywhere,” says Geiger. “I’m not offering the lowest bid against companies providing the least desirable units located on inexpensive properties 40 miles from here.”



Technician Kevin Vizenor services Satellite Tufway restrooms on a construction site. Vacuum tanks on service trucks are also from Satellite.

## 4 SEIZING ON SYNERGIES

Operating two businesses under the same roof can be a challenge. Currently, JackPot takes about 20 percent of Geiger’s time and contributes roughly 10 percent of revenue. However, natural synergies benefit both businesses.

“My landscaping clients have been with me a long time, and we count a lot of them as JackPot customers, particularly construction companies,” says Geiger. “We even use JackPot portables on our own job sites. If I need one of my landscaping workers to grab a truck and fill in on a restroom delivery on Monday or Friday, they’re available for that.”

Equipment also performs double duty. Landscaping skid-steers are used to load and unload portables, for example. “We’ve even used the freshwater tanks on our vacuum trucks to water plants during drought season,” says Geiger.

Joe Geiger drives a Bobcat skid-steer loader, while Kevin Vizenor directs the shuffling of inventory in the company yard. JackPot maintains 175 restrooms from Five Peaks and Satellite Industries.



## 3 A TARGETED APPROACH TO MARKETING

Geiger spends marketing dollars where he thinks they have the most impact. “I haven’t advertised or sent out direct mail in 15 years,” he says. “We go directly to customers we want to work with. I’d rather talk to the right person directly and invest the money by taking them to lunch.”

Geiger recently sent surveys to 1,900 customers of both businesses to determine how his customers search for contractors. About half responded and the results surprised him. “Fewer than 10 percent had a phone book,” he says. “Not one found me by looking there or by using a telephone book app. As a result of that survey, I’m dropping my telephone book advertising.”

How are people finding JackPot? Word-of-mouth and the Web. About 60 percent used Google, while 35 percent used Yahoo and 5 percent used Bing. As Geiger expands his Web presence, he’ll target search engine optimization in that order.

He’s also preparing a number of promotions, setting aside specially identified units — one each for the sheriff’s department, fire department and police department — and donating part of the proceeds to related causes, such as the police department’s canine unit. Red, white and blue units support the Wounded Warrior Project.

“We’re also doing social networking promotions in which people can win prizes, including \$250 scholarships, baskets of local produce and free restroom rentals, by taking their photos alongside our units and tagging them on Facebook,” says Geiger. “These promotions are giving us more mileage than traditional advertising.”

“We’re ... doing social networking promotions in which people can win prizes, including \$250 scholarships, baskets of local produce and free restroom rentals, by taking their photos alongside our units and tagging them on Facebook.”

Joe Geiger





Technician Josh Waldow places a row of Five Peaks restrooms.

## 5 EVOLVING TO EVENTS

Geiger is happy to serve JackPot's construction clients, but the company has been edging toward special events as the mainstay of the business.

"Construction contracts keep us busy through the week, but the profit margin is much better on weekend events," says Geiger. "We're primarily doing weddings, concerts and church festivals, and we keep two distinct sets of units, about half for construction and half for special events."

Geiger says JackPot dominates the church festival market in the Kenosha area, serving 14 festivals last year alone. "We take a little less money for church events, but they're a great opportunity for self-promotion and for showing a wide range of people what we offer," he says.

Geiger is considering the purchase of his first upscale trailer for weddings, balancing the increased rental costs of the unit against local demand. "I'll likely buy just one to start," he says. "We may just need to get one out to prime the market for them." ■

*"Take 5" is a feature in which one PRO or industry leader shares unique business challenges with the entire portable sanitation community. It's a chance for service providers to meet over the back fence - and across the country - to learn more about each other and promote industry excellence. If you know a PRO who would be an interesting subject for "Take 5," send their contact information to editor@promonthly.com.*

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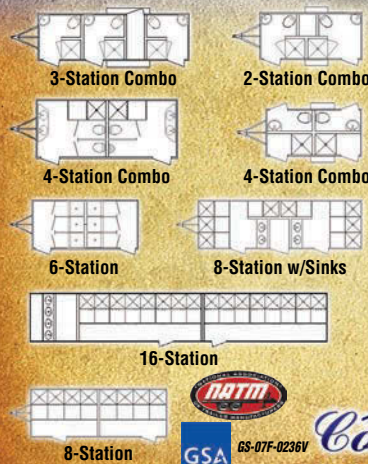
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## Armal G-Wave marketed as an environmentally friendly restroom

By Craig Mandli

The G-Wave may appear to be Armal's typical Wave portable restroom. But the new unit – a featured display at the 2015 Water & Wastewater Equipment, Treatment & Transport (WWETT) Show – fully embraces the phrase “environmentally friendly,” as it is constructed from 90 percent post-consumer recycled material. The G-Wave began with an idea from one of the company's newest employees, president and COO Karl McMichael.

“I am relatively new to this industry, but when I started last August, one of my first questions was whether anyone was using recycled material for their portables,” says McMichael. “We couldn't find any. I thought, ‘What the heck, let's make this happen!’”

The gunmetal gray injection-molded unit satisfies contractors seeking a greener product or for sale in countries that require use of recycled products. The unit comes with a solar light and adopts many features of the company's longstanding Wave restroom, including smooth surfaces that are easy to wash. The assembly of the walls with overlapping systems means that the rivets can be concealed, making cleaning practical and safe, and the inside of the cabin refined and stylish. Armal gets the recycled material from KW Plastics in Troy, Alabama.

“I was familiar with the work that KW did in my previous line of work, and I knew they put out a good product,” says McMichael. “When it comes to portable restroom units that are durable and provide longevity, KW was able to provide a material that is just as effective as our traditional material.”

The unit includes a stable door with a heavy-duty spring coil and wind-resistant closure device. The unit's curved corners and sturdy design enable easy gripping for placement and transport, according to Armal. Standard features include a urinal with drain cover and lodging for urinal blocks, and a three-roll tissue holder with built-in utility shelf. The waste tank holds 60 gallons. Options include a 7.5-gallon-capacity hand-wash sink, recirculating



*Barry Vickers, left, of Armal, discusses the new G-Wave portable restroom with a 2015 WWETT Show attendee. The unit is fabricated from approximately 90 percent post-consumer recycled material. (Photo by Craig Mandli)*

kit with foot pump, 13-gallon-capacity “Fresh Flush” kit with foot pump, a lift kit, hand sanitizer/gel soap dispenser and a transport dolly.

McMichael sees the G-Wave as a tremendous marketing opportunity for operators, allowing companies to show a concern for the environment and their carbon footprint.

“Not only is the portable restroom company going to benefit, any organization renting these units is going to look good as well,” says McMichael. “There are really several layers to the marketing potential these provide.”

McMichael says his long-range goal is to make the G-Wave the company's base model. He was enthused by the response it received at the WWETT Show, as Armal representatives discussed the marketing possibilities with many portable restroom operators and took orders on dozens of G-Wave units.

“To me, there's no reason why units constructed out of recycled and repurposed material cannot become the industry norm at some point,” he says. “It's part of a change in our approach to the industry. I consider putting out products that are environmentally friendly as the wave of the future.”  
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*Jerry Vecchiarelli, right, and Kyle Sarbou load Five Peaks restrooms onto the flatbed of a truck outfitted with a tank from Robinson Vacuum Tanks. (Photos by Heather Ainsworth)*

# JOINING FORCES

New York's Sabre Enterprises seeks out smart partnerships to improve customer service, lower the cost of equipment and supplies, and make for friendlier competitors **BY BETTY DAGEFORDE**

**W**hen Jerry Vecchiarelli was invited to join portable sanitation company Sabre Enterprises, he brought valuable experience in the corporate world to the venture. Since then, the Syracuse, New York, company has grown steadily through various partnerships and acquisitions.

"There's been a lot of names and a lot of moving parts in this whole thing," he says. He currently operates the company under a hybrid ownership arrangement whereby it has the autonomy and control of a small business but the buying power and reach of a large company.

Vecchiarelli's team works out of a 4-acre facility and includes three drivers and one logistics and operations manager who handles phones, routing, schedule coordination, invoicing, and Web and social media - "a jack-of-all-trades in the administrative world," Vecchiarelli says. Vecchiarelli manages higher-level activities such as job quotes, decision-making, accounting and personnel. In the busier summer season he brings in a couple more drivers and yard workers.

## STRUCTURAL CHANGES

Vecchiarelli worked 22 years in the loss prevention industry before his neighbor asked if he'd consider joining him in operating Sabre, a 5-year-old portable restroom business. Vecchiarelli was ready for a

### Sabre Enterprises Syracuse, New York

Owner: Jerry Vecchiarelli

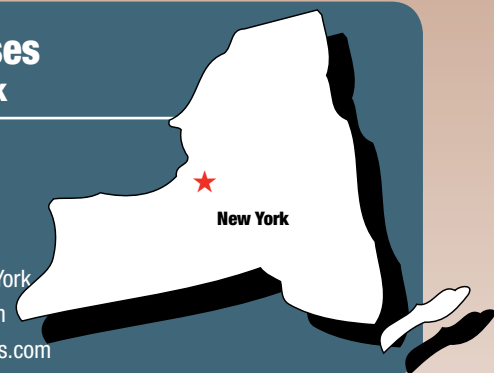
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change, found the idea intriguing and in 2009 decided to make the move. It was quite a change from his work investigating retail crime, so there was a learning curve. "At first I wasn't so sure it was the right move," he says, "but as time went on and the company grew, I realized I had made the right decision."

When he joined Sabre, the company's inventory stood at about 250 restrooms, and over the next few years the partners added accounts, brought in another partner, twice moved to larger locations and made

*(continued)*



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a couple of acquisitions. "We also grew organically through good customer service, word-of-mouth and became recognizable as a brand in Syracuse," Vecchiarelli says.

By 2014, Sabre had 1,000 units and annual sales of \$1.2 million from portable restroom rentals and ancillary businesses, including temporary fencing and property services such as snow removal and landscaping. At that time they were approached by another company, Crescent Moon in Rochester, New York, to discuss a buyout arrangement. "It was kind of a surprise," Vecchiarelli says. "We knew the owners real well, had worked with them extensively over the years."

The results of the ensuing discussions were that Vecchiarelli's partners were bought out and took the ancillary businesses, Vecchiarelli stayed on with Sabre, and Sabre and Crescent Moon operated their respective companies under an umbrella corporation, Rochester Portable Specialties Inc., owned by Vecchiarelli and the three owners of Crescent Moon: Bryan, Jeff and Larry Moravec.

The two companies maintain their own billing systems and operating procedures. They service adjacent territories - Crescent Moon in west-central New York and Sabre in east-central - but under the new arrangement they each offer their services in the combined territory, a 200-mile stretch between Buffalo and Utica and the 150 miles between Watertown and Ithaca.

The deal also enables them to purchase supplies in bulk as a way to negotiate better prices.

"We have a lot of great companies that provide great service, offer great products and do it at a very reasonable, fair price and a price that is sustainable. There may come a time when an acquisition may make a lot of sense for both of us."

**JERRY VECCHIARELLI**



They now buy paper and chemical supplies (mainly Walex Products) by the tractor-trailer load. In addition, the companies have access to each other's portable restroom inventory, vehicles and personnel when needed. They have a combined inventory of 4,500 units.

*Vecchiarelli, right, and Kyle Sarbou share a laugh while securing a spare tire to one of their vacuum trucks.*

#### COMPANY ASSETS

Sabre's own inventory stands at about 1,000 units. They're from a number of manufacturers because of the company's acquisition history, including Five Peaks, Satellite Industries, PolyJohn Enterprises and PolyPortables LLC. There's also a variety of colors, but Vecchiarelli wants to standardize the event units and will start buying new orange ones this year.

"It's a popular color. It's eye-catching and we're hoping it will add some pop to our brand recognition," he says. Plus it'll piggyback onto Syracuse University's color scheme. He's also thinking about the benefit

*(continued)*

*Technician Dennis Roberts arrives at a service stop on his route. His Ford F-550 was built out by Imperial Industries and carries a Masport pump.*







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of orange when those units are transitioned to the construction inventory. “I think having orange on a construction site is advantageous for spotting the restrooms,” he says.

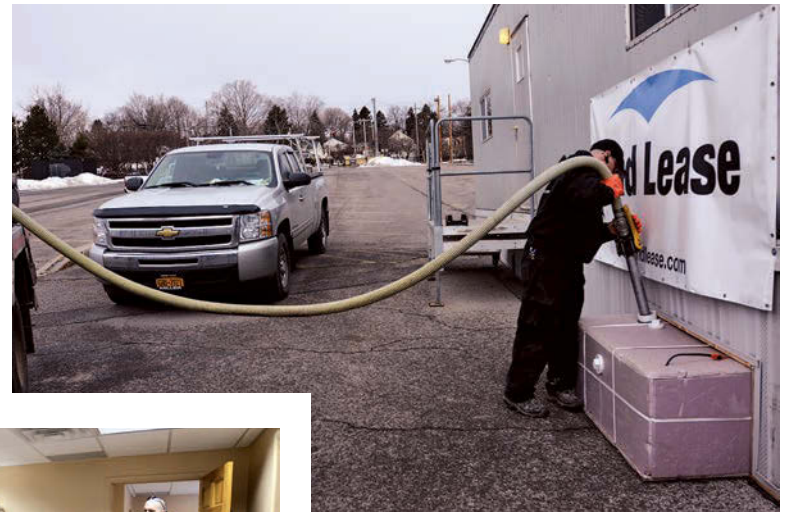
The company has a couple shower and laundry trailers and 75 restroom trailers, mostly from Rich Specialty Trailers, Advanced Containment Systems Inc. and JAG Mobile Solutions. Sizes range from 10 to 24 feet in the luxury models and up to 32 feet in commercial-grade units.

They have four vacuum trucks – a 2012 Ford F-550 built out by Imperial Industries Inc. with an 800-gallon waste/300-gallon freshwater aluminum tank, a 2013 Ford F-550 built out by Robinson Vacuum Tanks with an 800-gallon waste/300-gallon freshwater aluminum tank, a 2011 Dodge 5500 with a Crescent Tank Mfg. 700-gallon waste/300-gallon freshwater steel flat tank, and a 2012 Dodge 3500 built out by Robinson with a 300-gallon waste/100-gallon freshwater slide-in aluminum tank. All carry Masport pumps. The service vehicles can each transport at least two units, but the company also has 10-, 14- and 20-unit transport trailers.

Vecchiarelli says routes are structured so drivers end up near a wastewater treatment facility at the end of the day to avoid driving full trucks back to Syracuse. An empty truck saves on wear and tear and fuel, is safer to drive and can stop faster. The company has dumping permits at a number of facilities throughout their territory.

## WORK BREAKDOWN

About 53 percent of Sabre’s work is on the construction side. Construction goes on year-round in central New York, even during the hardest winter months when there’s snow and ice on the ground and subzero temperatures. In fact, some of the resort areas allow construction only



**Above:** Technician Mike Woodworth pumps the holding tank at a temporary office trailer in Syracuse, New York.



**Left:** Kyle Sarbou, left, and Jerry Vecchiarelli discuss the daily workload at the Sabre Enterprises office.

during the winter months to avoid disruption to the heavy summer tourist trade. Work stops

only on the harshest of days.

The company uses salt brine, rock salt and salt pellets in their units to prevent freezing. “That’s what works the best and seems to be the most economical,” Vecchiarelli says.

Event work slows to almost zero in the winter, but the weather didn’t stop 100,000 people from attending Syracuse Winterfest in February, possibly the largest winter festival in the state, for which the company provided portable restrooms.

Requests for restroom trailers at graduation parties and weddings are increasing, Vecchiarelli says. Outdoor weddings have become popular in this scenic area surrounded by the Adirondack Mountains, the Thousand Islands region, the Finger Lakes and wineries.

## CUSTOMER CONNECTION

Vecchiarelli relies heavily on Web marketing and social media to promote his business. After learning how to advertise on Google, Bing and Yahoo, he set up accounts and saw his business grow – but he cautions it’s expensive.

Although he and his operations manager spend a lot of time maintaining their Web presence, in the end he says customer service is the best marketing tool. “It’s the one thing you can differentiate yourself on,” he says. For him, customer service starts with a focus on employees as he believes happy, well-prepared workers make for satisfied customers. “I have a strong belief in keeping my most important asset, which is our employees, engaged and trained to keep our customers happy,” he says.

Every day starts with a team meeting. They go over assignments and discuss potential challenges for the day, as well as any problems that may have come up the previous day. They also talk a lot about the weather, which always affects driving conditions and maintenance of units, whether it’s winter snowstorms, spring rains, summer heat or fall winds. “All those things play a part in how we operate our business for the day,” he says.

Another big topic is driver safety. Not only are employees consistently encouraged to drive in a safe manner, but the company also does its part by ensuring vehicles are always in good working condition. They use a tracking system from Fleetmatics Development Limited, which provides data on

## Working the Web

Jerry Vecchiarelli of Sabre Enterprises in Syracuse, New York, no longer advertises in the phone book but has gone all out on Web and social media advertising. “We do a great deal with social media, probably more than some other companies,” he says. “Everybody’s on it so there’s an expectation there.” In addition to their website, the company maintains accounts and posts information on Facebook, Instagram, Twitter, Google+ and LinkedIn.

They also have advertising accounts on Yahoo, Bing and Google. Their name pops up in the front-line ads that appear in search results and they pay a fee whenever someone clicks on their ad. Although Vecchiarelli feels it’s been effective, he also says it’s not cheap. “It’s very costly and can get away from you if it’s not managed properly,” he says. Fortunately he can turn the service on and off at will, a feature he takes advantage of in the slower months.

Overall Vecchiarelli believes these Web-based services are beneficial but admits it’s hard to directly gauge their effectiveness. He’s still learning about it, and it’s a work in progress.

He also emphasizes that no amount of social media and Web advertising can compensate for poor service, and the most effective marketing tool continues to be old-fashioned word-of-mouth referrals. “That’s really where we’ve seen the biggest return,” he says.



vehicle speed and fuel usage, alerting them to potential concerns.

Customer service is another topic – “We talk about the importance of being pleasant on the job sites and engaging customers,” Vecchiarelli says. Customer contact can also increase sales. An offhand conversation could lead to a request for units, for example. Employees are rewarded with sales and customer service bonuses. “We talk about those things consistently and constantly,” Vecchiarelli says.

Customer complaints are rare but taken very seriously and are quickly investigated personally by Vecchiarelli. “Sometimes they’re not legitimate and sometimes they are.”

### CONNECTING WITH PEERS

Vecchiarelli believes in developing good relationships with other PROs in the industry and enjoyed his first trip to the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show in 2015. “We had a good time, met a lot of good people and learned about some new stuff,” he says.

But even closer to home he thinks it’s better to be on friendly terms with his competitors than operate from an adversarial perspective. It allows him to know whom to tap for mutually beneficial working arrangements, idea sharing or even acquisition opportunities.

“We know there is a lot of growth potential in acquisitions, and we look to companies that are profitable and can stay profitable,” he says. “We have a lot of great companies that provide great service, offer great products and do it at a very reasonable, fair price and a price that is sustainable. There may come a time when an acquisition may make a lot of sense for both of us.”

### ANTI-STATIC

Vecchiarelli has plans for growing organically through a focus on good customer service and through acquisitions. He says the current enhanced ownership structure is beneficial to him and to his customers. It’s still a fairly new setup and he’s open to tweaking the format as necessary.

“That’s the current arrangement,” he says. “But that could change down the road as business needs change.” ■

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## Ditch the Downtime

**MAINTENANCE CHECKLISTS KEEP YOUR TRUCK AND EQUIPMENT READY TO ROLL THROUGH THE BUSY SEASON**

By Ed Wodalski

**A** heavy workload, long hours and little sleep during the busy season make machine maintenance a challenge. It's easy to put on a few more miles between oil changes or delay repairs until the work slows down. But that's when things often go wrong: A stop for fuel puts you behind schedule, a tire is low on air or the tank you thought was empty still holds waste from the day before.

"It always happens when you have a whole bunch of stuff to do the next day," says Wade Pennau, owner of Packerland Portables in Wautoma, Wisconsin. "It's usually when things get busy. Guys try to stretch oil changes or we don't check tire pressures."

Pennau, who provides portable sanitation, septic pumping and drain cleaning services, has his drivers go through a daily vehicle checklist. Trucks are typically refueled and supplies restocked at the end of the day. Each morning drivers check the engine oil, the signal lights and do a quick walk-around before beginning their routes.

"The portable restroom guys fuel their trucks at night, empty the waste and wash them down so they're ready to go in the morning," he says. "That comes from years ago when a driver came back with a full load of waste. He washed the truck and fueled it up. But the guy in the morning wasn't thinking and didn't look. He got to his first job, the tank was full and he was 45 minutes away. That's a big time-waster."

### CREATE A SYSTEM

Pennau says consistency and checklists are his keys to maintaining a smooth-running fleet.

"Establish a system and appoint a person to ensure the work gets done," he says. "It's not 100 percent in place, but we have one guy in charge of the portable restroom trucks and one guy in charge of our septic pumping trucks. Ultimately, if something's not working, they're the ones responsible for getting it scheduled to be fixed, making sure oil changes are done on time, making sure we have good tires on the trucks, and that's made a big difference. It used to be the driver would tell one guy and the other guy wouldn't tell the other guy and pretty soon there's a problem with a truck. Now there's one



**Above:** Ernest Blakey, of Clay's Septic & Jetting, checks the fluids on a Bobcat E45 excavator. (Photo courtesy Clay's Septic & Jetting)



**Left:** Clay Barks, owner of Clay's Septic & Jetting in Nipomo, California, provides equipment maintenance, even in the midst of the busy season. (File photo)

guy in charge."

Supervisors are also responsible for training drivers, maintaining equipment and ensuring the trucks are stocked with supplies.

"We just started doing that about a year ago and it's starting to fall into place," Pennau says.

Drivers are expected to file a daily inspection report that is handed in at the office. If the brakes aren't working properly or the steering is pulling to one direction, it's noted on the report. Maintenance super-

visors also drive each truck to make sure the drivers haven't overlooked something. Each truck has a paper spreadsheet and maintenance record. Stickers are placed on the windshield after each oil change.

"We try to get within 500 miles of that sticker," Pennau says. "We're not perfect yet, but we're constantly trying to make it better."

### PLAN AHEAD

For Clay Barks, owner of Clay's Septic & Jetting in Nipomo, California, the busy season has more of an ebb and flow, rather than the sudden





Packerland Portables manager William Pierotti (left) and owner Wade Pennau discuss the day's workload, including providing maintenance for a Kubota tracked excavator. (File photo)

peaks experienced in colder climates. To make sure equipment is ready to roll when needed, Barks has drivers fill out a daily inspection report that's turned into the office. He also has a mechanic on staff who works Tuesday through Saturday. For larger jobs, such as a transmission repair, Barks tries to plan ahead and have the truck worked on while the driver is on vacation.

"The slow times we have are the end of January through March," says Barks, who offers onsite system replacement, repair, inspections, pumping and waterjetting.

If a mechanical problem occurs during the day, it's dealt with immediately. If it's at the end of the day, the driver places a note on the dash alerting others that the truck requires service.

"All of my trucks back into their slot. If you have a truck that's pulled in, that means something is up," Barks says. "If it's something major, the driver will write a note on the windshield and steering wheel. That way nobody comes in the middle of the night and drives off with that truck."

In California, businesses are required to file a 90-day biennial inspection of terminals (BIT) report for all vehicles with a gross vehicle weight rating greater than 10,000 pounds. At a minimum, inspection items include the brake system, steering and suspension, tires, wheels and connecting devices such as kingpins, pintle hooks, drawbars and chains. The report must include vehicle identification, date and nature of each inspection and repair performed, as well as the signature of the authorized representative attesting to the inspection and completion of repairs.

For equipment such as excavators and backhoes, maintenance is ongoing, Barks says. Every 90 days, fluids receive a thorough check and oil samples are sent in for analysis. Past samples have shown high levels of aluminum and copper, indicating repairs are needed.

"Everything we own we try to keep busy," Barks says. "For us, it's all about advanced planning." ■

**"We have one guy in charge of the portable restroom trucks and one guy in charge of our septic pumping trucks. Ultimately, if something's not working, they're the ones responsible for getting it scheduled to be fixed."**

**Wade Pennau**

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# Cleaning and Maintenance

By Craig Mandli

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## ODOR CONTROL/RESTROOM ACCESSORIES



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to provide an oxygen-rich environment that promotes aerobic waste breakdown and exhausts odors and gases into the open air. It works in any wind condition, stationary or mobile, has no moving parts to wear out, requires no maintenance and operates at top effectiveness at any angle. It can be used as a holding tank odor-control vent in recreational vehicles, portable restroom trailers and in residential and commercial applications. It is available in open stack mount or flanged models. **503/559-8094; www.360productsinc.com.**

### ARMAL SCENTWAVE

**ScentWave** liquid non-formaldehyde deodorizing chemical from **Armal** is formulated to accelerate the disintegration of waste and paper, and controls odors in portable restrooms. It is available as a concentrate to minimize the quantity of product needed for cleaning. It is available in 5-gallon containers, in strawberry field, apple blossom, pinewood trail, rose sensation and vanilla balm fragrances. **866/873-7796; www.armal.biz.**



### BIO-SYSTEMS INTERNATIONAL SK7

**SK7** treatment powder from **Bio-Systems International** is available in a variety of packaging options, including a klick box and outhouse, each providing 12 monthly applications for septic tanks or long-term portable restroom holding tank use. Drop one water-soluble pouch into a restroom holding tank monthly to provide a premeasured dose of beneficial bacteria. Packets are individually shrink-wrapped, ensuring the product stays clean until used. **800/232-2847; www.biobugs.com.**



### CENTURY CHEMICAL DEODORANT PACKETS



Water-soluble toss-in restroom deodorant packets from **Century Chemical Corp.** have fresh and clean odor-control technology. The non-formaldehyde product is safe for users and the environment, and improves portion control for technicians in the field, saving time and product. The film dissolves in one minute, dispersing the fragrance, dye and chemical to fight odors for seven days. **800/348-3505; www.centurychemical.com.**

### CPACEX FRESH PUMP X

**Fresh Pump X** oil additive from **CPACEX** counteracts odors as the technician pumps, eliminating offensive odors at their source and improving the integrity of service. The product is easy to use; mix 2 ounces into 1 gallon of pump oil and add to the pump. A fresh cherry fragrance will be emitted each time the pump is turned on. It is an oil-based formulation that will not alter pump oil viscosity. **800/974-7383; www.cpacex.com.**



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## ODOR CONTROL/RESTROOM ACCESSORIES

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### FIVE PEAKS GLACIER BAY DRY TOSS PACKETS

**Glacier Bay Dry Toss Packets** from **Five Peaks** contain a Metazene odor-neutralizer additive that eliminates odor without masking. They provide the same effective odor control, fragrance and deep blue color mask as liquid deodorant with the convenience of premeasured, ready-to-use pouches. They eliminate guesswork and allow for a better inventory-control system. A premeasured quantity of powder is packed in a water-soluble pouch, preventing waste and contact with the product. Drop a single packet into the holding tank and add water. They are packaged in a stand-up, resealable gusset bag, which reduces the risk of exposing the packets to moisture. They are available in two strengths – normal to extreme conditions (heat and humidity) or special events/multiple services. **866/293-1502; www.fivepeaks.net.**



### J & J CHEMICAL EVERPRO ELITE SERIES

**EverPro Elite Series** portion-control non-formaldehyde deodorizing tablets from **J & J Chemical** provide a long-lasting deep blue color and increased fragrance in each tablet and extreme odor-control technology for demanding conditions. They are available in a variety of exclusive fragrances, with strengths ranging from daily service to weekly protection. Drop one individually wrapped tablet into 5 gallons of freshwa-

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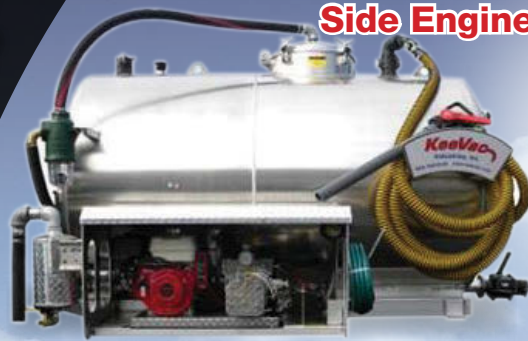
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### SURCO PORTABLE SANITATION PRODUCTS POTTY FRESH PLUS



Potty Fresh Plus packets from Surco Portable Sanitation Products are available in a summer fresh fragrance developed for warmer, more humid climates. It is a lavender-scented fragrance with strong biocide for hotter climates and heavier traffic. The fragrance is packed in purple water-soluble paper and contains Metazene odor neutralizer, a nonstaining royal blue dye. It contains no formaldehyde. **800/556-0111; www.surcopt.com.**

### WALEX PORTA-PAK MAX MINT

Porta-Pak Max Mint from Walex Products leaves a scent of fresh mint in portable restroom holding tanks. It contains twice the fragrance, 50 percent more odor control and more blue color than regular Porta-Paks. It is a super-concentrated formula, packaged in easy-to-use portioned packets that are dropped in the tank and dissolve quickly. **800/338-3155; www.walex.com.**



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### BIFFS PATHFINDERS SPRAY CLEANING SYSTEM



The Quick Kit spray cleaning system from Biffs Pathfinders is designed to help clean and disinfect portable restrooms without the use of brushes, buckets and wipe-down towels. The enclosed aluminum unit has a 1,000 psi, 1.6 gpm pressure plunger

pump with auto start and fill pump/stop. It can be connected to a garden hose and derive power by running cables to a truck battery. It includes an aluminum enclosure, 4-gallon disinfectant reservoir, 25-foot high-pressure and disinfecting hose with two-position wand, adjustable high-pressure unloader, high/low-pressure switches, a high-volume fill pump running at 4.8 gpm and 45 psi, dual hose hooks and an inlet filter. The package comes with 2.5 gallons of disinfectant. **800/642-3246; www.biffsinc.com.**

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RCJ Series skid-mounted jetters from Cam Spray are offered in flows and pressures of 8 gpm at 3,500 psi and 7 gpm at 4,000 psi. A three-plunger industrial pump with pulse is powered by a 688 cc Honda engine. It comes with 200 feet of jetter hose that can also be

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## PRESSURE WASHERS AND SPRAYERS

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The **Thermacon** from **Hammelmann Corp.** leverages UHP pump units to produce a high-temperature, medium-pressure water jet. It converts the energy of a UHP jet into heat by means of an adjustable internal splitter nozzle. It does not require heat-resistant items such as a hot-water gun or hot-water hose. As an option, the heat produced by the diesel engine can be used to increase the water temperature by adding a bypass heat exchanger. To use, just screw the unit onto the blasting gun and add a nozzle assembly or rotorjet. The operating pressure/temperature ratio is easily adjusted to suit the job. It can be used for graffiti removal; removal of oils, greases and tar-based products; cleaning sensitive surfaces such as sandstone facades; and cleaning machinery and machine parts. **800/783-4935; www.hammelmann.com.**



### WATER CANNON HOT-WATER DIESEL-SKID PRESSURE WASHER

The hot-water diesel-powered skid pressure washer from **Water Cannon** is powered by a Kubota Z602B1 or DH1005B1 engine. It offers up to 8 gpm at 4,000 psi, and comes with a General or Annovi Reverberi pump. A 12 VDC diesel-fired burner, 15-gallon poly diesel fuel tank, 40 amp charging system and battery box make it wholly self-contained. Beckett burners deliver 210 degree F max temperature, and a Schedule 80 coil with a molded combustion chamber offers access to hot water within seconds. A 3VX belt system with four belts, which are laser-aligned and factory tested, delivers balanced power transfer for complete control. Engine and pump oil drains enable simple maintenance. It has a safety pressure relief valve and thermo-sensor that prevents overheating in bypass mode. **800/333-9274; www.watercannon.com. ■**

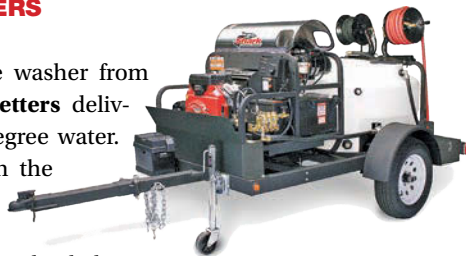


### JENNY PRODUCTS STEAM JENNY

**Steam Jenny** direct-drive cold pressure washers from **Jenny Products** are powered by 9 or 13 hp Honda GX Series engines and have a triplex ceramic plunger pump with pressure ratings between 3,000 and 4,000 psi and flow rates between 3 and 4 gpm. They come with thermal pump protection, an unloader valve and a high-pressure relief valve to prevent pump damage. To protect the engine, the unit will automatically shut down if low oil levels are detected. The chassis is made with powder-coated, seven-gauge steel. Standard items include a professional-grade insulated trigger gun with safety lock, quick-connect nozzles with nozzle control, high-capacity in-line water strainer, gun/wand holder, hose reel mounting adapter and dual rubber isolators. **814/445-3400; www.steamjenny.com.**

### SHARK PRESSURE WASHERS & JETTERS TRS-2500

The **TRS-2500** trailer pressure washer from **Shark Pressure Washers & Jetters** delivers up to 3,500 psi and 200-degree water. It can be used for cleaning in the field where a water supply is not always available. It has a high-density, 200-gallon white polyethylene water tank, 4.7 gpm pressure washer skid with electric start and generator, high- and low-pressure hose reels, two saddle boxes and a rock guard. The unit's cool bypass allows extended runtimes by recirculating water through the tank. It has a 39-inch tongue with swing-away hinge for easy storage. **800/771-1881; www.sharkpw.com.**



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## BUSINESSES

Portable toilet business for sale. SE PA. Turnkey operation. 150 units, sinks, handicaps, trucks, trailer. Established 20+ years. \$250,000. Owner retiring/relocating. Contact itspottytime@comcast.net or 610-927-9114. (P07)

PARADISE FOR SALE! Bee's Honey Pots, Inc., portable toilet company established in 1983 in the beautiful Florida Keys is for sale. Based on Big Pine Key, Bee's is the oldest established and largest portable toilet company in the Keys. Sole owner and operator for the past 30+ years wants to go fishing! Interested? Call 305-872-2287. (P07)

PORTABLE TOILET COMPANY established for over 25 years in the metro New York area for sale. 250 portable toilets, 10-position transport trailer, 27 ft. comfort trailer, ADA units, sinks, hand sanitizers, holding tanks, etc. Strong customer base includes contractors, special events & government contract. Owner retiring, serious inquires only. Email outhouseinfony@gmail.com (P07)

Established 1964: A turn-key operation with customers based in beautiful Southern Oregon. Portable toilets and septic pumping business. 2.05 acre property with storage tanks. Building includes storage, office space and more. Over 500 portable units, 5 handicap compliant. 6 service vehicles, 3 septic pumping trucks. \$400,000. Serious inquires only. Office 541-772-9484 (P07)

Portable restroom company for sale. Approximately 400 units and three trucks located in Southeast Connecticut. Owner retiring. Serious inquiries only. 860-887-6542 (P07)

Portable toilet company established for over 30 years in Southwest Louisiana for sale. Portable toilets, septic tank cleaning, roll-off trash dumpsters. Call 337-789-5991 or e-mail bigkkans1956@netcommander.com for more information. (P07)

## COMPUTER SOFTWARE

FreeServiceReminderSoftware.com, FreeServiceDispatchSoftware.com, FreeRouteManagementSoftware.com. (T07)

## PORTABLE RESTROOMS

We have over 100 Tuff Jon units for sale. All are faded on the outside but insides are pretty clean. Call or text 828-712-7761. \$125 minimum of 10 at this price. (P07)

28 blue PolyPortables standard units, construction grade. All units have hand sanitizers. Approximately 10-12 years old. \$225 each. Near Toledo, Ohio. Call 419-877-5351. (P07)

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## PORTABLE RESTROOM TRAILERS

**WANTED:** Used Wells Cargo UltraLav and Comfort Elite restroom trailers. Call Jamie Hunter at Hoosier Portable Restrooms 317-439-9383. (T07)

## PORTABLE RESTROOM TRUCKS

2006 4000 Series International pump truck. 281,204 miles, Masport pump, 1,100 waste/400 fresh. 2004 C7500 GMC pump truck. 141,700 miles, Masport pump, 1,100 waste/400 fresh. Lake Oconee Rental, Brad 706-484-0496. Eatonton, GA (T07)

Five (5) 2005 Ford F450 diesel pumper vacuum trucks for sale. 300 fresh and 650 waste. Mileage ranging from 223,677 to 283,867. Inquire for pricing. Please call us at 651-429-3781. (T07)

2003 Ford F450: Dual-wheel with 500 waste/300 fresh, vacuum from both sides of the truck, water tank with pressure. Needs oil ring and motor work. Asking \$5,000. If you would like to see picture please email bestseptic@gmail.com (P07)

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Looking for experienced operators & technicians in Florida. Florida-based sewer, wastewater treatment & pipe cleaning company looking for experienced operators and technicians. Travel, clean CDL license, drug-free workplace. Competitive pay based on experience. Please call 407-809-5556 x102. (T07)

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## PRODUCT NEWS

### Portabranding portable restroom advertising

Screen-printed fabric restroom advertising covers from Portabranding secure at the bottom of the unit using a bungee cord. The fabric is machine washable for multiple uses and comes with a carrying case. [www.portabranding.com](http://www.portabranding.com).



### NVE portable restroom vacuum pump

The Challenger 304 vacuum pump from NVE delivers 210 cfm in a compact and durable packaged designed specifically for the portable sanitation industry. 800/253-5500; [www.natvac.com](http://www.natvac.com).



## Industry's 1st Collapsible Mover

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### General Tire celebrates 100 years

U.S. tire brand General Tire celebrates its 100th anniversary this year. Focusing on the truck market, founders William F. O'Neill and Winfred E. Fouse pioneered an oversized pneumatic tire called the General Jumbo. At the time, trucks ran on solid rubber tires. By the 1930s, General Tire was the largest U.S. truck tire manufacturer.

### Wastequip adds regional sales managers

Wastequip named Anthony E. Parker and Ernie Castro regional sales managers for its Technical Products Division. Parker will be responsible for the Midwest region and Castro will be responsible for the Southeast, Latin America and the Caribbean.

### Wabash National names managers

Wabash National's Aviation and Truck Equipment business, which manages the Progress Tank and TST brands of truck-mounted tanks, named Michael Warkentien vice president and general manager, Aviation and Truck Equipment. Wabash also named Nancy Rudolph engineering manager; Wayne Terpstra director of sales, Progress Tank and TST; Matt Decker sales manager, Progress Tank and TST; Steve Thorn sales manager, Progress Tank; and Dan Pederson sales associate, Progress Tank and TST.

### GapVax Rental names operations manager

GapVax Rental Units named Earnest Rankin operations manager. G.R.U. offers daily, weekly or monthly vacuum truck rentals.



Earnest Rankin

### VARCo adds vacuum pump repairs, rebuilds

VARCo, supplier of hose, valves, vacuum pumps, restroom chemicals and vacuum truck components for the liquid waste industry, has added vacuum pump repairs and rebuilds. ■

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*Extra!*

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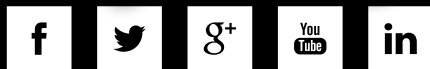
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← **GARY** (I'LL JUST SAY **IT'S A GOOD THING WE HAVE GRAFFITI REMOVER.**)

**ELTON** →

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**MIKE, ELTON & THE CREW ALWAYS GET ME WHAT I NEED, EVEN THOUGH I LIVE 150 MILES AWAY.**

**YEAH, SO WE FINALLY MOVED THAT OLD UNIT.**

**WE PUT IT OUT TO PASTURE - LITERALLY. IT'S LOCATED IN A FIELD NEXT TO THE REFINERY, WHERE IT GETS A LOT LESS TRAFFIC.**

**BUT IT'S STILL WORKING.**

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