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REVIEWS

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## Ripped From the Headlines

**FROM MAKESHIFT TAILGATING TOILETS TO A RESTROOM VANDAL GETTING WHAT HE DESERVES, IT'S TIME FOR A WIDE-RANGING YEAR-END REVIEW OF INDUSTRY TOPICS**

By Jim Kneiszel

**T**he year is coming to a close and it's time to clean out my 2015 news and notes file. I scour the Internet on a daily basis and collect stories from the news media and blogs that involve the portable sanitation industry. Some of these tidbits help me form topics for my monthly column, while others pile up as curiosities on my computer desktop. It's time to open up the file and comment on some developments over the past year.

### Address threats to the industry's reputation

One person's negative experience with portable restrooms can snowball into a public relations nightmare that sullies the reputation of the entire industry. Martin Nicolaus is a good example. The Berkeley, California, resident is on a crusade to get rid of the portable restrooms at the local Cesar Chavez Park. He takes photos of the dirty restrooms and shows them at city meetings. He stands outside of the units and interviews disgusted users about the quality of their experiences. He's circulating a petition to replace the portable restrooms with a permanent bathroom facility.

His complaining about filthy restroom conditions doesn't help the portable sanitation industry, which constantly stresses the importance of cleanliness. But Nicolaus is not the problem for the industry. Municipal customers who fail to order adequate service for their units seem to be a bigger issue. Comments about this controversy at the website, [www.berkeleyside.com](http://www.berkeleyside.com), point to a serious challenge faced by PROs everywhere.

"This is really disgusting and an easily avoidable problem that could be remedied by simply increasing the frequency of emptying the toilets," one poster wrote. "It's inexcusable that citizens have to campaign to get something so simple done."

Writes another: "(Portable restrooms) would be fine, too, if our city wasn't so ridiculously incompetent that they weren't able to empty them regularly and hose them down once in a while."

"They mostly just appear extremely under-tended," concludes another.

Nobody should have to use a restroom filled to the brim with waste. It's not enough that municipalities provide restrooms in parks; they must follow through and keep them pumped out and sanitary. PROs often unfairly take the blame when restrooms are overused by the public and cause unsafe and unpleasant conditions. Who do you blame for a bad experience? The small business with its name on the door.

The industry shouldn't shoulder all the blame for this problem. PROs need to continually push municipal and event customers to order adequate service along with the restroom placement, and maybe be willing to walk away from a bad contract rather than damage your reputation further.

### Homemade commodes at concert venue?

Speaking of event customers not providing adequate portable sanitation, the Xfinity Center outdoor music venue near Boston has a

growing problem with tailgaters bringing their own makeshift toilets and leaving them behind after the party. Police wanted to crack down on this problem at a Jimmy Buffett show last summer.

According to police accounts at [www.thesunchronicle.com](http://www.thesunchronicle.com), fans at the annual Buffett concert have a favorite design for their personal toilets: A 5-gallon bucket with its rim lined with a foam swimming pool noodle. Groups relieve themselves in the buckets all day during parking lot parties and then leave them for event staff to clean up. Police found 75 to 100 of these buckets at the show.

"We're just not set up to handle that kind of waste," an event official complained.

The answer seems obvious to me: Order more portable restrooms and let the professionals with the right tools keep them clean. How hard is this to figure out for event planners? If hundreds of people are using buckets as toilets, you aren't providing adequate facilities. Is this the way you want to treat visitors at your venue?

### Mapping event restrooms

Officials from the Grand Floral Parade, Portland, Oregon's rose parade, offered a new handy service to attendees of the major event last summer: They added the location of portable restrooms on a map of the parade route used by the huge crowd. The restroom locator map was seen as a way to help parade watchers and downtown-business owners who don't appreciate the extra pressure the event puts on their bathroom facilities.

The [www.oregonlive.com](http://www.oregonlive.com) website published the map along with a host of tips for parade regulars, including how to effectively save your spot along the route by camping out overnight. I'm sure the campers appreciated having many restrooms spaced out on the streets.

Think about events you work that might benefit from a map of restrooms and hand-wash stations, such as large city music festivals or fun runs. Thoughtful services like restroom mapping could set your business apart from the competition when you're bidding for those big events for 2016.

### Careful placement can prevent costly lawsuits

A Philadelphia tradesman filed a lawsuit against a pair of construction companies and a portable restroom operator after he slipped and fell when emerging from a restroom and allegedly broke his ankle. According to a Pennsylvania legal journal, the worker and his wife are each seeking more than \$50,000 plus compensatory damages, interest and court costs, saying the defendants failed to provide a safe work environment.

The worker claims he suffered several injuries when leaving the restroom, which he claims was "dangerously placed on an uneven curb in a poorly lit area," the *Pennsylvania Record* reported. The incident happened in January, so perhaps freezing conditions could have been a factor.



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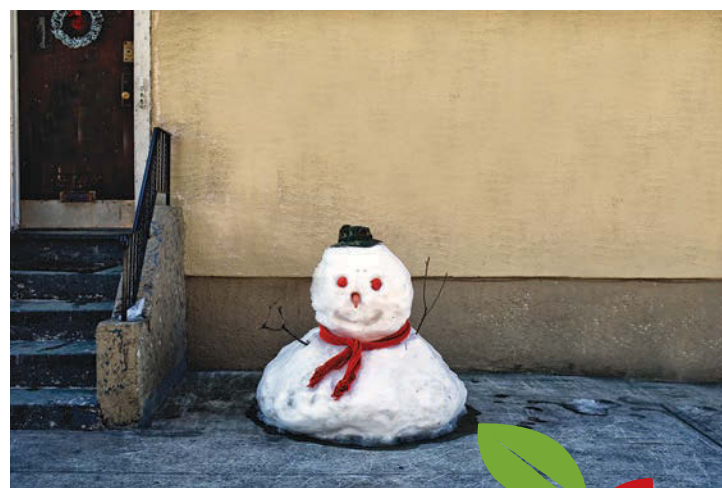
No matter how the case turns out, it's a good reminder for PROs to be on constant lookout for risk of slips, trips and falls when they place restrooms. The lesson may be that you are just one injury away from a potential lawsuit, so your technicians need to think safety every day. Be sure to level units on solid ground, use stakes to anchor units when necessary, and look for well-lit areas to protect users and other workers when units will be used at night. Proper restroom placement is a great topic for regular training sessions with your crew.

### Finally, cracking down on vandals

So many incidents of vandalism to portable sanitation equipment go unpunished, while PROs are left to spend thousands of dollars every year to fix the damage. So it's nice to be able to report when a perpetrator is brought to justice. Earlier this year, a 19-year-old man from Thomaston, Maine, was sentenced to serve seven months in jail and pay \$550 in restitution for lighting restrooms on fire at a local park. The man and two friends used toilet paper and hand sanitizer to ignite fires that damaged two restrooms. So the next time one of your units is vandalized, don't just fix it, but report it to police.

### HAPPY HOLIDAYS

For most PROs, December is a time to rest and reflect on a busy event and construction season. Hopefully your crew will be able to catch up on work around the shop and enjoy a few days off with family and friends. I wish you a joyous holiday season and a happy 2016. In January, we can all start planning for the WWETT Show and preparing for the next busy season. ■



*Season's Greetings*



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and a prosperous new year!

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Industry Changes

### Tips from Longtime PROs

You have to change with the times if you want to grow your business, and no one knows that better than these industry veterans. Whether you're new to the industry or a longtimer yourself, you can learn a lot from these guys. Check out their advice on surviving – and thriving – in the long term. [promonthly.com/featured](http://promonthly.com/featured)



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Mission: Possible

### Create a Solid Team

Employees need to know what the mission is, what they're working toward. Everyone needs to be on the same page. This can be difficult, but if employees feel respected and like they are part of the process, they will fix problems they find along the way. Read up on how to work with your employees, particularly the managers, to discover the reasons why change (and teamwork) is necessary and beneficial.

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### Evolution of the Vac Truck

A lot has changed in the pumping industry over the last couple decades, including many improvements to the vac truck. Two industry stalwarts discuss their time in the industry... what has changed, and what has stayed the same.

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### A Lesson Learned

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The breakthrough happened in 1972 when Al ventured into plastics and built a Tufway, his first polyethylene portable restroom.

An operator in Nevada heard about the Tufway and wanted to be the first to see it. So, Al's sales manager loaded two Tufways into his pick-up truck and headed west.

Along the way, one of the Tufways fell out of the pick-up as it sped down the highway. It hit the pavement hard, but when he picked it back up, the only damage was a few scratches. He loaded it back on the truck and headed to his appointment.

When showing the operator the Tufways, he apologized for the scratches on one of the restrooms. When the operator heard what happened, he bought both Tufways and placed an order for 20 more. He said if a portable restroom could withstand a fall like that and only have a few scratches, he wanted a whole fleet of them.

We also discovered the value of a Tufway that day and it reminds us that to be successful, we need to rely on ingenuity and quality. That's why Tufways are still designed and made...in America.



# 10 Tips for Dealing With Negative Online Reviews

## SHARPEN YOUR SOCIAL MEDIA SKILLS TO SOFTEN THE BLOW OF NASTY COMMENTS AND START SEEING MORE STARS

By Judy Kneiszel

If you were operating a restaurant, you'd be accustomed to having your business reviewed all over the place — newspapers, magazines, travel websites, online review websites like Yelp, you name it. Some restaurant chains have full-time employees tasked with monitoring social media and review sites in order to respond immediately to comments and reviews, especially negative ones.

As a portable restroom operator, your company probably isn't being reviewed daily, but more and more people are reviewing all kinds of service businesses, from restaurants to roofing companies, lodges to landscapers, and plumbers to, yes, portable restroom providers.

And online reviews do matter. A 2013 survey from research firm Dimensional Research, which included responses from 1,046 consumers in the U.S., asked how reviews on Yelp, TripAdvisor and other online review sites impacted their buying decisions. According to the survey, 90 percent of consumers who read online reviews said positive reviews influenced their decision to buy. Conversely, 86 percent said negative reviews had influenced buying decisions.

### NEGATIVE NELLIES RULE THE WEB

If you haven't seen any online reviews of your operation, here are excerpts from actual Yelp reviews to give you an idea of the kind of comments a portable restroom company may be subject to:

*"I have used these guys several times now and they do a great job every time. Drop-offs and pickups are very timely."*

*"The business is very disorganized and getting delivery and service arranged can be challenging. But, overall the job got done and the people were friendly."*

*"This was by far the RUDEST company I have ever dealt with."*

*"The portable toilet was delivered successfully! And when I needed to extend it a little longer, they were very accommodating. Wonderful service!"*

While these quotes read like a tale of two portable restroom providers, they were all written about the same company. That's the fly in the ointment for users of review sites. Just when a consumer thinks he or she has found a company that's got it all together, they read an account of a terrible experience someone had with that company, making them question whether or not that business can be trusted. Which is to be believed? The glowing reviews or the bad review?

While good reviews might influence people as much or more than bad reviews, it's also a fact of life that people are more likely to write an online review when they have a grievance, so it's possible a quality company that makes an occasional mistake could have more bad reviews than good. This might even out over time, but if a company has only a handful of online reviews, it's likely some will be negative, making their average "grade" somewhat low.

---

**If you know your company screwed up, don't sit around waiting for the customer involved to post a negative review. Be proactive. Call and apologize, explain your side of the story, and offer to make amends.**

---

### WHAT TO DO WITH A BAD REVIEW

As more people feel compelled to share their opinion on everything with the world, something negative will probably be said about your company at some point. Here are some tips on how to deal with getting a not-so-good review:

**1. Know it's out there.** You can't do anything about a review you don't know about. But what you don't know can hurt you, so create a Google Alert to monitor the Internet for mentions of your company name so you know when someone has posted a review.

**2. Don't freak out.** After you read the review, resist the urge to immediately write an angry retort. Consider if the customer actually has a legitimate complaint. Talk to the employees who were involved to get the true story.

**3. Craft a brief, kindly worded response.** Do not belittle the reviewer for lacking in understanding how your business operates. Don't write a laundry list of excuses. Just say something to the effect of: "We are sorry you found our service to be unsatisfactory. We aim to be prompt, courteous and always provide clean, well-stocked restrooms." Also, it helps to use a friendly and personal greeting, like: "Hi, this is Joe from ABC Restrooms ..."

**4. If mistakes were made, own the mistakes.** Apologize and accept blame. For example, you might say: "We realize we were an hour late delivering your restrooms, and for that we are truly sorry."

**5. Offer to make it right.** Word your response something like this: "ABC Restrooms has successfully served countless events like yours and we sincerely hope you will give us another chance to meet your expectations. Please contact me at 555/555-1212 to discuss how we can make things right."

**6. Don't engage.** If the complainer responds to your offer to make it right by going on a tirade about it being too late now, and how you're the worst company in the world and you probably kick puppies and pull the wings off butterflies in your spare time ... just let it go. As my teenagers say about bullies on the Internet who look to pick fights: "Don't feed the trolls."



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**7. Don't post fake positive reviews.** If you get caught posting good reviews to offset the bad ones, you'll further tarnish your online reputation. And it's becoming more and more likely that you will get caught since many review sites use algorithms designed to determine the legitimacy of a review. There's nothing wrong, however, with asking a legitimately happy customer to write a review of your company.

**8. Look for a pattern.** Are special-event customers unhappy more than long-term customers? Is the same employee on the job site every time someone has a problem? Do all your negative reviews come from one gender? Reviews can point out problems you weren't aware of.

**9. Head off a bad review before it's posted.** If you know your company screwed up, don't sit around waiting for the customer involved to post a negative review. Be proactive. Call and apologize, explain your side of the story, and offer to make amends. This might prompt them to write a review praising your customer service or at least prevent them from writing a review of any kind.

**10. Don't try to get a bad review removed.** Most review sites refuse to arbitrate disputes, so don't waste your time lobbying for that.

### RAISE YOUR ONLINE GRADE

Consider a bad review or two an opportunity to improve ... like a mid-term report card. Responding in a positive manner shows that you care about customer service and may earn you an "A" for effort.

If you've received a spate of less-than-glowing reviews recently, look for the cause and find a way to fix it. If all negative reviews came several years ago, maybe you had staffing issues or were just starting out in the business but have since gotten your act together. Readers will see that and not hold past mistakes against you.

When I look to review sites before making hotel or dinner reservations, I look for patterns as I read reviews. If there were dozens of negative reviews a few years ago, but not a single bad review in the past year, I assume the business has addressed the issue through remodeling, staff training, new management, greater attention to cleanliness or whatever else was needed to stop the complaints.

I also note if the random negative review has gotten a timely, polite, apologetic, personal response from the company. Often the response explains the situation and makes me want to give the company a chance.

And finally, if you get what you consider to be an unjustified nasty review that you've sweetly responded to and the writer just won't be appeased, chalk it up to "some people are just jerks." Most rational people understand that and won't give much heed to their opinion. ■

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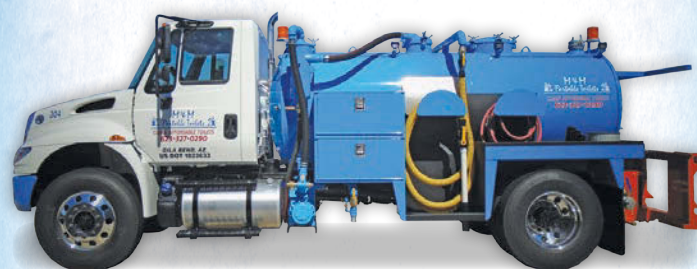
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Jeff and Jan Bentley are shown at their new corporate headquarters, a 6.5-acre parcel with a 10,000-square-foot warehouse and 80,000-square-foot concrete slab for restroom storage. The Hino vacuum truck was built out by Engine & Accessory and includes a Masport pump. (Photos by Kaylinn Gilstrap)

# A CAREER REBOOT

When executive Jan Bentley transitioned from medical management to portable sanitation, she took her retired husband, Jeff, along for the fun and profitable ride **BY BETTY DAGEFORD**

**A** funny thing happened to Jeff Bentley on his way to retirement from the South Carolina Department of Corrections. It was related to a funny thing that happened to his wife a few years earlier when she was looking for a job in the medical industry. After a two-hour talk with a headhunter, both their plans went out the window. Jan switched careers and went to work for Portable Services Inc., an 18-year-old Augusta, Georgia, portable restroom company. And no sooner had Jeff turned in his badge than Jan's employer retired and the couple bought the business.

The learning curve was steep. Jan admits she had previously been completely oblivious to this type of business. "It just had never dawned on me - this industry," she admits. "I had never really paid attention to it." Jeff was equally unfamiliar. For five months he worked a route so he could learn the business. "I figured if I was going to learn I needed to learn it from the bottom up," he says.

Through hard work, determination and on-the-job training, as well as help from the previous owner, their employees and trade organizations, the couple overcame their lack of industry experience and not

## Portable Services Inc. Augusta, Georgia

**Owners:** Jan and Jeff Bentley

**Founded:** 1989

**Employees:** 12

**Service Area:** Construction: 40-mile radius;  
Events: 100-mile radius

**Services:** Portable sanitation

**Website:** [www.portableservices.net](http://www.portableservices.net)



only figured out how to run the business, but after only two years had grown it to such an extent they had to move to a larger facility.

## A COURSE CHANGE

The founder of the business was Fred Stitt, who started renting portable restrooms out of his home in 1989. Meanwhile, Jan was busy working for a neurosurgical practice in Columbia, South Carolina, moved to Augusta after a divorce, then worked for the son of the inventor of a medical device. When the owner sold the business, she decided to move on.

(continued)

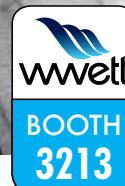




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She started interviewing with medical facilities when out of the blue she got a phone call from an executive recruiter who tried to convince her to consider working for Stitt as a controller. "After talking to him, I was really impressed with the company," she says. She was even more impressed after meeting Stitt. "He was a wonderful person. He and I just clicked." She took the bait and began a new career.

As Stitt began to think about retirement, Jan was ready to step in. "I told Fred, 'If you ever decide to sell, please give me an opportunity to buy it,'" she says. That chance came in 2012, a busy year for the Bentleys – they got married in April, Jeff retired in May and in December they bought the business. They got lots of help from Stitt, who continues to be a valued friend and resource, as well as from attending the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show and the Portable Sanitation Association International Convention. "Both of them are so beneficial," Jan says.

### INVESTING IN THE STAFF

The Bentleys have relied heavily on their staff and attribute much of their success to them. "Some of these guys have worked here a lot longer than me," Jan says. "We've got the best group of employees you could ever hope for." The Bentleys are quick to

"I told them, 'If you stick with us, if we make money you're going to make money.' Last year we were more excited than anybody to hand out bonuses. They've got a piece of this company, too."

**JAN BENTLEY**

*The Portable Services Inc. team includes (first row, from left) Kevin Tolbert, Tim Godbee, Jeff Bentley, Jan Bentley, Amanda Hogan and Myron Godbee; (back row) Anthony Eunice, Robert Johnson, Willie Burns, Nate Gardenhire, Rodney White and Alex Keip. In the background are vacuum trucks built out by Engine & Accessory with Masport pumps.*



*Office manager Tim Godbee talks to a customer on the phone.*

nurture those relationships and provide rewards.

They currently have two office personnel, seven drivers and one prep and maintenance technician. Everyone is considered family. "We all just lean on each other," Jeff says. "We really don't let go of employees. I tell them when you hire on here, it's for life." A number of employees are related to each other. "That makes us feel good," Jan says. "If you feel good enough about where you work that you get your brother or cousin to send in an application, that says something."

Benefits are generous. The company pays 80 percent of an employee's health insurance; 100 percent of their dental, life insurance, and long- and short-term disability; a 3 percent IRA match; and vacation and sick pay. Perhaps most generous, they share the wealth. "I told them, 'If you stick with us, if we make money you're going to make money,'" Jan says. "Last year we were more excited than anybody to hand out bonuses. They've got a piece of

*(continued)*





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**Left:** Technician Robert Johnson washes one of the service vehicles built out by Engine & Accessory.

**Below:** Technician Myron Godbee secures a soap dispenser on a Satellite Industries hand-wash station.

this company, too.”

Jeff says quarterly staff meetings are supplemented with one-on-one conferences as they learn how to work with each individual. “Every driver has a different personality, works in a different area and has different issues.” The Bentleys have also had to learn how to work with each other. To avoid a little too much closeness, they drive to work separately, keep different hours and work on different floors. “Otherwise we’d kill each other,” Jan laughs.

## INVESTING IN EQUIPMENT

The Bentleys are equally adamant about looking after the needs of their customers and believe good customer service starts at the top. “We are so hands-on,” Jan says. “We answer our phone 24/7.”

Part of providing good service is having good equipment, and they work hard to keep their trucks and units new, fresh and clean. They’re doing the same with their website, revamping it to make it more informative and easy to use.

They keep their 180 event units – Satellite Industries Maxim 3000s –



separate from the 1,200 Satellite units earmarked for construction. Green is their signature color, but they do have a number of tan units leftover from an old Army contract. “We use them here and there,” Jeff says. “But I’m funny about that – I won’t mix them on a site.”

They have five Comforts of Home Services restroom trailers in various sizes. “In the past few years we’ve replaced every one of our trailers,” Jan says. “We don’t have anything older than 2014.”

The company also has four 16-station Satellite Standing Room Only urinal rooms (very popular at big events), four pink-and-blue baby-changing units (used occasionally) and a number of Satellite portable sinks and Poly-Portables 250-gallon holding tanks.

The company’s seven vacuum trucks were built out by Engine & Accessory. Two are 2014 Hino 238s with 1,100-gallon waste/400-gallon freshwater aluminum tanks. The other five are 2003-07 Isuzu NQRs with 900-gallon waste/400-gallon freshwater aluminum tanks, some of which have been refurbished by Fleetcare Commercial Trucks. They use Masport pumps on all their trucks. “I just found that when you get something that works, it’s best to stay with it,” Jeff says. “Then you’ve got common parts.”

For pickup and delivery, they have two Pace American hauling trailers (a 12-unit and a 16-unit) and two Isuzu NPR flatbed trucks (2006 and 2011) which are also set up to pump units from 325-gallon waste/125-gallon freshwater slide-in tanks from Progress Tank. “It’s kind of a special-order-make that we’ve developed over time,” Jeff says. “The tank is on the flatbed against the cab, then the pump is mounted on a trace down along the frame rail.”

Units are moved with a Toyota forklift. And they’ve got a Kubota tractor for miscellaneous tasks. “A guy just needs a tractor, you know?” Jeff explains.

## REGIONAL EVENTS

About 30 percent of the company’s business is special events. Because

## Lipstick on a pig

As Jan and Jeff Bentley, owners of Portable Services Inc. in Augusta, Georgia, were driving down the road one day in 2014, pondering Jan’s question of how to make portable restrooms look better for special events, Jeff blurted out one of his favorite expressions: “You can’t put lipstick on a pig.” That remark gave Jan an idea.

She called one of their customers, the North Augusta Cultural Arts Council, and suggested a “Lipstick on a Pig” art contest. “At the end of the contest I wanted three posters I could make decals from to put on my portable restrooms for special events,” she says. “We gave them a theme and we gave them a description of what we do.” The theme that year was sporting events. No pig imagery was required – it was just a catchy title for the contest, Jan says.

The four judges selected three winners who split the \$1,500 purse. The company ended up with three beautiful posters, one depicting a horse race, another a cyclist and the third a little boy hitting a golf ball – “That one was big with the hospitality houses at the Masters,” Jeff says.

The contest was a great success, and the Bentleys plan on doing it again – with one change. “Next time I’ll put at the bottom of the decals the artist’s name and a mention of the contest,” Jan says. “Advertising like this is new to us and it just never dawned on me.”





of the heat, summer is a slow season. "Then September and October are just rocking and rolling," Jeff says. They do a lot of weddings, concerts, festivals and county fairs, but some of their biggest events involve sports.

There's a number of cycling and running functions, including one of the largest Ironman competitions for which they provide 120 units. Their biggest event – 130 units and three trailers – is the Aiken County steeplechase held in the spring and fall. They also do a lot of polo matches. Perhaps most challenging is the Masters Golf Tournament

*After cleaning Satellite Industries event restrooms, Myron Godbee returns the vacuum hose and wand to an Isuzu service rig built out by Engine & Accessory.*

and related parties, concerts and receptions. Traffic is one of the biggest headaches. "It about quadruples," Jeff says. "Trying to get around town is just crazy." He says they're always glad to see the tournament come – and glad to see it go. "It's almost like getting a physical – if I survive Masters week, that means I'm pretty healthy."

"Trying to get around town is just crazy. It's almost like getting a physical – if I survive Masters week, that means I'm pretty healthy."

**JEFF BENTLEY**

#### GROWING PAINS

Through word-of-mouth, hard-working employees, good relationships with tent rental and roll-off companies – and an improving economy, Jan admits – the Bentleys experienced explosive growth and after two years started looking for a larger location.

They wanted something nearby because they were ideally situated between their two largest service territories – Augusta and Aiken County, South Carolina. "I'm a five-iron from the South Carolina state line where we're sitting right now," Jeff describes. They finally found a 6.5-acre site with a 10,000-square-foot warehouse/office building. A bonus feature is an 80,000-square-foot concrete slab leftover from an old warehouse. "That was one of the biggest draws for me," Jeff says. "We can operate everything as far as the units off of that, and that's going to be great."

After the July 2015 closing, the Bentleys began to retrofit the facility to suit their needs, including building out a two-bay wash area, setting up a fill station, building a shed to house restroom trailers, and installing roll-up doors on each side of the warehouse so a truck can pull in, restock and drive out the other side.

They're also considering an on-site dump station where waste would go directly into the municipal sewer system, eliminating trips to the wastewater treatment facility. A bottling plant was previously housed on the site, so Jeff

says the infrastructure is there. "It's just a question of getting it approved by the powers that be."

#### RETIREMENT ON THE BACK BURNER

Jeff hasn't forgotten about retirement. "I was retired for three months, something like that," he muses. "I was kind of starting to get the hang of it." He adds that although he's too young to take up the rocking chair, it is in the back of his mind. And when he runs into Stitt he can't help but notice the smile on his face. "Sometimes he just laughs."

As for Jan – "She'll be here until she's 100," Jeff says. Jan concurs. "I don't have any hobbies. I never did. I was too busy trying to support my kids and myself. I enjoy doing what I'm doing, I really do." ■

#### MORE INFO

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*Take 5 ... with Geof Jardine*

# Making His Own Luck

This Canadian PRO negotiated a steep learning curve to quickly build a portable restroom business specializing in construction

By Peter Kenter

**W**hen his family trash container business located in Toronto, Ontario, Canada, was sold, Geof Jardine stayed on with the new owners.

"After a while, a lot of customers told me they hadn't been experiencing much service," says Jardine, who started Waste Container Services Inc. in 2003, specializing in construction and demolition waste. "Clients had been urging us to add portable restrooms to the service list for a couple of years." The company added UR-in-LUCK Portable Toilet Rentals & Service in 2011.

UR-in-LUCK ramped up quickly. Today the company offers more than 500 units: 335 from PolyJohn Enterprises; 130 from PolyPortables; and 60 from Five Peaks. That includes a mix of 40 wheelchair-accessible units from all three manufacturers. UR-in-LUCK offers 15 stand-alone sinks, some heated, from both PolyPortables and PolyJohn. The company sources deodorizers from PolyPortables and hand soaps and sanitizers from both PolyPortables and Walex.

The company employs 18, including Jardine's wife, Adriana, who is operations manager and looks after billing, and his brother, Eric, who is route manager. UR-in-LUCK's territory ranges to about an hour's drive east and west of the city and 90 minutes north.

Four drivers handle restroom service, piloting five vacuum trucks, all with stainless steel tanks and Wallenstein pumps. Three are built by Vacutrax: a 2009 Peterbilt with 720 gallons waste/360 gallons freshwater, and a Ford F-550 and Hino 185, both with 780 gallons waste/420 gallons freshwater. The company also runs a Sterling Acterra (840 waste/480 gallons freshwater) built out by Transway Systems and a Dodge Ram 5500 with a flat deck and unbranded tank (540 waste/240 freshwater). A Dodge Ram 2500 and Ford F-150 haul restroom trailers, including a 12-unit Explorer from McKee Technologies Inc. for deliveries. A double-unit from GenFour-Jon and six unbranded trailers carrying up to three restrooms each are delivered to customers who want restrooms on wheels. A Ford F-550 delivers restrooms on a flatbed.

An in-house shop satisfies the maintenance needs for most vehicles.

About 70 percent of UR-in-LUCK clients hail from the construction industry, with special events such as marathons, festivals, barbecues and weddings filling out the rest.

"We're looking at acquiring some higher-end trailers for next year," says Jardine. "We'd like to take on more upscale weddings and VIP events."

## EXPLORE FIVE ISSUES THAT AFFECT JARDINE'S PORTABLE SANITATION BUSINESS:

### 1 INTEGRATING THE BUSINESS

The portable restroom business was built on the back of a successful waste container business. The company has now added fence rentals to its offerings.

"Disposal boxes, toilets and fences are the three big construction rentals," says Jardine. "At least 80 percent of construction contractors use all three services."



When Geof Jardine's family sold its container rental business, he stayed on to build a portable restroom operation in Toronto. (Photos by Peter Kenter)

The portable restroom service area is divided into four quadrants to avoid routing crossovers. However, keeping the three services integrated takes more effort than might initially be apparent.

"Business relationships are more solid in the waste container industry than the portable restroom industry," Jardine says. "Waste container rentals are supplied on long-term contracts while restrooms are supplied month to month, so we're not dropping off disposal boxes and portable restrooms at the same time. When we send a pump-

er to service those restrooms, we can't use the same truck to pick up a waste container."

Why juggle the three services?

"A fence call can lead to selling the client on waste container or restroom service," he says. "Adding a fence might involve a little extra revenue on existing accounts, but it's much more valuable when it leads to sales on other services. Toronto is probably the most competitive city in Canada for construction waste containers, so providing additional services also helps to differentiate us from others."

(continued)



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## 2 FINDING THE ROOM

Toronto real estate is among the most expensive in North America, so buying land to locate a business can be costly. The company outgrew its last rented location near Lake Ontario in 2006. With the expansion of the portable restroom business, the company is experiencing growing pains once again.

"We're located on just under an acre in eastern Toronto now, but 2 to 3 acres would probably be ideal," says Jardine. "It would be more affordable to buy outside the city, but then we'd have to make a trade-off on our central location and increase travel times."

Between waste containers, portable restrooms, pumpers and fencing, the team often has to juggle inventory at headquarters to remain organized.

"We're pretty much at the point where we're considering rental of

two locations to handle the inventory overflow," Jardine says. "It will depend on the rent we can negotiate and how close we can locate to our current office."

The UR-in-LUCK team, shown with a row of PolyJohn Enterprises and Five Peaks restrooms, includes (from left) Geof Jardine, Adriana Jardine and Keri Bond.



## 4 BEATING THE COLD

UR-in-LUCK's first winter was unusually mild. The second was bitterly cold.

"When the (flushing mechanisms) on our units started freezing up in December, we started learning about brine solutions and offering optional insulated restroom jackets we purchased from Prostitch in a hurry," says Jardine.

While non-flush units would perform admirably in the coldest weather, the Ontario Ministry of Labour requires construction employers to provide a heated flush model.

"Brine solutions only work until about (minus 13 degrees F), then you're on your own," says Jardine. "We find that if we install an electric-powered ceramic heater and place an insulated jacket around the restroom until the end of February, the residual heat is enough to stop the (flush mechanisms) from freezing up. Beating the cold is a big topic of conversation with other northern PROs at WWETT meet-ups and PSAI meetings."



Technician Steve Holc returns the spray wand to his Dodge Ram service truck with a Wallenstein pump while servicing construction units in midtown Toronto.

## 3 CLIMBING THE LEARNING CURVE

"When I decided to offer portable restrooms, I had to take a crash course in learning about the industry," says Jardine. "I started devouring trade publications (including *Portable Restroom Operator*) and learning about everything from pumps to deodorizers."

The company's first service truck, the Ford F-550, was purchased from Walter Ramsay, who owned Johnny On The Spot in Peterborough, Ontario, about 80 miles east. "We started out just buying the truck, but Wally was a knowledgeable guy and he acted as a bit of a mentor to me," says Jardine. "We weren't competing so we helped each other out at a number of events. I learned a lot from him."

Jardine regularly networks with fellow PROs as a member of Portable Sanitation Association International (PSAI), networking, and taking advantage of courses, seminars and other educational opportunities.

He has also attended the Pumper & Cleaner Expo and Water & Wastewater Equipment, Treatment & Transport (WWETT) Shows in Indianapolis the past three years, checking out different suppliers and attending training courses.

"You've got to stay on top of the latest developments," Jardine says. "Right now we're implementing Clear Computing, a billing, dispatch and customer database program that we learned about at the WWETT Show."

**"We find that if we install an electric-powered ceramic heater and place an insulated jacket around the restroom until the end of February, the residual heat is enough to stop the (flush mechanisms) from freezing up. Beating the cold is a big topic of conversation with other northern PROs at WWETT meet-ups and PSAI meetings."**

**GEOF JARDINE**



## 5 BEATING THE BUSHES

Jardine doesn't keep all of his marketing eggs in one basket. However, he has no doubt that the name of the portable restroom company has helped to make the business a success.

"The name UR-in-LUCK seems to work very well for us, and a lot of customers tell us that it intrigued them enough to make the first call," he says.

Word-of-mouth and the branding on portable restrooms provide a steady stream of customers. The company website also draws in a significant number of customers, although pay-per-click services harvest only small additional dividends.

Jardine is a great believer in cold-calling potential customers. In addition, he's a member of the Toronto Construction Association, a 2,000-member organization representing the construction industry across the Greater Toronto Area.

"I'm not discouraged if the person I contact doesn't wind up becoming an immediate customer," he says. "People eventually come around, and it's often somebody who knows somebody who needs a portable restroom." ■

*"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](mailto:editor@promonthly.com).*



Steve Holc pumps a PolyJohn Enterprises unit on a construction site in Toronto.

### MORE INFO

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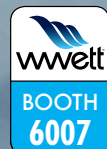
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# Education Day Sessions

**Wednesday, February 17, 2016**

## NAWT

National Association of Wastewater Technicians  
Rooms 234-236

- 8 a.m. Basics of Septic System Control Panels
- 9:30 a.m. Using Septic Control Panels to Troubleshoot Systems
- 11 a.m. Inspecting Concrete Sewage Tanks
- 1:30 p.m. An Exercise in Septic System Troubleshooting
- 3 p.m. The Basics of Inspecting Drip Systems
- 4:30 p.m. NAWT Ask the Experts Panel Discussion

## SSPMA

Sump and Sewage Pump Manufacturers Association  
Rooms 133-135

- 8 a.m. Understanding Pumps and Common Pumping Issues
- 9:30 a.m. Evaluation and Installation of Backup Pump Systems
- 11 a.m. Best Installation Practices for Trouble-Free Pump Controls
- 1:30 p.m. Troubleshooting Pumps, Panels and Switches with Digital Multimeters
- 3 p.m. Sizing Guidelines for Sump, Sewage and Grinder Pumps
- 4:30 p.m. SSPMA Ask the Experts Panel Discussion

## Business Strategies

Rooms 140-142

- 8 a.m. How Much Should I Charge?
- 9:30 a.m. Business Game Changers: Top 5 Secret Strategies for Massive Growth in Your Service Business
- 11 a.m. The Un-Business Plan — Making Your Business Less Complicated But More Profitable
- 1:30 p.m. How to Use Superior Customer Service to Increase Sales
- 3 p.m. Reward the Right Stuff: Finding, Training and Keeping Great Team Members
- 4:30 p.m. Is Your Business Prepared for a Crisis?

## Industry Safety

Rooms 237-239

- 8 a.m. Pre-Engineered Shoring Systems for Cross-Trench Utility Challenges
- 9:30 a.m. Excavation Safety
- 11 a.m. OSHA Confined Space, Air Monitoring and Fall Protection Explained

## SSCSC

Southern Section Collection Systems Committee  
Rooms 231-233

- 8 a.m. Positioning Yourself for Promotion and Succession Planning
- 9:30 a.m. Step Up Your Game! Taking Current CCTV Inspection Technology to the Next Level
- 11 a.m. Trailer Jetting — Getting the Most Out of Your Equipment
- 1:30 p.m. Vacuuming: the Other Half of the Combination Unit
- 3 p.m. Sewer System Maintenance — Challenges and Solutions
- 4:30 p.m. SSCSC Ask the Experts Panel Discussion

## NOWRA

National Onsite Wastewater Recycling Association  
Rooms 240-242

- 8 a.m. Introduction to Soils
- 9:30 a.m. Onsite Septic System Loading Rates and Site Layout
- 11 a.m. Making Infiltration Decisions — Understanding Soil Surface Design
- 1:30 p.m. Soil Dispersal Comparison
- 3 p.m. Introduction to the Elements of Onsite System Design and Regulations
- 4:30 p.m. Onsite Septic System Hydraulics and Pump Design

## Portable Sanitation

Rooms 136-138

- 1:30 p.m. Marketing Basics: How to Effectively and Efficiently Grow Your Portable Sanitation Sales
- 3 p.m. Trust — How to Build it and Use it to Grow Your Portable Sanitation Business
- 4:30 p.m. Portable Sanitation Forum: Current and Future Critical Issues Affecting the Industry Discussion

## NASSCO

National Association of Sewer Service Companies  
Rooms 130-132

- 8 a.m. Cleaning Nozzle Technology
- 9:30 a.m. Large vs. Small-Diameter Pipe Cleaning
- 11 a.m. The Lower Lateral — The New Frontier in Sewer Rehab
- 1:30 p.m. Chemical Grouting Technologies
- 3 p.m. The Growth of the UV Cured CIPP Process
- 4:30 p.m. NASSCO Ask the Experts Panel Discussion

## Treatment Plant Operator

Rooms 243-245

- 8 a.m. Effective Strategies for Collections System Management
- 9:30 a.m. Sustainable Innovation in Biosolids Management
- 11 a.m. Pretreatment and Wastewater Lagoon Management
- 1:30 p.m. Septage Collection and Treatment
- 3 p.m. Large Scale FOG/Septage Receiving Station — Lantern Environmental Project Case History
- 4:30 p.m. Progress in Electrochemical Water Treatment in Last Century

## WJTA-IMCA

Water Jet Technology Assoc. - Industrial Municipal Cleaning Assoc.  
Rooms 237-239

- 1:30 p.m. Proper Industrial Truck Maintenance Can More Than Pay for Itself in Productivity and Safety
- 3 p.m. Air Conveyance Through an Industrial Vacuum Truck
- 4:30 p.m. Vacuum Excavation Applications and Opportunities

## Women in Business

Rooms 136-138

- 8 a.m. Marketing to Women
- 9:30 a.m. Women of Wastewater: Building a Community of Allies
- 11 a.m. Women in Wastewater Roundtable

## Vacuum Truck Equipment and Operation Training

presented by NAWT National Association of Wastewater Technicians

**Rooms 109-110** 8 a.m. - 5 p.m.

This day-long session will discuss in detail the equipment on vacuum trucks and how to operate them. Pumping terms will be covered, as will safety principles, materials often encountered on the job and government regulations.





# WWETT Education Sessions

**Thursday, February 18, 2016**

## **Liquid Waste Treatment & Disposal**

**Rooms 130-132**

- 8 a.m. Analysis of Drainfield Failures and Restoration Methods
- 9:30 a.m. Cash In on Community System Operations and Maintenance
- 11 a.m. Ultra-Efficient Inspection Technique to Locate Leaks on Septic Systems

## **SSCSC Sewer & Drain Cleaning Course**

**Rooms 231-233**

- 8 a.m. Hands-On Nozzle Technology
- 10 a.m. Hands-On Jetter Hose Maintenance — Care and Repair

## **Sewer & Pipe Rehabilitation, Relining & Repair**

**Rooms 234-236**

- 8 a.m. Take Control of Inflow and Infiltration in Manholes
- 9:30 a.m. When Things Go Wrong on a Lining Job
- 11 a.m. Taking Small-Diameter Drain Lining Inside Infrastructure

## **Sewer & Drain Cleaning, Inspection & Repair**

**Rooms 133-135**

- 8 a.m. Using the Clean Water Act to Grow Profits
- 9:30 a.m. Winning Trench Warfare — Finding Profitability in Sewer/Septic Work
- 11 a.m. Your Best Shot at Sewer Success — How to Get the Most From Inspection Technology

## **Onsite Septic Installation, Repair & Design**

**Rooms 237-239**

- 8 a.m. Overview of Application, Design, Installation and Operation of Drip Dispersal Systems
- 9:30 a.m. Onsite System Pump Design Made Easy
- 11 a.m. The Onsite Wastewater Industry and Our Carbon Footprint

## **Treatment Plant Operator**

**Rooms 243-245**

- 8 a.m. Smart Water Technology in Theory and Practice
- 9:30 a.m. Dissolved Ozone in Municipal Collection, Treatment and Disposal
- 11 a.m. Municipal Biological Waste Treatment

## **Business Strategies**

**Rooms 136-138**

- 8 a.m. How Self-Employed People Can Make More Money
- 9:30 a.m. Growing Your Business in a Tough Economy
- 11 a.m. Staying in Front of Your Customer

## **NOWRA Design Course**

**Rooms 240-242**

- 8 a.m. Mound and At-Grade Design
- 9:30 a.m. Low-Pressure Pipe in Drainfield Distribution
- 11 a.m. Subsurface Drip Irrigation

## **Municipal Sewer & Water**

**Rooms 140-142**

- 8 a.m. How to Recover Non-Revenue Water
- 9:30 a.m. Phased Assessment Strategy for Sewers - Understanding Sewer Condition Quicker with Fewer Resources
- 11 a.m. The Science of Pipe Cleaning — Flow and Pressure



**Many states approve WWETT education sessions toward fulfilling required certified education units or professional development hours.**

**See [wwettshow.com](http://wwettshow.com) for a list of approved states and courses.**

## Friday, February 19, 2016

### Liquid Waste Treatment & Disposal

Rooms 130-132

- 8 a.m. | Fact vs. Fiction: The Top Ten Septic Myths
- 9:30 a.m. | All About Facultative Bacteria
- 11 a.m. | Brown Grease Recovery From Grease Trap Waste: Science and Economics

### Industry Safety

Rooms 140-142

- 8 a.m. | Identifying and Managing Risk in a Septic or Sewer Business
- 9:30 a.m. | How Well Do You Know Your Cleaning Hose?
- 11 a.m. | Pathogen Exposures to Workers in the Onsite Industry

### Business Strategies

Rooms 240-242

- 8 a.m. | Creating a Data-Driven Strategic Marketing Plan
- 9:30 a.m. | What Every Sewer and Drain Contractor Needs to Know About Asset Protection, Tax Reduction and Estate Planning

### Municipal Sewer & Water

Rooms 240-242

- 11 a.m. | GIS: Empowering Water, Wastewater and Waste Removal Organizations

### Sewer & Drain Cleaning, Inspection & Repair

Rooms 133-135

- 8 a.m. | Advanced Pipe Bursting
- 9:30 a.m. | Low-Latency, High-Definition Video Over Coaxial Cable for Remote Inspection
- 11 a.m. | Plumbers vs. Technicians: The Slow Decline of the Tradesman

### Municipal Sewer & Water

Rooms 231-233

- 8 a.m. | Using Acoustic Inspection to Prioritize Sewer Cleaning
- 9:30 a.m. | Evaluation of Automatic Filters for Nozzle Protection in Recycled Water Applications
- 11 a.m. | Flow Monitoring — How to Make Your Program Successful

### Treatment Plant Operator

Rooms 243-245

- 8 a.m. | Insights into Ozone Water Treatment Plants
- 9:30 a.m. | Wastewater Microbiology
- 11 a.m. | How to Ensure Gold is the Result — Choosing the Right Dewatering Equipment



### Business Software & Technology

Rooms 136-138

- 8 a.m. | Know the State of Your Business Using Business Charts and Reports
- 9:30 a.m. | Using Software to Save Time and Increase Profits
- 11 a.m. | Using Mobile Devices for Business

### Sewer & Pipe Rehabilitation, Relining & Repair

Rooms 234-236

- 8 a.m. | Buying Back Capacity
- 9:30 a.m. | Successful Reduction of I&I Using the Holistic Approach to Sewer Rehabilitation
- 11 a.m. | Large Scale Centrifugally Cast Concrete Pipe Culvert Rehab in CO Dept. of Transportation Region 1

### COLE Publishing's Onsite Installer Course

Rooms 237-239 8 a.m. - 5 p.m.

This day-long session will walk professionals through an introduction to proper installation practices for the sustainable use of onsite treatment systems

Detailed session information available at:  
**www.wwettshow.com**





## Polyurethane Hose from Kuriyama Features UV Resistance

By Craig Mandli

Material-handling hose needs durability to pump abrasive liquids and toughness to withstand prolonged use in harsh environments, including snow, ice and rain. But hoses used outdoors for prolonged periods are also subject to damage resulting from exposure to heat and UV light.

Tigerflex Solarguard Amphibian AMPH-SLR Series heavy-duty polyurethane-lined wet or dry material-handling hoses are constructed to resist this type of damage. Kuriyama of America introduced the hose – which comes in convenient 3- and 4-inch sizes for portable restroom operators – at the 2015 Water & Wastewater Equipment, Treatment & Transport (WWETT) Show.

“We actually use a special compound that contains a double dose of UV stabilizers that reflect the damaging UV photons away from the hose,” says John Kohls, national sales manager for Kuriyama of America. “We first found success using this material for hoses in the methane gas industry, then decided to transfer it to the hydrovac and pumper truck market.”

Solarguard hoses include a reflective yellow pigment designed to reduce heat absorption, as they can remain up to 10 degrees F cooler than darker-colored hoses, protecting the hose and extending the service life.



*John Kohls, right, national sales manager for Kuriyama of America, shows the series of Tigerflex Amphibian polyurethane hoses to attendees at the 2015 WWETT Show. (Photo by Craig Mandli)*

Tests commissioned by Kuriyama showed a 3 percent reduction in hose material strength after prolonged UV exposure, whereas the company’s standard PVC hoses showed over 40 percent strength loss over the same period.

“We knew from the testing that this was going to be a success,” says Kohls. “The Solarguard hose does cost a little more than our traditional polyurethane hose, but it’s going to last twice as long.”

Solarguard Amphibian AMPH-SLR Series hoses are ideal for hydro-excavation, industrial vacuum equipment, material handling (including heavy-duty abrasives), sewer truck boom hose and slurry handling. It has a durable PVC cover with polyurethane liner, and PVC helix, and is rated for use in temperatures from minus 4 to 150 degrees F. A multi-strand grounding wire is built into the larger-diameter hoses, 6 and 8 inches, to help prevent the buildup of static electricity for added safety and to help keep material flowing smoothly. Kuriyama began selling the hose in December 2014 before officially launching the product to the wastewater industry at the WWETT Show.

“The feedback we’ve received from those using Solarguard hose in the field has been excellent,” says Kohls. “Our big goal having it at the WWETT Show is to educate potential consumers on the strong value it provides despite the little bit higher cost.”

Kohls says the contacts and feedback he and the rest of the on-floor Kuriyama staff received regarding the Solarguard hose was overwhelmingly positive. He pointed out that the company came into the show with high expectations, and it was apparent almost immediately those would be surpassed.

“This product solves a big problem that a lot of contractors in the field were dealing with and told us about in previous years,” says Kohls. “Attending this show gives our staff a great opportunity to gather that feedback from different portions of the market and use it to make better products. That’s why we’re excited to be here.” 847/755-0360; [www.kuriyama.com](http://www.kuriyama.com). ■

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# No More Talking Trash About Portable Sanitation

By Karleen Kos

**Y**ears ago my stepfather teased his grandchildren when they were reluctant to apply enough effort to their homework, chores or grooming. “At this rate, kiddo, you’ll never amount to anything,” he’d joke. “Do you want to end up as a garbage man?”

As time passed that line stopped being as funny. Mere “garbage men” became solid-waste professionals, their operations reflected both pride and new technologies, and a righteous cycle of improvement gained momentum. The image of that industry was transformed.

It didn’t happen by accident. It didn’t happen because those outside the solid-waste industry suddenly became enlightened. It occurred because the solid-waste industry worked hard to make it happen. Specifically:

- The solid-waste trade associations developed strategies and messages to help improve the general perceptions of their industry.
- Companies helped carry those messages by refusing to be a joke. They put their teams in uniforms, kept their trucks clean and in good repair, adopted new technologies, and got involved in the lives of their communities.
- Together, the associations and their members built an improved image, engaging their customers and local governments in the process. That’s how wheeled, flip-topped, waste-truck-compatible trash bins came to replace the messy, unsightly mix of boxes, plastic sacks and metal cans that used to sit on corners.

What does all of this have to do with portable sanitation? Plenty. In many circles, portable sanitation is viewed as poorly today as solid waste was viewed 30 years ago. Luckily, we can apply the lessons learned to similarly transform the image of our industry.

This is not just talk. The PSAI has a plan and we’ve already begun the process. The adoption of our new tagline succinctly communicates why portable sanitation matters. Going forward you’ll see “Better work sites. Better weekends. Better world.” almost everywhere you see our name. This line will serve as the springboard for future messaging about the value of portable sanitation. To back that up, we’ve introduced a Code of Excellence to define best practices and hold ourselves accountable. And, of course, for two years we’ve been reaching out to the public through World Portable Sanitation Day – a signature celebration and day of awareness.

The PSAI is going to work at this “image thing” relentlessly for as long as it takes to turn the tide. Believe me, though – the tide will turn a lot faster if we take a lesson from the solid-waste industry and actively engage many people inside and outside portable sanitation in the process.

In addition to what the PSAI alone can do, the more companies get on board as members, volunteer advocates and as good examples, the faster things will change. The more the association and its member companies engage local governments and the public, the sooner we will be able to create our own “righteous cycle” of improvement and esteem.

Join the PSAI in this effort. We look forward to working with everyone in the industry to arrive at the day when “talking trash” about portable sanitation just isn’t funny anymore. ■




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# Are Dash Cams a Video Tattler or Insurance Tamer?

**WINDSHIELD CAMERAS CAPTURE VIEW OF OTHER MOTORISTS, HAVE THE POTENTIAL TO UNCOVER AND CORRECT YOUR DRIVERS' BAD HABITS**

By Ed Wodalski

**Y**ou've probably seen the ads on TV claiming that good drivers can save up to 30 percent on their car insurance. All you have to do is plug a small tracking device into your vehicle's diagnostic port under the dash and drive.

Data such as sudden changes in speed, how much you drive – even where and when you drive – is transmitted to the insurance company and analyzed to see if you qualify for a lower rate – or not.

Of course, everyone believes they're a good driver and should pay less, which accounts for the growing popularity of Progressive's Snapshot, State Farm's In-Drive, American Family's mySafetyValet and similar programs.

Currently these discounts only apply to noncommercial vehicles, but that doesn't mean you and your business can't benefit from tracking driver habits.

## MANY BENEFITS

You're probably already aware of the many GPS and dash cam devices available and might even have one in your truck. In addition to creating some amazing YouTube videos, the technology has the potential to reduce collisions, save lives, resolve litigation, improve fuel mileage, reduce maintenance and, yes, lower insurance costs.

Among the devices most recommended by insurance brokers is DriveCam by Lytx, as in analytics.

"It's a combination of what I call a GPS on steroids and a video camera," says Mark Herring, senior vice president for Heffernan Insurance Brokers in Portland, Oregon, who insures about 4,000 trucks. "There's a camera that faces forward so you can see what happens in front of the truck and one that shows what's happening to the driver. You can tell if he's texting, on the phone, eating a burger or dropped a cigarette."

While most recording devices provide a continuous video loop, DriveCam delivers 12-second segments – eight seconds before and four seconds after an event – much like instant replay used by sports teams.

"Usually the base-base, where it's just the video, will be about \$15 to \$20 per truck per month, and the Cadillac version, where they do all the work for you and provide a report, is going to be upward of \$59 a month," says Herring, who believes every truck should have some type of a recording device.

## FOR THE WASTEWATER INDUSTRY?

"If you have one or two trucks and it's all family, you probably don't



**Above:** The split-screen camera captures the view in front of the truck and inside the cab. (Photos courtesy Lytx)

**Left:** The DriveCam from Lytx mounts to the windshield.



need it for your guys, but you still need it for the other guys on the road who claim you did something," he says. "I think it's the best risk-management tool that a business with more than 10 trucks can have."

Some portable restroom operators or pumpers may say they would never exchange the privacy of their cab for an insurance discount. Others, such as Janelle Kick, co-owner of Purple Pumper in Hinckley, Minnesota, say they might

consider such a device if it lowered their insurance cost.

"Possibly," she says. "I never really thought of it for our big trucks. I always thought of it for cars and more personal applications, so I guess I never even asked."

Steve Mular, vice president of family-owned Parkway Services in Ypsilanti, Michigan, says his company has GPS and backup cameras on all its trucks.

"We save a little," he says. "But it could also work against you in court if your driver was speeding."

Herring says most good insurance companies will provide a 5 percent credit if you have some type of monitoring system and up to 10 percent if you have DriveCam, but it's not something an underwriter is likely to offer – you need to ask.

(continued)



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### A DVR RECORDER

The DriveCam program by Lytx consists of a camera that's attached to the windshield. It shows what's ahead of the vehicle and what's happening in the cab.

"It's kind of like a DVR recorder," says Greg Lund, director of corporate communications for Lytx. "It's always recording, but it doesn't save until there's what we call an event – a hard brake, a swerve. An example would be a driver going down the road and someone cuts in front and he has to brake really hard."

Data is uploaded via a modem to reviewers at Lytx who send clips of significant events along with a report back to the customer. Event data can be used to resolve litigation and help employees become better drivers, Lund says.

**"What we're looking for is the root cause of risky driving. We follow about 100 different behaviors, from using the cellphone to driving too fast, to not looking far enough ahead. We also have a lot of videos that show the driver doing some heroic things to avoid collisions."**

**Greg Lund**

"We look at which of the drivers are exhibiting behaviors that need coaching, which drivers are doing great and those in the middle," he says. "What we're looking for is the root cause of risky driving. We follow about 100 different behaviors, from using the cellphone to driving too fast, to not looking far enough ahead. We also have a lot of videos that show the driver doing some heroic things to avoid collisions."

Each behavior is assigned a value and drivers are ranked according to those needing the most coaching and their likelihood of being in an accident.

### COSTS CAN BE OFFSET

The subscription service costs about \$50 per vehicle per month for most large fleets. Lytx also offers a less expensive program for fleets with 10 or fewer vehicles called DC (DriveCam) Protect.

"Anybody that wants to lower their risk, anybody that wants to improve driving behavior among their fleet, those are the clients that come to us," Lund says. "Through better driving, we also feel you can save fuel costs by up to about 12 percent."

Lund says fleets that have the most success with the DriveCam program are those that use it in a positive manner.

"By that I mean they don't put the hammer down on a driver who might have a few behaviors that need to be fixed, but work with him to improve and then reward him when he does." ■



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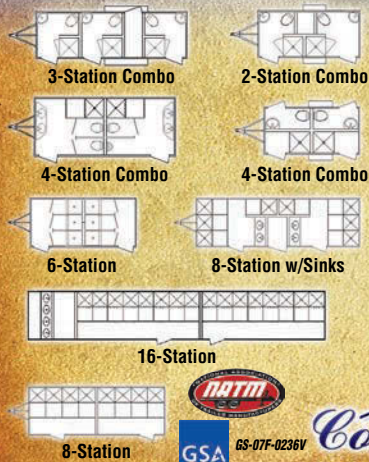
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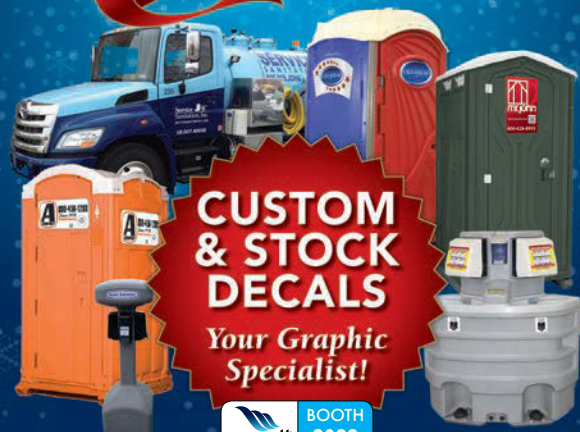
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## Holding Tanks and Transport Trailers

By Craig Mandli

### DECALS

#### ALLIED GRAPHICS DECALS

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



#### DYNAMIC DECALS

Portable restroom decals from **Dynamic Decals & Graphics** are available for smooth plastic surfaces (Super Stick adhesive). Monster Stick vinyl is an aggressive,

flexible 3.2 mil material that contours to textured surfaces and adheres without excessive amounts of adhesive. Truck decals are a 3.2 mil 3M material with an additional 3.3 mil UV lamination for a long life. Decals are made with UV inks for maximum pigment and life span. **800/472-0285; www.dynamicdecals.com.**

#### J.C. GURY COMPANY DECALS

Custom decals and magnetic and aluminum signs are manufactured to order by **J.C. Gury Company**. The company also makes vinyl-cut decals for vehicles and equipment, portable restrooms, rental fence signage and advertising job site signs. **800/903-3385; www.jcgury.com.**



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(continued)

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## HOLDING TANKS

### KENTUCKY TANK PRO-PUMPER 250

The **Pro-Pumper 250** low-profile, plastic holding tank from **Kentucky Tank** is designed for above-ground waste storage. It has a capacity of 250 gallons and easily fits under office trailers. It has seven 3-inch threaded inlets and a 10-inch lid with stainless steel tether for easy plumbing and pumping. The holding tank has a molded-in handle for easy positioning and securing. It is FDA approved for potable water. It comes in 16 colors. **888/459-8265; www.kentuckytank.com.**



### POLYPORTABLES HOLDING TANK

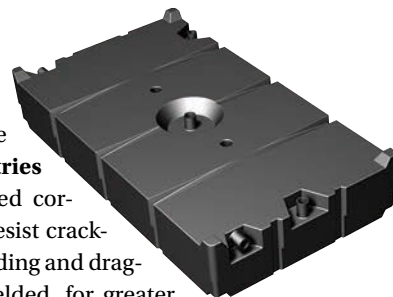
Rotationally molded polyethylene holding tanks from **PolyPortables** are often used under on-site office trailers, but have also been used for temporary waste storage in other applica-

tions. The 250-gallon low-profile tank is 18 by 48 by 72 inches and weighs 100 pounds. Four clean-out ports are typically installed on each tank – two on the top in opposing corners and one on each end. Custom tanks with as few as two ports are available. A uni-seal grommet and threaded PVC connector are inserted in each port. Also available is a 300-gallon tank (18 by 48 by 90 inches) with one 10-inch manhole, two 3-inch spin-weld ports and two universal clean-outs. Tanks can be daisy-chained to increase capacity. **800/241-7951; www.polyportables.com.**



### SATELLITE INDUSTRIES HOLDING TANK

Strong, impact-resistant polyethylene holding tanks from **Satellite Industries** have two internal pillars and thickened corners, and are designed to stack high, resist cracking and decrease wear-through from sliding and dragging. Fittings are molded, not spin-welded, for greater strength and all ports and connectors are recessed to guard against breakage. The 300-gallon-capacity polyethylene tanks can be connected end to end with standard rubber fittings to increase waste storage when needed. They are available in gray or a natural translucent color. Optional 5- and 10-inch manways are available. **800/328-3332; www.satelliteindustries.com.**



## LABELS

### GRAPHIC PRODUCTS DURALABEL TORO

**DuraLabel Toro** from **Graphic Products** allows users to automate inventory tracking for holding tanks, restrooms and hand-wash stations with barcodes. The industrial label printer is IT independent, and offers a built-in keyboard, color touch screen, and optional three-hour battery. The printer includes LabelForge Labeling Software, designed to create custom linear and 2-D barcodes with a 300 dpi print resolution. Barcodes printed on premium vinyl tapes are resistant to water, UV light and most chemicals, and can withstand temperatures up to 200 degrees F. The barcodes can streamline on-site data collection and archiving, creating a more efficient inventory system while eliminating the risk of human error. Use barcodes to track the delivery and pickup of vehicles and holding tanks or to organize servicing schedules. **888/326-9244; www.graphicproducts.com.**



## LIGHTING

### SOLAR LED INNOVATIONS SOLAR POD LIGHT

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



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## CASE STUDY

### Solar lights illuminate Apple Festival units

**PROBLEM:** Jim Garris and Kenton Brubacher of J & K Septic Service in northern Indiana landed the portable restroom service contract for the Nappanee Apple Festival. Festival organizers stipulated that restrooms and hand-wash stations needed to be lighted for nighttime users.

**SOLUTION:** Garris and Brubacher chose to install **LunarGlo** solar lighting as a standard feature on 50 percent of their restroom units. The lights have long-life batteries, making units easier to clean at night.

**RESULT:** The lights worked so well that J & K now offers lighted restrooms on all portable units and hand-wash stations. The business has grown to a point where they now enjoy over 65 percent rental activity daily. They were recently awarded a contract for the Elkhart, Indiana, Jazz Festival mainly because they offered lighted units. **574/294-2624; [www.lunarglo.com](http://www.lunarglo.com).**



## MAGNETS

### MAGNETS BY STAMP WORKS PORTABLE RESTROOM MAGNET

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



## PORTABLE RESTROOM MOVERS

### ARMAL TRANSPORT DOLLY

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



### DEAL ASSOC. SUPER MONGO MOVER

The **Super Mongo Mover** hand truck from **Deal Assoc.** can be used to easily move standard and ADA handicap restrooms. The tall handle creates leverage so smaller operators can tip back restrooms with ease. It is constructed of steel and aluminum for light weight and durability, and is available with pneumatic or flat-free foam tires. Four-tire models make it usable around the yard or when moving mostly empty restrooms, while six and eight-wheel models are available for soft ground and heavier loads. **866/599-3325; [www.dealassoc.com](http://www.dealassoc.com).**



## RESTROOM TRANSPORT

### AMERI-CAN TOTER TRAILER

**Toter** portable restroom transport trailers from **Ameri-Can** are available in lengths from 16 to 40 feet and carry up to 20 restrooms. The drop-bar feature enables large units such as ADA and handicap-accessible models to be easily transported. The easy-load design saves time. Each trailer is manufactured with steel for strength and a long life span. **574/892-5151; [www.ameri-can.com](http://www.ameri-can.com).**



### AMTHOR INTERNATIONAL FLAT VAC

The **Flat Vac** multipurpose portable restroom tank truck from **Amthor International** allows the operator to carry up to 12 restrooms on top of the tank, as well as pull a restroom delivery trailer. The tank has a rounded



bottom with a full-length formed sump design for drainage and full baffles for strength. The flat tank has separate wastewater and freshwater compartments, as well as an option for a chemical or brine compartment. It is available in steel, stainless steel or aluminum. It comes with a workstation and a vertical cabinet with an aluminum extruded door including numerous shelves. A liftgate is installed behind the tank to load and unload restrooms. All units are custom-built to specification. **800/328-6633; [www.amthorinternational.com](http://www.amthorinternational.com).**

### ART COMPANY TRANSPORT TRAILER

Transport trailers from **ART Company (A Restroom Trailer Company)** are designed for durable and functional transport of any brand of portable restroom. Their low bed height and expanded metal decking makes loading and unloading simple, as there is no need to adjust carrying slats for different restroom sizes. They can accommodate larger ADA units, meaning there's no need to pull multiple trailers to a special event. They are fully customizable, with options such as adding side railings or solid decking. They are available in lengths to carry 10 to 20 units. **269/435-4278; [www.arestroomtrailer.com](http://www.arestroomtrailer.com).**



## RESTROOM TRANSPORT

### CRESCENT TANK MFG. FLAT VACUUM TANK

The Flat Vacuum Tank from Crescent Tank Mfg. can be used as a service truck and for pickup and delivery of restrooms. It can be used to tow a trailer and plow snow. The tank is sized from 300 to 1,000 gallons and can carry up to 10 portable restrooms and equipment on the bed. Waste is held inside the truck bed, and freshwater is held in the poly tank. The vacuum tank is constructed from 1/4-inch mild steel. 585/657-4104; [www.crescenttank.com](http://www.crescenttank.com).



### CUSITEC CUSTOM TANKS AND TRAILERS 3000 S

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



### EXPLORER TRAILERS - MCKEE TECHNOLOGIES TRANSPORTER

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



### JOHNNY MOVER TRAILER SALES TRAILER

The portable restroom transportation trailer from Johnny Mover Trailer Sales has a skid-locking system that secures multiple units using an iron bar locked into place with a chain binding system. Models



are available to handle six to 20 restrooms, and all feature front deflectors to protect units from road spray and debris, brakes, paint options, lighting, and leaf-spring suspension, with optional powder coating and chrome wheels. 800/498-3000; [www.cesspoolcleaners.com/johnny.html](http://www.cesspoolcleaners.com/johnny.html).

### LIQUID WASTE INDUSTRIES TRAILER

Custom-built portable restroom delivery trailers from Liquid Waste Industries can hold anywhere from six to 24 portable restrooms, and come with or without sides. They are built with heavy-duty steel and come standard with torsion axles, electric brakes, flush-mounted lights and, depending on the size of the trailer, 10- or 13-inch wheels and tires. Custom upgrades include gates, leaf spring axles, fold-down ramps, LED lights and choice of hitch. 877/445-5511; [www.lwiinc.com](http://www.lwiinc.com).



### POLYJOHN ENTERPRISES TRAILERS

PolyJohn single- and double-unit trailers can be used on work sites where crews need

movable restrooms. These sturdy units are built for highway use or off-road trails, and come with a removable hitch and taillights. For safe and easy access, the design allows units to be lowered to ground level. They can be used by emergency management providers, small special events or at agricultural sites. 800/292-1305; [www.polyjohn.com](http://www.polyjohn.com). ■

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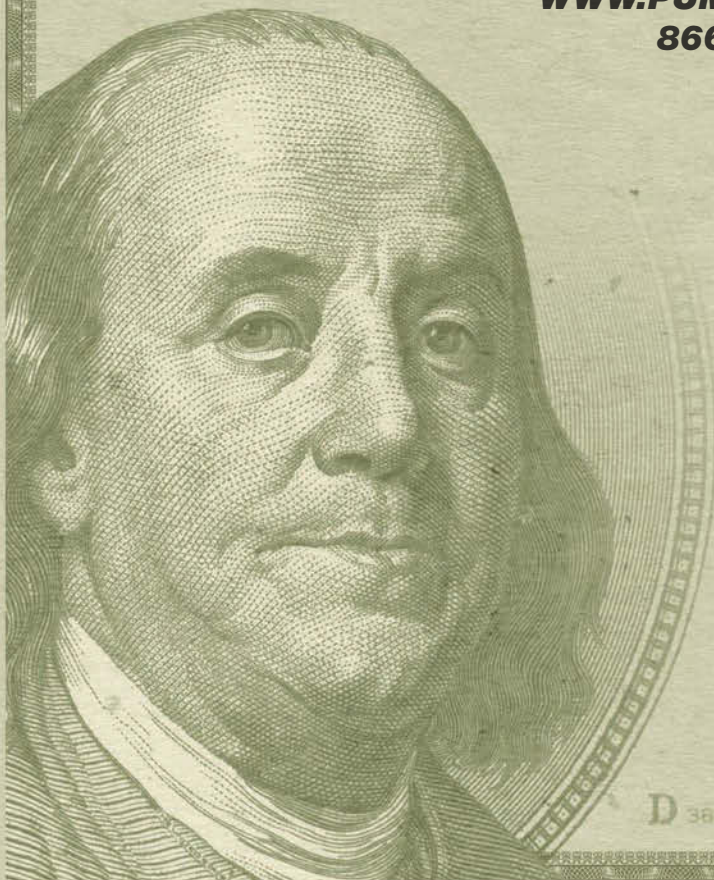


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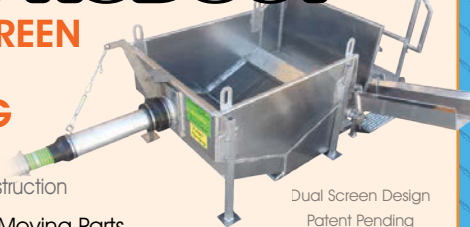
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## PRODUCT NEWS

### Aluma flatbed utility trailer

The 7712H single-axle flatbed utility trailer from Aluma Trailer features 14-inch aluminum wheels (standard) and an extruded aluminum floor with front and rear retaining rails. The bed is 77.5 inches wide and 142 inches long. LED lighting package and safety chains are included. **866/415-3285; [www.alumaklm.com](http://www.alumaklm.com).**



### WorkWave fleet management app

The WorkWave Fleet mobile-first flexible route planning app from WorkWave, formerly Marathon Data Solutions, is designed for small- to medium-sized fleets. **866/413-3498; [www.workwave.com/fleet](http://www.workwave.com/fleet).**



## INDUSTRY NEWS

### Advantage Funding expands sales team

Advantage Funding named Michael Kendro regional sales manager. He will be responsible for vocational sales in the company's Southeastern Region. Advantage Funding offers equipment financing and leasing options for vehicle dealers, distributors, manufacturers and end users. ■

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Pac-Mac PR-15 dual-service portable restroom service unit for sale. 2016 Hino 268 chassis with 1,500-gallon carbon-steel tank split 1,100/400, dual hose reels, Burks DC10, dual dropdown workstations, and dual polished aluminum toolboxes. Please call Jimmy at 601-670-5238 or mckee.jimmy@keithhuber.com. Units in stock with affordable pricing. (T12)

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