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## PORTABLE RESTROOM OPERATOR

January 2016  
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# SWING FOR THE FENCES

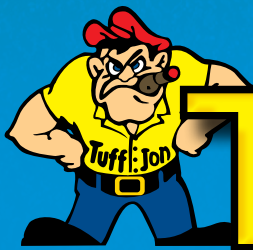
Retired slugger Doug Gredvig covers the bases to build a restroom business from startup to big success **Page 16**

## Beers to You!

Michigan's Williams & Bay serves up sanitation for a popular microbrew and music festival **Page 30**







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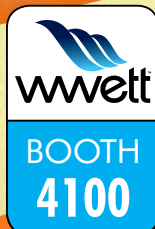


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# 5 Product Categories For PROs at the WWETT Show

**KICK THE TIRES, ROCK THE RESTROOMS AND SNIFF THE DEODORANTS WHILE YOU'RE WALKING THE FLOOR AT THE INDIANA CONVENTION CENTER**

By Jim Kneiszel

**T**oday we shop for and buy many products without the benefit of seeing them, handling them and looking for signs of quality manufacturing. Think about how Amazon.com has changed our retail shopping experience.

Often we no longer have an expectation of looking over a product before we purchase. This seems ludicrous when choosing items like televisions or stereos, for example. Picture quality from a TV or sound quality through a stereo amplifier are subjective. We all have preferences and see or hear things differently. Yet we often purchase these products sight unseen.

Maybe that's OK. We can get used to a flat-screen TV we use to watch movies and sporting events at home. And if we do find shortcomings in the product, well, we'll just live with it. It's not that big of a deal, right?

## NOT SO GOOD FOR WORK

That way of buying may work fine for common consumer goods. But what about the tools of your trade as a portable restroom operator? Do you want to rely on a website description or a few photos in a brochure to make major equipment purchases like a vacuum truck or a restroom trailer? I didn't think so.

Unlike the TV in your living room, you can't tolerate work equipment that doesn't quite meet your high standards or doesn't provide the durability or convenience it promises. The tools that help earn a living for you and your crew have to perform day after day. Their quality must match your reputation with customers. They have to prove to be wise purchases. The future of your service business is at stake.

That's one reason I'm such a strong proponent of restroom contractors attending the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show. Getting a grasp on the latest products offered by the wastewater industry is perhaps the No. 1 reason I think you need to be in Indianapolis Feb. 17-20 for the WWETT Show.

There are many good reasons to attend the WWETT Show. The 100 education seminars offer fantastic learning opportunities. Networking with other PROs from across the country presents enormous value. Walking among thousands of wastewater professionals at the Indiana Convention Center builds a sense of pride for you and your crew.

But no matter where you look - other trade shows, the Internet, phone conversations with far-flung vendors - there's no replacement for the WWETT Show when it comes to learning about the equipment you rely on every day. Nowhere else will you find a gathering of 600 manufacturers from one industry - filling nearly 600,000 square feet of exhibit space - encouraging you to kick truck tires, slam restroom doors and ask any question that comes to mind.

**Expect a little of the unexpected when it comes to new products at the WWETT Show. Whether it's a convenience like a new design of restroom dolly or an accessory like insulating blankets to warm construction restrooms in winter, each year brings something new that might help your business.**

## CHECK THESE OUT

I'll share five product areas where the WWETT Show offers a unique and valuable shopping experience for PROs:

### Portable restrooms

The staple product of PROs has to stand up to rough treatment on construction sites, the scrutiny of a bride at a backyard wedding, and reliability through hundreds of uses at a music festival. At the WWETT Show, you can compare all of the industry's major brands of restrooms side by side. Check out the durability of wall panels. See how fasteners, skids and hinges are designed. Look at how accessories like sinks and tissue holders integrate into the units. Slide your hands across door edges to test the fit and finish of assembled units. Grab the handles, lift and rock the units, and move around inside them to test ergonomics and ease of handling. Check surfaces and crevices for cleanability. Look at the array of colors offered by each vendor.

### Restroom trailers

Adding upscale trailer service is a big move for PROs. Restroom trailers are costly, so you can't afford to purchase one that doesn't perfectly match your specific needs. And the myriad of trailers offered by the industry have many subtle differences you need to explore to make the right choice. What's more important to you: the rock-solid durability of materials designed for oilfield service, or finely crafted woodwork trim and a flat-screen TV for VIP event use? Restroom trailers at the WWETT Show run the gamut from no-frills to better-than-home comforts. Some offer lowering ADA units with macerating pump systems. Some offer the privacy of individual bathrooms, while others are designed with shared sink areas to churn more users at a busy event. You can consider compact trailers that fit just about anywhere or massive semi-trailer-sized units for huge events.

### Deodorants

Some PROs face long, hot summers that test the effectiveness of holding tank or urinal deodorant products. Others are looking for a new





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scent to use in their special event units. You can give a wide range of deodorant products the sniff test at the WWETT Show. Talk to vendors about their formulas for handling the hot summer sun. Ask for samples to take home and test under your specific adverse conditions. Learn about the various ways the deodorant products are packaged, from concentrated liquid to individual pouches.

## Service trucks

When a vacuum truck is parked in front of you, little details that indicate a high level of build quality quickly become apparent: straight, clean tank welds; the way seams come together with little variance in tolerances; smart design choices that improve ergonomics and make the rig a joy for technicians to use. Truck builders put some of their best work on display at the WWETT Show. Examine how they perform – from fabricating the tank to rolling the truck onto the show floor. How does the paint finish look? How is the fit and finish of the accessories like fold-down racks, toolboxes and hose trays? Do you like their placement of hose hangars, sight glasses and work lights? Many trucks at the WWETT Show have been ordered by other PROs who will be on hand to pick them up at the show. Can you talk to those truck owners and ask them what they liked about working with the builder? Talk to each builder on hand about your preferences for a new truck and start looking for your next new rig.

## The wild card

You can expect a little of the unexpected when it comes to new products at the WWETT Show. Whether it's a convenience like a new design of restroom dolly or an accessory like insulating blankets to warm construction restrooms in winter, each year brings something new that might help your

business. Or maybe you'll gain an idea for a diversity play in your service offerings, such as large holding tanks, construction barricades, open festival urinal units or a unique new European restroom design. Keep your mind open to the possibilities and you might discover a piece of equipment that will create a new profit center for your company.

## A HANDS-ON EXPERIENCE

I'll bet most PROs can point to an instance when they were disappointed with a piece of equipment, a work tool or a consumable product they bought without the benefit of a hands-on shopping experience. The WWETT Show is designed to eliminate that risk by putting a world of products from the wastewater industry in one huge room, ready for your examination. ■

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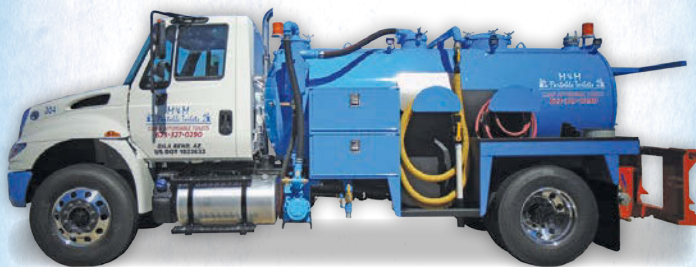
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Troubleshooting Tips

## Financial Management

If you handle your own bookkeeping (and even if you hire an accountant to handle everything), you need to be familiar with your financial reports so you can easily spot and correct mistakes. If that sounds like a daunting task, read this tutorial by business expert Ellen Rohr.



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Overheard Online

“ A ‘team’ is an achievement; a dynamic process that includes talent, focus, motivation and sacrifice. It has a personality, preferences and a unique culture. ”

- The 5 Steps of Successful Team Building  
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Repeat Business

## Renew Those Contracts

Do you have a system in place to follow up with last year's customers for this year's events? You want to renew those contracts, so act now! See what this business owner does to reel in repeat customers.

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Offseason Schedules

## Vacation Time

This is probably the season of downtime for you and your employees, and you may even be encouraging them to take vacation this time of year, to avoid being without help during the busy times. But you still need someone holding down the fort. Here are some tips on avoiding vacation scheduling nightmares.

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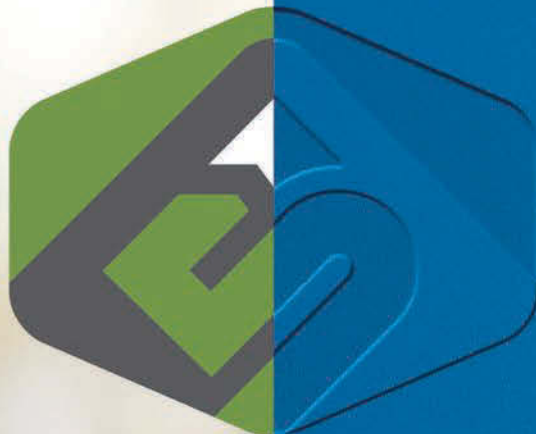


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Five Peaks is a family owned company and proud of it. For three generations we have been providing the highest quality products for the portable sanitation industry. Still, it doesn't feel like that long ago when we began serving our customers with a total commitment to their portable restroom needs. It seems like yesterday when our designers came up with a revolutionary restroom design and filled it with standard features. Features that no one can compete with for quality or price. Still we thought it was time for a new look. The logo has received a makeover - a bit bolder with a more modern typeface. It's a reflection of the progress Five Peaks has made over all these years. But as we continue to move forward you can rest assured that our dedication to excellence isn't going anywhere.

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# Win the Sale Without Losing on Price

**DON'T LET PRICE OBJECTIONS BRING YOUR SALES PROPOSAL TO A GRINDING HALT. USE THESE STRATEGIES TO GET THE JOB WITHOUT SLASHING THE PRICE.**

By Judy Kneiszel

**P**ortable restroom operators, like parents, can be undone if they constantly cave in to whining. If parents give in every time a child begs for candy, mom and dad will pay for it in dental bills. A PRO who gives in every time a potential customer complains about price eventually pays for it with diminished profit margins. Saying yes is easier in the moment, but in the long run it leads to decay.

You can employ several tactics to avoid caving in when a potential customer protests that your price is too high and still win the contract. Some require you to look at your long game and overall pricing strategy. Others are simple strategies you can try in the middle of your pitch to try and get the potential customer to shift his or her thinking about price.

**1. Know exactly what the customer is objecting to.** Sometimes people abruptly cut off a sales pitch early by announcing that the price is simply too high. But if someone has been interested enough to listen to an entire proposal and an objection to the price is only thrown out at the end, you need to determine what the customer means when he or she says your price is too high.

It could mean that the price you are quoting is literally higher than they can afford right now. Financing or an alternate payment structure could be proposed as a solution.

If the customer believes that the same restrooms and service is available for less from a different provider, try to determine if they are comparing apples to apples. Point out the advantages of your proposal. If your price is higher because your company would clean the restrooms more frequently, explain how inadequately serviced restrooms could have a negative impact on their event.

Calling out your proposed price as too high could also mean that the service you are offering is not worth the price to them. Sure, a luxury restroom trailer is worth the price to a producer on a big-budget Hollywood movie set, but maybe for the Saturday night drag racing promoter, that luxury is not worth the price. The customer may say your price is too high but what they mean is that it's not too high for what it is, but for what they need. Start over and this time listen to the customer and present an accurate price for what is truly needed, rather than what you'd like to sell them.

**2. Get out the calculator.** Don't spend a lot of time discussing the total price. Rather than focus on the price of a six-month contract, break it down by the month, week and day to show the cost is reasonable. Explain how the daily cost may be less than the price of a fast-food meal or a good cup of coffee and ask if it isn't worth that small amount to have the sufficient number of properly serviced restrooms on a construction site. Take the price they had in mind or said they could afford and stress the small difference between your price and theirs.

Investor Warren Buffett famously said, "Price is what you pay, value is what you get." The key to winning over a cost-conscious customer is getting him or her to appreciate the value of the service you offer, while accepting the price as fair.

**3. Show your hand.** It's hard to determine the true price of anything these days. Most retailers offer merchandise at 25 percent off so frequently customers start to wonder if anyone ever pays regular price for anything anymore. So it's no wonder a customer's gut reaction is to feel ripped off when you give them a number. Explain how you arrived at the price. Have a pricing structure in black and white that you can show the customer and make it a company policy that the price is the price. Show the customer how difficult it was to get the number as low as you did. Explain how long your rates have been in effect even though costs have gone up. Seeing how slim your margins are might make them feel camaraderie with you. If the price is the price for every customer, they'll know what their competitors are paying and may be less likely to balk. Most people just want to feel like they are being treated fairly.

**4. Don't take it personally.** It's easy to become defensive when a customer rejects the price you've quoted. But don't feel like they are questioning your integrity or your intelligence. They are just doing what today's "buyer beware" culture has conditioned them to do. They are looking to protect their business interests just like you are. So try to put yourself in their place and reiterate the benefits of what you are proposing. Price objection is your invitation to further educate a customer about the quality of your products and services.

**5. Act like you've already closed the deal.** Even if the customer hasn't signed on the dotted line, talk to them like they have. Say, "When we arrive at your location" or "We'll be servicing your restrooms twice a day." The customer is less likely to say the price is too high if it seems like you've already struck a deal.

In the end, value is the crucial selling point when dealing with a customer who rebukes your price. You may find yourself explaining how paying a little more for high-quality, properly serviced portable restrooms that people will actually use is a much greater value than saving money on the rental and then having to pay for carpet cleaning because party guests insisted on tramping through the house to use the bathroom.

Investor Warren Buffett famously said, "Price is what you pay, value is what you get." The key to winning over a cost-conscious customer is getting him or her to appreciate the value of the service you offer, while accepting the price as fair. ■



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# 4 Days to Make Your Business Better

## THE WATER & WASTEWATER EQUIPMENT, TREATMENT & TRANSPORT SHOW PROMISES GREAT VALUE AND OPPORTUNITY FOR YOUR BUSINESS

By Luke Laggis

Last year, the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show was spilling out of the exhibit hall at the Indiana Convention Center. This year, it's pouring into Lucas Oil Stadium.

It all gets started like it does every year, with the industry's best slate of education courses. The show returns to its Wednesday-through-Saturday schedule this year, so Education Day will be held Wednesday, Feb. 17.

A day in the classroom may not sound like the most exciting part of your trip to Indianapolis, but it could be the most valuable. Presenters from the industry's top manufacturers and associations will lead a wide variety of classes, covering everything from septic myths to small-diameter pipe cleaning. There are more than 50 classes on Wednesday alone.

When class lets out, the party gets started. Just take the short walk over to Lucas Oil Stadium — it's connected to the convention center — for the 2016 WWETT Show Kickoff Party. Relax, check out the exhibitor sponsor dis-

plays, and enjoy a cold beverage and complimentary hors d'oeuvres while networking with manufacturers and peers.

"One of the main requests we receive from attendees year in and year out is for more networking opportunities," says show coordinator Brad Bisnette. "The Kickoff Party presents this opportunity and does so in a very unique, convenient and exciting atmosphere."

The show really ramps up on Thursday when the exhibit hall opens. Every year, products introduced at the show become important components in many industry professionals' toolboxes and equipment fleets. More than 9,400 people representing 4,200 companies and 54 countries attended the 2015 show, with 597 exhibitors nearly spilling out of the exhibit hall.

This year, it's going to be even bigger, encompassing all 560,000-plus square feet of exhibit space at the Indiana Convention Center, in addition to the classrooms, stadium and the Sagamore Ballroom.

"Right now it's a daily challenge trying to figure out how we're going to fit this much equipment on the floor," Bisnette says. "It's going to be very impressive when the lights turn on and the doors open for showtime."

When that moment comes, take your time and scope out the floor. There's a ton to see, and you can't get to all of it in one day. Plus, there are dozens more education courses on Thursday, and you'll want to take advantage of those opportunities. It's the perfect day to take another class or two, give yourself an overview of the show floor and formulate a plan to get everything you need out of the next two days. And when the floor closes, you can head back to Lucas Oil for the second night of the Kickoff Party.

Friday brings more education and another full day on the exhibit floor, with a chance for you to zero in on the tools, equipment and conversations that can make a difference for your business.

In addition to being a huge day at the show, Friday is also the biggest night, with the Sagamore Ballroom doors opening at 5 p.m. for the annual Industry Appreciation Party. In addition to 25-cent tap beer and a fun, laid-back atmosphere, country music star Jerrod Niemann will perform. Niemann's hits include "Blue Bandana," "Drink to That All Night" and "Lover, Lover."

Just make sure you don't really drink to that all night, because Saturday is the final day of the show and your last opportunity to see everything that makes it great.

Don't forget, there's also plenty to do outside the show. Indianapolis is a fun and accommodating city with dozens of museums, entertainment venues and shopping opportunities, along with hundreds of restaurants within walking distance of the convention center. And with 4,700 guest rooms connected to the Indiana Convention Center via covered and heated skyways, weather won't be an issue.

The 2016 WWETT Show will be held Feb. 17-20 at the Indiana Convention Center in downtown Indianapolis. You can view the complete schedule of events along with an exhibitor list, floor plan, travel information and everything else you'll need to plan your trip to Indy at [www.wwettshow.com](http://www.wwettshow.com). ■



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The Area Restroom Solutions team includes, front row, from left, Mike Lytell, Kevin Holiday, Patrick Mondina, Jesus Guerra, Melissa Setzer, Edine Mondina, Brad Chambers, Felice Acevedo and Miguel Martinez; back row, Lydell Flake, Rodrick Johnson, Ryan Brooks, Doug Gredvig, Dustin Miller, Adam Manseau and Edward Bowens. (Photos by Leslie Sterling)

# SWING FOR THE FENCES

**Retired slugger Doug Gredvig covers all the bases while growing a restroom business from startup to big success** **BY KEN WYSOCKY**

**F**or years, Doug Gredvig made a living wearing a baseball jersey and cleats, playing first base for minor league affiliates of the Baltimore Orioles. Today, he still competes every day, but he wears a uniform for a different squad: the team at Area Restroom Solutions, the portable restroom outfit he founded in Sacramento, California.

The jump from curve balls and umpires to vacuum trucks and portable restrooms may seem like an unusual career move. But it made perfect sense to Gredvig, who has parlayed good business sense, a passion for customer service and an eagerness to learn into a portable restroom company with impressive growth since its founding.

Since 2006, gross revenue has increased by roughly 1,400 percent. In addition, the company now employs 17 people; runs nine vacuum trucks; has invested significantly in vehicles, restrooms and other equipment; and has diversified its business base by branching out into

## Area Restroom Solutions Sacramento, California

**Owner:** Doug Gredvig

**Founded:** 2006

**Employees:** 17

**Service Area:** 40-mile radius around Sacramento

**Services:** Portable sanitation, temporary fencing

**Website:** [www.arearestrooms.com](http://www.arearestrooms.com)

**Affiliations:** Portable Sanitation Association International



temporary fencing. In baseball parlance, Gredvig came through in the clutch and hit a career home run.

"All the characteristics of being a good baseball player – strong self-confidence, mental toughness, a good work ethic and a drive to succeed – are required to succeed in business," Gredvig says. "It also helps to be a lifelong learner. I never assume I know it all."

Today, about 70 percent of Area Restroom Solutions' restroom business comes from monthly rentals and the balance from special

(continued)





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**Left:** Doug Gredvig talks with dispatcher Adam Manseau and sales and marketing expert Melissa Setzer in the company office.

**Below:** Gredvig, owner of Area Restroom Solutions, displays memorabilia from his baseball career, including his Baltimore Orioles baseball card and a framed bat and photo with Major League Hall of Famer Cal Ripken Jr.

events. Portable restrooms generate about 85 percent of the business volume, and temporary fencing contributes the rest.

## PLAY BALL

Gredvig grew up near Sacramento and wanted to play professional baseball for as far back as he can remember. That dream came true in 2000 when the Orioles drafted him in the fifth round after he finished playing ball at Sacramento City College, where he'd earned an associate degree in business. The first baseman made it up to Triple-A ball, the highest rung on the minor league ladder.

"I had a really successful career," he says. "I was a top prospect for many years and moved up the ranks quickly. But toward the end of my career, I had two back surgeries. By then I was bouncing around the minor leagues (he spent his last year with a Philadelphia Phillies affiliate). I had a newborn child at home with my wife, Brittnee, so decided to hang 'em up.

"I knew it was time," he continues. "I put myself in a good position to play in the big leagues, but it just wasn't meant to be. But I was OK with that."

Eddie Ford, a now-retired PRO in Maryland, triggered Gredvig's interest in the portable sanitation industry. "I use to always see his restrooms (at the baseball field) and wanted to learn more about the business," he says. "I would help him out in the offseasons. He really helped me out in the beginning. ... Anytime you can learn about what worked for other operators, that's huge."

What intrigued Gredvig about portable restrooms? "I saw something that everyone else thinks is disgusting," he explains. "But if you do it the right way, you can really make a difference – supply nice, clean portable

"All the characteristics of being a good baseball player – strong self-confidence, mental toughness, a good work ethic and a drive to succeed – are required to succeed in business. It also helps to be a lifelong learner. I never assume I know it all."

**DOUG GREDVIG**



restrooms. If you do it right, people don't complain and look down on the profession. And besides, competing is something that I do. I'm always up for the challenge of taking on a new venture and trying new things."

## LEARNING CURVE

After some market research, Gredvig determined a niche existed for a midsize operation in Sacramento, which offered the added benefit of nice weather year-round, eliminating seasonal business ups and downs. Still, he'd compete with roughly half a dozen PROs in the region.

Starting out was difficult. "I was surprised to learn how much was involved," he recalls. "I was a true one-man band, making sales calls, answering phones, writing up orders, and delivering and servicing units. I leaned on my suppliers and asked questions. They really helped me with advice."

In those early years, Gredvig says he often relied on sheer determination. He recalls buying a vacuum truck and receiving his first load of restrooms, then wondering how he would get enough units set out to make the first monthly payment.

"One of my restroom reps said, 'Just tell people your story,' so that's what I did," he says. "I dropped off a lot of business cards and did a lot of networking, particularly with other similar businesses like garbage haulers and temporary fencing and portable office contractors. We'd go to lunch and share leads and sometimes we'd group services together.

(continued)





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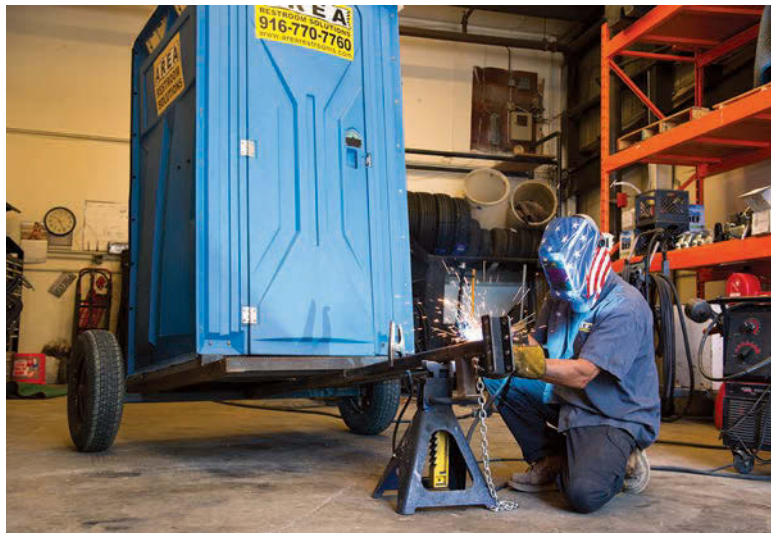


“But above all, I was patient and persistent,” he adds. “There were days that I loaded up restrooms in the back of my truck and vowed not to come back until they all were rented out somewhere. That’s the attitude you have to have. Eddie once told me that every portable restroom I put out is kind of like hitting a home run. I’d emphasize to contractors that I have really good equipment and I can respond quickly to any problems they might have.”

One important lesson: Whether renting one or 1,000 restrooms at a time, the same formula applies – know your costs. “A lot of operators are geared toward putting out as many units as possible, no matter what the price,” he explains. “I’ve always taken a slower approach. I know it sounds like I grew quickly, but I always knew my costs. It wasn’t about the number of restrooms I was putting out, but what my profit margin was for renting them out.”

## EQUIPMENT MATTERS

Area Restroom Solutions owns nine restroom service trucks, all equipped with Masport or Conde (Westmoor Ltd.) pumps; a 2015 Ford F-550 4x4 with a 900-gallon waste/400-gallon freshwater aluminum tank built by Satellite Industries; a 2015 Ford F-550 4x4 with a 750-gallon waste/350-gallon freshwater steel tank built by Crescent Tank Mfg.; a 2013 Ford F-650 with a 1,000-gallon waste/500-gallon freshwater aluminum tank built by Satellite; a 2011 Dodge 5500 with a 650-gallon waste/300-gallon freshwater steel tank built by Satellite; a 2007 GMC 5500 with a 900-gallon waste/400-gallon freshwater steel tank; a 2004 Isuzu NPR with a 325-gallon waste/150-



## Top tips for new PROs

When former professional baseball player Doug Gredvig traded in cleats for work boots and opened Area Restroom Solutions in Sacramento, California, he didn’t know much about the portable restroom business. But after 10 years, Gredvig has gained valuable knowledge and experience. Here are five tips to help industry newcomers get up to speed:

**1. Don’t devalue your service with low-ball prices.** Value what you do and charge appropriately for products and services. “There are many expenses associated with what we do, so understand those costs and charge a fair rate for your services,” Gredvig says. “And if a lower price is the only way you can get jobs, you need to rethink your sales strategy.”

**2. Surround yourself with good people.** The key to growing a business is finding employees who are passionate about the business. “Once you get to a point where you have to hand off hats for others to wear, be sure those people are qualified to do what you want them to do,” he suggests. “Give them the freedom to make their own decisions and learn from their mistakes. This will only make them better, and they’ll respect you much more than if you micromanage every move they make.”

**3. Operate lean and mean.** Knowing when to hire another employee is tricky. But Gredvig suggests monitoring workers’ overtime. “It can get away from you,” he says. “I’ve found that the breaking point is when guys work 50 to 60 hours a week. That adds cost that you can clean up a little bit by adding another employee. Plus you aren’t burning out employees.”

**4. Invest in equipment only when needed.** Gredvig says he can justify buying another vacuum truck every time he adds 150 to 200 route units. Otherwise, he risks being spread too thin if a truck breaks down. “You want to be covered when the worst happens ... so you can cover routes as smoothly as possible,” he says.

**5. Attend trade shows.** Gredvig says he attends the Water & Waste-water Equipment, Treatment & Transport (WWETT) Show as often as possible. “It’s very valuable,” he says. “The biggest thing is the people you meet and the information you pick up. People are very willing to share how they do things in their market. You get to see all the new technology, too, and meet in person the suppliers you deal with year-round.”

**Left, top:** Area Restroom Solutions builds trailers to carry Satellite Industries units into farm fields. Mechanic Mike Lytell is shown welding one of the rolling units.

**Left, bottom:** Proper vehicle maintenance helps keep overhead costs down. From left, Brad Chambers, Doug Gredvig and Edine Mondina take a peek under the hood of a service vehicle.

gallon freshwater steel slide-in tank built by FMI Truck Sales & Service; a 2002 Ford F-450 with a 500-gallon waste/350-gallon freshwater steel tank built by FMI Truck; a 2000 Isuzu NRR with a 650-gallon waste/300-gallon freshwater steel tank built by Satellite; and a 1995 Isuzu NPR with a 500-gallon waste/300-gallon freshwater steel tank. In addition, the company owns four trucks for pickups and deliveries and hauling temporary fencing: a 2006 Dodge 2500 flatbed, a 2004 Ford F-150, a 2003 Isuzu NRR flatbed and a 2003 Ford F-250.

The company also owns 1,500 Satellite restrooms, two restroom trailers built by Wells Cargo and four trailer-mounted VIP solar-powered single units from NuConcepts. Restrooms are transported using Explorer trailers from McKee Technologies.

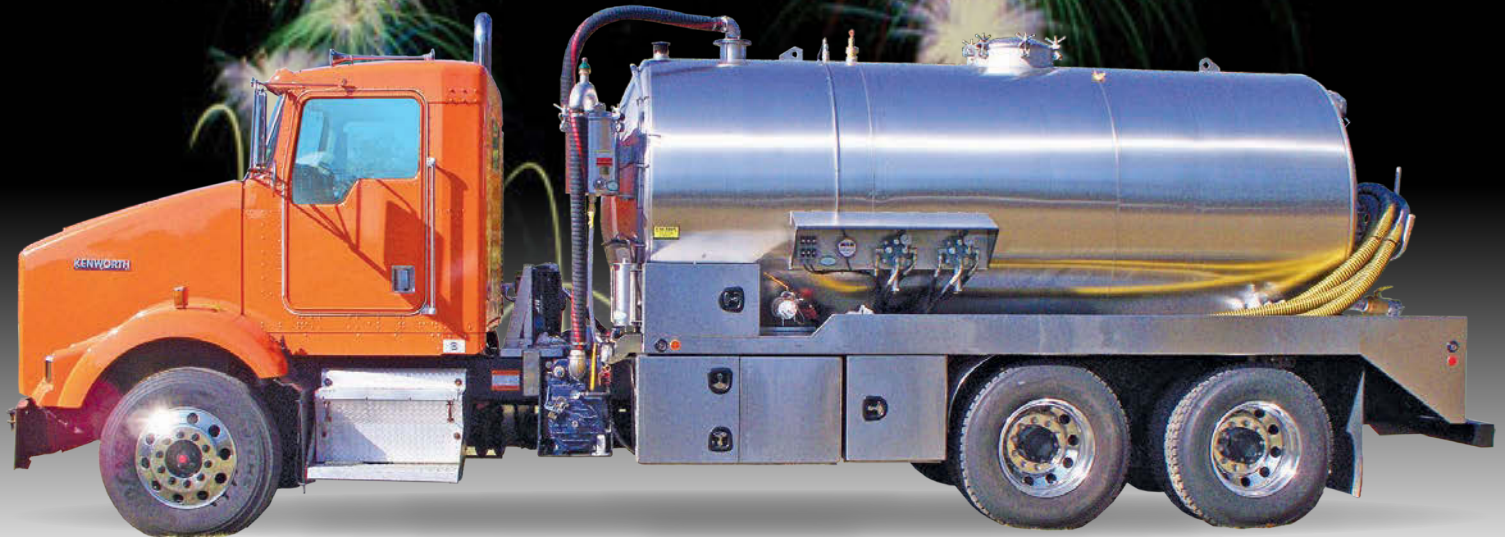
In addition, Area Restroom Solutions owns 75 300-gallon plastic holding tanks made by Satellite used to store waste from office-trailer

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easy for a competitor to ask someone to buy them out, but it's a lot easier if you already have good relationships."

Gredvig had not considered offering temporary fencing before the acquisition, but admits he should have because it provides consistent cash flow and meshes well with his core service and customers. The company now owns about 70,000 feet of steel fencing – most of it in the form of 6-foot-

high by 12-foot-long panels – and most of it is always rented out, he says.

But acquisitions aren't the only way to improve profitability; Gredvig also relies on new technology to build efficiency. For example, he recently started putting tracking devices from NexTraQ on trailers that hold either one or two single units rented by agricultural customers. Because the restrooms frequently get moved around in fields, route drivers usually have to stop and ask the customer for a map that shows where the restrooms are on that particular day – and even then the units aren't always where the customer thinks they're located.

"Without the trackers, it would easily take a full day for a driver to service 20 of those trailers out in fields," he points out. "Now we can locate the trailers' locations via GPS and send a route to the driver's GPS unit. We're cutting a full day of work in half." The company also uses NexTraQ to monitor service truck movement.

Following that time-is-money philosophy, Gredvig also notes that hiring a full-time mechanic in 2013 was a significant improvement. "It greatly reduces downtime, and we can more easily stay on top of routine maintenance," he says. "We can repair our trucks and equipment in a very timely manner without relying on a repair shop's schedule."



**Left, top:** Doug Gredvig, right, talks with workers as they prepare to deliver a load of units using a Ford truck built out by Crescent Tank Mfg., and an Explorer transport trailer from McKee Technologies.

**Left, bottom:** Gredvig, right, looks on while Miguel Martinez and J.J. Rengstoeff clean one of the company's Wells Cargo restroom trailers.

bathrooms, as well as 500 Satellite hand-wash stations. The hand-wash stations pose some operational challenges, as the freshwater tanks on the company's trucks don't always hold enough water to clean restrooms and fill the stations. But since state laws require all construction sites to have hand-wash stations, rental volume is high; as such, drivers must be strategic about planning routes with water stops along the way.

"We can get water from our customers, if they allow it," Gredvig says. "Or we can get water from fire hydrants by paying certain water utilities a monthly flat fee, plus a per-gallon charge."

#### ACQUIRE AND DIVERSIFY

Acquisitions also spurred the company's growth. In 2011, Gredvig bought the restroom portion of a local septic service operation. And in October 2013, he purchased a company from a retiring operator; that firm also provided temporary fencing. The acquisitions underscore

the importance of good relationships with other operators.

"I'm a friendly competitor," Gredvig says. "I share equipment if guys run short on a weekend, for instance, and they usually return the favor. When you know other operators, it's easier for them to approach you if they want to get out of the business. Both acquisitions came about that way. It's never

"A lot of operators are geared toward putting out as many units as possible, no matter what the price. ... It wasn't about the number of restrooms I was putting out, but what my profit margin was for renting them out."

**DOUG GREDVIG**

#### THE NEXT PITCH

When it comes to looking ahead, Gredvig takes the same measured, one-game-at-a-time philosophy so frequently espoused by professional athletes. He envisions steady growth, but never so fast that it impairs customer service.

"I don't know how big I want to get," he says. "I certainly don't want to take over the world of portable restrooms. You don't have to be the biggest company to be the most successful one." ■

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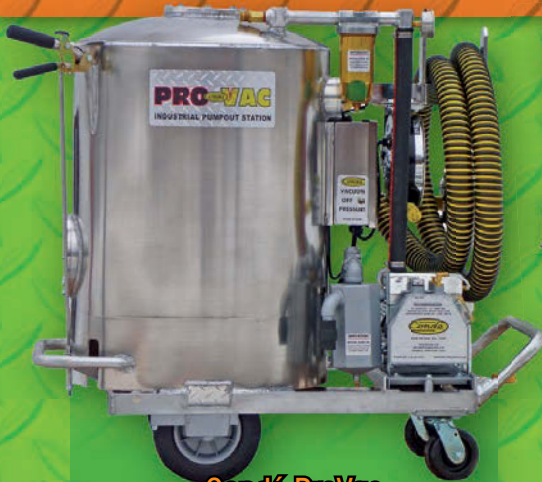
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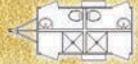
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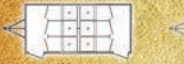
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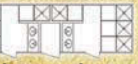
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# Follow the 3 C's When Planning Workplace Fun

**FUN ACTIVITIES AT WORK SHOULD COME IN SHORT 15-MINUTE SPURTS AND MAKE EVERYONE ON YOUR TEAM FEEL COMFORTABLE**

**By Nat Measley**

If you're striving to make your business more efficient and effective, maybe it's time to take a new look at how you encourage workplace fun. But how does "fun" build efficiency for your portable sanitation business?

Imagine a program for workplace fun in which employees actually attend and are engaged. Your staff would be more apt to connect, communicate and bond as a team over a longer-term, more sustainable time period. Sounds amazing, right?

A healthy program for fun at work follows the three C's: consistency, on company time and culture compliance. Let's take a closer look at why these factors are so important:

## **Consistency**

The traditional model for workplace fun generally involves two high-profile events where employees connect and share, celebrate and bond: the company picnic and the holiday party.

You might spend months preparing for these celebrations, and they can be valuable for your team. But any morale boost they produce is fleeting, maybe just a few days or a week. Before you know it, your employees may fall into a rut of apathy about the workplace, at least until the next special event many months later. This apathy and lack of motivation and connection costs you money, productivity and loyalty.

Rather than planning two large events each year, you should focus on consistent delivery of engagement. When it comes to fun in the workplace, consistency is key and should help make fun feel as typical to the staff as the rush-hour commute or weekly meetings.

Fun is like exercise. Stick to a consistent regimen, and you'll enjoy long-lasting results. So get out your calendar and a red pen, and select the dates for consistent fun. Monthly fun programs are an easy starting point.

## **On company time**

Studies concerning work-family balance show employees value their time with family and friends much more today than ever before. Time is among the most highly valued "commodities." Yet company leaders hesitate to schedule fun events on company time. Doing so, they believe, impacts productivity and is a distraction. Thus, plans are often made to usurp valuable downtime for employee engagement events, scheduled during evening hours or weekends.

Work is stressful enough, and fun activities help employees blow off some steam and stress and reset their perspective of their colleagues and daily tasks. That's why fun should happen on company time, and fun should take less than 15 minutes.

Many companies keep employees busy until the workday ends. What happens at the end of the day? That's the time reserved for the mandatory happy hour and team dinner, of course. That doesn't sound like fun for any-

**Work is stressful enough, and fun activities help employees blow off some steam and stress and reset their perspective of their colleagues and daily tasks. That's why fun should happen on company time, and fun should take less than 15 minutes.**

one. The period of "fun" is too long and disrupts family time.

Consider instead a 15-minute icebreaker first thing in the morning to set the tone for a productive day, followed by a brief team activity after lunch to energize the group for the rest of the day. Then, at 4 p.m., send the crew home for some downtime. Be a superhero and save the company some serious money on booze and food for the evening!

It's also easier to attract talent and start adopting a culture of fun when it's delivered in short stints. This is not to say there is no place for moderate to lengthy fun events. But strive for consistent fun on company time in lieu of fewer events with longer duration.

## **Culture compliance**

The last of the 3 C's - culture compliance - may not seem difficult. After all, who doesn't want to have fun? Compliance speaks to more than the concept of legalities. Compliant fun will integrate with your company's culture and bylaws and encourage everyone to participate in their own way.

First, make sure you have a good sense of the likes, dislikes, tolerances and intolerances of your workers. Too many "fun" programs are really aimed at one or two people - often those few who planned the event. Is that really fun, effective or fair? Second, fun needs to appeal to extroverts and introverts alike. Some employees will gladly do the limbo; others will prefer watching. Everyone should feel comfortable enough to play along in their own way.

The key to success? Allow team members to define their own fun. Listen. And plan events that allow for a variety of different kinds of participation.

## **TIME FOR FUN**

Next time you're considering fun programming, make the activities consistent, on company time and compliant to culture. Then watch your culture change and your workplace fun programs become more efficient and effective. ■

*Nat Measley is CEO and managing partner at The Fun Dept. and co-author of Playing it Forward: The Definitive 'How To' Model for Creating a Winning Workplace Culture. Reach Nat at [www.TheFunDept.com](http://www.TheFunDept.com).*



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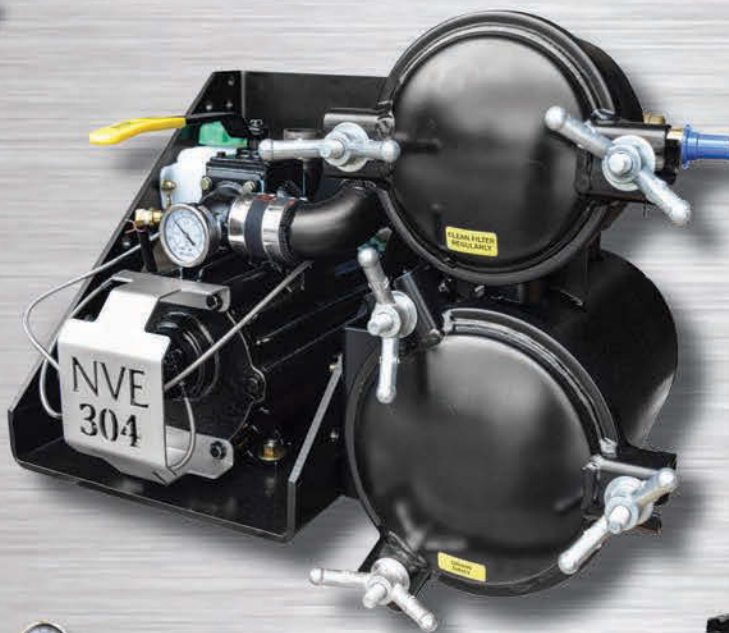
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# Education Day Sessions

**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**





# Beers to You!

Joe Williams, owner of Williams & Bay Pumping, is shown with a 2012 Ford service truck from Satellite Industries. (Photos by Gary Howe)

Michigan's Williams & Bay Pumping found a little extra maintenance goes a long way at the Traverse City Microbrew & Music Festival

BY PETER KENTER

## THE TEAM

Williams & Bay Pumping Services is located in the extreme northwest corner of Lower Michigan. Owner Joe Williams leads a team of 12 full-time and two part-time employees. Portable restroom rentals and service make up 20 percent of the pumping company's revenues.

## THE COMPANY'S STORY

Williams' father, Ron, started a pumping company in 1983 with a vacuum truck built with the help of a friendly welder. "After assembling the truck, my dad went to National Vacuum Equipment (NVE) in Traverse City to buy a pump, saw a copy of *Pumper* on the desk, and realized he could have bought a ready-made truck," says Williams.

He bought the business in 1993 and expanded the Cedar, Michigan, business to include septic inspection, sewer and drain repairs, and portable restrooms. He purchased Bay Pumping in 2006, while expanding both revenues and geographic reach from a local service provider to a radius of between 55 and 60 miles. Williams is an active member of the Michigan Septic Tank Association.

## EQUIPMENT CORNER

Williams & Bay offers almost 550 portable restrooms: 83 Fleet Series with hand-wash units and a PolyLift from PolyJohn Enterprises; 110 High Techs and four Tufways from Satellite Industries; 152 Tuff-Jons from T.S.F. Company; and 161 Glaciers from Five Peaks. The company runs 29 handicap units, including 25 that are ADA compliant. Williams

(continued)

**THE JOB:** Traverse City Microbrew & Music Festival  
**LOCATION:** Traverse City, Michigan  
**THE PRO:** Williams & Bay Pumping Services  
Cedar, Michigan

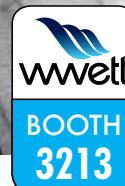




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Joe Williams (far right) holds a strategy session about setup with the crew the morning before the Traverse City Microbrew & Music Festival. From left are crew members Steve Egeler, Mike Nesky, Tom Parsons, Norm Krogel, Scott Novak and Dave Irwin.

“At a beer festival, those units get used pretty heavily, but by wiping them down pre-emptively you can go from ‘yow’ to ‘wow,’ and it puts a nice shine on the event.”

JOE WILLIAMS

purchased 175 of the units in 2015 to take on two separate festival contracts in a single weekend, increasing the company’s capability to bid on larger events. The company also offers 28 stand-alone Bravo hand-wash stations from PolyJohn.

The fleet includes three Freightliners: a 2011 M2-112 with 5,200-gallon aluminum tank and NVE 607 Challenger pump built out by Imperial Industries, and two 2007 M2-106 rigs with 3,300-gallon steel tanks and Max Pack vacuum systems from NVE, built by Marsh Industrial. A 2008 Peterbilt 340 carries a 3,600-gallon Progress aluminum tank and NVE 607 pump.

On the portable sanitation side, Williams & Bay has a 2012 Ford F-550 with a 650-gallon waste/300-gallon freshwater steel tank and NVE pump from Satellite; a 2008 Ford F-550 with the same tank and a Masport pump; and a 2008 GMC W-4500 with a 550-gallon steel wastewater and 250-gallon poly freshwater tank and a Conde pump (Westmoor Ltd.) from Crescent Tank Mfg. The trucks haul two 10-unit transport trailers — a Karavan and a ShoreLand’r (Midwest Industries, Inc.).

*Technician Steve Egeler wipes down Five Peaks portable restrooms after setup for the festival.*

*Egeler services a PolyJohn Enterprises hand-wash station during the festival in Traverse City. His truck is a Ford F-550 from Satellite Industries with a National Vacuum Equipment pump.*



## THE MAIN EVENT

The 2015 Traverse City Microbrew & Music Festival was held Aug. 21 and 22. It highlights the offerings of 70 microbreweries, local food vendors,

(continued)



Crowds wait to use a bank of Five Peaks restrooms lined up at the Traverse City Microbrew & Music Festival.





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and a blend of local and regional music at The Village at Grand Traverse Commons — the redeveloped historic grounds of a former psychiatric hospital complex opened in 1881.

"We have more microbreweries per capita in this area than anywhere in the country," says Williams. "Some local farmers are converting their crops to hops."

It was the seventh annual festival, drawing 5,000 people, and the third-successive contract for Williams & Bay. A new wrinkle this time: Brew Camp, an overnight campground facility for festivalgoers located 15 miles west of the event.

Williams & Bay delivered 34 Five Peaks Glaciers, five PolyJohn Fleet Series with hand-wash, three Five Peaks ADA-compliant Matterhorns, and six PolyJohn Bravo hand-wash stations.

### PREPPING THE STOCK

Rental units come back to headquarters on Monday or Tuesday and are power-washed in preparation for the event. They're pre-stocked with bathroom tissue currently supplied by Hauler Agent. Restrooms and hand-wash stations are pre-stocked with a range of hand soaps purchased from Sam's Club.

### SETTING IT UP

The event is open from 4 to 10 p.m. on Friday, and 3 to 10 p.m. on Saturday.

"We set up with two guys taking their time," says Williams. "We're clear

**"The second delivery run comes in early afternoon, but by then the site is becoming more congested. We try to follow the event planner's map; however, some vendors get a little fussy with final placement, so the final five to eight units are strategically placed."**

**JOE WILLIAMS**

*The Williams & Bay team includes (from left) Shawn Smedley, Norm Krogel, Bill Leader, Denise Schoelles, Dave Irwin, Scott Novak, Joe Williams, Todd Hannah, Steve Egeler, Tom Parsons, Jimmy Quigley and Mike Nesky.*

to move in at 8 a.m. Thursday, but by then it's fenced in and we're competing with 50 to 60 people setting up food kiosks, stages and brew tents. The grounds are also dotted with 150-year-old trees that need to be protected, so you can't drive under the branches or anywhere near the roots."

The event layout is too cramped for a semi-trailer, so Williams sends in the GMC W-4500, which carries six units, and a standard GMC 3500 pickup with flatbed, which carries four. Each hauls a 10-unit trailer for a 30-unit morning delivery.

"We can pull up nice and tight on the property," says Williams. "VIP units are placed near the headliner stages, and about 75 percent of the units go into one spot near the main events."

Four additional units are placed at Brew Camp about 20 minutes away.

At the festival site, the crew adds deodorants from either Satellite or J & J Chemical Co.

*(continued)*

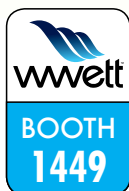


*The company's 2008 Ford F-550 from Satellite Industries carries graphics with an environmental theme.*



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"They wipe down the road dust accumulated during transit and the units are ready to go," says Williams. "The second delivery run comes in early afternoon, but by then the site is becoming more congested. We try to follow the event planner's map; however, some vendors get a little fussy with final placement, so the final five to eight units are strategically placed."

## MINDING THE STORE

"It's a nice-sized event," says Williams. "We send someone in about two or three hours after the gates open and the crowds begin to arrive. He's armed with cleaning supplies, rags and bathroom tissue and goes from one end of the event to the other to keep the units clean and tidy and spray fragrance about once per hour. At a beer festival, those units get used pretty heavily, but by wiping them down pre-emptively you can go from 'yow' to 'wow,' and it puts a nice shine on the event."

The crew member also keeps a repair kit on hand containing latches, toilet seats, hinges, springs, rivets and a rivet gun — just in case.

## ROCK AND ROLL

During the event, restrooms are pumped and serviced daily at 7:30 a.m. by two technicians driving the Ford F-550s.

"One truck starts on one end of the site and the second truck starts on the other," says Williams. "It doesn't take long to meet in the middle, then one of the trucks heads for the campground. Next year we're recommending that the organizers use six to eight units at camp."

The trucks unload at the Grand Traverse County Septage Treatment Facility about 2 miles away, as required by the county for all waste pumped there.

## TEARING IT DOWN

"We pick up the units on Sunday or Monday as they were delivered and have them all back here in four or five hours," says Williams. "We line them all up, bring in the pressure washers and we're going to town." ■

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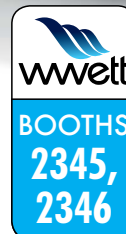


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## Cellar Series Trailer from ART Co. Features Rustic Accents

By Craig Mandli

As more high-end events are scheduled at outdoor venues, the need for comfortable restroom trailers is on the rise. Manufacturer ART Co. (A Restroom Trailer Company) is wondering why an upscale unit can't have all the comforts of home. That's the main idea the company promoted when it showed the 207-W Cellar Series trailer at the 2015 Water & Wastewater Equipment, Treatment & Transport (WWETT) Show.

"The 207-W is our best-selling mid-sized model," says company co-owner Tyson Platz. "It's a solid fit for most outdoor events and can easily handle a varied-size crowd."

This 20-foot, seven-station unit includes a women's side with four stalls and two sinks, and a men's side with one stall, two urinals, and one sink. It has a 780-gallon waste tank and a 200-gallon freshwater tank.

"We've had this floor plan available for about eight years, but our Cellar styling is completely new," says Platz. "We were going for that rustic, homey look, and I think we hit it."

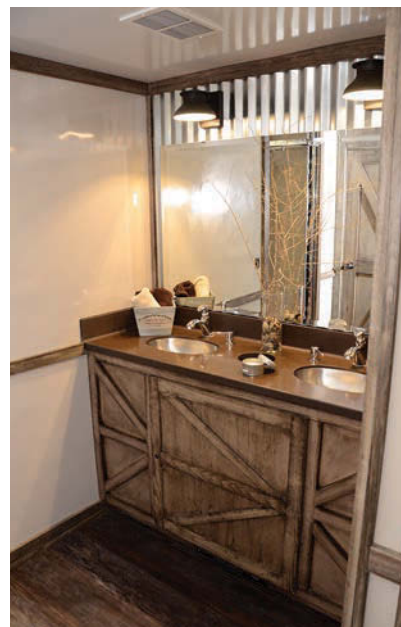
Cellar-style interior décor, available on several ART Co. trailer models, includes barnwood-style custom cabinetry and trim, barn-style interior stall doors, caramel-colored smooth walls, a white smooth fiberglass ceiling, Corian solid-surface countertops, under-mounted stainless steel sinks, chrome metered faucets, countertop-mounted soap dispensers, a galvanized accent wall, shelving above the toilets and urinals, accent lighting under the cabinetry, foot-flush stools and water urinals, recessed LED ceiling lights, and safety-backed glass mirrors. The interior design was the brainchild of Nicolle Platz, who drew inspiration from her family's home remodeling project.

"We're in the midst of remodeling an old Victorian house, and we've been looking through a ton of décor magazines for ideas," says Tyson Platz. "A lot of those ideas carried over to the Cellar Series. It's definitely based on a décor style that is popular right now."

Platz says the reaction to the trailer was exactly what he was looking for at the WWETT Show. It drew a solid crowd of onlookers throughout the week, and Platz took several orders for the new-look units.



**Above:** Nicolle Platz (in doorway), interior designer for ART Co. (A Restroom Trailer Company), and Rob Beard (facing Platz), the company's production supervisor, explain the features and design options for the company's 207-W Cellar Series restroom trailer to a group of 2015 WWETT Show attendees. (Photos by Jim Kneiszel)



**Left:** The interior of the 207-W Cellar Series features barnwood-style custom cabinetry and trim, along with barn-style interior stall doors, Corian solid-surface countertops, under-mounted stainless steel sinks, accent lighting under the cabinetry, and recessed LED ceiling lights.

"We really felt like we made a mark at the 2015 show," says Platz.

"It seems like every year someone

brings a restroom trailer that is the talk of the show. This year we felt that we had it. We actually had customers that wanted to go home and refurbish the existing trailers in their fleet to look like ours."

Platz says he was pleased with the overall traffic at WWETT 2015 and looks forward to coming back with a new restroom trailer interior that will also turn some heads.

"Every year this show seems to get better and better, and we're hard at work on a new interior finish for 2016," he says. "It's the (show) we look forward to every year. We design all our new product lines around being able to debut them at this show. It's that important." **269/435-4278; [www.arestroomtrailer.com](http://www.arestroomtrailer.com).** ■

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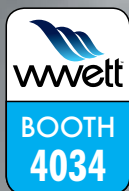
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## Where the Rubber Meets the Road

**PROPER MAINTENANCE CAN PRESERVE YOUR TIRES, MAKE TRIPS SAFER AND PUT MONEY IN YOUR POCKET**

By Ed Wodalski

**F**ace it, tires are expensive. To get the most value from yours, make certain they're properly inflated. As simple as that sounds, how many of us take the time each day to check the air pressure?

Proper inflation is the single most important factor in extending tire life, says Gary Schroeder, director of commercial vehicle and OEM sales for Cooper Tire and the Roadmaster brand.

"Over- and underinflation have negative effects on the tire by changing its footprint," he says. "Underinflation causes excessive heat buildup and internal structural damage. Overinflation makes it more likely for tires to become punctured or broken by sudden impact."

Here are a few other tips for tire savings:

### 1. Follow axle scale weight

Don't rely on the sidewall of your tire for correct inflation. The sidewall number indicates the maximum load of the tire and the corresponding maximum cold inflation pressure for that load when used in a single or dual configuration. It does not indicate the manufacturer's recommended inflation pressure.

For commercial vehicles, tire inflation should be based on scale weight by axle and the load/inflation chart for the appropriate tire size.

"There are two scales for truck tires," Schroeder says. "One is for singles, like steer tires, and the other is for dual tires. A 12,000-pound steer axle with 295/R22.5 tires calls for a minimum of 110 psi to carry 6,175 pounds per tire. A 13,000-pound axle calls for 120 psi to carry 6,610 pounds per tire. A dual axle may weigh 18,000 pounds. That's 4,500 pounds per tire requiring 85 psi."

### 2. Look for zippers

Running tires flat or 80 percent underinflated can damage their internal structure, leading to fatigue or a zipper rupture.

"A zipper rupture is a tire with a line of exposed broken cords that usually measures 12 inches or more located in the mid- to upper-sidewall of the tire," Schroeder says.

### 3. Rotate your tires

Since each tire carries a different weight, tires should be rotated to equalize wear. Typically, left-front tires wear quicker than right-fronts.

"Trucks with dual drive axles should have a tire rotation if the wear gets to



**Above:** Proper inflation is the single most important factor in extending tire life. (Photos courtesy Cooper Tire and the Roadmaster brand)

**Left:** For commercial vehicles, tire inflation should be based on scale weight by axle and the load/inflation chart for the appropriate tire size.



3/32nds of an inch to 4/32nds of an inch difference from axle to axle," Schroeder says. "Irregular wear needs to be noted and a cause determined."

A common practice is to rotate steer tires side to side every 5,000 to 8,000 miles. Tires can also be rotated in an X pattern, although inner tires can make the process unattractive. The least desirable rotation method is front to back or back to front.

### 4. Consider nitrogen

NASCAR teams, commercial airlines and NASA use nitrogen rather than air to inflate tires, primarily because of its chemical properties. Nitrogen maintains tire pressure longer, resists heat buildup and reduces the potential of freezing at high altitudes. Compressed air typically consists of about 78 percent nitrogen, 21 percent oxygen and 1 percent water vapor.

"Nitrogen is an inert, nonflammable gas that does not harm tires," Schroeder says.

(continued)



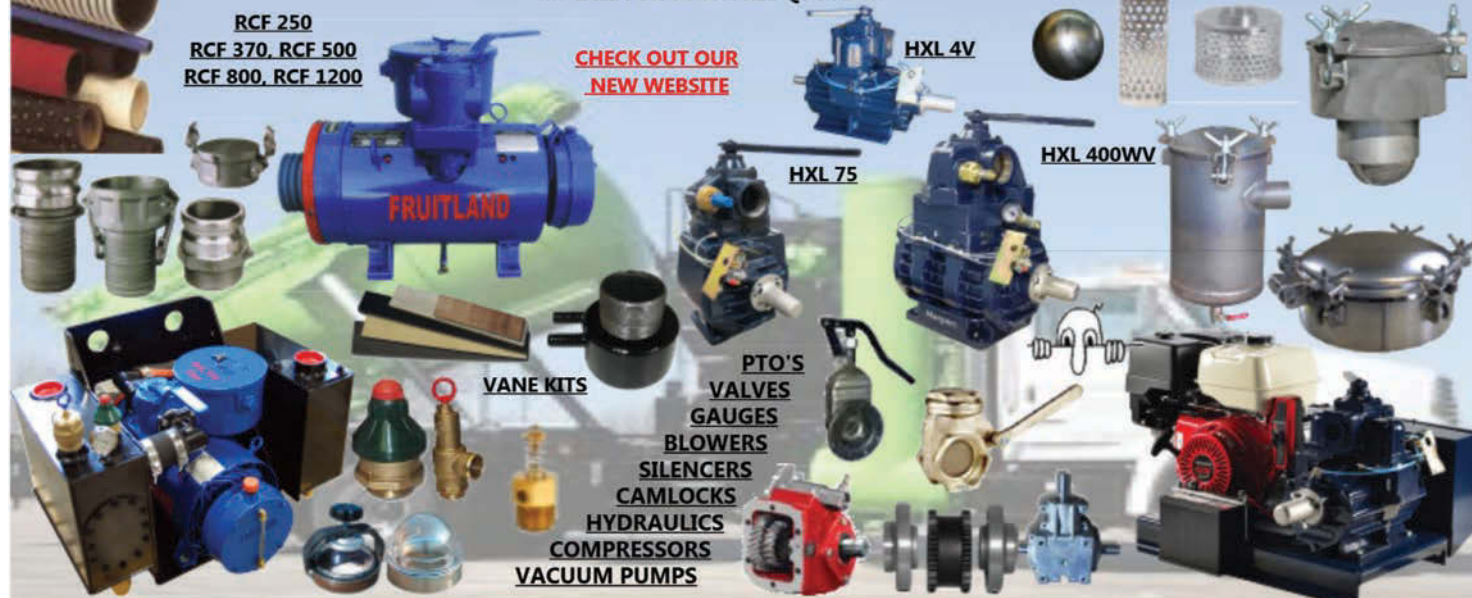


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Because oxygen molecules are smaller than nitrogen, they pass through tire walls quicker. Truck tires with compressed air can lose up to 2 psi per month. In contrast, tires filled with nitrogen take up to six months to lose 2 psi.

Oxygen in compressed air can cause steel tire cords to rust. It also causes tires to oxidize, accelerating the rate at which rubber becomes brittle. Nitrogen does not.

**Tires used on both paved highways and gravel roads, or even off-road, require a different tread design and cut/chip-resistant tread to give good service.**

While air, for the most part, is free, nitrogen can cost \$2 to \$10 per tire, although many providers offer lifetime fill-ups.

### Tire tips

**Tire pressure** should be checked at least once a month and when tires are cold. A good time is before you begin your workday.

**Never exceed** the wheel/rim manufacturer's maximum air pressure limitation.

**Tires with a zipper rupture** should not be repaired or inflated; doing so can cause them to explode.

**Rotate your tires** each time you change the oil. Although labor-intensive, it ensures your tires are rotated on a regular basis. And be sure to check the tire pressure.

**In a pinch, compressed air** can be used to top off nitrogen-filled tires. When servicing, the air can be purged and tires refilled with nitrogen.

**Inspect and remove trapped stones.** Look for tread designs that reject stones. Trapped stones can cause drilling and damage the casing.

### 5. Don't rely on age

A tire is considered "in service" the day of manufacture, even if stored and not mounted. For this reason, it's best to purchase the newest tires possible.

"Tires that are 10 or more years old should be replaced even if the tires appear to be undamaged and have not reached their tread wear limits," Schroeder says. "In some cases, a vehicle manufacturer may make a recommendation for tire replacement earlier than 10 years."

Hint: A tire's "born on" date or tire identification number (TIN) can be found on the sidewall as part of the Department of Transportation number, and notes the week and year the tire was made. DOT H25R YC24 4305, for example, indicates the 43rd week (October) of 2005.

### 6. Match tires to application

When purchasing new tires, make sure they're a good match for the application.

"A tire designed for long-haul trucks will not necessarily do well in a mixed-service application," Schroeder says. "Tires used on both paved highways and gravel roads, or even off-road, require a different tread design and cut/chip-resistant tread to give good service." ■

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## Standard Restrooms

By Craig Mandli

### ARMAL WAVE

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The **Glacier II** from **Five Peaks** has a smooth door and sidewalls, making it easy to clean. Integrated vents eliminate screen maintenance. Extra-deep, molded-in grab handles are located in all four corners for easy maneuverability. It is manufactured from durable high-density polyethylene with UV stabilizers, with a twin-sheet heavy-duty door and jamb with integrated hinge and return spring. The 65-gallon tank has sloping lines to keep the tank top dry and clean. It comes standard with a hover handle, oversized mirror, two shelves, gender sign, coat/purse hook, beverage holder and three-roll toilet paper holder. **866/293-1502; www.fivepeaks.net.**



### POLYJOHN ENTERPRISES PJN3

The **PJN3** from **PolyJohn Enterprises** has a spacious interior and a translucent roof, creating natural light inside the unit. It comes with nonslip floors, effective ventilation, a two-roll paper dispenser, and an occupancy signal latch. Options include a hand-washing sink or hand-sanitizing dispenser, convenience shelf with hook, locking kit and gender signs. The advanced waste tank design makes cleaning and servicing easy. Each unit comes with a door-mounted mirror, handle and non-splash urinal. It is available in the standard

static tank model or with an optional recirculating flush tank. **800/292-1305; www.polyjohn.com.**

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The **Kros** urinal from **Kros International USA** can be mobile or semipermanent and serves as four urinals in one, leading to shorter wait times. It is easy to clean, transport and maintain, and is 100 percent recyclable. The units provide a long life span as there are no moving parts, while providing complete privacy with specially designed sidewalls. They can be lifted at full 100-gallon capacity via four steel handles and have built-in forklift slots at the base. The units come with a port for sewer drainage and a higher step for children. **855/576-7872; www.krosinternationalusa.com.**



### POLYPORTABLES AXXIS

The **Axxis** portable restroom from **PolyPortables** has self-closing hinges that operate from an internal stainless steel spring, a heavy-duty rotary latch for rugged service, a deep, ambidextrous door pull for convenience, and a durable doorframe for maximum structural integrity. It comes with a 60-gallon waste tank, rotationally molded plastic skid, urinal, coat hook, and a three-roll toilet paper holder. **800/241-7951; www.polyportables.com.**



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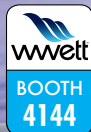
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### SATELLITE INDUSTRIES TUFWAY

The **Tufway** portable restroom from **Satellite Industries** is made of high-density polyethylene to withstand constant handling and transport, with durable corner construction and a UV-resistant roof that will not yellow or become brittle. It comes with molded-in air vents, a one-piece unbreakable urinal, a 70-gallon waste tank, and a standard door hook. The seat is angled away from the urinal, the domed floor doesn't puddle, and the sumped tank quickly hides waste. **800/883-1123; [www.satelliteindustries.com](http://www.satelliteindustries.com).**



### SANSOM INDUSTRIES ZENITH

The **Zenith** portable restroom from **Sansom Industries** includes an 80-gallon holding tank with deep sump, blow-molded construction, a roomy interior with ample headroom, a smooth interior for easy cleaning, stainless steel fasteners, a three-roll paper holder and attractive aesthetics. Many customization options are available. **844/972-6766; [www.sansomindustries.com](http://www.sansomindustries.com).**



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The **Tuff-Jon III** from the **T.S.F. Company** has molded wall vents, sky heater, lifting brackets and 16-gallon hand-wash station with foot-pedal pump. Designed for easy cleaning, the one-piece polyethylene unit is available in nine colors and has a 70-gallon holding tank. Options include towel holder and soap dispenser. **800/843-9286; [www.tuff-jon.com](http://www.tuff-jon.com).** ■



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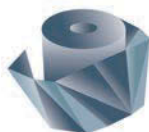


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## INDUSTRY NEWS

### Amthor International expands production

Amthor International added 30 jobs to its 100-employee workforce at its 80,000-square-foot plant in Gretna, Virginia, to meet growing production needs. The company introduces Amthor University, a customized training program in partnership with Virginia Technical Institute. Graduates will be guaranteed employment at Amthor. ■

## PRODUCT NEWS

### Galbreath roll-off container locking system



The ROC-LOC roll-off container locking system by Galbreath, a Wastequip brand, is a DOT-compliant, low-maintenance method for securing containers for transport. Compatible with most brands of cable hoists, hook hoists and trailers, the system requires 60 psi of air pressure, has two single-acting air bags to keep each arm in the "hold" position, and is designed to fully function in cold climates. **800/285-0666; [www.galbreathproducts.com](http://www.galbreathproducts.com).**

### Water Cannon poly drive pressure washers



Poly drive pressure washers from Water Cannon are made for commercial and industrial cleaning applications. Features include laser-aligned Gates poly drive belt system, flat-free oversized tires, powder-coated steel frame, 15-gallon fuel tank, GX Honda twin-cylinder gasoline engine and removable roll cage with hose reel platform and 250-foot-capacity reel. Accessories include tank-feed plumbing on 8 gpm model, gun/wand assembly with quick connects, 50-foot high-pressure hose with quick connects, and four color-coded QC spray nozzles. **800/333-9274; [www.watercannon.com](http://www.watercannon.com).**

### Isuzu 2016 NPR diesel truck



The 2016 NPR diesel truck from Isuzu Commercial Truck of America features a 1,300-pound GVWR and 33 1/2-inch frame that accepts bodies up to 102 inches wide and 91 inches tall. Available in four wheelbases (109, 132 1/2, 150 and 176 inches), the truck is powered by a 3-liter 4JJI-TC turbocharged and intercooled diesel engine that produces 150 hp and 282 ft-lbs of torque at 1,600 to 2,800 rpm. **866/441-9638; [www.isuzucv.com](http://www.isuzucv.com).** ■



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## PORTABLE RESTROOM TRUCKS



**2015 Crescent 1100:** 22,000 miles, mint condition truck. 4x4 with auto. and Cummins. Is a 2014 but not sold until July of 2015. Contract ended - don't need now. .... \$70,000

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T02

2006 International 4300 portable toilet truck. Abernethy 1,500 (1,100 waste/400 fresh) tank system. 285,000 miles. Good working order. \$25,000. Will send pictures at your request. Contact Ben at 336-374-8300. (T01)

For Sale: New 1,500-gallon Pac-Mac PR-15 dual-service carbon-steel portable restroom service units. Split 1,100/400 with 7gpm 42psi wash-down system. Dual drop-down work stations with dual spring-retract hose reels. DS and PS toolboxes. Contact Jimmy at 601-670-5238 or mckee.jimmy@keithhuber.com (T01)

**Portable toilet pump trucks for sale:** 2008 Ford F750 with stainless-steel Best tank, 229k, Cummins 6.2L diesel, Allison automatic under CDL - \$27,900. 2008 Ford F750 with stainless-steel Coleman tank, 113k CAT diesel, Allison automatic under CDL - \$27,900. 2011 Ford F750 with stainless-steel Coleman tank, 77k Cummins 6.2 diesel, Allison automatic under CDL - \$34,000. 330-733-9000 pflynn@superiorportables.com (P01)

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## TANKS

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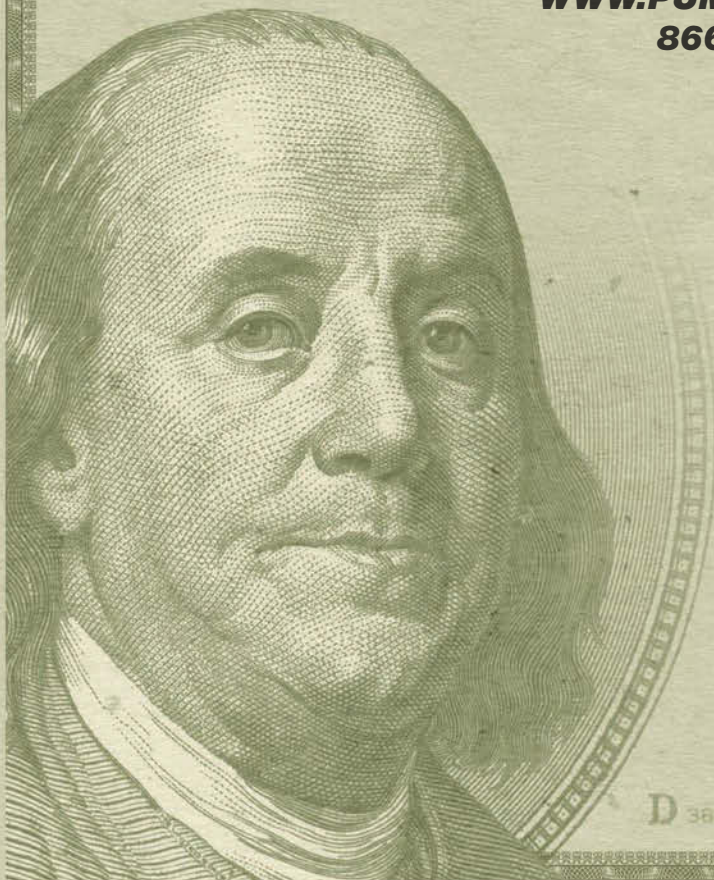


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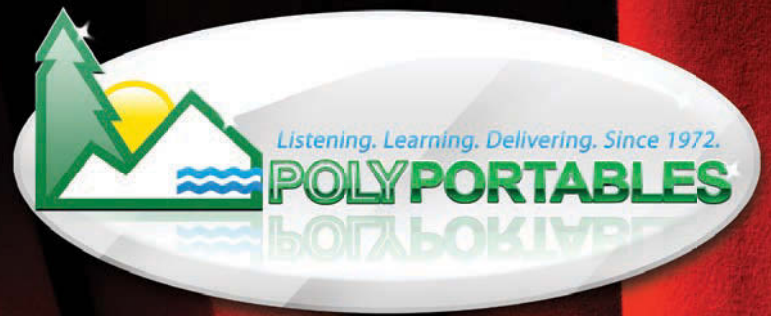
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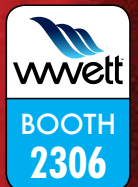
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