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June 2016

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At 22, Iowa's Curtis English owns a profitable restroom company, sets sights on more growth

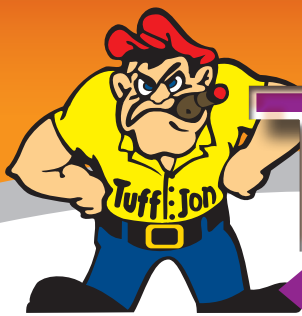
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New Mexico's Shiny Boys Services goes solar to serve oilfields and special events

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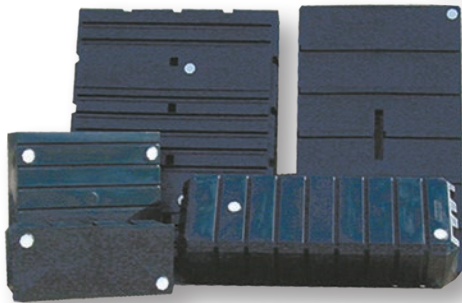
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Interior View of Deluxe TJ-III



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## Portable Restroom

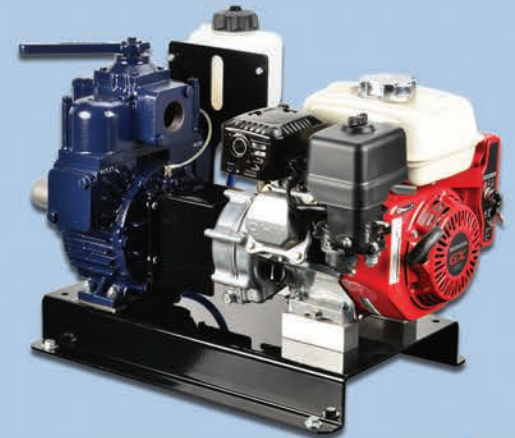
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**5 Things You Can Do Today to Make More Money!**

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If you're shocked that 2016 is almost half over, maybe it's time to ask where the time goes and become a better time manager.

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**The Young Gun**

At just 22, Iowa's Curtis English owns a profitable portable sanitation company and sets his sights on more growth opportunities. - **Peter Kenter**

**ON THE COVER:** He's only been out of high school for a few years, but Curtis English has already built a thriving restroom business, Select Service, in Anamosa, Iowa. English is shown in the company yard with one of his self-built service trucks, which uses a Masport pump and pulls a load of Satellite Industries restrooms. (Photo by Mark Hirsch)

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### 450 Gallon Aluminum Slide-In

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# 5 Things You Can Do Today to Make More Money!

**TRY THESE NO- OR LOW-COST IDEAS TO START GENERATING MORE REVENUE RIGHT NOW FOR YOUR PORTABLE SANITATION BUSINESS**

By Jim Kneiszel

**Y**ou're at your desk (or, as my column readers often tell me, sitting in the bathroom) paging through this newest issue of *PRO* and wondering, "What can I do right now to make my restroom business more profitable?" Well, wonder no more. I'm here to inspire you to get up off of your executive chair (or porcelain throne) and make some changes that will bring in more revenue today, this week, and for the rest of your busy season.

I've come up with a list of projects you can start immediately — and at no or little cost — to bring in more dollars. Give these ideas a try and let me know how they work out. And please email me and let me know your additional ideas for quick ways to turn a buck to help the rest of the portable sanitation community.

After you get done reading every page of *PRO*, get up and get busy making more money:

## **Blast an email offering an irresistible deal.**

The go-go season is in full swing, and your customers are so busy they're probably not thinking about their portable sanitation needs every day. Grab their attention with a special deal that's good for this week only. Offer your construction customers a two-for-one deal on hand-wash stations or a small discount on an additional service later this month. Go after reluctant special event and wedding planners in your area with a deal for VIP attendant service or a spiff like a basket of toiletry items for inside their unit. Send out emails offering these deals starting today and running through the rest of the week. Keep the pitch short, to the point, and encourage customers to act now to save money or receive a premium service.

## **Announce an employee sales contest.**

Gather everyone in the break room and provide refreshments. Challenge everyone from the office manager to your newest driver to find a new customer. Anyone who brings in a new account a week from today gets a gift certificate for dinner for two at a nice restaurant in your town. The crew will ask how they are supposed to accomplish the goal. Give the office staff time to cold call local business owners, chamber of commerce members, event planners and municipalities and offer your services. Tell the drivers to stop at active construction sites and ask the foreman if he's happy with the restroom service he receives. When they make rounds, have them ask existing restroom customers if they want to add a sink or sanitizer station to their current order. Approach the contest with some urgency and encourage workers with positive reinforcement each day. Hold up each success story as an example of how to make the business grow.

**PROs who tread water during good economic times may be focused more on outside pressures from competitors and a handful of price-sensitive customers than on making a solid, business-sustaining profit.**

## **Raise your rates.**

You've gotten busier as the economy charges forward. But maybe your rental rates have not grown along with your restroom inventory and service routes. Maybe you're afraid the competition is undercutting your pricing. Perhaps you're thinking you need to wait another year before having the difficult discussion with customers about price increases. Why rock the boat when you're still making a profit?

If that's your thought process, you're looking at the whole pricing issue the wrong way. Rather than worry so much about what the market will bear, plan for pricing based on what you believe is a reasonable profit for providing a service. PROs who tread water during good economic times may be focused more on outside pressures from competitors and a handful of price-sensitive customers than on making a solid, business-sustaining profit.

Put a pencil to paper and figure out how much it costs to place, service, repair, pick up and eventually replace that portable restroom. The Portable Sanitation Association International can help you figure out your cost per service. The PSAI has given presentations on that topic at the Water & Wastewater Equipment, Treatment & Transport Show, and no doubt they can explain the process if you're an association member.

You can raise your rates today, if even by only a few dollars, and then make plans to review your rate structure every year to keep pace with your costs.

## **Shorten your billing cycle.**

You should always feel a sense of urgency to get paid for your work. By the time the customer receives your bill, you've already laid out money for the trucks and equipment, wages for your workers and many other expenses associated with the job. Shortening your billing cycle for faster collections is a decision you can make today, and you'll quickly start seeing a payback.

Advancing your billing program by only a few days over the course of the year will help you get paid faster. If you bill monthly, consider switching to billing every 30 days. If you bill every 30 days, think about billing every four weeks, or on a 28-day cycle. And don't delay when it's time to send out late-payment reminders. Bill quickly and stay on task until the checks roll in.





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**Inflate the tires.** Underinflated tires create rolling resistance, causing your trucks to work harder and burn more fuel. Beyond your daily visual inspection, check the inflation of each tire at least weekly to make sure they are within the manufacturer spec range. In addition to saving fuel, properly inflated tires will go more miles before needing replacement.

**Check for codes.** Get an engine code reader and plug it in every time you change oil or give a minor tune-up. The truck might seem to run fine, but the reader could throw a code for something like a failing oxygen sensor that could be robbing the rig of fuel or causing other problems.

**Lighten the load.** Inspect your trucks to make sure the drivers aren't carrying anything beyond essential service tools. If a tool hasn't been used in several months, it probably doesn't need to take up space or add weight to the vehicle. Don't let the cabs get filled with trash. Extra weight means burning more fuel, and a trashy cab sends the wrong signal to customers. ■



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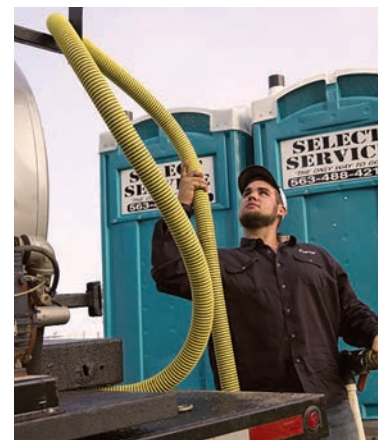
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EYE ON THE PRIZE

### Finding Growth Opportunities

Does attempting to upsell your add-on services make you uncomfortable? Do you feel like a pushy salesperson if you mention extras? Don't! You're in business to make money, so don't sell your services short. Extra products or services on an order can really add to your bottom line. Here's an easy three-step process to successfully sell your add-on services.

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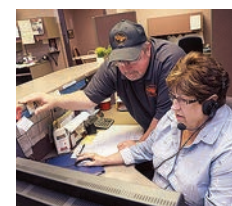
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TIME TO GROW

### Read This Before Expanding

How and when to grow your business is a question that will arise time and again. There is no secret formula or one answer to that question. It takes careful thought and strategy to determine when your business is ready to expand. This article addresses three questions to ask yourself when you're ready to tackle an expansion.

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# 10 Tips to Stop Wasting Time at Work

**IF YOU'RE SHOCKED THAT 2016 IS ALMOST HALF OVER, MAYBE IT'S TIME TO ASK WHERE THE TIME GOES AND BECOME A BETTER TIME MANAGER**

By Judy Kneiszel

**W**hen you greet a child by asking what he or she did in school that day, often the response is, “nothing.” You know they must have done something, but haven’t you felt like that yourself at the end of a workday? You can be busy all day, but feel like you accomplished “nothing.” Those nothing days add up and months pass.

Time is a work tool, just like a vacuum truck, personal computer or smartphone. Like those material items, time can be used wisely to help run a business profitably, or carelessly to the detriment of the business. I’m not suggesting that you are wasting entire workdays playing Candy Crush on your phone or driving to the beach. If you’re doing either of those things, the solution is self-evident. I’m talking about the hours you waste without even realizing it, and how to more effectively manage that time.

## **Beyond the list**

Productive people are often list-makers. A sense of satisfaction comes from crossing things off a to-do list. But to accomplish more, don’t just make a list; prioritize tasks and schedule them. It’s tempting to do simple tasks first to get a lot of items crossed off the list quickly, but you’ll get more done in the long run by tackling the big jobs first. If payroll is your biggest headache, do it first thing in the morning. If you’re sleepy after lunch, maybe schedule tasks that take you away from your desk, like inspecting your restroom inventory or calling on potential special events customers personally.

## **One thing at a time**

Speaking of that big job — it will get done quicker and better if you not only schedule time for it, but also try to focus on it exclusively during the time allotted. While this isn’t always possible, it’s a worthwhile goal. Studies have shown most people actually waste time by multitasking, even though it’s self-aggrandizing to say you’re always doing six things at once. Maybe you’d be able to prepare a more accurate, thorough bid for the government contract you’re going after if you had uninterrupted time to work on putting it together. Or maybe a personnel issue with one of your drivers deserves your undivided attention.

## **Keeping track**

If you honestly don’t know where your time goes, spend a couple of days diligently tracking what you do all day. Informally jot it down in a notebook or, if you think this is a permanent solution to your efficiency woes, there are many productivity apps and job-tracking software programs available for your PC or smartphone. It may amaze you how much time you spend returning emails, answering phone calls or simply chatting with employees. It may also surprise you to find out that you are consistently more produc-

tive at certain times of the day. Going forward, you can then try to schedule your most difficult tasks at those times. Also consider the schedules of those you do business with. The sales associates at your paper and chemical suppliers might not be available before 8 a.m., but the owner of a construction company might have more time for you in the early morning.

## **Schedule communications time**

Give yourself a set amount of time to answer emails or return calls every day. Don’t feel like you must answer the phone just because it rings or answer every email immediately. Also block off some time every day as designated “no communications” time. That means you don’t answer the phone, you don’t even have your email program open and no one is allowed to bother you in person except in a true emergency. You may be surprised by how much you can get done during this period.

## **Organize your space**

If you honestly track your time for a few days, you’ll realize how much time you waste looking for things in your office. Clean up and organize, and then keep it that way to become more efficient.

## **Learn to delegate**

Maybe you feel as though you get nothing done because you are trying to do it all. Don’t think of delegating as a failure on your part. Rather, think of it as a way to give an eager employee an opportunity to grow. Don’t fall in the trap of thinking it will take too much time to train someone to do a few of your tasks. It will be time well spent in the long run. It’s OK to admit that one of your young, tech-savvy employees could be a quick study with the routing software and actually do a better job than you do after a few short lessons.

## **Make meetings more productive**

Meetings can be efficient ways to communicate, because you can say something once and everyone in attendance gets the message. But meetings can also be giant time-suckers. If you are wasting a lot of time in meetings, try creating and distributing an agenda in advance and sticking to it. This can help keep attendees from going off topic. Thoughtfully creating an agenda can actually help determine if issues could be settled more quickly without a meeting by simply phoning, emailing or having a quick chat with the involved party.

## **TAKE DRASTIC MEASURES**

Here are a few simple but drastic measures you can take if you still find yourself wasting too much time during the workday:





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**1. Remove the guest chair from your office or cubicle.** Or stand up anytime anyone comes in to talk to you. Having guests sit encourages chatting. If one or both people are standing, however, it's actually kind of awkward and visitors will leave immediately upon having their questions answered.

**2. Cut yourself off from social media.** If you are constantly scrolling through Facebook and justify it because you have a business page and want to be able to respond immediately to comments or complaints, maybe you need to schedule time to do this once or twice a day rather than staying logged on and being tempted to watch cute puppy videos. Maybe someone else in the office can take over social media marketing while you wean yourself off of the puppy videos.

**3. Get some blinds.** If you have an office with a glass door or windows that people walk past, you may not realize you are wasting significant time acknowledging people as they pass, whether it's a nod, wave, verbal greeting or full-blown conversation. You don't have to become a hermit, but by adding blinds or curtains you can close them when you're in intense get-things-done mode. This can be helpful for you as well as employees who would be more efficient if they spent less time shooting the breeze with you.

**SEEK A BALANCE**

If you are frequently left asking yourself where the time went at the end of the day, it may be time to think about time. Using time efficiently doesn't mean you have to be nose to the grindstone eight to 10 hours a day without a break. It means you use time wisely enough that you actually earn a refreshing break occasionally, and still feel a sense of accomplishment at the end of the day. ■

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**C**urtis English has always possessed a strong entrepreneurial drive. Just four years after graduating high school, he's the proud owner of Select Service Inc., a portable restroom business that's tripled in size since he purchased it and is expanding into pumping service in a big way.

English lives in the small town of Anamosa in eastern Iowa. He completed the business administration management program at Kirkwood Community College in nearby Cedar Rapids in 2013.

"My first job after graduating was working at a truck-building company that did custom fabricating and machining," he says. "But I was always thinking about owning and operating my own business."

### GETTING STARTED

Though he wasn't thinking specifically about portable restrooms, English was presented with a business opportunity involving Select Service. The company had belonged to owner Mark Dask, who had operated the company since 2001.

"Mark had sold the company and it was briefly operated by a new owner who wasn't a good match for the business," he says. "I saw an opportunity to buy the business and settle the remaining debt with Mark."

At the time, the inventory included 130 portable restrooms, most of them from Satellite Industries, with a few from Imperial

*(continued)*

**At just 22, Iowa's Curtis English owns a profitable portable sanitation company and sets his sights on more growth opportunities**

**BY PETER KENTER**

# THE YOUNG GUN

## Select Service, Inc. Anamosa, Iowa

Owner: Curtis English

Founded: 2001

Employees: 1

Specialties: Portable sanitation, septic pumping

Service area: 50-mile radius around Anamosa

Iowa



*Curtis English is silhouetted by the sun as he makes the early morning service rounds. (Photos by Mark Hirsch)*





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**Left:** Work in the yard calls, and English makes adjustments to his truck. Trucks carry Masport pumps and are built out at Select Services.

**Below:** English reviews billing and routes with his mother, Luida, who handles bookkeeping and billing for Select Service.



Industries. Assets also included three pickup trucks carrying vacuum units and a series of contracts, about 75 to 80 percent for ongoing construction, with the remainder in events, municipal park placements and sports fields.

English worked with his father, Matt, to secure a bank loan to cover the purchase. He began operating the business in December 2013 from a rented warehouse.

“I had about three months of PR work to do, meeting and speaking with customers to explain that the company had a new owner and that things were going to change for the better. I pulled into one customer’s premises and he met me with a tire iron and demanded I remove every portable restroom from his yard. After I explained I was the new owner and how I was going to take care of him, we haven’t had a problem since.”

Meeting personally with customers also helped English to provide more customized service. Some businesses, for example, preferred he provide service on specific days, although that might not have been stated in the contract.

### LEARNING THE ROPES

Tracking down the portable restroom unit inventory was also problematic. “After a thorough search I discovered that I was seven short,” he says. “I never found them.”

English confesses that he didn’t know everything he might have needed to know about portable restroom operations at the outset.

“I started in December and I didn’t know about using brine or methanol to stop the restroom units from freezing,” he says. “I was using windshield washer antifreeze, which was way too expensive. I kept switching out the units that froze and defrosted them back at the yard. I must have switched out 50 of them between December and March. I also didn’t know that I could use the water pressure systems on the trucks to spray down the restrooms — I was hand wiping them. I’m now using Hotsy pressurized sprays to clean units on site.”

Today, the company owns 188 portable restrooms. The Satellite stock includes 137 Taurus, 15 Maxim 3000 and nine ADA-compliant units. Select Service also offers 27 units from Imperial Industries.

English has retired the original service fleet and now operates five vacuum rigs, all with stainless steel tanks and Masport pumps. They are: a 1997 Ford F-350 with a 500-gallon waste/200-gallon freshwater tank; a 2009 Ford F-450 with a 1,000-gallon waste/300-gallon freshwater tank; a 2008 Dodge Ram 4500 with separate 1,000-gallon waste and 300-gallon freshwater tanks; a 1996 International 4700 with a 2,000-gallon tank; and a 2006 GMC 3500 with a 500-gallon waste/200-gallon freshwater tank.

All tanks were either repurposed from his older trucks or sourced secondhand. English built out the trucks himself with help from local shops. He’s also recently purchased and plans to restore a 1978 Ford F-350 Camper Special for local parades.

“I’m a handy guy and I can do just about everything, from most mechanical work to changing tires, wheel bearings and U-joints. There are a lot of busted knuckles at 2 in the morning, but it’s saved me a lot of money and I enjoy the work.”

### CURTIS ENGLISH

Portable restrooms are hauled on any of four trailers. The largest is a 16-unit hauler by J.J. Merrill Custom Fabrication LLC of Anamosa. Three other trailers — a 12-unit, a four-unit and a single-unit — were fabricated by previous owner Dask.

(continued)





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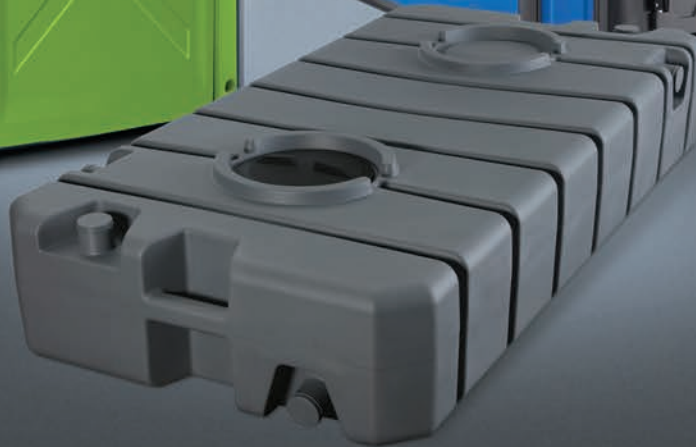
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## He's got social marketing skills

When it comes to business marketing, Curtis English, owner of Select Service Inc., of Anamosa, Iowa, prefers the personal touch.

"I send out a coupon with a flyer once a month," he says. "With that coupon customers can get a one-month free portable restroom rental. I like this approach because it allows me to meet personally with anyone who accepts the offer. Once they experience my level of personal service, I haven't had a single customer who didn't stick with me."

English also scans the horizon for construction companies working in his service area.

"Marketing possibilities are always running through my head," he says. "I write down the names of the companies and always call them later that night. I manage to convert a lot of these leads into contracts."

Driving through small towns in his service area, English often stops at local restaurants or taverns simply to strike up a conversation with residents and business owners.

"I'm easy to talk to," he says. "You'd be surprised how many business owners you meet who operate construction companies or might need what my company is offering. If they need portable restroom rentals or service, they know from talking to me that I'm a straight shooter. It's resulted in a lot of contracts for the business."

Select Service buys bathroom tissue at Sam's Club and orders deodorizers from Walex Products.

## HANDY WITH TOOLS

English now operates the business from his home. He has three buildings on site, including two unheated facilities: a 25- by 30-foot building and a 40- by 60-foot building. A heated 25- by 40-foot building houses his Ford F-450 and his garage tools, including an air compressor and torch welder. During the summer some of the trucks work hard, logging 600 miles in a week — 300 of them on gravel roads.

"I'm a handy guy and I can do just about everything, from most mechanical work to changing tires, wheel bearings and U-joints," he says. "There are a lot of busted knuckles at 2 in the morning, but it's saved me a lot of money and I enjoy the work."

The service territory area covers a 50-mile radius that includes the larger population centers of Dubuque (60,000), Iowa City (72,000) and Cedar Rapids (128,000). All waste is hauled to the Cedar Rapids municipal waste facility almost 40 miles from the Select Service yard.

Initially, English enlisted the assistance of his mother, Luida, to take incoming calls, but he found that answering the calls himself via cellphone proved more efficient.

"If I'm the driver and I'm dropping off the units, it's easier for me to clarify the order with the customer, instead of trying to translate an order taken by someone else," he says.

His mother still assists him with bookkeeping, using QuickBooks by Intuit.



**Above:** English services restrooms at a park near Anamosa, Iowa. He uses 14-inch stakes to secure restrooms against strong Iowa winds. Trucks carry Hotsy pressure washers.

**Right:** English loads Satellite Industries restrooms during a morning stop. His transport trailers were fabricated locally.



**Left:** English fills a cleaning bucket during a service stop at the local Anamosa High School.





## THE BUSY SEASON

English primarily operates the business alone, especially during winter when business slows down. He supplements winter work with snow removal services. During the summer, he works 70 to 80 hours per week. His largest event is the Jones County Fair in Monticello, Iowa, just northeast of Anamosa up U.S. Highway 151. The fair requires 200 restrooms.

"I use 100 of my own units and then make up the difference by renting some additional restrooms," says English. "But in terms of being busy, it's hell week. I have my own routes to drive and I call on Mark Dlask to help me out with service."

Other summer events include weddings, pig roasts, sporting events and graduations.

One of the biggest challenges in portable restroom rentals is strong Iowa winds.

"If we get 40-mile-an-hour winds, they'll blow over and make a mess and I've got to switch them out," he says. "I use 14-inch stakes, which do a pretty good job of securing them to the ground."

"If we get 40-mile-an-hour winds, they'll blow over and make a mess and I've got to switch them out. I use 14-inch stakes, which do a pretty good job of securing them to the ground."

### CURTIS ENGLISH

Other vacuum service is expanding, including contracts for pumping farm liquids, grease traps, car wash pits and flooded basements. English finds, however, that tight competition means smaller profits on septic pumping jobs.

"I'm thinking of buying a truck with a waste tank of at least 4,000 gallons," he says. "If I could line up all of the septic work together and make one trip to the municipal waste facility, it would really make those runs more profitable."

## WWETT SHOW NETWORKING

English attended this year's Water & Wastewater Equipment, Treatment & Transport (WWETT) Show with Dlask and is considering several purchases, including 50 more portable restrooms for the 2016 busy season.

"It was nice to meet the CEO of Walex, and my Satellite rep face to face," he says. "Until then, I had never met many of my suppliers."

Select Service is planning to hire its first employee later this year. "I don't mind working alone, but you can't do everything yourself," he says.

Since English stabilized the business, revenues are up 40 percent.

"I'm running the business conservatively," he says. "I'm comfortable trading out a (used) truck every two to three years instead of going into debt to buy the latest and greatest. According to my business plan, I'll be debt-free inside of five years. That's a great place to be." ■

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# Follow the 3 R's to Stop Workplace Bullying

**ENCOURAGE YOUR EMPLOYEES TO RECOGNIZE, REFUSE AND REPORT BULLIES WITHIN YOUR COMPANY**

By **Danita Johnson Hughes**

**W**e've heard a lot recently about bullying in the classroom, but what about bullying in the workplace? According to the Workplace Bullying Institute (WBI), 35 percent of U.S. workers report being bullied on the job. That's an estimated 53.5 million people. An additional 15 percent say they have witnessed workplace bullying.

At first glance, it's easy to brush off workplace bullying as just the way business is done. After all, haven't we all heard such phrases as "It's a dog-eat-dog world" and "Only the strong survive?" But being driven to succeed and being a bully are two completely different things.

Workplace bullying is often harmful to an organization because it impedes growth and success. It also costs organizations dearly in lost productivity, increased use of sick days, and time for management's intervention. For example, WBI estimates that between turnover and lost productivity alone, workplace bullying could cost a Fortune 500 company \$24 million each year. Add another \$1.4 million for litigation and settlement costs, and this is a problem no company — large or small — can afford to ignore.

Everyone has the right to work in a safe, healthy and bully-free environment, so what can employees and managers do to stop workplace bullying? The key is to follow the three R's:

## **RECOGNIZE IT**

Say the word "bully" and most people envision a playground thug threatening the weakest kid around. In the workplace, bullying often looks much different. While screaming, yelling and cursing at someone certainly constitutes bullying, other lesser-recognized forms of bullying include belittling employees, excluding people from meetings and other activities, denying employees the resources or assistance needed to get the job done, spreading nasty rumors about people, ignoring the employee, making dismissive remarks, and dishing out unwarranted blame or criticism.

Ultimately, anything that can be construed as an act of intimidation is a form of bullying. And when people feel intimidated, they can't get their job done effectively. Interestingly, both men and women bully. But the majority of bullying is same-gender harassment, which is a loophole often overlooked in anti-discrimination laws and workplace policies.

## **REFUSE IT**

Workers who feel bullied in any way should simply refuse the attack. In other words, don't engage the person who is bullying. It's best to walk away, ignore it, or don't acknowledge the behavior. Yes, sometimes this is very difficult. But engaging with the person in the same manner he or she is displaying will only spiral the situation out of control. Usually, not engaging the bully and showing that his or her words or actions have no effect will make the person go away.

---

**A leader who is tough or demanding is not necessarily a bully. All bosses have the right and obligation to set and uphold high standards of performance, as long as they exercise fairness, respect and objectivity in their dealings with subordinates and others.**

---

If the bullying action includes being ignored or ostracized, the worker needs to take the lead and initiate a conversation with the person. He or she should explain that they feel ignored and why this behavior is impeding getting the job done. Focus on the behavior rather than the person specifically to reduce the chances of the person becoming defensive.

## **REPORT IT**

If an employee can't handle the bullying situation on their own, they need to talk to someone who can make a difference. Depending on the situation, this could mean talking with a supervisor or a manager. The victim should keep going up the chain of command until finding someone who can intervene. Fortunately, almost anything can be worked out if both parties are open to it. They need to find someone to act as a moderator if they can't talk through the situation.

## **A BULLY-FREE FUTURE**

With all this said, it should be noted that a leader who is tough or demanding is not necessarily a bully. All bosses have the right and obligation to set and uphold high standards of performance, as long as they exercise fairness, respect and objectivity in their dealings with subordinates and others. Bullying is often a personal attack; leading in a firm and focused way is not.

The only way to curb workplace bullying is to tackle the issue head-on. The more awareness people have of the topic, and the more prepared they are to deal with it, the more progress companies will make to end the problem once and for all. ■

*Danita Johnson Hughes is a behavioral health care industry executive, speaker, author and entrepreneur.*





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# Be Safety Smart

**A WIDE RANGE OF AFTERMARKET LIGHTS, ALARMS AND CAMERAS ADDED TO YOUR TRUCKS AND EQUIPMENT CAN HELP ENSURE YOUR CREW COMES HOME SAFELY AT THE END OF THE WORKDAY**

By Peter Kenter

**W**ith a wealth of aftermarket vehicle safety accessories available to portable restroom operators, deciding what to buy is a combination of knowing what you need and knowing what makes sense for any particular piece of equipment.

Meeting safety regulations for any vehicle begins with observing the regulations covering that equipment — federal, state and local. For example, Code of Federal Regulations, 49, 393.95, covering trucks and truck tractors, specifies requirements for carrying fire extinguishers, spare fuses and warning devices for stopped vehicles (including flares and reflective triangles).

However, equipment owners may choose to go beyond the required regulations, upgrade older equipment, replace damaged equipment, or look for novel safety solutions for specific applications.

E-commerce has made a wealth of aftermarket safety devices available to consumers. But choosing what to buy should be governed by some simple guidelines:

- If an item you're replacing is covered by any regulation, ensure that the product you're buying promises to meet that same regulation.

- More is not always better. If you're buying an item not covered by regulations, ensure that using that item does not interfere with another regulation. Again, Code of Federal Regulations, 49, 393.95, trucks can use other safety devices for a stopped vehicle in addition to approved reflectors and flares, "provided those warning devices do not decrease the effectiveness of the required warning devices."

- Ensure your vehicle has the real estate required to mount the new safety devices, on dashboards, hood, doors, side panels or trailers.

- If the device is electrically powered, ensure you have access to the vehicle's accessory power system — and that the vehicle can produce enough power to operate the device.

- Plan carefully to ensure that the item will actually improve safety and achieve the results you're looking for in the intended vehicle.

Daniel Pfeffer is owner and president of Vehicle Safety Supply, an on-

line retailer based in Mamaroneck, New York, which offers thousands of aftermarket safety products ranging from safety apparel to lighting products, alarms, mirrors and backup monitors. The company's clients include truck repair and maintenance facilities, fleet garages, small businesses and do-it-yourselfers.

"In most cases, the people ordering these items are service professionals, so they know what they want and how to install it," says Pfeffer. "But in most cases, the items in our catalog could be installed by someone with a good set of tools and familiarity with their vehicle."

## REAR OBSERVATION CAMERA SYSTEMS

Backup and rearview cameras and their associated monitors represent a large sales category for the company.

"These are used both for backing up and to provide wide-angled rearview visuals while driving forward," says Pfeffer. "These models come with fairly large dashboard monitors, larger than those you would find in passenger cars. The screens measure from 5 to 7 inches diagonally and obviously need to be located in the cab, so you need to make sure you have room for them."

Options on camera systems include water resistance, automatic activation when backing up, infrared night vision, multi-camera monitors (capable of handling input from up to four cameras), automatic camera heating for cold temperatures, and digital video recorders.

Buyers can order entire systems including camera, cables and monitor, or order a la carte.

## BACKUP ALARMS

While required on many vehicles by law, the familiar "beep, beep, beep" of backup alarms has reached a price point that makes them economically available to any equipment operator, both on- and off-road.

Pfeffer notes that backup alarms can be installed as stand-alone equipment, although they're



The Preco rear observation camera system features a 7-inch LCD, high-resolution color monitor and infrared color camera. (Photos courtesy of Vehicle Safety Supply)

**"Many of the light products have shifted to LEDs, which are becoming brighter and brighter and use less power. Sometimes operators shift to new colors and patterns controlled by microprocessors just because they provide something different to notify traffic that they're stopped on the road."**

Daniel Pfeffer



The Smart Alarm from ECCO is a self-adjusting backup alarm, designed to overcome ambient noise levels.



often used in tandem with rear observation camera systems.

“Depending on the model, you can select them for adjustable sensitivity, distance, single alarm tones, dual alarm tones and decibel levels of alarm tones,” he says. “They’re one of the least expensive and most easily installed safety devices.”

## MIRRORS AND ASSEMBLIES

Mirrors come in a range of configurations and designs, from model-specific mirrors made by original equipment manufacturers to aftermarket replacement mirror assemblies and add-ons for specific needs. Customers choose from mirror styles including West Coast heated mirrors that dissipate fog, to spot and fisheye mirrors that offer the widest views at the expense of some distortion.

“If you’re thinking of ordering brackets designed to mount a mirror to the hood or buying an extended side bracket to keep an eye on loads that you’re towing, plan ahead to ensure that you’ll be getting the views you want,” Pfeffer says.

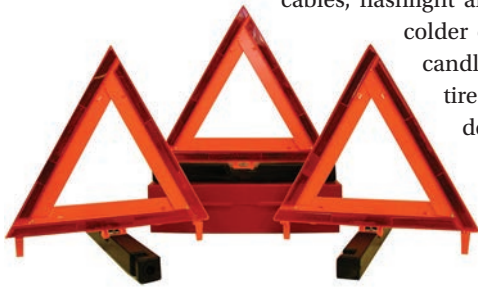
Installers should also make sure bracket assemblies won’t interfere with operation of onboard tools or hoses — or prevent them from getting through narrow lanes or garage doors.



A Grote stainless steel fender-mounted replacement mirror extends rear visibility.

## EMERGENCY SAFETY KITS

Owners of most vehicles would be wise to stock them with a comprehensive roadside emergency safety kit that minimally includes flares or reflective triangles, fire extinguisher, first-aid kit, reflective vest, jumper cables, flashlight and batteries. Kits for vehicles in colder climates may include a blanket, candles, matches, energy bars, shovel, tire chains, traction mats, fuel-line deicer — and even a whistle to attract attention if the vehicle is stranded off-road.



Reflective Peterson triangles are certified for their reflectivity by the U.S. Department of Transportation.

Many such kits are advertised as “DOT-compliant” or “DOT-certified.” However, as safety organization Tire Safety Group points out: “It is important to note that just because a kit is DOT-certified, it does not mean that it is endorsed by the U.S. Department of Transportation. This government agency does not endorse any roadside emergency kit on the market.” DOT certification is related only to one item in the kit, indicating that the reflective triangles contained inside meet the requirements of FMVSS 125, which applies only to large trucks and buses.

Reflective clothing included inside these kits should also meet ANSI standards.

Pfeffer offers the kits online but notes that it’s one item that operators might be better off picking up locally. “Most safety add-ons, including triangle reflectors, are fairly light so they can be shipped inexpensively,” he says. “The total weight of the items makes shipping uneconomical when combined into a big kit.”

## SAFETY LIGHTS

Traditional safety lights need to be replaced with lights of the same performance level. However, many vehicle operators want the extra visibility offered by additional lighting products, including LED light bars. Products range from typical truck applications to lighting products made specifically for excavators or forklifts.

“Many of the light products have shifted to LEDs, which are becoming brighter and brighter and use less power,” says Pfeffer. “Sometimes operators shift to new colors and patterns controlled by microprocessors just because they provide something different to notify traffic that they’re stopped on the road.”

The newest emergency lighting products gaining popularity are LED work lights powered by lithium batteries.

“They’re much more powerful and energy efficient than they used to be,” says Pfeffer. “In an emergency situation, you’re not limited by the lengths of cables or tied to generators, and you can reserve vehicle power for onboard lights.” ■



The Maxxima portable LED work light can be powered by rechargeable lithium-ion batteries.



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## Take 5 ... with Chris Martinez

# Seeing the Light

New Mexico's Shiny Boys Services basks in the glow of solar lighting that helped push the company into oilfield and special event markets **By Ken Wysocky**

**S**ometimes all a business needs to break into a market is to find a product that solves a problem for customers. A good example is Shiny Boys Services in Dexter, New Mexico, a portable sanitation company that, as its name implies, is eliminating a vexing issue for oilfield workers: going to the bathroom in the dark.

Owner Chris Martinez was running a trucking company when he decided to establish Shiny Boys in February 2015. "I was ready for a change," says Martinez of the trucking business, which primarily hauls feed for dairy farmers. "I was feeling very stressed out. ... We had lots of driver problems and there are a lot of moving parts when you're running trucks. I looked for something I could do without a really huge investment, and that would allow me to still run some trucks when business was slow."

After talking to his uncle, Rick Candelaria, who operates a local equipment rental business that mainly serves oilfield contractors, Martinez decided his best option was to provide portable restrooms to oilfield services contractors around Dexter, which is about 15 miles south of Roswell in southeastern New Mexico. He subsequently bought a small existing restroom company that included 100 restrooms, most from Satellite Industries; about 20 hand-wash stations from Satellite and PolyJohn Enterprises; and a 1997 Ford truck outfitted with a 350-gallon waste/150-gallon freshwater steel tank and a Conde (Westmoor Ltd.) pump.

To be more competitive, Martinez also decided to offer a value-added service for customers: trash pick-up. To provide this two-for-one service, the company bought five 16-foot trash trailers built by Affordable Trailers. They feature space in the front to hold two restrooms; the rest of the trailer is enclosed to hold trash. The restrooms remain on the trailer, Martinez says.

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



Chris Martinez, of Shiny Boys Services, is shown with some of his equipment, a Ford truck with a steel tank and Conde pump from Westmoor Ltd., Satellite Industries restrooms and a trailer from Affordable Trailers. (Photos by Donovan Fulkerson)

#### 1 OFFERING SOMETHING DIFFERENT

When Martinez bought the company, Candelaria suggested he needed a unique business angle to break into the highly competitive oilfield restroom market. The answer came entirely by chance when a friend who worked in the oilfields mentioned to Martinez that workers often have to shine pickup truck headlights on restrooms so workers could see at night.

"Right away, a lightbulb went off in my head," Martinez says. "I knew we needed to put lights inside our restrooms." An internet research led Martinez to SolarGoose lights, made by Solar LED Innovations. The solar-powered lights easily mount in a restroom ceiling; they provide a more than adequate 60 lumens of light, he explains.

Martinez also chose red restrooms as a branding tool. "We have red trailers, too, so everyone knows who we are," he notes. "The name of our company is on every restroom and on the trailers, too, so it's kind of a rolling marketing campaign."

(continued)



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## 2 POUNCE ON AN OPPORTUNITY

Martinez says it pays to always be prepared in case opportunity knocks. An example: After a train derailed about 5 miles from the Shiny Boys shop, Martinez bumped into a fireman in a local store. "I gave him some business cards, just in case they needed some restrooms," he says. "We got a call a short time later, asking for two restroom/trash trailers, two regular restrooms (not mounted on a trailer) and a hand-wash station. Later that night, we saw our restrooms on the TV news, with the lights on and our name on the doors. That was a big deal for us.



Martinez cleans a unit. His restrooms became popular for oilfield placement because he installs SolarGoose lights, made by Solar LED Innovations, for nighttime shift workers.

"After that, I'd be outside working and people would come up and ask me for business cards," he adds. "They'd say, 'You're the guys with lights in your restrooms.' That (exposure) helped us get our first job in the oilfields and the lights caught on there, too. Little by little, customers came to know us as the guys with the

lights in our restrooms — the Shiny Boys."

To further spread the word, Martinez held lunch meetings with prospective customers, always with a trash/restroom trailer in tow. The restrooms market themselves, too, because a sensor automatically turns on the light when it gets dark enough. "When we pull them home at night, and we stop for gas or grab something to eat, the lights go on automatically and people see them," he says. "People always come up to us and ask questions and want to see inside the restrooms."



Martinez prepares to service restrooms. For a cleaner, he mixes a hand sanitizer product from Satellite with an odor control formula from Rochester Midland Corporation.

## 3 MAKING CLEAN A PRIORITY

To build a good reputation, as well as gain repeat business and word-of-mouth referrals, Martinez emphasizes super-clean restrooms. "Every toilet we service is sanitized from top to bottom," he explains. "We use a hand sanitizer made by Satellite and mix it with an odor control formula made by Rochester Midland Corporation. Sometimes we add in a little bleach.

"We mix it in a spray bottle, add some water and then we wipe everything down from top to bottom," he continues. "And we use microfiber towels so we don't scratch the walls and seats. We believe in cleaning restrooms the way we'd clean a toilet in our own houses."

## 4 PROMOTING SPECIAL EVENT SERVICES

To avoid having all his business eggs in one basket, Martinez says he's always on the lookout for new markets to serve. One area he's trying to break into is special events. "We recently did a Clay Walker concert and after that, serviced another concert," he says. "We're doing more and more local special events."

Martinez set aside 24 of his best restrooms with hand sanitizers to use for special events, and set them up as gender-specific — urinals only in the men's units. "If it's a big event with 2,000 people, they're touching everything and carrying germs," he says. "People can use the sanitizers when they come in and when they leave the restroom — it offers us another selling point. People appreciate it because they realize we're looking out for their best interests."

There's another benefit to putting out nice-looking, well-maintained restrooms — and keeping them spotless: Martinez says people tend to treat the restrooms better. "When people see how nice things are, they're more likely to take care of them," he notes. "They're not as likely to pull a hand sanitizer off the wall or steal a light."



Martinez wipes the dust off of a Satellite Industries restroom while running a service route.

(continued)



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## 5 FIGHTING THE PRICE WARS

Lowballing on restroom rental rates is a continual challenge for Shiny Boys, especially from larger competitors that can afford to charge lower rates to gain market share. Martinez says he usually declines when a customer asks him to match or beat a lower rate and instead emphasizes that customers will get what they pay for with Shiny Boys: a high level of service. "In fact, I'm no longer trying to get as many units out there as possible," he notes. "I want to work more with customers who are interested in receiving a high level of service."

**"I'm no longer trying to get as many units out there as possible. I want to work more with customers who are interested in receiving a high level of service."**

**CHRIS MARTINEZ**

To be sure he covers expenses such as fuel, water, chemicals and toilet paper, Martinez says he applies a weekly service charge on top of the rental fee. "My selling point is that I will provide great service. ... I'll come out every day if I have to to keep customers happy," he says. "We just hope and pray that people notice that extra effort." ■

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

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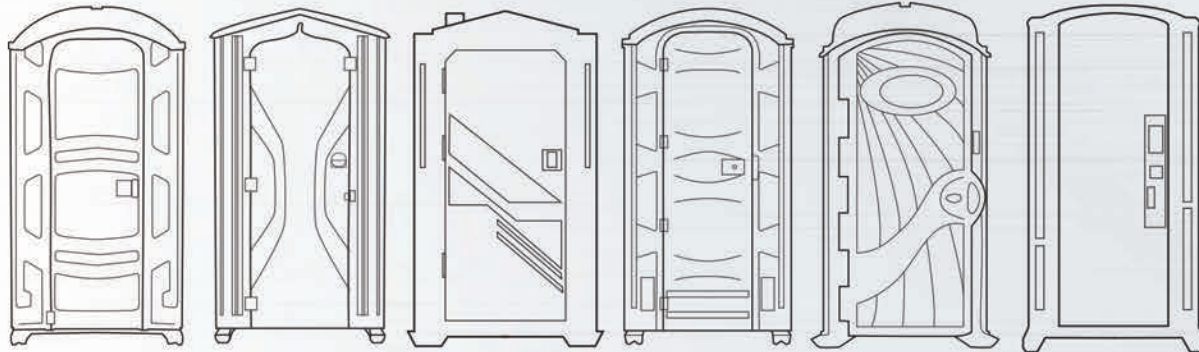
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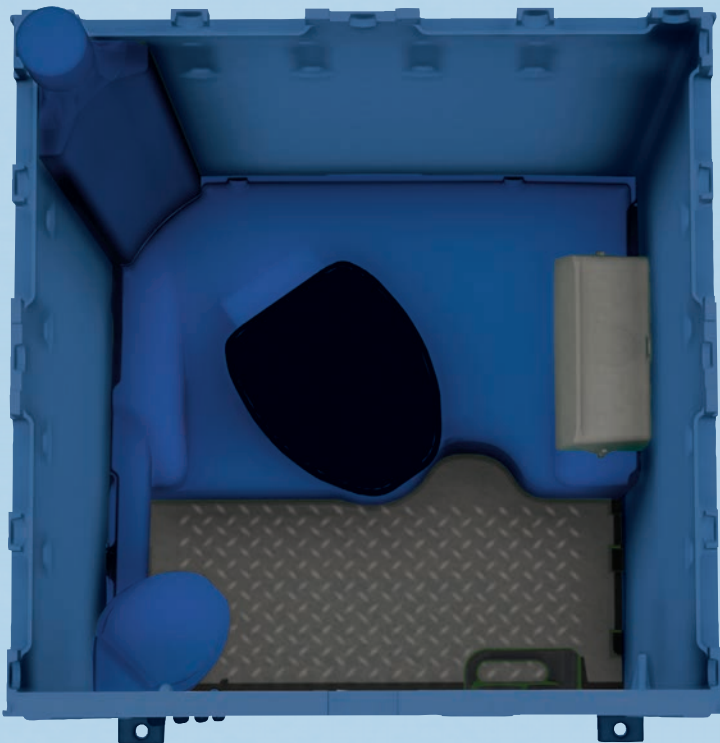
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info@keevac.com  
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info@krosinternationalusa.com  
www.krosinternationalusa.com  
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**Liquid Waste Industries, Inc.**

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www.lwiinc.com  
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customerservice@masportpump.com  
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www.midstatetank.com  
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www.portablesink.com  
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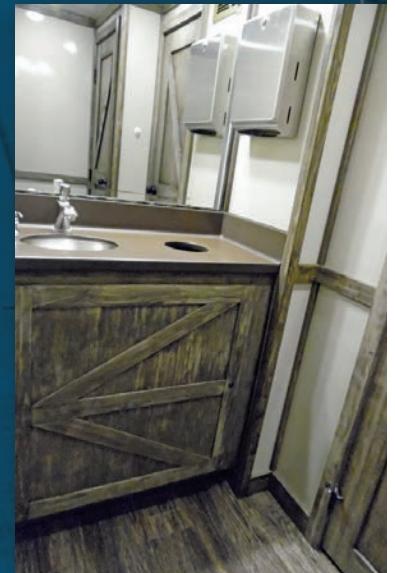
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**Liquid Waste Industries, Inc.**  
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armal@armal.biz  
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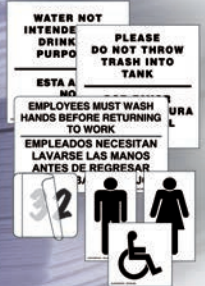
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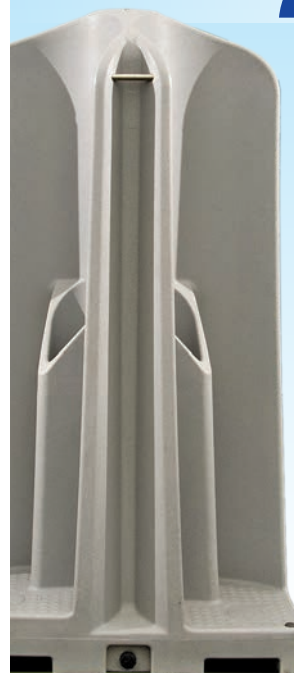
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## Vantage Restroom from PolyPortables Offers New Hinge System, Enhanced Durability

By Craig Mandli

The Vantage portable restroom — a longtime best-seller for PolyPortables — was the company’s centerpiece at this year’s Water & Wastewater Equipment, Treatment & Transport (WWETT) Show. Several new upgrades had the crowd buzzing.

Perhaps the biggest upgrade is self-closing truClose hinges that operate through an internal stainless steel spring and are constructed from outdoor-rated materials. The hinge, according to Henry Davis, the company’s director of operations, makes the Vantage user-friendly and durable.

“Our previous units used integrated hinges, but the truClose hinge is an upgrade in durability and ease of use,” says Davis. “It has been tested in excess of 300,000 open/close cycles, and because it is completely enclosed, it makes cleaning the inside of the unit easier. The hinge is also very easy to replace if needed.”

Other upgrades include a single-jamb doorframe and sonically welded jamb point, eliminating excess rivets; a heavy-duty rotary latch handle with occupancy decal to secure the restroom while in use; and deeper cutouts in the strap guides for easier handling both individually and on transport trailers.

“The upgrades were all made to make the Vantage easier to clean and more durable,” says Davis. “The double-wall construction does make this unit a little heavier than previous models, but it’s more durable in the long run. We thought that was a good exchange.”

The unit’s smooth interior makes it easy to clean, while the rivet-free exterior makes construction easy, Davis says. More than 70 percent of the parts used in the Vantage restroom are interchangeable with other PolyPortables standard units, simplifying replacement part inventory.

The unit comes on a roto-molded plastic skid, with a 60-gallon waste tank and deep sump. Interior features include a toilet seat and cover, uri-



*Henry Davis, left, the director of operations for PolyPortables, discusses the re-engineered doorframe on the Vantage portable restroom. The doorframe now has a single sonically welded jamb point that reduces the amount of rivets in the unit. (Photo by Craig Mandli)*

nal, stainless steel lock brackets, three-roll toilet paper holder with rod and padlock, coat hook, wall mirror, keystone roof, and an easy-lean door handle. Externally, modular walls simplify repairs, and they are constructed from high-molecular-weight material with extra UV protection.

“The Vantage is our top-of-the-line unit that is made to stand up to heavy use and abuse,” says Davis. “It is ideal for special event use, but works great for longer-term use as well.”

Vantage options include a recirculating flush system with a foot or hand pump and 40-gallon flip-top waste tank. A fresh flush system can also be installed with either a foot or hand pump, 40-gallon flip-top waste tank and a Pro-22 internal hand-wash station. Also available are interior hand sanitizer stations, vanity shelves, motion-activated lighting, Take-A-Seat toilet seat cleaners, or any other options available with the Ambassador upgrade package. It is available in 17 colors.

“The Vantage is very customizable to what a particular company may be looking for,” says Davis. “We want them to be easily integrated into an existing fleet of units.”

Davis says he’s excited by the feedback on the Vantage upgrades, especially the hinge system. Much of the feedback the company receives at the WWETT Show directs future innovations and improvements to existing products.

“WWETT gives us a chance to find out what people are looking for in their portable units,” he says. “The people here are more than willing to let us know what they think and what they need. That’s why this is the show to attend for this industry.” **800/241-7951; www.polyportables.com. ■**



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Karleen Kos is executive director of the Portable Sanitation Association International. She may be reached at [karleenk@psai.org](mailto:karleenk@psai.org) or 952/854-8300.



# As the Association Tagline States, We Need to Stress 'Better World'

By Karleen Kos

**P**eter Drucker is known as one of the most respected management gurus of the last 100 years. He was a teacher, the author of dozens of books and an adviser to companies and nonprofits including General Motors, General Electric, IBM and the Red Cross.

What does Drucker have to do with portable sanitation? At least two important things.

One of Drucker's radical ideas was that a company's primary responsibility is to serve its customers. Profit is not the primary goal, but rather an essential condition for the company's continued existence and

sustainability. Focus on the customer, manage the business skillfully, and profit will follow.

Over his long career, Drucker said many wise things (and like everyone else, probably some dumb ones too). I particularly like his remark: "The best way to predict the future is to create it."

Readers who follow us know the Portable Sanitation Association International adopted a new tagline in 2015: "Better worksites. Better weekends. Better world." We did this because the PSAI wanted a simple way to explain the value of our industry to the public.

Since that time, we've heard a lot of positive feedback about this line, and a few questions as well. "What do you mean by 'better world'?" comes up a lot.

Sure, the PSAI is a relatively small organization representing a relatively small industry — .029 percent of the U.S. economy last time I checked. Our impact, though, does not have to be proportional, and it does not have to be measured only in dollars. Remember Drucker's point that we are here to serve our customers — as well as the PSAI's purpose to preserve lives and improve experiences by providing clean, safe portable sanitation through our member companies.

Portable sanitation companies are already creating a better world when they ensure a great event or dispose of waste in ways that protect the environment. They are doing it when they get involved in their communities — like Lou Paulsen, the 2016 PSAI Andy Gump Award winner and his wife Sharon, who volunteer and donate extensively in their local community while running a portable sanitation company that is second to none.

More importantly, the future does not have to be defined by the past. The PSAI and its member companies can do more, even with limited resources. That's why our board of directors and staff are focusing on areas of public policy and image redefinition. We expect to be more engaged in creating and impacting standards relevant to our industry. We are planning a multiyear strategy aimed at educating the public and pressuring decision-makers to ensure adequate units and services are obtained so user experiences are optimized. We are providing our members with more resources to help them serve customers. In short, the PSAI is not serving its members in the same old way, and in turn, members will be empowered to serve customers in even better ways.

As Drucker said, we can create our own future. In short, the PSAI is planning a better world. Join us. ■





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## Satellite Industries vice president receives volunteer award

Steve Brinton, vice president of Satellite Industries, received the Flay & Glenda Anthony Volunteer of the Year award at the Portable Sanitation Association International annual meeting in Charlotte, North Carolina. Brinton was chosen based on his years of service to PSAI and the sanitation industry.



Steve Brinton accepts the Flay & Glenda Anthony Volunteer of the Year award from PSAI President Karen Holm at the group's annual meeting in Charlotte, North Carolina.

## Wabash National expands Progress Tank dealer network

Wabash National added four dealers to its network for Progress Tank truck-mounted vacuum tanks. American Road Machinery will serve Ohio, western Pennsylvania and West Virginia. Great Lakes Equipment Sales will serve Illinois. Mid-Atlantic Waste Systems will serve eastern Pennsylvania, Delaware, Maryland and Virginia. Peirce Eagle Equipment will serve northern New Jersey and New York. ■

## Isuzu Commercial Truck of America Class 6 medium-duty truck

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### CORRECTION

Safe-T-Fresh should have been listed in the May 2016 *PRO* Deodorizer Company Directory as a manufacturer as well as distributor of liquid, packet and puck deodorizer, and graffiti remover.

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4200PSI Rated  
Wheel Kits optional

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Industrial Pressure Washer - New w/warranty \$9,500. 2,000psi, 18gpm. 999cc Kohler & AR pump. Will deliver. 321-800-5763 (TBM)

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Everything to dress up your truck! FREE FULL-COLOR CATALOG. Phone: 800-270-6003; Website: virgofleet.com. Virgo Nationwide, 8027 Foster Ave., Brooklyn, NY 11236 (TBM)



Wisconsin State Fair Park, Milwaukee, Wisconsin

# WEQFAIR

Wastewater Equipment Fair

SEPT. 12-13, 2016 **MILWAUKEE**

Live demonstrations and operational equipment for the water and wastewater industries!

**\$20**  
per person  
in advance

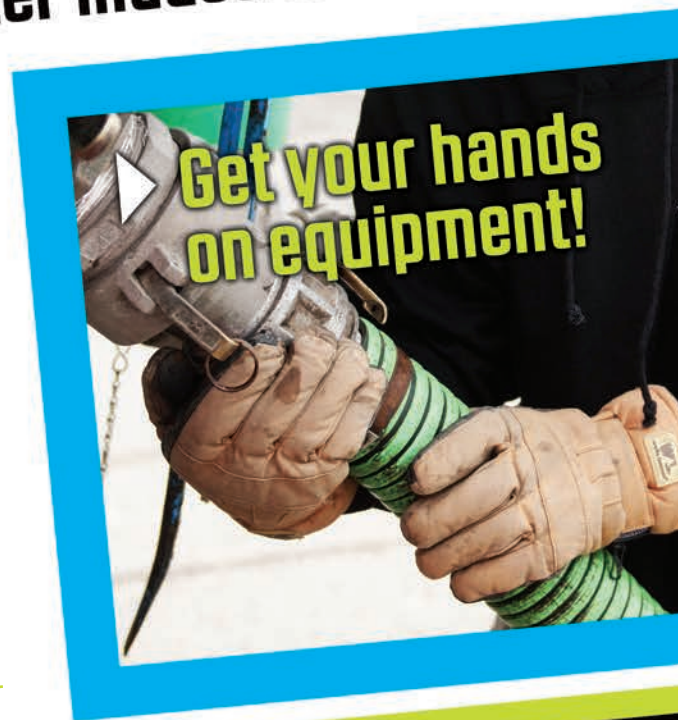
**\$30**  
per person  
on site

Registration  
includes ear plugs  
and safety glasses!

**MONDAY**  
September 12th  
Fair Hours: 12 p.m. - 6 p.m.

**TUESDAY**  
September 13th  
Fair Hours: 8 a.m. - 2 p.m.

**Outdoor Event - Rain or Shine**



▶ Many hotel options close by: [wistatefair.com/wsfp/visitor-information](http://wistatefair.com/wsfp/visitor-information)

Pumper installer **PRO**  
Cleaner **MUNICIPAL SEWER WATER** **GAS OIL & MINING CONTRACTOR** **tpo**  
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View complete event details at:  
**WEQFAIR.COM**

Call 866-933-2653 for more info.



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At PolyJohn, we specialize in personally serving up fast, simple solutions so small problems don't become major meltdowns. That type of hands-on support might seem rare these days, but we still believe in setting a higher standard. It's about manufacturing our own quality products and providing real support from people who really care. Add it all up and you've got a delivery time that's weeks faster than the other guys. And that means more time for what matters most – growing your business.

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# Don't Take Our Word For It...

"We have been using PolyPortables units for ALL of our special events due to their durability. The units are light weight and easy to clean."

Owners,  
Steve Brodeur & Mike Cormier  
**-The Throne Depot**



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