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## ANOTHER WILD RIDE

Hometown PROs grabbed the reins to provide winning service to a rodeo and Fourth fest in Oregon

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New Jersey's Buddy Van Sant looks to transfer his company to a younger partner

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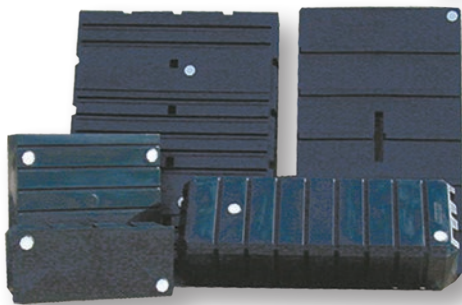
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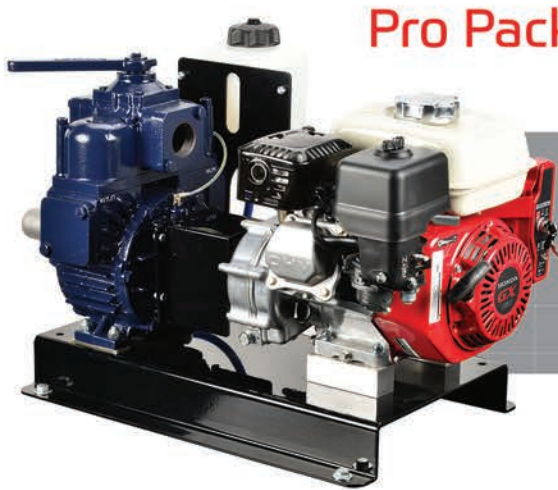
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The crew at Clinkscales Portable Toilets grabs the reins and holds on for dear life to provide winning service to the Molalla Buckeroo Rodeo and Fourth of July festival. - *Betty Dageforde*

**ON THE COVER:** Providing quality restroom service for the Molalla Buckeroo Rodeo and Fourth of July Giant Street Parade is a matter of civic pride for the hometown PROs at Clinkscales Portable Toilets & Septic Service. Owner Trent Clinkscales is shown with a group of PolyJohn Enterprises restrooms to be transported to the popular local festival. (Photo by Susan Seubert)

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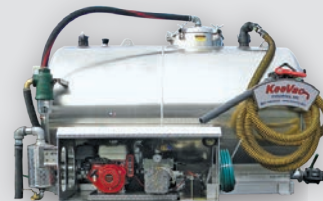
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# 7 Ways to Motivate Your Team to Sell Restrooms

**FROM THE RECEPTIONIST TO THE ROUTE DRIVER, EVERYONE CAN SELL YOUR PRODUCTS AND SERVICES — AND BUILD A BETTER PORTABLE SANITATION COMPANY**

**By Jim Kneiszel**

**T**he busy season for portable sanitation is going to be upon us soon. Your service routes will balloon in size and your crews will be interacting with customers and potential customers all day long. Whether their next stop is a homebuilding construction site or to drop off several units at a small festival, technicians will be encountering your established customers as well as the general public.

These meet-ups should not simply be incidental to the important job at hand — making those restrooms as clean as possible. No, every person who works in your company should view their dealings with the public as an opportunity to sell the great portable sanitation service you provide. To keep growing your company, sales should be an all-hands-on-deck activity. Your route driver can be your best salesman, and bring you new customers without a whole lot of extra effort.

So says Todd Cohen, an expert in “sales culture,” and the author of *Everyone’s in Sales and Everyone’s in Sales; Stop Apologizing*. According to Cohen (toddcohen.com), when you overcome a mentality among workers that “sales is not my job,” many new customers will follow — and everyone in the company will benefit.

Now, I know what you are thinking: Most of your staff will be uncomfortable moving beyond their duties on the service route and asking perfect strangers to hire your company’s services. After all, it seems like people are either hardwired to be good at sales or they aren’t. And your front-line service workers might say that’s why they clean restrooms and drive a truck rather than spend their days cold-calling new prospects back at the office.

But Cohen argues we shouldn’t think of sales in that traditional sense. We should realize that some sales are an organic outgrowth of everyday interactions in the field. That’s right. Landing customers doesn’t have to be about the hard sell.

## RELATIONSHIP-BUILDING

“Selling is not something that requires people to stop what they are doing and do something different. It’s rooted in solid relationship-building and developing trust,” says Cohen. “A sales culture means that each and every employee — regardless of title or tenure — understands that they have a profound impact on a customer’s decision to say ‘yes.’ Put simply, everyone’s in sales because everyone needs to sell themselves well to succeed.”

I’ll bet each of you has heard this same message to a certain degree

from an employer. The boss gives the “all for one, one for all” speech and talks about how promoting the company will help everyone in the long run. Employees on the frontline of customer service may think the boss is just trying to heap additional duties on them for which there will be no personal reward.

But there’s a truth in the boss’s message: More sales build the company’s bottom line, which results in more job security and better wages for everybody.

So we have to instill an attitude of ownership across the board.

“People thinking ‘sales is not my job’ are people who will keep the company mired in mediocrity because they think that selling is something else that they have to do in addition to their job,” Cohen says. “The point is that their job is sales and what they do is vital to the company engaging and closing more customers.”

## YOU TALK, YOU SELL

Cohen’s point is that sales should not require additional work from your service crew. They can impact sales when they listen to and react to questions or complaints from customers, when they put forth a positive appearance and attitude while on the job site, or when they meet people and tell them how much they enjoy their job and providing a public service.

“It cannot be said enough — when you talk, you sell,” he sums it up. “Every single conversation is a bona-fide selling moment. The fundamental skills of selling are the same skills that you use every day in some fashion.”

I can buy into that. But I think you still need a trigger to keep sales top-of-mind for the whole team. It’s important to impress upon employees that they play a real and important role in growing the business, and that working for a growing company will provide them with a brighter future. But there is more you can do beyond the pep talk to help ensure a more comprehensive sales effort.

I’ll share a few suggestions for ways to motivate your crew to sell your services during the upcoming summer season:

### Hold sales training for all employees

Bring in an expert in building a sales culture and spend an afternoon explaining how every team member can bring in new customers. Share subtle sales techniques that front-line workers can use to generate business without making a hard sell.

### Offer a sales commission

A pat on the back is a good start, but employees will respond more enthusiastically if they are rewarded for making a sale. Try offering a \$20 gas



*Todd Cohen*



card or a restaurant gift certificate for every new customer a driver brings in. Or tally all the new business driven by individual workers and give a monthly bonus equaling a percentage of the new revenue.

### Stress upselling

Promoting added services is an easy way technicians can break into sales. When they hit a construction site, have drivers stop and ask the crew foreman how they feel about the service they receive. Would they like to add a sink to the restroom unit? Are any of the units overused and require additional service? Maybe they have another job a few blocks away and they could use another unit?

**“Every single conversation is a bona-fide selling moment. The fundamental skills of selling are the same skills that you use every day in some fashion.”**

**Todd Cohen**

### Put selling in every job description

It's always easier to make sales a part of the job when a new hire comes on. Write this responsibility into the job description of every worker. That doesn't mean cold-calling prospects for an hour at the beginning or end of every shift. Rather, it's reinforcing a mindset that making sales part of every business relationship.

### Create a personal contact list for every worker

Build a database of portable sanitation decision-makers each employee encounters on a regular basis. It could include local business owners, construction crew leaders or special event managers, for example. Ask employees to run down that list once a month and ask contacts what your company can do to provide better, more comprehensive service.

### Develop written assets to make sales simpler

You can provide helpful tools to make it easier for employees to approach potential new customers in the field. Write talking point scripts or a follow-up email pitch they can use when making contacts. Promotional cards, brochures and discount coupons would be easy handouts to distribute your sales message.

### Set employees up for sales success

Appearance is important. Provide uniforms for your crew, and keep their trucks and equipment clean at all times. Improve morale by adding a few nice employee benefits. Happy workers will be happy to sell your services. Do all you can to retain good workers. The longer they are with you, the more they will want to help you grow the business.

### HAVE A GREAT YEAR

I wish you a successful and safe 2017 busy season. Give some of these ideas a try and get everyone selling your products and services. When the season winds down in the fall, let me know which sales strategies worked this year and I'll share those ideas with readers. ■

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MEMBER



# 10 Tips for Hiring Millennials

**DON'T BELIEVE THE NEGATIVE STEREOTYPES YOU HEAR ABOUT THE YOUNGER GENERATION OF WORKERS**

By Judy Kneiszel

**A**s the Baby Boomers — those born between 1946 and 1964 — retire in droves, and Generation X — born between 1965 and the late 1970s — is for the most part solidly entrenched in jobs and careers, it is likely the next employee you hire will be a millennial. Also called Gen Y, this group was born sometime between the early 1980s and 2000.

Not all members of a generation are alike, but understanding the general characteristics that define millennials can help you recruit and retain one of these “special snowflakes,” as the millennials are sometimes called because of what their elders perceive as a pampered upbringing.

No, it's not impossible to find loyal help among the almost 80 million millennials in the U.S. Jason Dorsey, researcher at The Center for Generational Kinetics based in Austin, Texas, says members of Gen Y can become valuable, loyal, high-performing employees.

“What's most interesting is that these high-value outcomes are not tied to compensation,” Dorsey writes on his all-things-millennials website, [jasondorsey.com](http://jasondorsey.com).

## RETENTION IS KEY

Finding good millennial employees is just the beginning, however. Keeping millennials as employees is the bigger challenge. Millennials are the first generation to enter the workforce with no expectation of being employed their entire working lives by the same company. This attitude shift was caused more by economic changes than lack of desire.

They have seen enough of their generation's parents and older family members “downsized” from companies after decades of loyalty to ever expect a gold watch at age 65 from the company that hired them at 20. A joint survey of human resources professionals by the research and consulting firm Millennials Branding and the job and career website Beyond.com reported that 45 percent of companies experience higher turnover with millennials than with older generations.

If your company is struggling to fill job openings and retain good young employees, here are some tips to help you land quality millennials and strategies for keeping them:

**1. Provide a clear career path.** Millennials are more likely to accept a position and stick with it if they can see room for advancement. Share success stories with them about employees who started at the bottom and moved into management positions. Also show them the big picture of opportunity for success in the industry, perhaps by sharing your own story of how you built your business from the ground up and now own multiple trucks and have a large number of employees.

**2. Answer their “why” questions with honesty, transparency.** In

**If you are from a slightly older generation and want the company you built to endure, you're probably going to have to adapt to (the millennials') way of working. You may just find your company is better and stronger because of the changes they inspire.**

many ways, this generation never outgrew the persistent asking of “why?” that started when they were 3 or 4 years old. They have no problem following rules if there's a good reason for the rules. “Because we've always done it this way,” is not an acceptable reason for anything to a typical millennial. They also appreciate financial transparency, accepting limits on expenditures when presented with facts about profit margins.

**3. Tear down walls and rework the organizational chart.** Millennials want fewer layers of management and fewer walls between management and nonmanagement. A “we're all in this together” team attitude is more attractive.

**4. Make mentorship a two-way street.** Realize younger workers have knowledge to share with older workers, especially when it comes to technology.

**5. Beef up your brand.** Millennials grew up eating Happy Meals and wearing branded clothing from head to toe. They can be extremely brand loyal and will be impressed with a potential employer who does branding right.

**6. Have a strong digital presence and up-to-date technology.** A job candidate will Google your company before even scheduling an interview, and if all they find is an amateurish and aging website, they will definitely be turned off. Seeing that a company utilizes up-to-date technology and is active on social media platforms is attractive to young employees. Someone who is skilled in using the latest accounting software will not want to work for someone who still fills out ledgers by hand and uses an adding machine.

**7. Appreciate them.** Maybe it's because they didn't keep score and everyone got participation trophies in their youth soccer days, but many in this generation seem to need frequent validation. Appreciating an employee who goes above and beyond will enhance company loyalty.

**8. Stress safety.** Members of this generation were strapped into booster seats until they were practically driving age and wore bike helmets as a matter of course. Safety is second nature to them. They were fussed over as kids and expect high levels of protection on the job as adults, too. Seeing your workers in questionable safety situations or flagrantly breaking safety rules will be a real turn-off for this generation.



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**9. Brag about community involvement and environmental awareness.** This generation wants to contribute to society. Many were required to perform community service in middle or high school and the lesson stuck. They value volunteerism and charitable giving, and want to be a part of a company that does too. This generation is also environmentally aware. They've been sorting recyclables their whole lives. Tout the role the portable sanitation industry plays globally in saving water and protecting the environment.

**10. Be more flexible.** Millennials place a high value on a flexible work schedule. This might mean allowing office workers to work from home occasionally or scheduling jobs in slower times so workers can put in four 10-hour days and enjoy a three-day weekend. Maybe it means allowing a young dad time off during the day to volunteer at his daughter's preschool and make up the time later in the week. In general, millennials think about work differently, but work just as hard as anyone if they feel respected.

**GET TO WORK**

Millennials are now the majority generation in the U.S. workforce. If you are from a slightly older generation and want the company you built to endure, you're probably going to have to adapt to their way of working. You may just find your company is better and stronger because of the changes they inspire. And if you are a hardworking millennial, there should be plenty of opportunity out there for you if you can be a little patient with those that came before you. And don't forget to wear your helmet. ■

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Don "Buddy" Van Sant and his business partner Andy Bennett. (Photos by James Robinson)

New Jersey's Buddy Van Sant seized an opportunity to serve post-hurricane rebuilding efforts, and now works to transfer his new restroom company to a younger partner **BY DEE GOERGE**

# MAN WITH A PLAN

**W**hen Don "Buddy" Van Sant started his second portable restroom business, he made two significant changes. First, he wanted to keep the Seaside, New Jersey, company small and manageable. Second, he wanted to have an exit plan for a secure retirement.

At 59, Van Sant says he believes he is in the same position as many portable restroom operators who have years of experience and built up a good business, but want to pursue hobbies and enjoy retirement with some kind of income security. Taking on a younger, 25 percent partner, the owner of Jersey Shore Restrooms is hopeful he's on the right path.

## SECOND TIME AROUND

After selling the portable sanitation business he ran for 20 years in 2008, Van Sant had no plans of getting back into restrooms. But the devastation of Hurricane Sandy in 2012 changed that.

"The Jersey Shore had so much work — even now," he explains. "They say it will be 15 years of work to get it back."

He recognized the need for portable restrooms and an opportunity because his noncompete clause agreement had run out. So in 2014, he rented a building, purchased a Crescent Tank truck and 100 PolyJohn PJP3 restrooms, and started slowly building the business through word-of-mouth. By the end of 2016, he had grown to three trucks and 380 restrooms.

*(continued)*

## Jersey Shore Restrooms Seaside, New Jersey

**Owner:** Don "Buddy" Van Sant and Andy Bennett

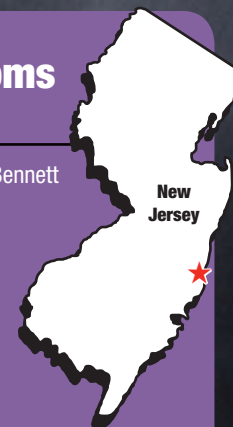
**Founded:** 2014

**Employees:** 4

**Services:** Portable sanitation and temporary fencing

**Service area:** Monmouth, Ocean and Atlantic counties

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**Left:** Most of the Jersey Shore Restrooms business, about 80 percent, is for the post-Hurricane Sandy residential construction industry.

**Below:** Technician Brian Wojcik prepares to service a PolyJohn PJP3 restroom on a residential construction site. The service truck is Ford F-550 carrying a flat tank from Crescent Tank and a Masport pump.



Growth was made easier due to the major construction occurring along the Jersey Shore. Because of rezoning and to avoid expensive flood insurance premiums, homeowners are participating in a federally funded program to have their homes raised on pillars to comply with the Federal Emergency Management Agency's advisory base flood elevations. It takes three to six months for contractors to complete the process, and they need restrooms.

Van Sant notes that because so much construction work is going on in a concentrated area, it's ideal for a PRO. "The way to make money is to have a lot of customers close together on the same street," he says. His business is centrally located along the 80-mile stretch of the area he covers, and having many customers clustered together is a bonus in setting up the schedule for weekly service.

### PARTNER BENEFITS

Van Sant encountered an unexpected benefit in April 2015, when Andy Bennett (now 46), approached him with a proposal to buy into the business. Bennett had 24 years' portable sanitation experience and served as a route manager for a large New Jersey company. Bennett left when the company was purchased, so he was facing an uncertain future. With a wife and two children, one in college and one in high school, he needed dependable income.

Van Sant readily accepted Bennett's financial offer to buy 25 percent of the business and take over full ownership Jan. 7, 2019. Nearing retirement, Van Sant recognized it was an ideal situation to set up his exit strategy. Plus there are other bonuses.

"When Andy came knocking, I decided it was a nice way to build something up. And, I am able to take more vacations," Van Sant says.

When his mother died last summer, Van Sant could take care of the funeral details and not worry about the business, because Bennett was handling the scheduling for two employees. Again in November, Van Sant left Bennett in charge when Van Sant had hip replacement surgery.

"It's a perfect example of why I have to have a partner at my age," Van Sant says.

"I want controlled growth, buying equipment when I can pay for it and adding restrooms six at a time. I plan to stop at 500 restrooms because it's manageable with a nice profit margin. After that you have to add trucks and men."

**DON "BUDDY" VAN SANT**

### HIGH COST OF BUSINESS

The biggest challenge for the partners is the cost of doing business. Van Sant was surprised by the increased costs during his six-year hiatus from the industry. Though supplies, equipment and portable restroom rental fees hadn't changed much, regulation costs (insurance, liability, workman's compensation, taxes, etc.) and fees are significantly higher. Plus, Van Sant had sold the building he used in the first business.

"Our No. 1 expense is rent. At my age, I'm not buying anything. So we rent and keep everything inside a 6,000-square-foot building," Van Sant says.

While he encourages his younger partner to buy a building when he takes over the business, for now Van Sant emphasizes keeping costs down from lessons he learned in his first business that had 2,000 portable restrooms.

*(continued)*

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## From partner to purchase

Andy Bennett never planned to own a business. After more than 20 years in the portable sanitation industry, he had worked up to midlevel management for a large company, scheduling 60 drivers for 10,000 services a week. When the company was being bought out and his future was uncertain, he started looking for new opportunities. The timing was right in 2015, when he approached Don “Buddy” Van Sant, who he had known for a decade.

Besides buying into the business he has time to learn how to run it effectively — hands-on and with Van Sant’s guidance.

In the transition plan, Bennett started in the area he is most familiar with, dealing with employees, scheduling routes and driving some routes. After that, he’ll work with Van Sant in the office handling the business side of permits, insurance, bids, etc. And, Bennett will learn about general maintenance and repair for trucks and restrooms.

“The mechanical stuff is the most challenging (for me),” Bennett says. “I know computers and route systems. But it can cost a lot of money if you don’t know how to do repairs.”

He is adjusting to the more varied workload, and he agrees with Van Sant’s emphasis on answering the phone in person. As he takes over leadership near the end of the transition, he (or an office person) will be the one answering the phone at all hours.

“I am realizing the importance of each and every phone call,” Bennett says. “One single phone call can generate six months’ worth of income or several hundred dollars for a weekend event.”

Plus, there’s one other benefit he appreciates. “I have a teenage son, and it’s a nice bonus to have him work with me,” Bennett says.

Bennett is developing ideas for the business when he has full ownership. He plans to put serial numbers on the restrooms for better tracking, to utilize more technology such as route maps on phones, and buying a building instead of renting.

He will count on the advice of Van Sant, his father and other friends in the industry when it comes to buying equipment. “It’s an uncertainty because I’ve never done it before. Knowing when to buy and what kind to buy,” he says.

Bennett says he’s building a good foundation for the unexpected career move.

“I never had a dream to be an entrepreneur,” he says. “My dream is to be successful, and if this is what it took, I had to take this opportunity.”

“I am realizing the importance of each and every phone call. One single phone call can generate six months’ worth of income or several hundred dollars for a weekend event.”

ANDY BENNETT

“I don’t want to get in debt with loans and credit cards. I want controlled growth, buying equipment when I can pay for it and adding restrooms six at a time. I plan to stop at 500 restrooms because it’s manageable with a nice profit margin. After that you have to add trucks and men,” he explains.

Besides regulatory fees, the cost of labor increased, especially for health care coverage.

“We used to give family health insurance benefits, and employees paid 25 percent. Now we just offer single employee benefits (a 50 percent employee match),” Van Sant says.

### SMART INVESTING

One thing Van Sant didn’t change was the vendors and manufacturers he used in his past business. His restrooms are all from PolyJohn Enterprises

and include 380 PJP3 portable restrooms, eight flushable units, eight handi-cap units and eight PolyJohn hand-wash stations.

“I had to do something to jump out and grab people’s attention, so we went with purple,” Van Sant says. The white lettering with his business name and phone number stands out and provides free advertising.

To clean and stock the restrooms, he purchases toilet paper and deodorizing chemical from Porta Pro Chem out of Pennsauken, New Jersey.

The truck fleet includes a 2012 Ford F-550 from Crescent Tank with a flat 650-gallon waste/350-gallon freshwater steel tank and two 2014 Isuzu flatbed rigs with 350-gallon waste/200-gallon freshwater slide-in steel tanks from Crescent. All trucks carry Masport pumps.

“They are a great truck for a startup company,” Van Sant says. Each rig is “like three trucks in one. They can pump, handle routes and deliver restrooms. Each truck holds six restrooms to handle weekend events.”

In the office, Ritam Technologies Portable Restroom Software helps plan routes. To keep it simple, Van Sant says drivers follow paper copies of their routes instead of phones or other technology.

About 80 percent of Jersey Shore Restrooms’ work is delivering and servicing units at residential construction sites. Another 15 percent comes from renting restrooms for parties, craft shows, rodeos and numerous eating and drinking festivals. Because of the need to fence off areas where alcohol is served, the company also provides 6- by 12-foot chain-link panel fencing, manufactured by Davis Gates. Van Sant had purchased the fencing for a business he owned in Delaware before he started Jersey Shore.

While he doesn’t want to get into a lot of extra services, renting fences for events is a good add-on in his area and provides about 5 percent of the business’s revenue, he says.

### PERSONAL TOUCH

A benefit of working along Jersey Shore is a relaxed culture with plenty of oceanside tiki bars and parties. The many tiki bars are also perfect networking opportunities for Van Sant to meet contractors and hand out business cards. In addition to the new clients, he works with many former ones. Though he is restricted from soliciting old customers, they have been coming to him as word-of-mouth — and those purple restrooms — let people know he is back in business.

Good communication has been the key to landing customers, he says.

“It’s the personal touch that makes a difference,” he says. “It’s the most important item in a company,

(continued)

*Jersey Shore Restrooms places PolyJohn Enterprises units at local parks like this one.*



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picking that phone up. I have my phone with me, every time it rings.”

Because of that, he can respond immediately to clients calling with problems — either personally or by sending an employee.

*The crew at Jersey Shore Restrooms includes, from left, Brian Wojcik, Bennett and Jay Bauman.*

### TRANSITIONING TO RETIREMENT

Only in business a couple of years, Van Sant is pleased with the pace of the company’s growth as it draws closer to his 500-restroom goal. He also feels on track with transitioning his younger partner into taking over the business.

Starting with planning routes and working with employees, Bennett is systematically learning about all aspects of the business. In the next couple of years, Van Sant will involve him with everything from truck maintenance and repair to bidding special events, billing and all the office work.

Van Sant also understands the importance of working with a certified public accountant and financial planner to avoid “getting killed with high capital gains taxes” so that he has a monthly check from the business. Because his wife, Geri-Lynn, retires from her job as a school librarian in 2019, that is the year Bennett will take over ownership, based on an amount the partners have already agreed on.

Van Sant looks back and realizes that he was too young (50) when he sold his first business. He is grateful to have a second business and a partner. He also recognizes an important difference from his first business.

“My exit strategy is the No. 1 thing right now. I’m trying to grow a company for another person,” Van Sant says. “I’ve got to make sure that it’s a very strong company with low debt to make sure I get paid and that he (Bennett) has a nice company for him and his son.” ■

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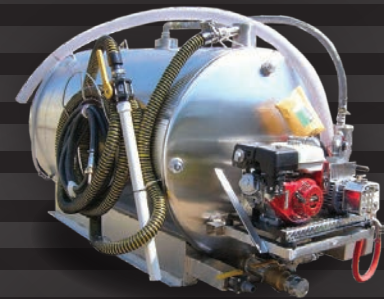
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# Gearing Up for Greater Productivity

**DRIVER SHORTAGES, LOWER FLEET COSTS PUSH A CONTINUED TREND TOWARD USER-FRIENDLY AUTOMATIC TRANSMISSIONS IN WORK TRUCKS**

By Ed Wodalski

**T**he shift to automatic transmissions in vocational trucks continues to gain momentum with strong growth in automated mechanical transmissions (AMT) and telematics (remote communication of your vehicle's performance).

"If you look at the Class 8 market in particular, we've seen about a three-fold increase in the percentage of AMT transmissions purchased over the last six years," says Scott Davis, director of strategic partnerships and customer experience at Eaton. "Roughly half of the Class 8 trucks purchased today have an automated transmission in some fashion."

For those not ready to make the switch from a manual to a fully automatic transmission, the AMT combines a traditional clutch-actuated manual gearbox with a computer-controlled shift actuator and clutch. The best shift patterns are selected electronically for optimal power or fuel efficiency. With computer-controlled shifting and clutch engagement, only two pedals are needed to operate the truck: brake and accelerator.

Driving demand for AMT and fully automatic transmissions is the pursuit of better fuel economy and lower fleet cost, as well as driver shortage, driver retention and the ability to recruit drivers into the industry with less experience. Another contributing factor is a decrease in cost between manual and AMT transmissions.

"Resale is a big factor in that equation," Davis says. "The vocational customers are very sophisticated in their financial modeling and figuring out that total life cycle cost, from the initial acquisition to operational costs, repairs and resale. With new technology, whether it's AMT or engines, resale has a big impact."

Technology, specifically telematics and the connected vehicle, are the current hot topic, from engine controllers and transmission controllers, to body controllers and ADF controllers.

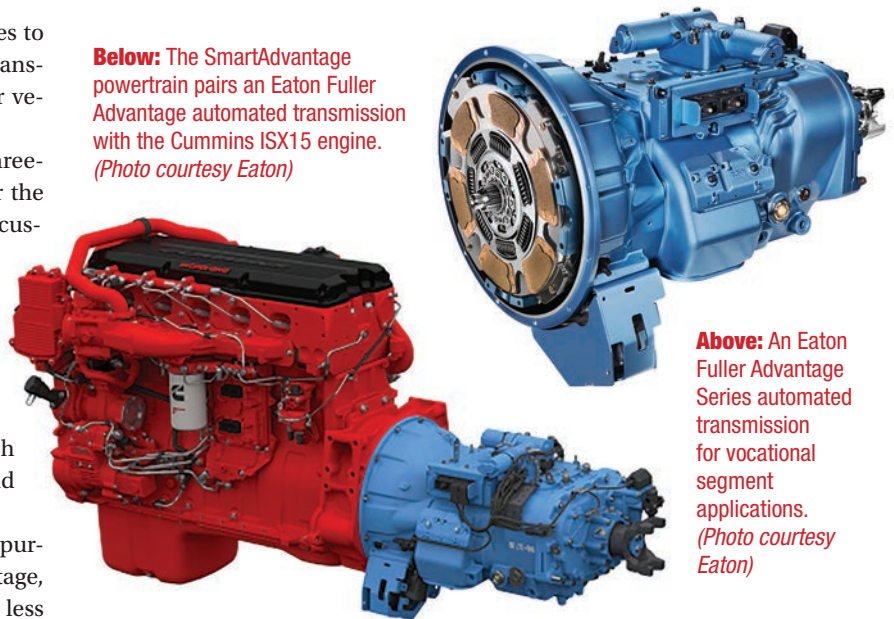
## **GREATER EFFICIENCY**

"You're seeing trends with the subsystems working closer together to become more efficient," Davis says. "That's a big part of our Smart Advantage powertrain with Cummins — more integration on the control side to get a more fuel-efficient package."

Smaller and lighter transmissions achieved through aluminum enclosures and optimization also contribute to better fuel efficiency as well as greater cargo capacity.

"If you look at one of our flagship products, our Smart Advantage powertrain, one of the purposeful things we did is weight reduction," Davis says. "We looked at it not just as a transmission but as a total system. We were able to eliminate the cooler, the cooling lines and a large amount of oil in that system."

**Below:** The SmartAdvantage powertrain pairs an Eaton Fuller Advantage automated transmission with the Cummins ISX15 engine. (Photo courtesy Eaton)



**Above:** An Eaton Fuller Advantage Series automated transmission for vocational segment applications. (Photo courtesy Eaton)

The powertrain optimizes shifting based on grade, vehicle weight, engine torque and throttle position, making every driver as efficient as possible. Since its introduction in 2013, the powertrain has increased fuel economy by about 7 percent, according to Eaton's website.

In addition to less weight, fewer components also mean there's less chance for hose and fitting failure.

## **EMERGING TECHNOLOGY**

"If you look outside the vehicle, that's where telematics comes in," Davis says. "Fleet managers have greater insight into what's happening in terms of usage, average speed, duty cycles, as well as indications of potential failures and how to service as a planned repair without extensive unplanned downtime. That's where I think there's a lot of interest from the end customer and more product offerings."

One of the benefits of the emerging technology is the ability of truck owners and fleet managers to fix small problems before they become big problems.

## **ONBOARD DIAGNOSTICS**

"The last thing you want is a truck on the side of the road," Davis says. "The other opportunity it presents is if you have better visibility into the usage of a product, you can extend maintenance intervals by actual usage rather than application."

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Emerging technology enables engines to communicate with transmissions, drivetrains and other components, as well as fleet managers.

Sophisticated electronics link communications, such as the SAE J1939 controller area network (CAN) that operates like an onboard intranet. Raw data is collected and broadcast through a cellular connection to a telematics provider, such as Omnictracs, PeopleNet or Geotab, and relayed to the fleet manager.

### LESS MAINTENANCE

"I think the real key is going from raw data on the J1939 CAN link into something that is meaningful and actionable," Davis says. "That's where manufacturers like Eaton come into play — how do you avoid hundreds of text or email updates to a fleet manager as opposed to information the fleet manager can use and act on — adjusting maintenance cycles, feedback to drivers or if there is a truck-down situation."

Technology has also impacted transmission maintenance, primarily extending service intervals for lubricants, and clutches that can go 50,000 miles between greasing.

"If you're a fleet manager, the fewer times you have to grease the clutch the better," Davis says. "A high percentage of the clutches we sell today are Solo self-adjust clutches. Historically, clutches have required adjustment at a certain interval. The self-adjust clutch helps reduce the amount of preventative maintenance required."

So what's the next big thing in truck transmissions?

Concepts already being studied are autonomous vehicle tuning and communication from one transmission to another in local area networks, enabling fleets to travel in tightly packed convoys.

"I think that's the next frontier beyond telematics," Davis says. ■

**"A high percentage of the clutches we sell today are Solo self-adjust clutches. Historically, clutches have required adjustment at a certain interval. The self-adjust clutch helps reduce the amount of preventative maintenance required."**

**Scott Davis**

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# Another Wild Ride

The crew at Clinkscales Portable Toilets grabs the reins and holds on for dear life to provide winning service to the Molalla Buckeroo Rodeo and Fourth of July Festival

BY BETTY DAGEFORDE

**THE JOB:** Molalla Buckeroo Rodeo

**LOCATION:** Molalla, Oregon

**THE PRO:** Clinkscales Portable Toilets & Septic Service

## THE TEAM

Trent Clinkscales and his sister, Terry Shankle, own Clinkscales Portable Toilets & Septic Service in Molalla, Oregon, a town of 8,500, 35 miles south of Portland. About 70 percent of their work is portable restrooms, the rest septic pumping and inspections. Clinkscales works in the field, mostly on the septic side, filling in elsewhere as needed, while Shankle handles the office work. The whole team was on hand for the Fourth of July rodeo and parade — three portable restroom technicians, one septic driver, one yard person and one office assistant, along with one driver's brother who helps every year.

## COMPANY HISTORY

The business — originally a septic company called Gary F. Clinkscales Septic Pump Service — was started in 1981 by the siblings' parents, Gary and Marie Clinkscales. In 1992, the brother and sister teamed up and bought the company. They wanted to expand their offerings and considered some reasonable options — excavating, drain cleaning and portable restrooms. Not wanting to compete with some of their own customers, they chose portable sanitation and changed the name accordingly. It turned out to be a good choice. "Luckily, we filled a void here in our area that not a lot of companies wanted to serve at the time," Clinkscales says.

Today, they've got 470 units, and in 2016 added three restroom trailers — two from Comforts of Home Services and one from ART Co. (A Restroom Trailer Co.). They work within a one-hour driving radius of Molalla.

*(continued)*



Technicians Charlie Bennett, left, and Justin Lucht service restrooms at the rodeo grounds. The restrooms are from PolyJohn Enterprises and the Dodge Ram service truck carries a Keith Huber tank and Masport pump. (Photos by Susan Seubert)



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## MAKING CONNECTIONS

The company has been involved in the rodeo and parade since 1996, when they were approached by one of their customers, the committee member in charge of sanitation for the rodeo. The committee felt they needed to find a new vendor. Clinkscapes put in a bid and since then has worked hard to keep the account.

## THE MAIN EVENT

The Molalla Buckeroo Rodeo started in 1913, when the residents of Molalla wanted to do something to celebrate the coming of the railroad to their town. It was originally sponsored by the local firefighters as a fundraiser. Today, it's the town's biggest event and attracts top talent from the Professional Rodeo Cowboys Association. 2016 festivities started the weekend before the Fourth of July with a Saturday kick-off concert and a Sunday trail ride. On Friday, July 1, after the kiddie parade, the serious rodeo competition began, continuing through the Fourth. Other activities included a steady stream of live music, dances, a carnival and lots of vendors. The Fourth of July was jam-packed — pancake breakfast, 5K run, the Giant Street Parade, an afternoon rodeo, and a final evening rodeo capped by fireworks.

## LET'S ROLL

On June 23, using two vacuum trucks pulling a 16-unit trailer from Peterkin Welding and a 12-unit trailer built by M.S. Metal Works, the company delivered 22 PolyJohn Enterprises silver PJN3s (all with hand sanitizer), four Satellite Industries ADA-compliant units, three 350-gallon Quadel Industries holding tanks, and one PolyJohn hand-wash station to the rodeo grounds.



Seven were set up near the entryway, one outside the entry ("So people can't just walk up and say they need to use the bathroom"), seven near the bucking chutes, two ADA-compliant units outside the permanent restrooms, and two units and the hand-wash station in the VIP area. The rest were scattered about for cowboys, clowns and directors. Holding tanks were for food vendors and livestock contractors.

On June 24, the company set up four units at the trail ride lunch stop area. Four days later, as they do every year, they brought in a two-stall shower trailer, rented from another PRO, for use by the rodeo contestants, clowns and entertainers who camp out for the duration of the event. On June 30, a last-minute request came in for six more units for the carnival area. And on July 1, four units — donated by the company — were provided for the kiddie parade.

Late July 3 and early July 4, they set up 30 units along the nearly 3-mile-long parade route. Those units were also donated by the company. "The Chamber of Commerce puts it on as a fundraiser," explains Shankle, the Chamber's current treasurer and past president. "We've been donating these units for 24 years, even before we had the rodeo." In addition, the

*Below: Justin Lucht, left, and Charlie Bennett unload restrooms from an International flatbed service truck as they set up for the Molalla Buckeroo Rodeo.*



*One of the Clinkscapes units is in place to serve rodeo participants.*

**"The atmosphere in our tiny little town is just electric around the Fourth of July. You can just feel the excitement in the air. It's a little bit like Christmas."**

**TRENT CLINKSCALES**



company auctions off the right to put advertising on the units during the parade, raising even more funds for the Chamber.

Parade units were picked up the same day, and everything else was slowly removed over the following week.

*Technician Aaron Adams services restrooms at the rodeo grounds.*

## MANAGING THE PROCESS

Organization is the key to handling all the moving parts of this event, says Clinkscapes. "We've developed a worksheet to keep track of who does what and to make sure everything gets taken care of." They worked in teams of two per truck. Every driver got a worksheet and checked off exactly what he did. They also wrote down how many gallons were pumped out of the holding tanks to facilitate accurate billing.

The worksheet was also designed to make note of any extra services requested by the event organizers as well as instances of vandalism or over-full

*(continued)*

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**Left:** The crew that served the big Molalla events includes, from left, Justin Lucht, Aaron Adams, Trent Clinkscales, Nick Clifford, Bryce Clifford and Charlie Bennett.

**Below:** A Comforts of Home Services restroom trailer was set up in front of Clinkscales Portable Toilets & Septic Service, which is along the Fourth of July parade route.



“Our rodeo association really has this down to a fine art. They know exactly how many toilets they need and where they need them.”

**TERRY SCHANKLE**

units — a rare occurrence, says Shankle. “Our rodeo association really has this down to a fine art,” she says. “They know exactly how many toilets they need and where they need them.”

### KEEPING IT CLEAN

Daily servicing began Thursday, June 30. On Saturday they also fit in their regular Monday route work, since Monday was a holiday. Then the “absolute craziness” started Sunday, Clinkscales says, because in addition to servicing the rodeo they had three other events going on in neighboring towns.

The pace quickened again on the Fourth of July. The team started the day at 4:30 a.m. by taking advantage of the pancake breakfast before setting up the parade units. Then they headed over to the rodeo grounds to service those units, finishing up before the 8 a.m. street closures. They took a break and watched the parade, then around 1 p.m. picked those units up and took them to their yard before making a final service run at the rodeo grounds. “Then we’re done for the day — in more ways than one,” Clinkscales says. “After that we go home and sleep.”

Three vacuum trucks were used — a 2015 Dodge Ram with a 1997 slightly modified Keith Huber 500-gallon waste/200-gallon freshwater tank; a 2015 Dodge Ram with a 650-gallon waste/350-gallon freshwater flat tank built out by Lely Tank & Waste Solutions; a 2006 International 4300 with



*Trent Clinkscales pauses in the action at the Molalla Buckeroo Rodeo, with PolyJohn restrooms in the background.*

a 600-gallon waste/300-gallon freshwater flat tank; and their small septic truck, a 1999 International from

Lely with a 1,700-gallon waste/300-gallon freshwater tank. All tanks are steel and pumps are Masport. The company uses Walex deodorant products. Waste was taken to their yard for temporary storage in one of their three 1,500-gallon holding tanks before being transferred to a nearby municipal treatment plant.

### CIVIC PRIDE

Clinkscales says the event is a lot of work, but it’s also fun, and everyone on the Clinkscales team is proud to be part of it. It’s the town’s highest-profile event and a real community celebration involving numerous volunteers. “The atmosphere in our tiny little town is just electric around the Fourth of July,” Clinkscales says. “You can just feel the excitement in the air. It’s a little bit like Christmas.” ■

### MORE INFO

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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.



# Gates Foundation Toilet Challenge Will Change the Portable Sanitation Industry

By Karleen Kos

*Little boxes on the hillside,  
Little boxes all the same.  
There's a green one and a pink one  
And a blue one and a yellow one,  
And they're all made out of ticky tacky  
And they all look just the same.*

-Malvina Reynolds, as sung by Pete Seeger

When that song was popular in the 1960s it didn't refer to portable restrooms. But anyone who has ever been to a large-scale event knows the

image those words evoke is similar to seeing hundreds of units filling the streets. Besides optics, though, portable restrooms share scorn with the "little boxes" in those lyrics. A lot of people are just not terribly fond of them.

That disdain may change over the next 10 years.

In 2016, the PSAI decided to become involved in the development of a standard for "next generation" toilets. Working with the American National Standards Institute (ANSI), the International Standards Organization (ISO) and representatives from nations around the world, we are helping to write a document that will guide everyone from sanitation officials to entrepreneurs as new toilet technologies are developed for the market.

Be assured these new toilets are coming — and they are impressive.

With help from the Bill and Melinda Gates Foundation, innovators from private industry and academia have taken the Reinvent the Toilet Challenge. Their goal is to create a toilet that:

- Does not require access to power or an on-site water supply
- Provides a user experience similar to that of a sewer-connected unit
- Can be operated for 5 cents (U.S.) a day per user
- Offers a sustainable business model for entrepreneurs

The Gates Foundation sees toilets meeting these specifications as necessary for addressing the global challenges that occur when 2.6 billion people lack sanitation.

While many of the current prototypes are not portable or designed for hundreds of uses over a short time period, some of them are. I think the likelihood of viable "next generation" technologies being adapted for the portable restroom market is fairly high. So imagine a portable toilet that is experientially like using a sewer-connected toilet, doesn't require power or water, and offers sustainable economics for you as a businessperson. Very cool, huh?

My guess is the public will be interested in these new technologies. Everyone wants an "indoor" experience that does not require viewing or smelling waste. It is likely current operators will make the switch to the new models or they will face fierce competition from other companies offering them.

The units we've seen so far bring new ideas for how the restroom and sanitation business can be viable. Some offer self-contained waste treatment and fertilizer products for resale. Another model is a service- and route-based business collecting partially processed waste hauled on vehicles that don't have tanks. In some cases, the service interval for the waste itself is much longer, though cleaning of the unit inside would certainly still need to occur.

I don't know how soon this will all happen. If I had to guess, it will be between five and 10 years from now. But it will almost definitely happen.

Are you ready to start thinking outside the little boxes? ■

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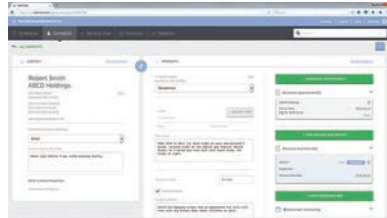
# Office Technology and Business Management Software

By Craig Mandli

## ACCOUNTING SOFTWARE

### TANK TRACK

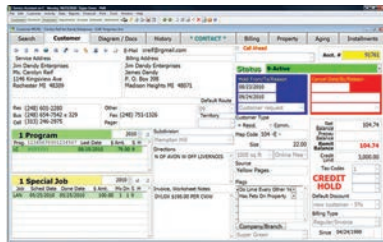
**Tank Track** software was created to help businesses save time and money. A simple, user-friendly design equips business owners to manage customer and property information, schedule appointments quickly and easily, record pumping data, and print work orders and invoices, according to the maker. It includes auto-scheduling for recurring jobs, a service-due notice system and detailed financial reports. Data can be accessed from any internet location. All subscription levels include unlimited users and workstations, free data storage, unrestricted local backups, setup assistance and customer service. **888/704-1335; www.tank-track.com.**



## ROUTING SOFTWARE

### REAL GREEN SYSTEMS SERVICE ASSISTANT

The **Service Assistant** mobile app from **Real Green Systems** allows for real-time routing and reporting updates, live tracking and the ability to maintain, add and service accounts from the field. Work orders allow a technician to manage jobs requiring multiple visits and complex services. **800/422-7478; www.realgreen.com.**



### RITAM TECHNOLOGIES SUMMIT RENTAL SYSTEM

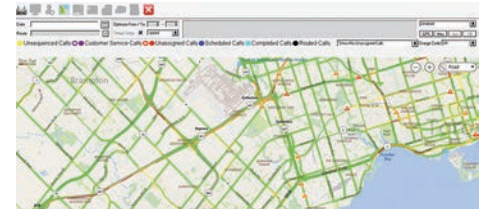
The **Summit Rental System** from **Ritam Technologies** includes several options for paperless mobile route management to optimize stops within existing routes or automatically assign routes and optimize stops daily, based on workload. It automatically incorporates any customer timing requirements.



Share the optimized routes with drivers' mobile devices for voice navigation with zoom in/out, to access special instructions and comments, as well as save photos of damage or as proof of service. In the office, the user can monitor current location and route progress, access photos and driver comments, or emergency dispatch directly into the route. A built-in route-optimizing tool uses Google maps for up to 100 stops per route, sharing results with a TomTom or Garmin. **800/662-8471; www.ritam.com.**

## ROUTEOPTIX

**RouteOptix** integrates with Microsoft Bing Maps with imagery enabling maps to show Road View (roads/geography); Bird's Eye View (aerial images), Automatic (best map style as you zoom) or Street View. Bing provides real-time updates. Visual mapping is available in many areas. The customer area displays a map of job site locations, while a route adviser determines the best route to place new customers by displaying nearby customers and days they are routed. Service icons provide visuals relating to customers/services/routes on a map to assist with building sales density. Bing Maps supports live traffic with sections displaying different colored lines on roads to advise how real-time traffic is shaping up. **866/926-7849; www.routeoptix.com. ■**



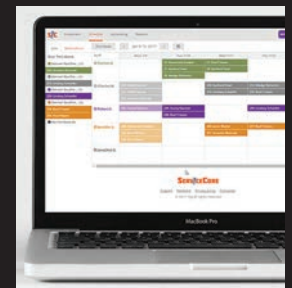
## CASE STUDY

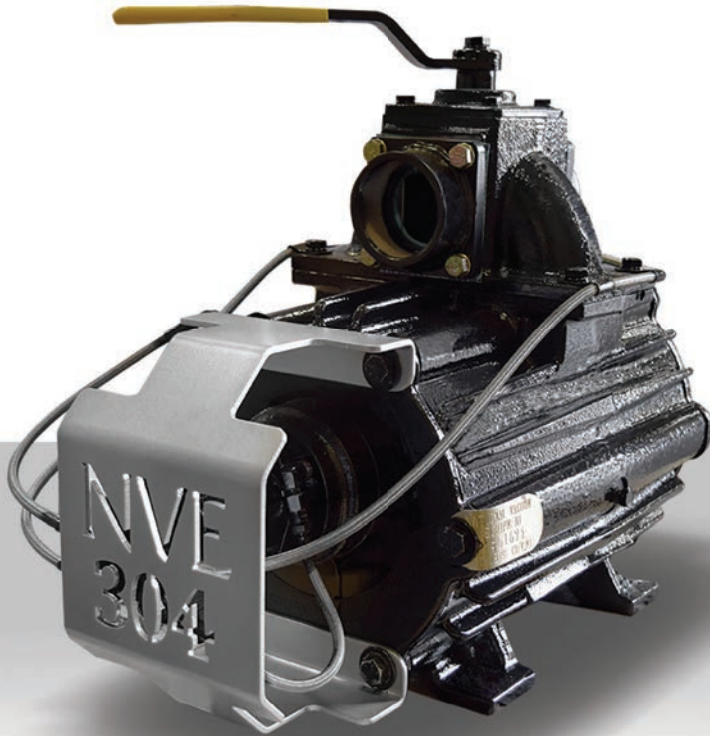
### Activity control software helps PROs save time and costs

**PROBLEM:** Ross Odom, owner of The Potty House, a portable restroom rental company in Fayetteville, Arkansas, noticed his staff was performing repetitive, manual tasks on a regular basis, including managing inventory, printing and sending paper invoices, and entering the same data in multiple locations. These tasks were time-consuming and expensive, and it often took 30-45 days after a job to receive payment.

**SOLUTION:** Odom turned to **ServiceCore's Total Activity Control (TAC)** software. "Before I became a TAC user, my office staff and I were spending 12 hours a day minimum trying to do what the software allowed us to do in just five hours," says Odom. The software helps manage inventory online, send invoices electronically for faster payment and store customer data in one location.

**RESULT:** Odom reduced the time his staff spent on repetitive tasks by 58 percent, saving seven hours of productivity daily. In addition, The Potty House is now 99 percent paperless. Odom estimates using the software increased his yearly revenue while saving hundreds of hours. His staff now handles everything electronically, freeing Odom to focus on service excellence and spending more time with his family. **844/336-0611; www.servicecore.com.**





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## PRODUCT NEWS

### Water Cannon's quick-connect sockets

Stainless steel quick-connect sockets from Water Cannon are precision machined and will resist plug deformation when pressure spikes occur. The flow-through design provides a free-flowing, unrestricted bore with minimum pressure loss. The sockets also feature a safety-locking collar with alignment pin; push-and-snap-lock, smooth-action collar with easy-to-grip barreled rings; and a replaceable O-ring for a watertight seal. Rated to 210 degrees F and up to 6,300 psi, they are suitable for heavy-duty use. **800/333-9274; [www.watercannon.com](http://www.watercannon.com).** ■



## INDUSTRY NEWS



### Imperial Industries' new manufacturing facility

Imperial Industries built a new 70,000-square-foot manufacturing facility for their commercial liquid waste tank operation. The additional building brings Imperial's total manufacturing square footage to 200,000 and includes five lines for making stainless steel, aluminum and steel tanks, a new burn table, a dedicated blast and paint booth, and five final assembly lines.

### Don's Johns acquires two businesses

Don's Johns, which serves the Washington, D.C., metro area, announced that it acquired Blue Ribbon Restroom Trailers, a provider of luxury restroom trailers, and Gene's Johns, a portable restroom provider with 25 years' industry experience. The acquisition expands Don's Johns service area into Maryland, Pennsylvania and West Virginia. The company will continue to maintain its headquarters and operations in Gainesville, Virginia.

### Clear Computing merged with 1bg.com

Effective in January, Clear Computing merged with 1bg.com, a Colorado-based service software development firm, to form ServiceCore. Current users will not see a change in service, and software support team will not change.

### Satellite Industries launches new website

In conjunction with its newly opened TruckXpress division, Satellite Industries has launched a website, [www.satellitetruckxpress.com](http://www.satellitetruckxpress.com). TruckXpress manufactures and supplies septic trucks for portable restrooms in North America.

### Tank Holding acquires Agri-Plastics' material-handling division

Tank Holding Corp., which includes polyethylene tank manufacturers Norwesco and Snyder Industries, has acquired Agri-Plastics material-handling division. Darren Van Buuren, director of Agri-Plastics, will continue to lead the company in pursuing growth opportunities for their remaining core business. ■

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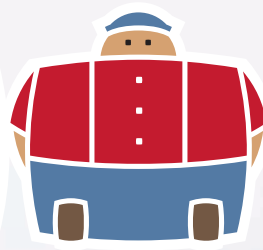
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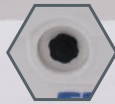
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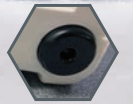
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