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TEXAS STRONG

Expanding service territory
and many added services
ensure a bright future for
JOTS Rentals

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Just Starting Out

A new micro business has high hopes
for serving construction and event
customers Page 24

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TJ Kids



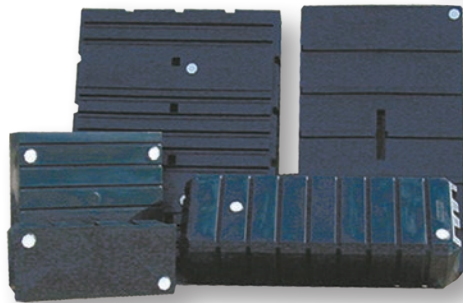
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ON THE COVER: Since joining the family business, JOTS Rentals, in 2011, Chris Stuckey has expanded the service territory, broadened the service offerings and built new marketing efforts. Stuckey is shown in the company yard with Poly-Portables restrooms in the background. (Photo by Les Hassell)

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Here's a Sampling of 2017 Restroom Innovations

DEMAND FOR SERVICE CONVENIENCE AND A BETTER USER EXPERIENCE DRIVE MANUFACTURERS TO OFFER NEW PRODUCTS FOR PORTABLE SANITATION PROVIDERS

By Jim Kneiszel

Memorial Day weekend is in your rearview mirror and you're looking ahead at the busiest part of the season. Placing restrooms for all sorts of customers — from the job site to that favorite special event — you're always looking for a new twist that brings the "wow" factor and keeps them asking for more of your product.

With rising standards in portable sanitation and a desire to present new designs, manufacturers are always striving to improve the user experience — both for the technicians delivering the units and the end users who want a clean, comfortable restroom. Evidence of those efforts was on display at the 2017 WWETT Show in Indianapolis earlier this year.

Upstart innovators showed unique products aimed at improving service efficiency and the reputation for cleanliness for the entire industry. At the same time, established brands were on hand with enhanced build quality, ergonomic advances and more product choices for a wider variety of users.

Makers like PolyJohn Enterprises, PolyPortables, Five Peaks, Tuff-Jon and Satellite Industries are always looking to broaden their offerings to satisfy the changing needs of the industry. A new manufacturer at the 2016 show, Sansom Industries, was on hand again with its Zenith model with hands-free entry.

The innovations on display were many and I could never cover all of them in one column. We'll have Product Focus features covering each manufacturer's latest and greatest products coming in future issues of *PRO*. However, I stopped and snapped photos where crowds gathered to see new exhibitors' offerings. In case you weren't able to travel to Indianapolis for the WWETT Show this year, here are a few of the products being presented for restroom contractors:

Three units in one

Armal showed a European-styled Triple Cube unit that provides a central changing room flanked by a shower on one side and a restroom on the other. The unit is manufactured in the company's plant in Italy and available for import to the U.S and around the world. Early interest at the WWETT Show was from contractors serving agricultural operations, and it seems it could also be popular at camping venues. Cube units can be fastened together in any configuration, and the



Armal models like this could be outfitted with the SanaFor bacteria-blocking agent. (Photos by Jim Kneiszel)

Some of you are early adopters to new products and technologies, and the industry could benefit from your observations based on real-world use of these innovations.

company believes they will be popular mounted on trailers carrying fresh-water and waste holding tanks.

The innovation that you couldn't see on any of the Armal display units is the SanaFor Infused Anti-Bacterial Agent, a formulation incorporated into the polyethylene panels for antimicrobial protection. Armal has been known for its Scent Box technology that infuses restroom panels with a variety of fragrances aimed at creating long-lasting freshness. Learn more at www.armal.biz.

Nesting restroom

A prototype collapsing restroom called the P-Pod made its debut, with inventor Rob Weir constantly demonstrating how the unit folds down from the size of a standard portable restroom into a 36-inch-high cube. Once the three injection-molded segments are lowered, three cubes can be stacked together for transport in the



The P-Pod collapses so a stack of three will take up the room of one standard restroom.

same space as a standard restroom. The units are 90 percent recycled polyethylene, so bodies will all be gray, while the doors come in seven colors. They have removable, rear-venting 45-gallon waste tanks and urinals, weigh 160 pounds and can be locked in the closed position for added security. The units are manufactured in Windsor, Ontario. To learn more and see the P-Pod prototype opened and closed, go to www.p-pod.ca.

Assembly on site

The crew at the T blustar Holding Co. booth was constantly assembling and tearing down bright purple RapidLoo modular restroom units, without tools, to the



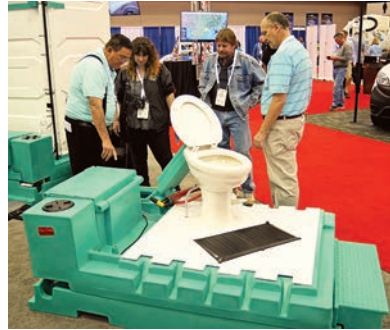
The T blustar RapidLoo can be quickly assembled and knocked down on location for compact transport.

amazement of show attendees. If you weren't on hand to see it, go to www.tblustar.com and watch the video showing the unit being built in 90 seconds. Walls, tanks, roofs, bases and accessories are put together like puzzle pieces and secured with latches. Units weigh 158 pounds and are 42 1/2 by 42 1/2 inches and 90 1/2 inches tall when assembled. The restrooms are aimed at contractors who want to save on transportation/delivery and storage costs. A 53-foot trailer will carry 112 unassembled units to a job site. When units

are not being used, they can be stored in a Smart Package of four restrooms that take up the space of one traditional unit.

A flushing base

The VIP Best 1 restroom base transforms most manufacturers' standard shell into a large-capacity flushing toilet with portable power provided by a solar panel and storage battery. The retrofit adds an on-demand motorized exhaust fan with light, ceramic flushing RV toilet, 80-watt adjustable solar panel



The VIP Best 1 is designed to turn a standard restroom into an at-home bathroom experience.

and secure battery compartment to bring full functionality off-grid. And all of the traditional maintenance can be done from outside the unit, so it can remain in service at all times. The rear housing includes water- and waste-tank access and a Sure Seal odorless tank design incorporating a P-trap similar to what's found in household plumbing. As a result, there are no lingering waste odors, according to Bert Ito, the product developer. For more information, go to www.vipbest1.com.

Cape Cod feel on wheels

There were many great restroom trailers on display, and one of them was the 814 Cottage model from Ameri-Can Engineering. The compact unit is built on a 14-foot trailer to resemble a cozy cedar-shake shed or outbuilding like you might find on a New England farm. The WWETT Show model had four individual unisex bathrooms with toilets and pedestal sinks and a central corridor. The unit was finished with paneled walls, woodworking and fixtures influenced by Arts and Crafts and Mission styling. The prefinished cedar-shake siding is paneled, glued and screwed into place for durability when transporting the unit down the road. Though it has a rustic look, the unit has a stereo system with USB, AC and heat. It carries a 640-gallon waste tank and water is provided by a hose connection. For more info, go to www.ameri-can.com.



The Ameri-Can Engineering Cottage trailer looks like a New England farm shed.

For more info, go to www.ameri-can.com.

WHAT'S YOUR EXPERIENCE?

If you were at the 2017 WWETT Show, what was your favorite new product or innovation to serve restroom providers? Did you order any of the items on display, and if you did, how are they working out for you? Some of you are early adopters to new products and technologies, and the industry could benefit from your observations based on real-world use of these innovations. ■

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Without the right equipment, your business comes to a grinding halt, but procuring it isn’t always a cakewalk. To add to the frustration, financing — one of the most common buying options — is shrouded by myths and misconceptions. To alleviate some of your stress and make your decision about whether or not to finance a bit easier, take a look at some of the most common equipment financing myths.

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It’s not the most fun aspect of your business, but writing solid rental and service contracts is important for any operator — to protect inventory, ensure customer satisfaction and promote repeat business. If you’re not sure if your service agreements are as thorough as they should be, check out these tips for writing strong contracts.

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8 Everyday Ideas to Tame Tax Time Tension

PAYING MORE ATTENTION TO THE BOOKS NOW WILL CUT CHAOS WHEN THE FILING DEADLINE LOOMS NEXT YEAR

By Judy Kneiszel

The year is hurtling toward the halfway point. Before you know it, you'll be filing 2017 tax returns. Rather than putting that dreaded annual task on your mind's back burner, take these small steps to make the job easier. Your future self thanks you.

1. Organize. If you're the type to file receipts on the floor of your truck, in a pile on your desk or even in a shoebox, try to up your filing game throughout the year. Sort and file receipts by category. If you're tired of chasing paper, start scanning receipts and keeping them in computer files rather than manila file folders.

2. Log in frequently. Better recordkeeping now means less stress later. Accounting software can help, but it is only as good as its entries. Instead of using that software year-round, many business owners keep receipts and bank statements until the end of the year and then have a huge sorting job when the tax-filing deadline nears. Entries like mileage, business travel and entertainment expenses, small supply purchases and credit card purchases should be logged daily, or at least weekly.

3. Do more with that accounting software. There are probably features of your accounting software you haven't taken advantage of. For example, linking your checking account through your bank to your accounting software reduces the amount of needed data entry and makes recordkeeping automatic. These up-to-date records can be linked with tax preparation software or forwarded to your accountant, reducing the time, effort and printer paper required to complete your tax return.

There are other reasons to up your recordkeeping game besides eliminating tax prep stress and avoiding audit. Having orderly books makes a positive impression on lenders and investors should the need for their services ever arise.

4. Have a cheat sheet. Despite all of the electronic equipment we have at our fingertips, humans are generally better at remembering things they write down. That's why I keep a tax cheat sheet. There are certain pieces of information I know my tax preparer requires every year and certain tax-related tasks that must be done by specific deadlines. I keep a list of these things in a place where I see it often so I can check off items as I do them, fill in dates and dollar amounts, and make note of any irregularities that will require explanation come tax time.

For example, if you contribute to a retirement account like an IRA each year, note the date and amount you contribute when you do it. If you have a

There are other reasons to up your recordkeeping game besides eliminating tax prep stress and avoiding audit. Having orderly books makes a positive impression on lenders and investors should the need for their services ever arise.

windfall in February and contribute, you might forget doing it by August. A quick look at your cheat sheet will remind you. It's also a good reminder to pay bills that come due once a year like business liability insurance and for keeping track of outside contractors who will require 1099s. Consulting the list throughout the year eliminates the last-minute scramble to accomplish annual tax tasks.

While I make my own cheat sheet each year, resources are available online listing the records and information you'll need come tax time, and handy checklists you can print out. Look for resources geared toward businesses set up similar to yours to make sure you are seeing the correct filing and payment dates.

5. Consider a big purchase. The Section 179 deduction on new or used equipment is still in effect for the 2017 tax-filing year. Section 179 allows a business to deduct all or part of the cost of new or used equipment up to \$500,000 in the year it is placed in service rather than recovering the cost by taking depreciation deductions. While this tax break continues for the 2017 tax-filing season, the Trump administration is contemplating tax reform, so the future of Section 179 is uncertain. A large capital expenditure isn't something you should decide spur-of-the-moment before the filing deadline, however, so consider now whether you can optimize this tax break for 2017, and then start shopping.

6. Keep up with changes. In addition to Section 179, other changes affecting your taxes may be on the horizon. Another tax issue to watch, for example, is the Work Opportunity Tax Credit, which provides a tax credit for hiring certain long-term unemployed workers, including military veterans. The credit was extended, but may not exist forever.

Stay informed on federal and state government actions that could impact your tax liability. While big changes make the news, smaller changes may not. Keep current by occasionally perusing www.irs.gov. There are articles, videos and updates designed to educate taxpayers and help them prevent costly mistakes. You can't take advantage of deductions you don't know



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about, so consider it time well spent. If you hear something on the news or on the street about a new tax law, rule or deduction, make a mental note to look up the details.

7. Get help now. Tax law is complex, and as your business grows, taxes can become more ... taxing. If you've been going it alone but suspect you are risking audit due to mistakes or that you are not getting the deductions you deserve, it might be time to hire an outside tax preparer. Don't wait till the filing deadline is near, however. Start your search now, when candidates for the job have time to discuss your company's unique accounting needs and tax situation. Likewise, if you want to continue preparing tax returns in-house, the week before taxes must be filed is not the time to purchase new accounting software. Buy and learn how to use it now when there's less pressure.

8. Check your work. If you already have an outside tax preparer, go over last year's return with them with a fine-tooth comb. Think of it as being unhappy with the grade you received on a term paper and ask the teacher how to do better on the next assignment. Yes, you still have work to do even if you have an outside preparer. Keep in mind if they charge by the hour, the more information you can provide them up front, the less their fee will be. If your accountant has to sort through the shoebox or crawl around the truck floor, you might get a bill for those services that's higher than the amount you owe Uncle Sam. ■

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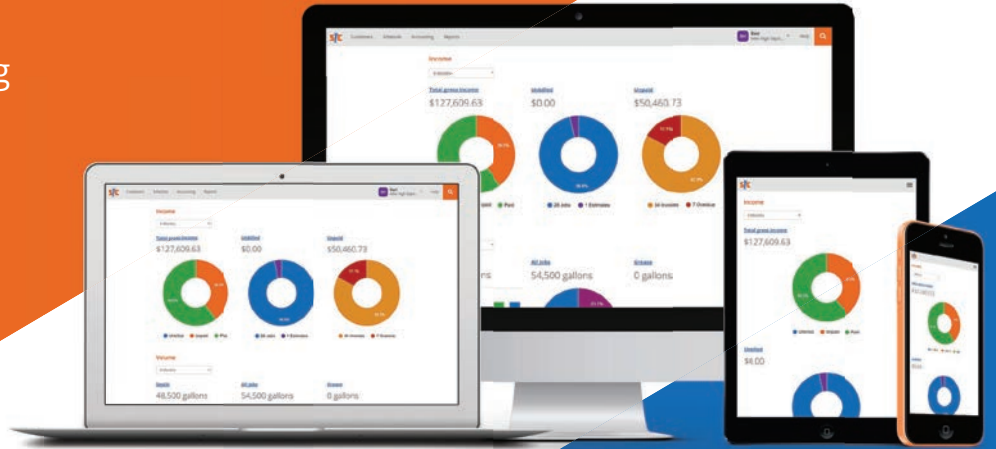
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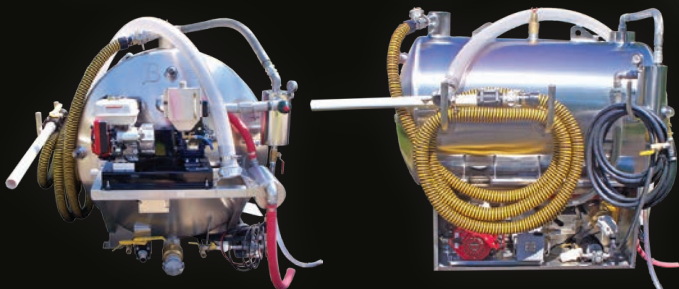
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TEXAS STRONG

The crew of JOTS Rentals, shown with PolyPortables restrooms in the company yard, includes (from left) Jeff Beasley, Chris Lewis, Derek Roberts, Jennifer McNevin, Steve Smith, Alan Stansbery Jr., Scott English, Bill Smith, Chris Carlisle and Cody Jones. (Photos by Les Hassell)

JOTS Rentals Longview, Texas

Owners: W.L. and Ann Stuckey and family

Founded: 1994

Employees: 15

Services: Portable sanitation, roll-off containers, site storage

Service area: East Texas, including Longview, Tyler and Mount Pleasant

Website: www.jotsrentals.net



An expanding service territory and many added rental services ensure a bright future for third-generation family company JOTS Rentals **BY PETE LITTERSKI**

When Chris Stuckey graduated from college in 2011, he knew he had a good opportunity waiting for him in a family-owned business that was launched by his grandparents more than 40 years ago. He knew he had challenges awaiting him, as well.

W.L. and Ann Stuckey launched Longview Air Power, based in Longview, Texas, in 1975. The business initially rented portable industrial air compressors to local industries, contractors, and oil and gas operators. In 1983, the company was rebranded as AP Equipment & Rentals, adding a wider range of construction and industrial equipment to sell or rent to East Texas contractors and industries. In 1994, the family added Johnny On The Spot, a local portable restroom operation, to its growing business.

There have been a lot of changes in the Stuckey family business since it was first featured in *PRO* in 2005. A few years into the 21st century, the Stuckeys rebranded and reorganized the family business into three divisions including AP Rentals, JOTS Rentals and Air Power Sales & Service.

(continued)

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Left: Technician Bill Smith cleans PolyPortables restrooms in the JOTS Rentals yard.

Left, below: Alan Stansbery Jr. checks the GPS location of his next restroom service stop.

Below: Technician Jeff Beasley stocks paper products on a Kenworth T300 service truck from Best Enterprises before making a morning run.

Chris Stuckey, 29, who spent several years learning the ropes from a spot in the business office, was named general manager of JOTS Rentals in 2014. Since then, the division has added both territory and services under the young manager's efforts.

Although W.L. Stuckey and his wife have retired, family members say that he still visits the office frequently, offering bits of wisdom and advice to his successors. Chris's father, Donny Stuckey, is the president, overseeing general operations, while Donny's sister, Annette Peterson, is vice president, overseeing the business office and finances. Chris's mother, Julie Stuckey, works in the office as well as assisting Chris when needed. Annette's husband, Craig Peterson, is also vice president of the company. Chris has a cousin joining him as a third-generation worker. Jeramie Peterson is general manager of the Air Power Sales & Service office serving Dallas/Fort Worth.

Chris says the family started out slowly in the portable restroom business with AP Rentals buying "a few toilets and a truck to service them." But in 1994, the Stuckeys decided to buy Johnny On The Spot and get into the portable restroom service on a full scale. Today, Stuckey oversees 15 employees, about 1,500 restrooms and eight to 10 vacuum trucks in three East Texas markets.

In addition to expanding the territory, Stuckey has added two lines of rentals he believes go hand in hand with the core business. In 2014, JOTS added roll-off container rentals. And in February, Stuckey placed an order for two 20-foot storage units contractors can rent to secure equipment and supplies on the job site. Stuckey says that the storage units are being retrofitted so they can be lifted and transported by the same trucks used in the roll-off operation.

BREAKING NEW GROUND

Chris counts growth among his key responsibilities and he has blazed several productive paths to build revenue in his primary market, while tack-



"In a perfect world, you'd rather earn the business than buy it. We're just trying to grow it with experience and service. If we have to go out and sell our service, it gives customers the opportunity to decide about whether we can meet their needs."

CHRIS STUCKEY

ling the opening of JOTS' satellite location in the larger Tyler market.

The move into the larger, more competitive market was gradual at first. In response to several requests from Longview-area customers who needed restrooms at job sites around Tyler, Chris began by extending an existing Longview-based route. When there were enough accounts to justify the expense, an independent Tyler route was started. An office was opened in Flint, a small town just south of Tyler and the route assigned to employee Brett Myers, who had been receiving training in sales and operations.

"We had the right people to build the new business," Stuckey says. When Myers quickly grew the client list in the Tyler market, JOTS hired a part-time person to help handle the workload. That position was quickly elevated to full time and a second part-timer was hired. "And now she's full time," Chris says. The office has grown

(continued)

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Disability doesn't slow Stuckey

Chris Stuckey was 8 years old in July of 1996 when he was riding a four-wheel all-terrain vehicle across the backyard of his family home while pulling some branches that had been trimmed. Something upended the ATV and it flipped, pinning Chris underneath it. Injuries left him a quadriplegic, without the functional use of his arms or legs.

No matter what happened to Chris on that day, he says he would have probably wound up on the same career track he is following today at one branch of the family business, JOTS Rentals. But Chris says he came to the business better educated and more mature than most people his age, thanks to overcoming the injuries he survived as a child.

Because of his quadriplegia and the need for support, Chris stayed close to home for college, attending LeTourneau University in Longview. Chris says the combination of his medical condition, living at home and the school's high standards for education and student conduct combined to make him a more serious student. At an age when many young people were having a good time at school, Chris says he was focused on his education.

As the accounting major says, "I would have ended up in the same place, but I might not have been as prepared as I was for this responsibility."

The job as general manager was not simply handed over to Chris when he graduated in 2011. Instead, he was put under his aunt Annette Peterson's wing for a few years in the business office. He said that if he was not confined to a wheelchair he probably would have started further down the line at the family business, quite possibly cleaning, delivering and servicing the portable toilets that are the core of the operation at JOTS Rentals.

and servicing the portable toilets that are the core of the operation at JOTS Rentals.

Chris says his father, Donny Stuckey, "Has never been one to go easy on me. He wouldn't have given me this job until I showed I could do any of the jobs." Even though Chris could not follow the regular route up the organizational chart, he eagerly attacked the tasks he was asked to do.

"He's never let his disability hold him back from anything he's needed to do," says Donny. "He's very focused for a person his age. He always has been."

Chris was first charged with learning how to keep the books for the company's three divisions.

"He's never let his disability hold him back from anything he's needed to do. He's very focused for a person his age. He always has been."

DONNY STUCKEY

The assignment also gave Chris the chance to learn quickly about all of the company's day-to-day operations, the challenges and the opportunities. "I was just tasked with learning how everything works. That's how he put me through the training process," Chris recalls.

Chris didn't want to take his opportunities for granted. He came to the job with the intention of showing he could help the family business not only continue to thrive, but also to grow. That was just the kind of attitude Donny wanted to find in his son. "He's done very well," Donny says. "I want him eventually to do my job."



JOTS Rentals manager Chris Stuckey meets with employee Tim Turner in the office.

and currently services 250 to 300 units in a crowded marketplace.

Chris believes the decision to expand JOTS into the market using its own resources rather than trying to acquire an existing operation was the right move.

"In a perfect world, you'd rather earn the business than buy it," he says, explaining that new customers generated through hard work rather than obtained through an acquisition are more loyal. "We're just trying to grow it with experience and service. If we have to go out and sell our service, it gives customers the opportunity to decide about whether we can meet their needs."

By managing the size and range of the routes in the Longview market, JOTS has been able to expand into Tyler without having to significantly add to the payroll or truck fleet. The new office has also allowed AP Rentals to reach a new market for equipment rentals.

BUILDING THE BASE

Chris has not lost sight of the need to continue growing his core operation in Longview and another, smaller satellite operation in Mount Pleasant, about 50 miles to the north.

At the main office, Chris created a new sales position in 2016 primarily responsible for keeping track of commercial construction activity and marketing JOTS services to contractors.

Longview has seen a surge of retail, commercial and institutional construction in the past few years and Chris says many operations utilize their own contractors who come from out of town.

"That's when it is really good to have a salesperson to track the contractors down and talk to them before they come to town," Stuckey says. "Before, we tried to all pitch in and do it ourselves, but now it is much more organized."

The Longview location serves as the hub for all JOTS rental equipment. Since the needs of business accounts are easy to track and special events equipment requests usually come with lead time, Chris says the satellite locations can be "stocked according to their needs." He says the distances between three operations are manageable, allowing JOTS to avoid duplication of equipment as well as service vehicles. "The good news is that it's less than an hour door to door, so we can respond to the needs as they come up."

One of Chris' key challenges came last summer when he contracted to serve two major special events at the same time. "We had two big events — one in Longview and one in Tyler — and each needed 70 units." The busy weekend passed without any insurmountable problems, indicating to Chris that the expansion in the two biggest East Texas markets is working out well.

TOOLS OF THE TRADE

JOTS Rentals mainly uses PolyPortables Vantage and Satellite Industries Maxim 3000 restrooms. Chris also recently bought 12 PolyJohn Fleet Series flushable restrooms. PolyPortables furnished 24 handicap units. For special-event customers, JOTS Rentals also offers 15- and 18-foot Advanced Containment Systems Inc. restroom trailers. JOTS also has 75 Tag Along hand-wash stations from PolyPortables. To keep its restrooms fresh, the company buys liquid blue deodorizer from J&J Chemical.

As needs have dictated, JOTS has built a growing fleet including:

- Two 2007 Kenworth T-300 with 1,100-gallon waste/400-gallon freshwater stainless steel tanks and Masport pumps from Best Enterprises
- 2010 International 4300 with 1,100-gallon waste/400-gallon freshwater steel tanks and Masport pumps from Keith Huber



- 2006 Chevrolet 3500 with 600-gallon waste/300-gallon freshwater steel tanks and Masport pumps on a slide-in unit from Best Enterprises
- 2013 International 4300 with 850-gallon waste/350-gallon freshwater steel tanks and Masport pumps from Keith Huber
- 2013 Dodge Ram 3500 with 400-gallon waste/200-gallon freshwater stainless steel tanks and Honda pumps from Keith Huber
- 2015 Ford F-550 with 600-gallon waste/300-gallon freshwater steel tanks and a Masport pumps from Ledwell & Son
- 2017 Ford F-550 flatbed with 600-gallon waste/300-gallon freshwater stainless steel tanks and Honda pumps on a slide-in unit from Best Enterprises.

Servicing a construction restroom from Satellite Industries is technician Alan Stansbery Jr. The truck carries a Best Enterprises slide-in unit.

Early this year, Stuckey expanded the fleet with another 2017 Ford F-550 flatbed outfitted with a flat tank from Crescent Tank Mfg. The design of the steel tank — 750 gallons wastewater/350 gallons freshwater — allows the JOTS' drivers to carry restrooms on the truck rather than pulling a trailer. The new truck is equipped with a Masport pump.

JOTS got into the roll-off container business when friends of the Stuckey family asked if they could store an idle container on the open lot adjacent to the AP Rentals building where the Stuckeys' businesses are headquartered. The Stuckeys soon found a number of customers asking about renting restrooms and containers together. When the friends decided to sell their container business, Chris was happy to add the containers to his offerings. He said it was clear that the two operations had many things in common, particularly their customer bases.

When JOTS bought the business it had one truck and 21 roll-off bins. In a little more than two years, that has grown to four trucks and 115 bins with 20-, 30- and 40-cubic-yard capacities. They purchase containers from Louisiana Container, Custom Manufacturing and PCI Manufacturing. There are four dedicated drivers for this division, with sales, accounting and billing work handled by existing JOTS staff.

WHAT'S NEXT?

Chris has grown the family business by expanding territory, broadening services and stepping up sales efforts in his core market, making sure that JOTS gets a shot at the opportunities that come with a growing number of out-of-town contractors who come to Longview to build the restaurants, shopping centers and apartments.

His family has been impressed with his results, but Chris is not ready

to rest on his achievements. "I expect more growth in the future," he says. "I feel like we do a good job of identifying opportunities and capitalizing on them. Who knows exactly what the future holds, but we will be ready when the picture becomes more clear." ■

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Just Starting Out

A South Texas family launches a micro business with high hopes for serving construction and special-event customers

By Sharon Verbeten

Texas is a big state filled with big companies and big ideas. Thankfully, David Wells Jr. and his daughter, Jordan Garcia, have a bunch of those big ideas.

Garcia, the young manager of Texas Gold Skiddos in Rockport, a coastal town northeast of Corpus Christi, launched the portable restroom and septic pumping business last year with her father to accompany his longtime business of installing septic systems and setting construction pilings. But already they hope their big ideas will launch the “skiddos” business to an even bigger profile in their little corner of the Lone Star State.

Garcia’s father has more than 25 years in the business, but until recently, he never included portable restrooms in his offerings — that is until Garcia, 33, returned home.

Wells, 59, said he had discussed adding restrooms about 20 years ago, but the timing was never right. But when Garcia moved back to Texas recently with her husband, John, who is in the U.S. Coast Guard, it was the perfect opportunity for her to restart her career and help her father build the new business. Garcia’s desire for a career of her own, coupled with her father’s connections in the construction industry, made for a perfect storm to start Texas Gold Skiddos, which started with 28 yellow PolyJohn Enterprises units. They’ve recently purchased 57 standard and five Comfort XL PolyJohn units, with plans to add more.

At this point, the fleet of vehicles is as modest as the restroom inventory. Trucks include a 1982 International with a 1,200-gallon waste/50-gallon freshwater steel tank and a 2000 Ford F-350 with KeeVac Industries aluminum slide-in unit (350-gallon waste/145-gallon freshwater) with a Conde (Westmoor) pump.

While Wells is the owner of the company, Garcia manages the daily logistics as if it were her own. “We are looking into the process of restructuring the ownership to make this a family-owned business,” says Garcia.

Take 5 ...

with David Wells Jr. and Jordan Garcia

EXPLORE FIVE ISSUES THAT AFFECT TEXAS GOLD SKIDDOS’ PORTABLE SANITATION BUSINESS



Jordan Garcia and her father, David Wells Jr., pause during the workday for a photo in front of the Texas Gold Skiddos trucks, including a Ford pickup carrying a slide-in vacuum unit from KeeVac Industries with a Conde (Westmoor) pump. (Photos by Larry Doonan)

1

WORKING WITH AN UNUSUAL BUSINESS NAME

Not familiar with a “skiddo?” Many outside the southern coastal area may not be. In fact, a Google search of the term only calls up a Pokémon character. But no worries for Texas Gold Skiddos (pronounced kiddo with an S in front of it). “It’s kind of a common vernacular term (for portable restrooms) used loosely down here,” says Garcia. “My dad, sister and I all sat around the table one day and threw a few names around.”

“I was just going to name it Dave’s Portables,” says Wells, who admitted, “They outvoted me.” They added “Texas Gold” to honor their home state. “Everybody in Texas has so much state pride. We thought adding ‘Texas’ would be a great opportunity for marketing and logo creation,” says Garcia, who bought the yellow PolyJohn units to match the name. Their logo and website reinforces that yellow color and name — adding to powerful corporate recognition.

(continued)

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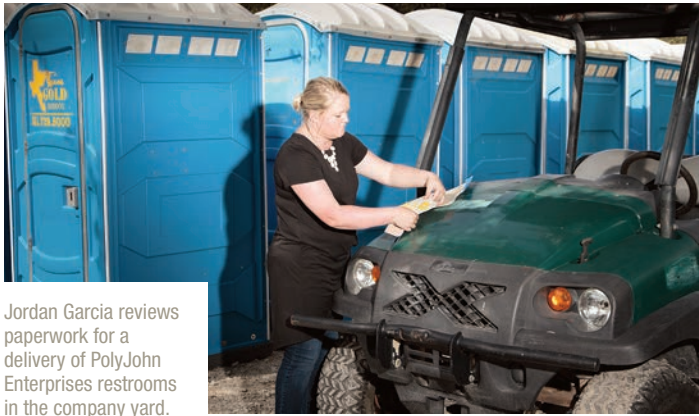
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Jordan Garcia reviews paperwork for a delivery of PolyJohn Enterprises restrooms in the company yard.

2 MAKING THE BUSINESS FIT HER LIFE

Garcia is pleased to be working in the family business, although her father lets her run Texas Gold Skiddos pretty much on her own; he's busy enough with his septic installing/repair business. Plus, she adds, "He has been wanting to transition. He is 59 and he's kind of trying to move toward a less labor-intensive work for himself. He also sets pilings for houses, which utilizes lots of heavy equipment and is labor-intensive. This (division) was a part of him trying to transition to a less physical line of work."

With her husband in the military, Garcia is used to moving around a lot. So when she came back this time, she was a stay-at-home mom to her 4-year-old son when her father resurrected the portable restroom idea.

With a business degree from the University of Texas-Austin, Garcia says, "Real estate is my passion, but building a business and marketing are equally exciting and challenging. I really like the idea of growing a business. Working for my dad allows me a lot of flexibility, which comes in handy with my husband's unpredictable schedule."

For Garcia, keeping the business viable as well as efficient and convenient was essential. "I wondered, how can I make this business portable so I don't have to be in the office 40 hours a week? I'm always on duty, but I'm not always in the office." Fortunately, her marketing acumen has allowed her to do just that. "Technology allows us to forward phones, deposit checks, create marketing campaigns and coordinate schedules from a laptop and cellphone that goes wherever I go."

3 DIRECTING THE MARKETING BUDGET

With her background, Garcia has enjoyed using her business and marketing skills to grow Texas Gold Skiddos. "How do we take it to grow it and make it more efficient? It's been a couple of steps," she explains. Garcia started by creating a website (www.texasgoldskiddos.com), updating and maintaining social media pages and doing some targeted direct mail. While her father has a well-known name and established business, Garcia realizes that expanding their reach is wise.

"With my dad being in the construction industry, we had a lot of construction contacts," she notes, adding that she and her father never miss an opportunity to mention the restroom business to septic customers. And he offers a builders' discount with a package deal. "A lot of them were happy with that. We were able to provide a couple different services," Garcia says. And while they started and still have just 28 units, they are able to rent those frequently through established contracts.

Garcia gets calls every day from outlets wanting her to spend money on advertising and social media marketing, but she knows her priorities well. "The one thing that I am saving up for that I think is really valuable is having our F-350 truck wrapped with our logo and services," she says. "It's constantly driving around, and people see it. I think that's our next marketing effort."

Garcia applies labels to a shipment of new PolyJohn Enterprises restrooms for Texas Gold Skiddos.



Technician Darrin Desnoo services a restroom at a recreational site, while Texas Gold Skiddos' David Wells Jr. looks on.

4 FINDING NEW CONSTRUCTION CUSTOMERS

Her father's contacts have obviously helped grow the business, but Garcia is not shy about touting the company as well.

"I take every opportunity to talk about (the business)," she says, noting that grass-roots marketing — such as stopping at fireworks stands and other small venues to drop off her business card — has been a part of building the business.

Garcia is always "on the lookout for construction sites that are just starting." For example, she says, if she sees brush being cleared and doesn't see a restroom on site, she'll stop by, chat briefly about her offerings and leave her business card. "You just have to play it by ear. The majority of the times I stop and if there's not someone already there (providing restrooms), they do call us."

That face-to-face contact is essential, Garcia believes.

"There are some really long-standing (competitors) in the industry. ... They're very well known," says Jordan. "That is our biggest challenge, breaking into the market." Right now, it's about telling contractors to try something new, she adds. "I don't want to take all the business — I'm happy just trying to take a little of it." *(continued)*

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5 EXPANDING INTO SPECIAL EVENTS

Garcia and Wells would like to expand into the booming special-events market. But to do that, they will most likely need to invest in more units. For example, the annual Rockport-Fulton Oysterfest is a big deal, but it would require at least 75 units — three times as many as Texas Gold Skiddos now owns.

“There are a lot of markets, lot of events ... wine festivals, fishing tournaments. At any given time, there could be 10 to 15 events going on throughout the Coastal Bend area,” she says. “There’s room for growth, we just have to make connections and give them superior service.”

To that end, Garcia and Wells are planning to purchase more units (including ADA units) and hand-wash stations. “It is specifically to grow the business in the special-events arena, and you get a lot of exposure,” she recognizes. “Just one event could be 10,000 to 15,000 people. Some of the smaller events may help us get there.” ■

“At any given time, there could be 10 to 15 events going on throughout the Coastal Bend area. There’s room for growth, we just have to make connections and give them superior service.”

JORDAN GARCIA

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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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Where's the Restroom?

June 2017



Can you identify the location of these restrooms? The PRO company name has been digitally erased from the units to increase the challenge.

The Town Center

It may not look like it now, but this is an important gathering place surrounded by government buildings, commerce and tourism

By Jim Kneiszel

This pair of blue Five Peaks restrooms look lonely in this mostly deserted urban setting, but don't let the barren winter appearance of this location fool you. On this spot great orators have addressed many thousands of people. Read these clues and see if you can figure out the exact location of these restrooms:

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5. If you're ever visiting, you may want to stop at a local tavern to relax with friends. But beware: Because of this town's location, alcoholic beverages really pack a wallop.

To win the contest, be the first person to respond to me with the name of the city and specific landmark where the restrooms are located. The winner will receive a PRO T-shirt and recognition as a geographical whiz. Send your responses to me at editor@promonthly.com. The winner will be announced at www.promonthly.com and through the PRO Facebook page. ■

SEND YOUR MYSTERY PHOTOS! Do you have an interesting spot where you've been dropping and servicing restrooms? Send some photos to be considered for our Where in the World is this Restroom? If we decide to run your photos in a future issue, we'll send you a PRO T-shirt! Send your photos to editor@promonthly.com.



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info@servicecore.com
www.servicecore.com
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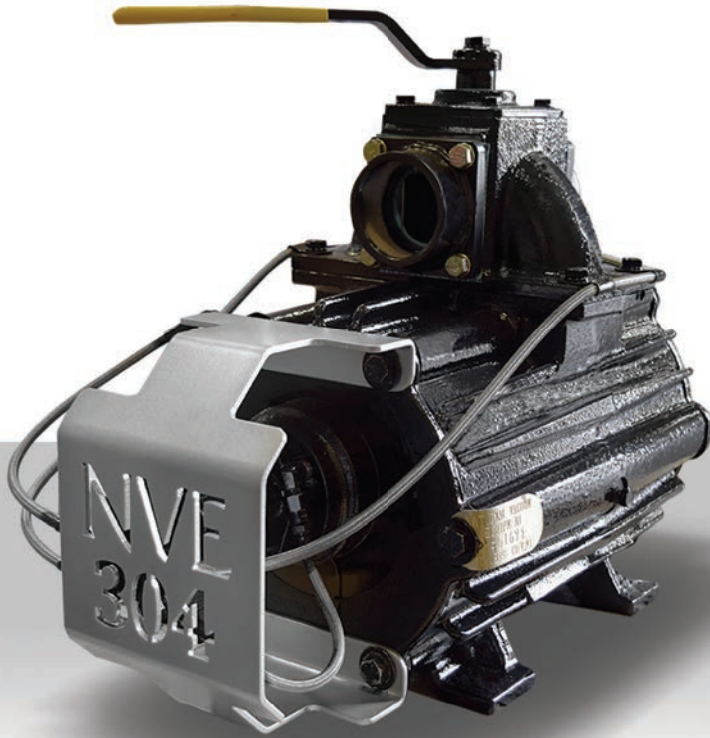
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Portable sanitation pioneer Barry Gump passes away

Barry Gump, 74, former president of Andy Gump Temporary Site Services, died April 17 at his home in Valencia, California. Barry was responsible for growing the company founded by his father, Massena "Andy" Gump, in 1956, to one of the largest portable restroom companies in the California. The Gump family also is involved with the ownership of the portable restroom manufacturing company NuConcepts.

The Gump family has been active in the Portable Sanitation Association International for many years, and the PSAI's major award is named for Andy Gump. The company has been led by Barry's daughter, Nancy Gump-Melancon since his retirement. Gump is survived by his wife, Pati; daughter, Nancy; and three grandchildren, Andy, Josh and Cole. His second daughter, Cherilyn, died at age 3.

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



Repositioning Strategy Aims to Build Respect for Portable Sanitation Industry

By Karleen Kos

"I hate reality — but it's still the best place to get a good steak."

- Woody Allen

If you go to a restaurant, order a steak, and the steak is of poor quality — to whom do you complain? Someone responsible for the restaurant, right? Have you ever called the farmer who provided the cow?

I bet not.

If only that were the case in portable sanitation. As it stands, our contracting customers can make choices resulting in a poor end user experience because they are insulated from the consequences of their poor decisions.

It's like the person who got the bad steak complaining to — or about — the farmer, but giving the restaurateur who cooked and served the meal a pass on the bad experience.

In that scenario, give enough people a bad steak and they come to disrespect farmers. Meanwhile, restaurateurs never have to think about whether they should buy a better grade of beef or hire a different chef. They just use the lack of respect for farmers as an excuse to pay less for the meat next time.

Ask yourself this: How many of your contracting customers — the decision-makers who choose your company — actually use the portable restrooms you provide? Not very many I bet. Like the restaurateur in the imagined scenario, much of the time the person signing your rental agreement is highly insulated from the consequences of his or her poor decisions about portable sanitation.

Meanwhile, portable restroom operators fight an uphill battle because a PRO's name is on the door. It's the equivalent of knowing the name of the farmer who raised the cow but not the name of the restaurant manager who served you the bad steak.

Over my years with the PSAI I have heard many operators say, "Well, what can we do? Our name is visible — the customer's name isn't there. When users are unhappy, they blame us."

Yes, they do.

And yes, they always will — unless we, as an industry, take steps to better connect the decision and the consequences in the minds of both the end users and our contracting customers.

The PSAI is hard at work on a long-range Industry Repositioning Strategy. It is aimed at moving portable sanitation from its often derided and disrespected position to one where we are viewed as the valued supplier of a service that enhances experiences at work or play.

To be sure, this repositioning is something that needs to be handled carefully. We don't want to alienate the people who choose our companies — and we don't want to seem as though we are avoiding responsibility. But there is a big difference between avoiding someone else's responsibility and avoiding our own. We want to move everyone toward a more accurate view of the reality of how portable sanitation is provided and paid for — so end users get the experiences they want and deserve, and contracting customers have an incentive to make decisions based on the experience they want to provide, not merely the price they want to pay.

To sum it up, we are working toward a world in which end users both appreciate the farmer and recognize the role of the restaurateur. It will take a while to shift thinking and ways of doing business — but it can be done. As Woody Allen said "I hate reality — but it's the best place to get a good steak." ■

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