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## A STANDING OVATION

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Page 30

### Different by Design

The same-old, same-old doesn't fit well in this Missouri company's business strategy [Page 16](#)

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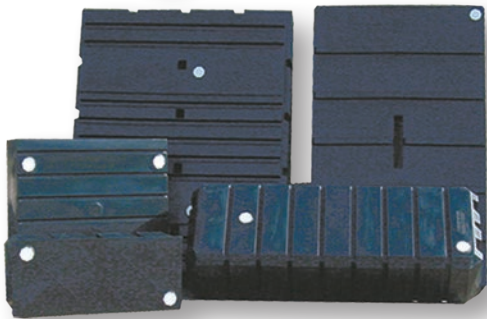
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- 10 From the Editor:**  
**It Might Surprise You to Hear About the Messiest Users**  
Who trashes your portable restrooms the most? Is it construction workers, summer fairgoers, or someone else?  
- Jim Kneiszal
- 12 @PROmonthly.com**  
Check out exclusive online content.
- 14 Back at the Office:**  
**Upgrading Technology Without Upsetting Your Business**  
Operating a small business with no technology staff means poaching valuable work time to keep systems current. Here are some tips for a smooth upgrade. - Judy Kneiszal
- 16 PROfile: Different by Design**  
Same-old, same-old doesn't fit well in this Missouri company's business strategy. - Ken Wysocky
- 26 PRO Business:**  
**5 Ways Your Business Is Most Vulnerable to Hackers**  
Don't let your guard down to cyber attackers who want to steal your vital company information and take your money. - Clinton Henry

**COVER STORY**



**On Location: A Standing Ovation**  
A big cleaning crew from AAA Porta Serve comes ready to rock 'n' roll at Florida's Wane Festival - Betty Dageforde

**ON THE COVER:** A large crew from AAA Porta Serve provides portable sanitation service for crowds at the annual Wane Festival in Live Oak, Florida. Owner Ross Ambrose is shown on location with a Hino 195 service truck with a Masport pump from Engine & Accessory. (Photo by Rob Herrera)

- 38 Product Focus: Cleaning and Maintenance**  
- Craig Mandli
- 42 Product News**
- 44 Industry News**

**COMING NEXT MONTH — August 2017**

- **PROfile:** A tech takes over in New Hampshire
- **In the Garage:** Is a service body right for you?



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## ADVERTISERS

in this issue

July 2017

COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE	COMPANY	PAGE
<b>A</b>		<b>F</b>		<b>K</b>		<b>N</b>		<b>R</b>		<b>T</b>	
Armal, Inc. ....	12	Fatboy Outdoors .....	46	<b>KeeVac</b>		NVE		ROBINSON		T.S.F. Company, Inc. ....	2
<b>B</b>				KeeVac Industries, Inc. ....	6	National Vacuum Equipment, Inc. ....	35	Vacuum Tanks		<b>TANK WORLD CORP</b>	
<b>BEST ENTERPRISES</b>		Five Peaks .....	17	<b>L</b>		<b>NuConcepts</b>		Robinson Vacuum Tanks	37	Tank World Corp .....	27
Best Enterprises, Inc. ....	19	<b>FLOWMARK</b>		LIBERTY FINANCIAL		NuConcepts .....	41	ScreenTech			
Bionetix International ....	23	VACUUM TRUCKS		Liberty Financial Group, Inc. ....	15	Roeda Signs & ScreenTech Imaging .....	33	<b>TANKS</b>			
<b>C</b>		FlowMark .....	31	<b>FRUITLAND</b>		P-Pod Inc. ....	27	Ronco Plastics .....	42	<b>V</b>	
		Fruitland Manufacturing ..	7	Manufacturing		Pik Rite, Inc. ....	23			VARCo .....	24, 25
Century Paper Products..	35	<b>I</b>		Liquid Waste Industries, Inc. ....	12	PolyJohn Enterprises, Inc. 47				VIP BEST 1 .....	41
Classifieds .....	45	IMPERIAL INDUSTRIES INCORPORATED		<b>M</b>		PolyPortables, LLC .....	48	<b>S</b>			
		Imperial Industries, Inc. .	39	<b>Marketplace</b> .....	45	Portable Sanitation Association International .....	43	Sansom Industries LLC .....	28, 29	WALEX	
Comforts of Home Services, Inc. ....	35	<b>J</b>		• Drop Zone		Portalogix		Satellite Suites .....	8, 9	Walex Products Company, Inc. ....	5
		J & J Chemical Co. ....	21	• Johnny Mover Trailer Sales		Pro-Trainer Inc. ....	33	ScreenCo Systems LLC .	11		
CPACEX .....	37	<b>J.C. Gury Company, Inc.</b>		• McKee Technologies Inc./ Explorer Trailers				Spin Products, Inc. ....	11		
<b>DA</b>		J. C. Gury Company, Inc. 23		• Surco Products				Swan Fence Inc. ....	33		
Deal Assoc. Inc. ....	37			• Water Cannon, Inc.							
Dynamic Decals & Graphics, Inc. ....	13			Masport, Inc. ....	3						



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# It Might Surprise You to Hear About the Messiest Users

**WHO TRASHES YOUR PORTABLE RESTROOMS THE MOST? IS IT CONSTRUCTION WORKERS, SUMMER FAIRGOERS, OR SOMEONE ELSE?**

By Jim Kneiszel

It's shaping up to be another successful summer for portable restroom operators.

Construction is going gangbusters in many regions as a demand for housing grows, and commercial development and infrastructure improvements are moving forward. And special events — what can you say? Everything from street fairs in every small town to the massive crowds expected in certain locations for the Aug. 21 total eclipse of the sun are keeping PROs on top of their game.

All this activity begs a question for restroom technicians: Who are your worst users? Also, what job sites do you dread returning to for service or to pick up a unit to take back home? I know a number of you will say construction sites are the worst, hands down. I've heard PROs say construction workers can be messy, and there's always that user or two who will take a cordless drill to the walls to add their own ventilation just for the fun of it.

## HEADED THE WRONG DIRECTION

But a blog post I read recently gave me a new perspective on the worst users, calling out a group I never would have suspected as some of the messiest and discourteous: marathon runners. Writer Susan Lacke, at [www.competitor.com](http://www.competitor.com), bemoaned the habits of fellow runners as she explored this portable sanitation crisis.

"If I walk into a bathroom at almost any civilized event venue, it's clean and odor-free. I am all but guaranteed the soles of my shoes will not stick to the floor. I likely will not gag with disgust," she explained. "At a pre-race



**Be firm in sharing your best advice on the number of restrooms needed for any event and don't back down when clients want to cut the order. Explain the consequences of ordering too few restrooms or services.**

portable toilet, not so much. There is pee on the seat. There is pee on the wall. There is a lake of pee on the floor. And that's just the pee — don't even get me started on the colonic exorcisms that apparently take place in every stall."

Now I am intrigued. Running races that bad, really? The last time I ran in a race was so long ago it was before the advent of portable sanitation. Really. I once participated an 8K race with 30,000 runners and I am certain there were no restrooms in sight. Now that I think about it, how did they pull off those huge fun runs in the early 1980s without portable restrooms? You guys rock for providing a vital summertime service! But back to the story.

So Lacke met a portable restroom operator once who noticed she was wearing a shirt with a race logo. He asked if she was a runner, and then responded, "Oh man, when it comes to this industry, runners are the worst." The PRO went on to explain that first off, race organizers tend to under-order units for the type and number of users. And second, runners tend to mess up every part of the unit with human waste, apparently liquids and solids, from those sticky floors to the toilet seat to the ceiling.

"The ceiling?" Lacke asked. But she didn't really want to know. However, she could relate in years of running.

"I'm always floored by the sheer grossness of it all. But I never really considered that runners were more disgusting users than, say, attendees of a music festival," she wrote.

## HOW CAN WE IMPROVE?

The PRO confirmed this. "Music festivals are great. I can clean up and turn around a unit from those in less than five minutes." He said runners deposit all forms of foreign materials in the portable restroom holding tanks, from those disposable warming blankets to sunglasses to energy food wrappers. They might have to fish out a container-load after a big race.

"You hear this? Runners make more of a mess than drunk frat boys at a Kid Rock concert," Lacke lamented, and then went on to share some restroom etiquette tips for runners. Let's hope they're paying attention.

Whether it's a race organizer, a construction company or the folks who put on your local county

*Runners at the Boston Marathon prep for the race with a huge bank of restrooms in the background. (File photo)*



fair, share a few tips with clients to make sure they never hear horror stories like the ones told by Lacke. If they heed your advice, they'll be much happier with their restroom service in the long run. For starters:

*Runners encounter bags of trash at a restroom along a race route. (File photo)*

- **Order right:** It's imperative for PROs to establish themselves as experts at estimating how to best serve large crowds with portable sanitation services. Be firm in sharing your best advice on the number of restrooms needed for any event and don't back down when clients want to cut the order. Explain the consequences of ordering too few restrooms or services, noting that filthy restrooms can kill the reputation of a special event or reverse the positive attitude of workers on a job site. In some instances, you may have to turn down work if a short order will cause your company's reputation to suffer. Remember it's your company name on the side of the restrooms and you'll be blamed for a dirty unit.

- **Know your users:** Event planners at a beer festival better know the urinals could be overflowing. Construction companies need to be aware if their workers are prone to vandalizing portable restrooms. Recommend your clients give a lot of thought to how your units will be used before they place the order. They need to cater to special needs and situations. For example, provide timesaving urinal units for outdoor festivals that emphasize food and drink, and offer customers damage waivers as insurance against damaged units at construction sites.

- **Monitor the situation:** A client's responsibility for clean portable restrooms doesn't necessarily end when they place an order for your products and service. They need to keep an eye on the cleanliness of restrooms throughout an event or all month long on a construction site. Tell them to make regular rounds to make sure their users are having a satisfactory experience and to let you know as soon as they notice a problem. If event planners, for instance, don't have time to monitor all the units at a festival, offer to have your attendants handle that important task — for a price. This monitoring will help the event as well as protect your business from criticism.

### MAKING TRACKS

Whether your toughest tough job is a running race, another event or a construction project, you have plenty of time to make some improvements. You're only about half way through the busy season and there's plenty of work to do. Get after it. ■

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## RESTROOM PLACEMENT

### Event Prep

If you are working on a new event or with a new event planner, your workload can double because they are a little unsure of their choices. This means you're holding their hand every step of the way. It's your job to guide your customer into making the right placement choices. Here's how.

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## 5 WRITING RULES

### Tips for Website Content

When potential customers are trying to find a portable sanitation company, they most likely are searching online. They'll go straight to your company website, which sets the first impression that most folks will have of your business. There are a few rules of thumb that you should keep in mind while writing your website content.

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# Upgrading Technology Without Upsetting Your Business

**OPERATING A SMALL BUSINESS WITH NO TECHNOLOGY STAFF MEANS POACHING VALUABLE WORK TIME TO KEEP SYSTEMS CURRENT. HERE ARE SOME TIPS FOR A SMOOTH UPGRADE.**

By Judy Kneiszel

**T**echnology changes at an alarmingly rapid pace and it may not be expected, or even possible, for you to keep current with the latest technology all the time. But when it does become necessary to upgrade to new computers, tablets, smartphones, software or apps, it's not only the outlay of cash that can get expensive, it's the cost of the work time that's lost installing new systems and getting staff comfortable using them. Even with a team of tech professionals, lost time can't be avoided entirely, but when technology is DIY, the workflow of a company can be disrupted for days. Here are some tips to help smooth a technology upgrade:

## BEFORE DOING ANYTHING

**1. Determine if it's time.** There are some clear indicators that something needs to be done with a company's systems. If the maker of software you are using no longer supports it, an upgrade is necessary. Likewise, if computers are running slow or crashing frequently, or if the network can no longer handle the web traffic on a typical workday, something needs to be done. Valuable time is being wasted and data might be compromised. If there are no obvious signs, you just have to determine if the benefits of updating outweigh the cost of waiting.

**2. Assess your needs.** Don't upgrade for the sake of upgrading. And don't simply upgrade to meet the needs of your company today. Assess where your business is going and then plan for future technology needs. Do you anticipate company growth? Will you be adding staff and therefore more users on your system and traffic on your network? Are there things you do in-house, such as payroll or billing, that you might benefit from outsourcing and vice versa? If that's the case, upgrade your technology accordingly.

**3. Think about mobility.** Would your company benefit from fewer desktop computers and more laptops? Can everything your employees do be done on a tablet or even a smartphone? Is it even up to you? A 2014 article in *PC Magazine* claims, "The business user's demand has shifted from, 'Give me the tools I need to get my work done,' to 'Here are the tools I use. How do I get my work done with them?'" Talk to your staff about the direction they'd like to see technology go in your office. New hires as well as those already on your staff probably own a smartphone, tablet or notebook computer and know how to use them. The portability of these devices means workers don't have to be tied to workstations. They can work anytime, from anywhere, providing job flexibility. Your employees may actually be more comfortable using their own devices, but even if you decide to assign company-owned mobile devices, they are often a much smaller investment than traditional desktop workstations.

If desktop workstations are still part of your company's technology mix,

**Your employees may actually be more comfortable using their own devices, but even if you decide to assign company-owned mobile devices, they are often a much smaller investment than traditional desktop workstations.**

mobile devices can be set up to increase access to data on those workstations, allowing it to be modified from a tablet or smartphone at home, on a job site or pretty much anywhere.

**4. Consider storage and security.** If your technology is becoming more mobile, your investment will shift from workstations to data storage, because tablets, notebooks and smartphones don't offer much in the way of storage. You can reduce the amount of on-site storage you need by going with always-accessible cloud storage. This will shift your budget from spending on physical servers and other hardware to contracts for cloud storage and data security.

**5. Determine your budget.** It's good to have a dollar amount budgeted every year in order to keep technology up to date. Talk to your accountant to see if and how technology upgrades are deductible. Some large technology purchases may qualify for the Section 179 deduction, which allows a business to deduct all or part of the cost of new or used equipment in the year it is placed in service rather than recovering the cost by taking depreciation deductions.

## IMPLEMENTING CHANGES

Once you've got a plan and a budget, the big switchover can begin. To make your system upgrade as painless as possible, take the following steps:

**1. Let everyone know.** Don't just spring the changes on your staff. Let them know in advance that there will be some downtime and maybe a few glitches. Surprise changes can be stressful for workers and that stress can, in turn, affect customers because their expectations are not being met. Giving a quick heads-up to a customer that the best way to reach you today will be a phone call because email might be down a few hours is better than finding 26 angry emails when the system is back up.

**2. Back it up.** Be sure all files are backed up and securely stored before starting any upgrading project or implementing any major system changes.

**3. Pick a quiet time.** Unless it's an emergency like a total system crash, your slow season is the best time of year to implement any technology upgrades or changes. Evenings and weekends may be a smart time to sched-



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ule the actual switchover because no one will be using the systems at those times. Take the old systems down after everyone has gone home and bring the new systems up so the next day everyone is up and running.

**4. Allow plenty of time for training before and after the changeover.**

All new technology has a learning curve and requires training. Train yourself first, and then before you make the switch to new hardware or software, mobile devices or apps, training should be provided for every employee who will be affected by the changes. Once the upgrades are in place and being used in the real world, new questions or problems may arise, so provide access to follow-up training too.

**5. Ask for help.**

No one expects IT to be your strong suit. If it were, you'd probably own a tech company, not a portable restroom company. So consider hiring experts. If your company is large you might have enough work for a full-time tech person to install, maintain, train and basically do everything necessary to keep computers, phones, software, servers, mobile devices, apps, storage solutions and networks running smoothly. If you think you only need someone to get you over the hump of upgrading, hire an IT consultant as an independent contractor to figure out what you need and see you through the installation and training. It will be money well spent because it takes the pressure off you to be the jack-of-all-trades. You'll eliminate stress by knowing you're buying exactly what you need, getting it installed right and using it to its maximum potential.

**6. Don't assume the job is over.**

Maintaining technology is preferable to ignoring it and having to do a major overhaul every five or 10 years. Heed those warnings that tell you when apps or systems need updating. And always be open to staff suggestions on how to make technology better for everyone. ■

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Gary (left) and Greg Springer, partners in Outdoor Restrooms Inc., in Kansas City, pose on location at the Kansas Speedway. (Photos by Denny Medley)

# DIFFERENT BY DESIGN

Same-old, same-old doesn't fit well in this Missouri company's business strategy **BY KEN WYSOCKY**

**W**hen brothers Gary and Greg Springer bought Outdoor Restrooms Inc. (ORI) in 2013, the successful company didn't seem like a logical candidate for exponential growth. After all, it's harder to move the needle when a business is already as well established as ORI was at the time in the portable restroom market in and around Kansas City, Missouri.

The Springers apparently never got the memo. Instead, the company notched 30 to 35 percent annual revenue growth during the last several years, aided in part by a five-year contract to provide restrooms and service for two major NASCAR races and several smaller non-racing events at the Kansas Speedway. The company also renewed a four-year contract to provide restrooms for all 81 home games played by the Kansas City Royals at Kauffman Stadium, which came on the heels of a five-year contract that expired in 2016, Gary Springer says.

*(continued)*

## Outdoor Restrooms Inc. Kansas City, Missouri

**Owners:** Gary and Greg Springer and Jeff Abbott

**Founded:** 2004

**Employees:** 22

**Services:** Portable restroom rentals and service

**Service area:** 60-mile radius around Kansas City

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

**Professional affiliations:** Portable Sanitation Association International





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**Above:** Technician Ty Springer works the hose while his father, Gary Springer, holds the door, as they service a row of Satellite Industries and PolyPortables restrooms at Kansas Speedway.

**Right:** Ty Springer returns the suction hose to the hanger on a truck built out by FlowMark.



But large, long-term contracts alone don't explain the company's growth spurt. Management's blueprint for gaining market share also includes an unyielding emphasis on customer service, embracing productivity- and profitability-enhancing technology, a focus on higher-margin products and services, and renewed marketing and branding efforts.

Springer also credits ORI's previous owners, portable sanitation veteran Dennis Abbott (more than 30 years in the restroom industry) and his son, Jeff, for making a smooth ownership transition and educating the Springers about the business. (Jeff Abbott still works at ORI as the operations manager and also retains a minority ownership stake in the company.) He says he also learned a great deal by becoming a member of the Portable Sanitation Association International and attending the WWETT Show.

"The willingness of people in this industry to help each other and provide information is astonishing," Springer says. "We've picked the brains of other operators for hours. How much do they pay employees? How do they find good employees? What are their profit margins? We asked a lot of questions."

*ORI vehicles are ready for service at Kansas Speedway. The company has six Hino and International trucks built out by FlowMark and Progress Tank. They all have aluminum tanks and Masport pumps.*

"No one ever refused to talk to me about their business," he continues. "And I needed a crash course — had to learn 10 years' worth of knowledge in about 1 1/2 years. That's why when other companies call and ask me for information, I'm always more than willing to do that and give something back."

## BUSINESS BACKGROUND

Springer also cites cooperation and respect between the company's three owners as a key factor in their success. "Before we make any decisions, we bounce things off each other," he says. "And if something doesn't work, we scrap it pretty quickly." Other family members contribute heavily, including Springer's wife, Beth, who handles the books; their son, Tyler, the company's assistant operations manager; and his sister-in-law (Greg Springer's wife), Natalie Springer, a special-events coordinator.

Springer brought valuable business experience to the table after spending 23 years in the home-building and home-lending industries. As such, he takes a commonsense, dollars-and-cents approach to running ORI, which receives about half its revenue from construction rentals. Special events generate another 25 percent and long-term projects (NASCAR races and Royals games) contribute the balance.

"In the end, it's pretty simple," he explains. "Don't spend more than you make and generate at least a 9 percent profit margin — I was taught that was the minimum you should make. And when it comes to pricing, you never want to be the cheapest or the most expensive. I want people to do business with us because of our service. When you're the cheapest, everything is based on price, not service. I want it based on both."

Springer also reinvigorated the company's branding efforts with three simple strategies: putting extra-large stickers on restrooms, revamping the company's logo, and choosing Kansas

City Royals' blue as the company color. (Springer is a big Royals fan and owns season tickets.) The trucks sport a blue theme and the company's restrooms are blue.

"Our oval logo is everywhere," he says. "It's all about brand recognition; when people see our logo, they know right away who we are. It's a little thing, but people underestimate the marketing value they provide."

*(continued)*



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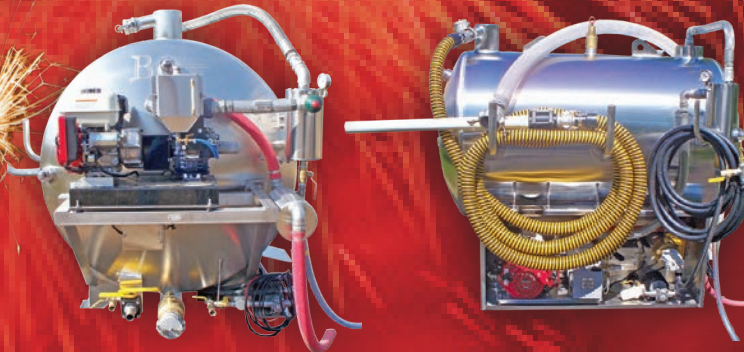


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## THE ROYALS TREATMENT

The contract to provide restrooms for Royals games also looms large in the company's marketing efforts. Ever since the Royals made two consecutive World Series appearances (losing in 2014 and winning the championship in 2015), attendance has skyrocketed. About 2.5 million fans attended home games in 2016, a large figure for a small-market team. The bottom line: An immense number of eyeballs see the ORI logo around the stadium, Springer notes.

## Staggered schedules boost productivity

By utilizing an unusual scheduling strategy, Outdoor Restrooms Inc. (ORI) in Kansas City, Missouri, effectively runs eight service routes a week with only six trucks. That might sound like fuzzy math, but co-owner Gary Springer says the results are concrete when it comes to serving more customers per week and reducing labor and capital expenses.

Here's how it works: The company's eight route drivers work four 10-hour-long days a week, in staggered shifts. In other words, some drivers might work Monday through Thursday, others from Tuesday through Friday and so forth. In addition, two drivers work a second shift on their four days of work.

That allows the company to pump out and service restrooms from roughly 5 a.m. to 9 p.m., seven days a week. In effect, by using the staggered workdays and different shifts, the company roughly increases the number of service calls it makes per week by about 25 percent, but does so with fewer trucks than otherwise would be required to do the same amount of work in a normal 40-hour workweek.

"This schedule helps us 'create' extra trucks," Springer explains. "If we did a normal five-day-a-week schedule with eight-hour days and six trucks, we'd always have two drivers without trucks. But with four-day workweeks and guys having different days off, we essentially create an extra truck each day. That allows me to put a fresh guy in a truck (at around 1 p.m.) and keep running routes later in the day."

This scheduling system minimizes overtime pay and dramatically reduces capital costs (compared to the company owning eight service trucks to keep all eight drivers on the road for 40 hours a week). "We like to think out of the box here," he says.

ORI is now in the second year of the four-year contract, and Springer says the value of such high brand visibility is incalculable. "It opened the door to things like the Speedway contract," he says. "You just can't buy that kind of advertising. Everyone in town loves the team and I don't know how you'd go about putting a value on our affiliation with it."

Of course, high visibility is a two-edged sword. If the ORI logo is emblazoned on dirty restrooms, the company's reputation would suffer. "With that kind of visibility, we have to be as perfect as humanly possible," Springer says. So the pressure is on at every home game, where two to six trucks and two to six employees service roughly 90 restrooms scattered around the stadium parking lots.

"When it comes to pricing, you never want to be the cheapest or the most expensive. I want people to do business with us because of our service."

**GARY SPRINGER**

*The crew of Outdoor Restrooms Inc. is shown with a truck from FlowMark and the Kansas Speedway, one of the company's customers, in the background.*

The number of trucks and employees required during ball games depends on whether the Royals play on weekdays or weekends. On weekdays, as many as six drivers might clean about 15 restrooms each because all their routes pass by the stadium, which makes it convenient to pop in and out on their way to service other customers. But on weekends, the company dedicates two trucks to the stadium, with each driver cleaning about 45 restrooms, Springer says.

That same standard applies to monthly construction rentals, too.

"With a company logo that's so prominent, we have to maintain clean bathrooms 100 percent of the time, not just 95 percent of the time," he says. While acknowledging that such a standard sets a very high bar, Springer also concedes that sometimes route drivers make mistakes. But he also believes ORI will never lose a customer if technicians resolve problems to customers' satisfaction as quickly as possible.

"In our industry, you never want a customer to call you about service," he says. "We want to be off their radar — out of sight, out of mind. But if they do call about a service problem, you're graded on how fast you respond." To ensure quick response times to customer complaints, ORI gives one driver

*(continued)*

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*As the ORI team prepares for a day working at the Kansas Speedway, Gary Springer shares instructions.*

a lighter-than-usual afternoon workload. That driver then has the flexibility to respond as needed, Springer says.

Drivers also know that if they miss a restroom on their route, they're required to go back and clean it — even if it's late in the day. That gives them extra motivation to avoid mistakes. Of course, there are times when drivers that service construction sites, for example, can't access restrooms for various reasons, such as freshly poured concrete. That's when the company's missed-service protocol kicks in.

Drivers must immediately call the job site supervisor to tell them why they couldn't get to a particular restroom, even though they're usually not available immediately by phone. If that's the case, drivers are required to take a photo of the restroom in question with a tablet device, then email it to the office. "Then if a site supervisor calls about a restroom that was missed, we can show them a photo that shows why," Springer explains. "And even if it's the customer's fault, we'll go back and clean the restroom, usually for free."

That brings up another of Springer's core philosophies: The customer is always right — even when they're not. "If we can't get to a unit, you still have to find a way (to satisfy customers)," he says. "Customers are the ones who write a check every month, so that makes them right."

## EQUIPMENT INVESTMENTS

ORI invests heavily in equipment. After the company earned the Speedway contract last year, for example, it bought 600 new restrooms and two vacuum trucks, and hired five new employees — moves that Springer calls "manageable and calculated risks" with a relatively fast return on investment. It was a big investment for what essentially involves two weekends a year, but like with the Royals contract, the free publicity also makes it worthwhile. "More than 100,000 people see our logo each weekend," he says.

The company currently owns about 2,200 restrooms, mostly made by Satellite Industries; seven restroom trailers (two from Rich Specialty Trailers, one from Satellite, two made by Ameri-Can Engineering and two built by NuConcepts); and about 85 hand-wash stations made by PolyJohn Enterprises Corp. and PolyPortables.

The company has also invested in six vacuum trucks, featuring Hino and International chassis, aluminum tanks and Masport pumps. FlowMark built out four of the trucks and Progress Tank outfitted the other two. All of the tanks except one hold 1,500 gallons waste/500 gallons freshwater; the other tank has a capacity of 1,200 gallons waste/700 gallons freshwater.

ORI also invested in software developed by RouteOptix that optimizes dispatching/routing, handles billing procedures and creates a customer database. The system is updated in real time every four minutes. "We believe it will make us even more efficient," Springer says. "Even if we increase efficiency by only 1 percent, that's huge."

The software has a number of features aimed at boosting productivity and profitability. For example, it can calculate the profitability of routes and track drivers as they go from job to job. "All they have to do is hit a button on their tablets that tells the dispatcher the job is completed," he explains. "That way if customers call about their service, we can tell them our guy was just there." The software also pinpoints the location of each restroom, which is a boon for drivers who service restrooms in residential subdivisions that are under construction and, as such, have streets with no names.

Springer says it took some time for drivers to get in the habit of using the tablets. "It was a major shift in how we operate. ... Getting people to make changes is one of the hardest things about buying a new company," he says. "But it's well worth it. This software makes me a smarter guy. I believe in new technology. If you do nothing and you're standing still, then everyone else is passing you by."

## GROWTH OUTLOOK

Springer says he thoroughly enjoys his job. "I'm having a ball," he says. "And we try to push that attitude down throughout the company. Happy employees lead to happy customers."

Looking ahead, Springer anticipates the company's growth spurt will continue. In fact, management's goal is to double the firm's revenue within the next five years, aided by a continued emphasis on marketing and customer service.

While business strategies, brand-recognition campaigns and investments in advanced technology all play an important role, Springer doesn't ever want to lose sight of the one simple thing that truly drives ORI's success: great customer service.

"The bottom line is that we clean, rent and pump restrooms for a living," he says. "The only thing we have to do to become the best company in town is do those things a little different than everyone else." ■

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# 5 Ways Your Business is Most Vulnerable to Hackers

**DON'T LET YOUR GUARD DOWN TO CYBER ATTACKERS WHO WANT TO STEAL YOUR VITAL COMPANY INFORMATION AND TAKE YOUR MONEY**

**By Clinton Henry**

Last week, Chris stopped at his local coffee shop before heading off to work. As he sat at his usual spot near the counter, people were having a heated discussion next to him and it became obvious they were having a marketing meeting for a local company.

He knew it was a marketing meeting because the three employees left the screens on their computers open to “Marketing Plans.” Much to his amazement, they “abandoned” the table and were apparently in line (as well as online). They left two smartphones and a couple of memory sticks out in the open.

While reasonable predictions aren’t always correct, there’s a strong possibility that sooner or later the company will experience a digital information breach. Moreover, it’s highly unlikely that anyone within the business has taken a serious look at how its users operate to protect from this sort of vulnerability.

The biggest risk for any company getting hacked is neither the firewall nor the server. It is another problem altogether: social engineering. Social engineering is when employees inadvertently (or out of malice) give cyber thieves sensitive company or client information. While most businesses may be eager to invest in cyber security measures, they often neglect investing in shielding the most common attack motivated hackers use to gain access: employees.

Let’s review some of the socially engineered pitfalls that occur all too often:

## **Public Wi-Fi**

Public Wi-Fi is to your computer network as kryptonite is to Superman or garlic is to a vampire. Unless you are sending out information that is encrypted via a secured site, never conduct any business from an unsecured Wi-Fi hotspot.

## **Public places**

In the space of two seconds in that coffee shop, it would have been possible for a thief to take screenshots of the marketing plan with a smartphone, or to swipe the smartphones and stick drives or even one of the laptops. Any document, especially any document with links to your organization, is all a cyber thief needs to get going. Never leave documents unattended.

Ever hear of “Visual Trespass?” It is the practice of someone in any public space “looking over your shoulder” viewing your computer screen. Here’s an apt example: Alison, the head of tax and audit for a publicly traded company, was traveling and noticed a stranger was trying to observe her computer screen in an airport while she was working. While the stranger may have been rude (and not a cyber thief), Allison was misguided and careless working on financials out in the open.

---

**Have a plan and protect your data so the recently fired worker can’t walk to your competitor with your latest leads or biggest accounts.**

---

Moreover, public conversations that should be held in private can undo a company quite easily. Recently, the same Chris from earlier was at the airport while a gentleman next to him was on the phone with a colleague who needed access to a file. The helpful companion, within earshot of Chris, decided it was a good idea to give his co-worker his personal password so he could access the file. If Chris was an opportunist, he could have simply made conversation with the unsuspecting traveler later and traded business cards, giving Chris his username and company along with his password. The businessman would have been none the wiser.

## **Phishing**

Remember those emails we once received from Nigeria, Lithuania or Romania that named us as the heirs to great fortunes? All they needed to secure the millions owed to us was a credit card number. People fell for it in droves. Then there were fake job postings that asked us for background information. The postings looked legitimate and we gave them what they asked for — and we fell for that too.

Phishing has not gone away. It has become so sophisticated that we believe it comes from our bosses or a supplier or a nonprofit we might support. The links in the email are typically malware that can infect the entire network and grab important files. Don’t fall for it. When in doubt, always verify. An interesting fact: Millennials are more prone to falling for phishing than older employees! Over-familiarity with and blind trust of technology can be a dangerous thing.

## **Vindictiveness**

Remember the angry employee who was terminated? What precautions were taken to make sure that he or she was immediately shut out from the network? Terminated employees can sometimes be vindictive. Have a plan and protect your data so the recently fired worker can’t walk to your competitor with your latest leads or biggest accounts.

## **Vendors**

Your computer network is only as good as who has access to that network. Many cyber thieves have successfully snuck in through a back door by going through the networks of your vendors. This is a potentially huge problem for any organization having a continuous relationship with suppli-



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ers. If your network is “secure” but your vendors have cyber security that is more like Swiss cheese, it can potentially create a huge vulnerability in your network.

**THE BOTTOM LINE**

Businesses often neglect to engage their users to harden the organization from commonly used social engineering attacks. Neglecting to offer sufficient training for their users leaves the organization vulnerable to a hacker using a company’s own employees against it. ■

*Clinton Henry is cyber security and identity theft expert and speaker. To learn more, go to [www.clintonhenry.com](http://www.clintonhenry.com).*

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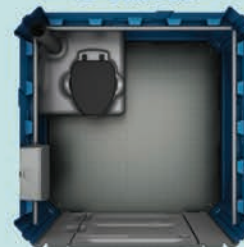
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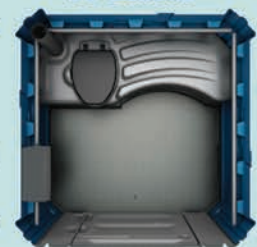
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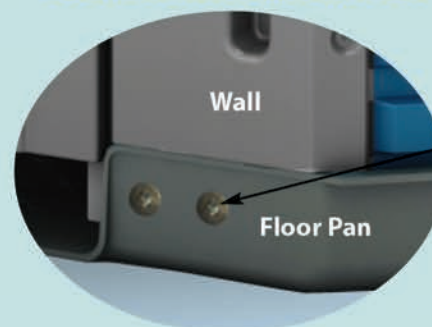
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Technician Ryder Mock uses the Pathfinder Spray Cleaning System from Satellite Industries to wash restrooms. Restrooms are from Five Peaks, PolyPortables and Satellite Industries. A PolyJohn Enterprises sink is in the foreground. (Photos by Rob Herrera)



A sign welcomes visitors to the Wannee Music Festival in Live Oak, Florida. (Brian Hensley photo)

**THE TEAM**

AAA Porta Serve services a 6,000-square-mile area in north-central Florida from its headquarters in High Springs and storage yards in Live Oak and Branford. Owner Ross Ambrose has a staff of eight — Darren Fout, Ryan Fout, Jamie Hinkle, Stephen Lewis, Steven Lopez, Howard Stewart, Dustin Fletcher and office anchor Katie Kleefisch. All helped with the Wannee Festival between route work, along with 13 temporary workers pulled from a network of helpers they've developed over the years. It's something of a coveted position, Ambrose says. "We make it fun and we take care of the crew, and the only way you get to work with us is if somebody who's done it vouches for you."

**THE JOB:** Wannee Festival  
**LOCATION:** Live Oak, Florida  
**THE PRO:** AAA Porta Serve

**COMPANY HISTORY**

The company was founded in 2000 by Woody and Kathy Jasper as a retirement project. In 2014, when they were ready for real retirement, they sold the business to Ambrose, who often helped at festivals. He had been working in production management for film and television, and says a lot of the skills are the same — logistics, customer service, managing people. The company has about 1,200 portable restrooms and 20 percent of their work is events, 35 percent construction, and 45 percent agriculture, tourism, military and mining.

*(continued)*

# A Standing Ovation

A big cleaning crew from AAA Porta Serve comes ready to rock 'n' roll at Florida's Wannee Festival

BY BETTY DAGEFORDE

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*A large crew of employees and temporary workers served the music festival. They are shown with a 2017 Hino truck from Engine & Accessory Inc. (Photo courtesy of AAA Porta Serve)*



### MAKING CONNECTIONS

AAA has worked every event at the music park near Live Oak for 14 years, for clients that include different promoters — Live Nation in the case of Wanee Festival — and the park itself for perimeter campgrounds. They store units there year-round and have on-site cleaning facilities and septage storage tanks. But Ambrose says they never take their position for granted. “We keep the customer happy and we work really hard,” he says. “We provide a lot of new equipment, we make sure things work, we solve problems and we bill fairly.” They also keep a staff on site at larger events.

### THE MAIN EVENT

In the woods along the Suwannee River, the 600-acre Spirit of the Suwannee Music Park & Campground hosts a number of events during the year, including the April 14-16, 2016, Wanee Festival featuring 25 rock and jam bands. About 12,000 people attended. Last year’s lineup included a tribute to Butch Trucks, a founding member of the Allman Brothers Band, which hosted the event from its inception in 2005 until 2014.



*Above: The crew from AAA Porta Serve sets up this camp headquarters for the Wanee Festival. Food and refreshments are provided and the workers consult aerial maps of the park before heading out on service rounds.*

*Left Kros urinals from Kros International are utilized to take user pressure off of almost 300 standard and handicap restrooms from Five Peaks, PolyPortables and Satellite Industries.*

### BY THE NUMBERS

The company supplied 280 standard and 15 wheelchair-accessible units (Five Peaks, Satellite Industries, PolyPortables), 10 Kros urinals, 15 hand-wash stations (PolyJohn Enterprises, PolyPortables), 12 220- to 300-gallon holding tanks (Satellite, Five Peaks, Kentucky Tank) outfitted with company-built 10-gallon strainer boxes, and two Progress Solar Solutions STL-1000 solar light towers. They also had a contract to clean restroom and shower trailers supplied by another PRO, and provided RV servicing companies the option to use their storage tanks.

**“I’ll ask people when they come out, ‘Did we meet your expectations?’ They look at me funny but when they say, ‘Yes, it was way better than I expected,’ I know the guys are doing their job.”**

**ROSS AMBROSE**

### LET’S ROLL

Ambrose likes to get events set up early. Prep began on April 3 and everything was in place by April 15.

“We try to get our units in place before the rest of the festival gets built,” he says. “So, before you get 10 crews in there and people driving around trying to do things, putting up art installations, et cetera, we’re already out of the way.”

Company-built and Liquid Waste Industries trailers and an Avant Equipment 220 mini-loader outfitted with a forklift attachment were used to move units around. Two banks of 40 units and three banks of 10 were placed around the main performance areas, along with urinals and hand-wash stations. Banks of four to six, and in some cases 12 to 15, were placed around camping areas. Units were also set up at ticketing and check-in areas, parking lots, vending locations and 49 private campsites. Holding tanks went to

*(continued)*





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backstage trailers and food vendors who were also given four units for their private use. Along with their familiarity with the park, the team kept track of everything with a master list and high-resolution aerial photos blown up from Google maps.

Starting Monday, the 24th, units were pumped, cleaned and reshuffled for the next event.

## FIELD OPERATIONS

The company maintains a base camp at the park. Ambrose moved in Monday and by Thursday was joined by most of the team, who brought tents and stayed for the duration. Ambrose made sure they were well cared for.



*Howard Stewart moves a PolyPortables restroom using an Avant Equipment mini-loader with a forklift attachment. (Steven Lopez photo)*



*Above: Technician Dustin Fletcher pumps a Kentucky Tank holding tank at the festival. A strainer box built by AAA Porta Serve is seen on top of the tank. It is used to keep rags and kitchen debris out of the holding tank.*



*Left: Ross Ambrose adjusts the timer on a Progress Solar Solutions SLT-1000 solar light tower provided for the Wanee Festival.*

“We have microwaves, refrigerators, grills, burner stoves, a commercial coffee maker, and an on-demand hot-water shower we created in a portable restroom, so we’re quite comfortable,” he says. He brought in a cook to make breakfasts and dinners, and provided bottled water, snacks and sandwich-making supplies.

After a final meeting to go over assignments and work procedures — everything from a reminder to be patient to what to do with lost items (sterilize and return to owner or take to lost and found) — the team was ready to go. When they weren’t doing scheduled services, the crew used Polaris utility vehicles to check units throughout the park. They communicated using Motorola HT750 two-way radios with an on-site FCC-licensed repeater.

**“We try to get our units in place before the rest of the festival gets built. So, before you get 10 crews in there and people driving around trying to do things, putting up art installations, et cetera, we’re already out of the way.”**

**ROSS AMBROSE**

## KEEPIN’ IT CLEAN

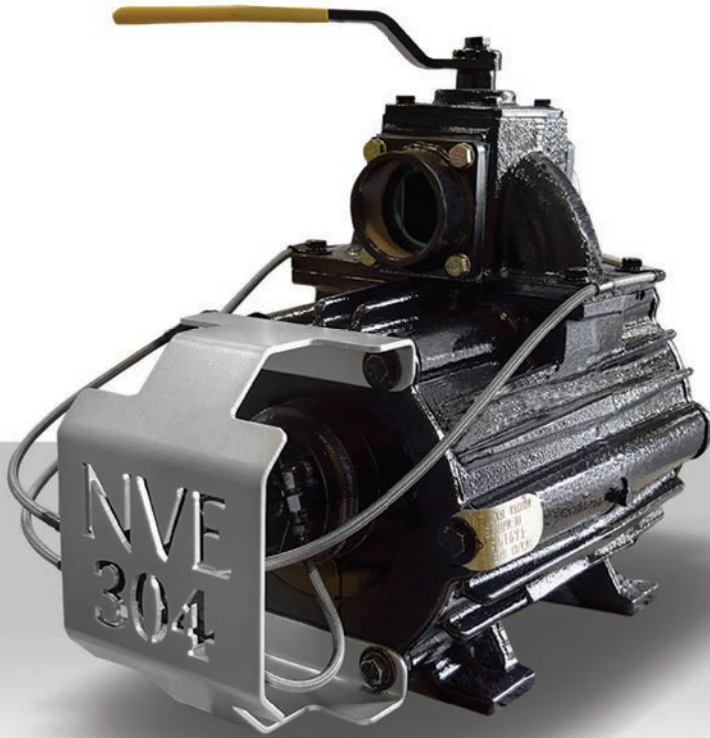
The company conducted a limited campground service on Wednesday, but starting Thursday the daily schedule began with a 7 a.m. cleaning of campground and performance area units, followed by private units and holding tanks, then another servicing of the campground and holding tanks around 4:30 p.m. The 100 units in the performance area were serviced a second

time in the break before the evening acts. It was a short break, but the team had it down to a science, completing the job in 35 minutes Friday night and 23 minutes Saturday.

“We stage the trucks and the crew,” Ambrose says, “and then a group starts pumping, a group takes care of trash and paper, another sprays them down. When the crowd shifted back in, they were as fresh as they were in the morning.”

The company used Surco Portable Sanitation Products deodorant packets. And Live Nation opted to pay for more expensive Georgia-Pacific high-density coreless tissue paper to avoid running out. Waste was transferred to AAA’s on-site storage and later pumped out by a hauler — three 3,000-gallon tanks from Kentucky Tank and a 21,000-gallon frac tank, plumbed together to create one access point. Technicians also employed the Pathfinder Spray Cleaning System from Satellite while servicing.

*(continued)*



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- 2017 Hino 195 – 900-gallon waste/300-gallon freshwater stainless steel tank

### IN THE SPIRIT

Ambrose has a very direct method of checking customer satisfaction. “I’ll ask people when they come out, ‘Did we meet your expectations?’ They look at me funny but when they say, ‘Yes, it was way better than I expected,’ I know the guys are doing their job.” Another clue is the snacks, drinks and compliments the guys received from campers.

Ambrose says the team really enjoys being part of this event. They all have a sense of humor and enjoy the camaraderie. “It’s a lot of work, but it’s fun. And when you know the crowd appreciates you, it’s nice.” ■

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# Cleaning and Maintenance

By Craig Mandli

## CLEANING SYSTEMS

### SATELLITE INDUSTRIES PATHFINDER SPRAY CLEANING SYSTEM

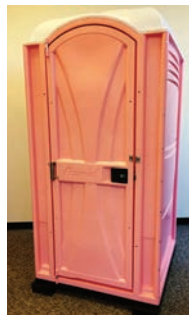
The **Pathfinder Spray Cleaning System** from **Satellite Industries** applies an EPA-registered, hospital-grade disinfectant to restrooms and reduces odor-causing bacteria and mold by more than 50 percent. In an independent lab study, five dirty restrooms were cleaned using the standard method of a pail and brush and another five restrooms were cleaned using the Pathfinder. The results revealed that the brush method actually transferred mold from one restroom to another and increased the amount of mold by 84 percent. On the other hand, the Pathfinder method reduced bacteria by 54 percent and mold by 132 percent. The system leaves restrooms noticeably cleaner and safer for use, with a significant decrease in odor, while also reducing driver fatigue, according to Satellite. **800/328-2333; www.satelliteindustries.com.**



## ODOR CONTROL

### ARMAL SCENT BOX

The **Scent Box** from **Armal** incorporates a fragrance — vanilla balm, rose sensations, apple blossom, pine-wood trail or strawberry field — in the wall panels of the restroom during the manufacturing process, ensuring a pleasant scent inside. It has a heavy-duty, spring-coil door with a wind-resistant device to ensure closure when unlocked, and overlapping wall assembly for greater safety. Options include a recirculating kit with filter and freshwater flush that works in combination with the pump kit. **866/873-7796; www.armal.biz.**



### BIONETIX INTERNATIONAL ECO-SCENT

**Eco-Scent** from **Bionetix International** is a biodegradable, free-flowing liquid odor eliminator formulated for easy application directly to odor-emitting areas. Its blend of natural surfactants, odor modifiers and bacterial cultures is meant for residential and commercial applications. The active ingredient works by forming a complex with odor-causing organic compounds, such as rotting foods, aged urine and perspiration, yielding a lower concentration of these organic molecules, reducing odor. It can be used in a spray bottle and sprayed into the air around and directly onto odorous surfaces as needed. It may also be added to mop water and used on floors and around urinals. Once applied, it leaves behind a fresh, clean fragrance. **514/457-2914; www.bionetix-international.com.**

### CPACEX ULTRA POWRPAKS

**Ultra PowrPaks** for portable restrooms and holding tanks from **CPACEX** offer odor control and fragrance for up to seven days in extreme conditions. The additional effervescence ensures the packets will dissolve quickly and disperse evenly throughout the holding tank. They are available in five sizes to fit specific applications and climates. Use **Ultra Lite** in special event units or **Ultra 4X** in construction units, or choose the strength that works best for the application. They are biodegradable and all formulations contain nonstaining blue dye. **419/450-6208; www.cpacex.com.**



### FIVE PEAKS GLACIER BAY DROP-N-GO PACKETS

**Glacier Bay Drop-N-Go Packets** from **Five Peaks** provide the same effective odor control, fragrance and deep blue color mask as liquid deodorant, with the convenience of premeasured, ready-to-use pouches. They eliminate the guesswork of liquids and allow for a better inventory control system. A premeasured quantity of powder is packed in a water-soluble pouch, preventing waste and contact with product. Drop a single packet into the holding tank and add water. Packets are conveniently packaged in a stand-up, resealable gusset bag, which reduces the risk of exposing the packets to moisture. They are available in three strengths — ultimate, everyday and event strengths. **866/293-1502; www.fivepeaks.net.**

### J&J CHEMICAL CO. EVERPRO ELITE SERIES

The **EverPro Elite Series** from **J&J Chemical Co.** is a self-mixing, portion control, non-formaldehyde deodorizing tablet. The formula performs with long-lasting deep blue color, increased fragrance and advanced extreme odor control technology for demanding conditions. Drop one individually wrapped tablet into 5 gallons of freshwater for instant effervescent deodorizing protection that is nonstaining, fast-dissolving and biodegradable. Tablets are available that dissolve in brine. They are available in a variety of exclusive fragrances with strengths ranging from daily service to weekly odor protection. **800/345-3303; www.jjchem.com.**



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## ODOR CONTROL

### POLYJOHN ENTERPRISES COOPER'S BEST DEODORIZING PACKETS

Cooper's Best Deodorizing Packets from PolyJohn Enterprises give portable restroom operators an environmentally friendly option to control odors. Packets offer the ease and efficiency of an individually packaged deodorizer combined with a powerful green formulation of bacterial agents that dissolves waste and destroys odors. One packet is used per 5 gallons of freshwater to service the unit. They come 250 packets per case. **800/292-1305; www.polyjohn.com.**



### POLYPORTABLES WATER WORKS

Water Works from PolyPortables is a safe portable restroom washdown concentrate that is high in fragrance, biodegradable and phosphate-free. The formula combines a blend of ingredients that fight odor-causing germs, leaving portable restrooms fresh and clean well after washing. It is offered in several long-lasting fragrances, and can be mixed as low as 8 ounces per 275 gallons of water. It is safe for brush-down or pressure-wash applications, and can be added to a truck's freshwater holding tank to eliminate slime and algae buildup. **800/241-7951; www.polyportables.com.**



### SURCO PORTABLE SANITATION PRODUCTS POTTY FRESH SUMMER PLUS

Potty Fresh Summer Plus portable restroom deodorant from Surco Portable Sanitation Products is designed to replace formaldehyde deodorants used in heat and humidity. It has two biocides, neither of which is formaldehyde, so it is eco-friendly and safe to use. It has a strong fragrance and deep blue nonstaining dye. Metazene neutralizes odor molecules in portable restroom tanks and ambient air. A choice of powerful fragrances freshen the surrounding air, minimizing customer complaints and callbacks. The nonstaining dye hides waste, paper and debris. **800/556-0111; www.surco.com.**



### WALEX PORTA-PAK MAX

Super-concentrated Porta-Pak MAX holding tank deodorizer from Walex contains 50 percent more color and odor control, and double the fragrance of regular Porta-Paks. It is available in mint and lavender fragrances, is quick to dissolve, requires no skin contact when handling, and is safe and easy to use. It is packaged in resealable bags for easy transport and distribution. **800/338-3155; www.walex.com.**



## PRESSURE WASHERS AND SPRAYERS

### SIoux CORPORATION H3D3500

The H3D3500 trailer-mounted engine-drive pressure washer and steam cleaner from Sioux Corporation requires no external power source for cleaning in remote locations.



It provides hot pressure washing, steam cleaning and cold pressure rinse. Digital temperature control up to 200 degrees F allows for precise outlet temperature when pressure washing, with a 3 gpm flow rate up to 3,500 psi. The steam provides 310 to 320 degrees F saturated steam for greater cleaning capability. The trailer unit comes with a high-quality engine, heavy-duty triplex plunger pump, approved fuel tank, fuel water separator and filter, dual-function float/antifreeze tank, 335-gallon water tank, hose reel, 100 feet high-pressure hose, trigger-shut-off gun with lance, upstream detergent metering and attached toolbox. **888/763-8833; www.sioux.com.**

### WATER CANNON POLY DRIVE



The Poly Drive twin-cylinder pressure washer from Water Cannon has a Honda GX 690 engine and industrial-duty General Pump TSP Series pump. The result is 6,000 psi of power for commercial and industrial cleaning applications. The units are also equipped with a Gates Poly

Drive long-life belt system that is laser aligned. Standard accessories include a 50-foot pressure washer hose with quick couplers for continuous washing, four quick-connect spray tips, aluminum frame, safety belt guard and a high-rated trigger gun and wand. **800/333-9274; www.watercannon.com.**

## ROTARY CLEANING EQUIPMENT

### ALFA LAVAL TANK EQUIPMENT GAMAJET 9

The Gamajet 9 from Alfa Laval Tank Equipment offers hands-free cleaning of portable restrooms. In 10 minutes, the high-impact, automated device scours the restroom interior, and can be used for holding tank cleanings as well. With no manual cleaning required, there is no backsplash or excessive water usage. **877/426-2538; www.gamajet.com.** ■



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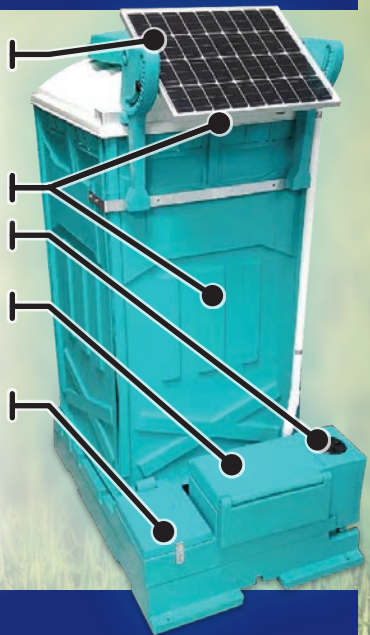
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## PRODUCT NEWS

### Reelcraft's spring-retractable high-capacity hose reels

G9000 Series high-capacity hose reels from Reelcraft are designed to be compact and allow for longer lengths of larger-diameter hose. The redesigned gooseneck can be removed from the reel for easier hose attachment. An external drive spring allows for convenient access to the spring components and improved servicing of the reel. The roller bearing inside of the pillow block produces a smoother spool rotation and easier operation. Models are available for 50-foot 1 1/2-inch I.D. low-pressure air and water hose, 75-foot 1-inch I.D. and 75-foot 3/4-inch I.D. medium-pressure oil hose. **800/444-3134; www.reelcraft.com.**



### J&J Chemical Disintegrator holding tank cleaner

Disintegrator holding tank cleaner from J&J Chemical is a self-dissolving packet designed to clean restroom trailer holding tanks in as little as 12 hours. The concentrated formula contains natural enzymes that target and penetrate waste and paper buildup on the interior walls of holding tanks. One packet is used per 100 gallons of water. **800/345-3303; www.jjchem.com.**

### Whisper Wash from Water Cannon

Whisper Wash Professional Rotary Spray Systems from Water Cannon can be used with conventional hot or cold pressure washers from 2,000 to 5,000 psi. The Classic comes with oversized self-lubricating twin-thrust bearings, balanced spray bar and portable breakaway handles for ease of transport and storage. The Big Guy has an oversized 28-inch housing that covers large surfaces and is crafted with Xenoy, stainless steel and aircraft-grade aluminum for long life. The Platinum offers a one-piece unitized swivel cartridge, 5,000 psi maximum working pressure and 212 degrees F maximum working temperature. **800/333-9274; www.watercannon.com. ■**



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## INDUSTRY NEWS

### Pik Rite president wins award

Pik Rite announced that President Elvin Stoltzfus has been named 2017 Small Business Person of the Year in Pennsylvania by the U.S. Small Business Administration.



Elvin Stoltzfus

### Brian Amthor to join PSAI board

The Portable Sanitation Association International has named Brian Amthor, executive vice president of Amthor International, as a non-operator director of its board.



Joseph Deriu

### Deriu appointed COO at Advantage Funding

Advantage Funding has named Joseph Deriu chief operating officer. With a background in technology and operations, he will focus on streamlining operations and efficiency of company systems.

### Hino Trucks adds dealers to Certified Ultimate network

Hino Trucks has named new dealers selected as Certified Ultimate in its dealer excellence program. The dealerships are: H.K. Truck Services, Plainfield, New Jersey; Bentley Truck Services, New Castle, Delaware; Lynch Truck Center, Waterford, Wisconsin; Matheny Motor Truck, Mineral Wells, West Virginia; and Industrial Power Truck & Equipment, Fort Worth, Texas.

### Armstrong Equipment announces new equipment

Armstrong Equipment, based in Santa Fe Springs, California, announced it now stocks Baja Designs LED lighting solutions. ■



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**2002 Chevy 3500 4x4,** 300 waste/150 fresh, Conde pump. Hauls 6 units with gate down. \$14,000  
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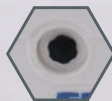
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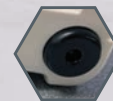
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