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Page 26

## RING OF FIRE

A California wildfire crisis tests the skills of the B&B Portable Toilets crew

Page 16



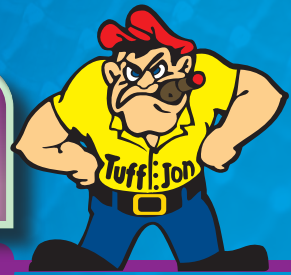
### PRODUCT FOCUS

Odor Control

Page 36

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Tuff-Jon

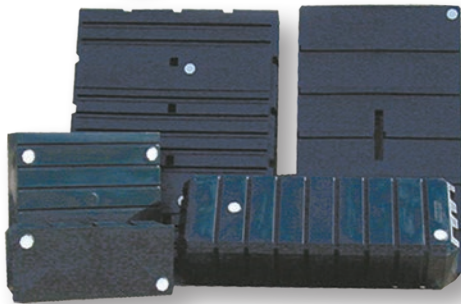


TJ Shorty

TJ Kids



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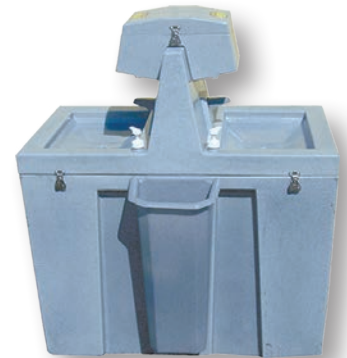
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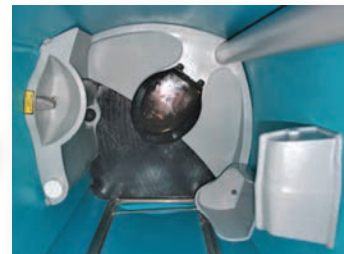
TJ Junior Single Free Standing Sink (16 gallons fresh water)



Sink Lifting Bracket



60 Gallon Rinse Tank



Interior View of Deluxe TJ-III

- Lifting Bracket Assembly
- Sky Heater
- Corner Shelf
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- 8 From the Editor: Time to Upgrade Tired Trucks or Worn-Out Restrooms?**  
A trends analysis predicts \$1.6 trillion in equipment spending by US companies optimistic about economic growth in 2018.  
- Jim Kneiszal
- 10 @PROmonthly.com**  
Check out exclusive online content.
- 12 Back at the Office: Give Your Business Some Credit**  
Even if you're not planning to borrow money for a capital purchase any time soon, it's smart to make sure your business is creditworthy.  
- Judy Kneiszal
- 16 On Location: Ring of Fire**  
A California wildfire crisis tests the skills and endurance of the crew at B&B Portable Toilets.  
- Betty Dageforde
- 24 2018 Deodorizer Directory**

**COVER STORY**



**It's a Go!**  
Canadian family company is proud to provide clean and quick restroom service and give back to the community that helps them succeed. - Dee Goerge

**ON THE COVER:** Go Services was born in 2003 in Red Deer, Alberta, when oil field worker Devin Cabelka and his wife, Colleen Cabelka, purchased an existing small restroom-business. They've grown considerably, and now the Cabelkas' son, Dustin Cabelka, is working with them as operations manager. Dustin Cabelka, left, and Devin Cabelka are shown with one of their trucks built by Vacutrux and running an Elmira Machine Industries / Wallenstein Vacuum pump. (Photo by Mike Ridewood)

- 32 PRO Business: 7 Tips for Marketing on a Shoestring Budget**  
Strategic planning will help you get the most bang for your buck when trying to reach top portable sanitation prospects.  
- Andy Slipher
- 34 Safety First: Protect Your Route Driver Between Restroom Servicing Stops**  
A huge variety of helpful products are available for portable sanitation contractors to bring the technicians home safely after a day on the road.  
- Jared Raney
- 36 Product Focus: Odor Control**  
- Craig Mandli

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- **Take 5:** Rolling up our sleeves in Texas

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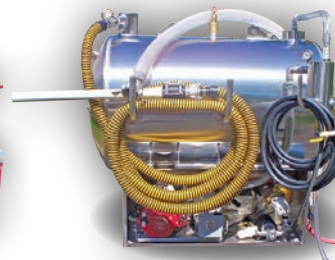
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## advertiser index

<p><b>A</b></p> <p> Allied Graphics, Inc. ... 25</p> <p>Armal, Inc. .... 41</p> <p><b>B</b></p> <p> BEST ENTERPRISES Best Enterprises, Inc. ... 5</p> <p>Bionetix International .. 41</p> <p>Bulk TP ..... 37</p> <p><b>C</b></p> <p>Century Chemical Corp. .... 39</p> <p> CENTURY Century Paper Products ..... 14</p> <p>Classifieds ..... 40</p> <p> Comforts of Home Services, Inc. .... 39</p> <p> cpaceX solutions CPACEX ..... 19</p> <p><b>D</b></p> <p> DA Deal Assoc., Inc. .... 41</p> <p><b>F</b></p> <p>F.M. Manufacturing, Inc. ..... 33</p> <p> FIVE PEAKS Five Peaks ..... 7</p> <p> FLOWMARK VACUUM TRUCKS FlowMark Vacuum Trucks ..... 17</p> <p> FRUITLAND Manufacturing ..... 27</p> <p><b>G</b></p> <p>GL Products ..... 6</p>	<p><b>I</b></p> <p> IMPERIAL INDUSTRIES INCORPORATED Imperial Industries, Inc. ..... 13</p> <p><b>J</b></p> <p> J&amp;J Chemical Co. .... 3</p> <p> J.C. Gury Slipnet &amp; Products J. C. Gury Company, Inc. ..... 33</p> <p>Johnny's Choice ..... 37</p> <p><b>K</b></p> <p> KeeVac KeeVac Industries, Inc. . 6</p> <p><b>L</b></p> <p> LIBERTY FINANCIAL LIBERTY FINANCIAL GROUP, INC. Liberty Financial Group, Inc. .... 29</p> <p> LWI Liquid Waste Industries, Inc. .... 35</p> <p><b>M</b></p> <p><b>Marketplace</b> ..... 40</p> <ul style="list-style-type: none"> <li>• Drop Zone</li> <li>• Johnny Mover Trailer Sales</li> <li>• McKee Technologies Inc./ Explorer Trailers</li> <li>• Surco Products</li> </ul> <p>Masport, Inc. .... 9</p> <p><b>N</b></p> <p> NVE National Vacuum Equipment, Inc. .... 21</p> <p> NU CONCEPTS NuConcepts ..... 10</p>	<p><b>P</b></p> <p> POLYJOHN ENTERPRISES, INC. PolyJohn Enterprises, Inc. ..... 43</p> <p> POLYPORTABLES PolyPortables, LLC ..... 44</p> <p>Portable Sanitation Association International ..... 42</p> <p> PORTALOGIX PortaLogix ..... 29</p> <p>Pro-Tainer Inc. .... 19</p> <p><b>R</b></p> <p>Rich Specialty Trailers.. 25</p> <p> ROBINSON VACUUM TANKS Robinson Vacuum Tanks ..... 19</p> <p> ROEDA ROEDA, Inc. .... 31</p> <p><b>S</b></p> <p>Sansom Industries LLC 11</p> <p> Satellite Satellite Industries 22, 23</p> <p> SCREENCO SYSTEMS ScreenCo Systems LLC ..... 29</p> <p>Solar LED Innovations.. 39</p> <p><b>T</b></p> <p> T.S.F. COMPANY, INC. T.S.F. Company, Inc. .... 2</p> <p> TANK WORLD CORP Tank World Corp ..... 14</p> <p><b>W</b></p> <p> WALEX Walex Products Company ..... 15</p> <p>Westmoor Ltd. .... 37</p>
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# Time to Upgrade Tired Trucks or Worn-Out Restrooms?

**A TRENDS ANALYSIS PREDICTS \$1.6 TRILLION IN EQUIPMENT SPENDING BY U.S. COMPANIES OPTIMISTIC ABOUT ECONOMIC GROWTH IN 2018**

By Jim Kneiszel

It looks like this may be the year you add new equipment or upgrade your existing fleet of service vehicles and portable sanitation inventory, so predicts the Equipment Leasing and Finance Association through its recent release of the Top 10 Equipment Trends for 2018.

You may have experienced a period of sluggish growth following the 2008 recession. While there has been a long, general rise in demand for restrooms and related site services since then, some contractors have let me know an improved economy hadn't kicked in for them until the past several years.

And it's true there is a lot of talk lately of acceleration in construction and an expectation of increased general consumer spending that should contribute to a sunnier outlook for portable sanitation providers working special events and parties. The economic climate is rosy today, according to the equipment-financing group, and they argue that will translate into you wanting to put new trucks and fresh new restrooms on the road during the upcoming busy season.

## PENT-UP DEMAND

According to the Equipment Leasing and Finance Association, U.S. businesses, nonprofits and government agencies will combine to spend \$1.6 trillion on capital goods this year. Among those purchases are the tools that keep your business humming along.

"These trends will impact a significant portion of the U.S. economy. Capital spending will have its strongest performance in six years. Higher business confidence, fewer regulations and an improved economy will drive equipment investment to grow 9.1 percent this year," says Ralph Petta, president and CEO of the Equipment Leasing and Finance Association, in announcing the trends.

"Momentum to finance equipment acquisitions will strengthen (an anticipated \$1 trillion of new borrowing). And tax reform will help unleash pent-up demand for new equipment," Petta continues. "Recently enacted corporate tax cuts have businesses pulling the trigger in acquisitions they have put off."

I would say the frenzied action at the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show earlier this year is one sign of the interest contractors are showing in making upgrades. So are the photos I've been seeing come in for upcoming feature stories in *PRO*. Gone are the tired, drab service trucks in favor of those with shiny new tanks; sharp, creative graphics; and more creature comforts and service convenience features for the drivers.

Among economic indicators — mostly positive with a few lagging concerns — from the financing group:

- A broad-based cyclical upturn in the economy is due in part to the strongest global economy in more than a decade. Healthy business investments should continue before potentially waning toward the end of the year.
- Multiple measures of business confidence, including the Monthly Confidence Index for the equipment finance industry, increase the probability that optimistic forecasts will be met.
- A rising interest rate environment won't likely deter investment in key equipment. The Equipment Leasing and Finance Association does caution that an improving economy may bring along inflation and three to four Federal Reserve interest rate increases in 2018.
- Look for new technology to be irresistible to businesses looking for ways to increase efficiency and profitability as new market opportunities emerge with a growing economy.
- Residential housing may not get a hoped-for recovery in light of Fed rate increases and home prices rising faster than the incomes of potential buyers.
- Major curbs on immigration could provide a headwind to growth through labor and skills shortages in a number of industries, including construction.

## A BUYING FRENZY

It's pretty clear that a fuse has been lit under the U.S. construction industry, and optimism for increased infrastructure spending may prove to be the dynamite at the end of the fuse. Commercial and residential construction projects are staples of the portable sanitation industry, but large commercial projects, in particular, can offer a huge boost to your business.

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A factory or hospital expansion, for instance, can result in placing upward of 100 restrooms on a site for a year or two and those customers calling for daily service. That can provide a huge demand for additional equipment.

At the same time, as demand is growing, I still hear anecdotal stories from PROs who are running older trucks and eeking out a few extra years from their restroom inventory. Profitable customers won't stand for old or unreliable equipment. They'll want restrooms to be in tiptop shape and trucks that can respond to an elevated service protocol. With more units on the job, you can't afford to be plagued by trucks that go offline to spend a few days in the garage for unanticipated repairs.

In a dynamic economy, it can be smarter to run with a little extra equipment capacity so you can scramble to serve new customers. I've heard it's not a great feeling to be caught short of restrooms or service vehicles when a potential new client makes a surprise call. It doesn't seem like a wise time to run leaner and meaner, but rather a time to take stock and stock up on inventory.

It might also be a good time to revisit and recalculate your equipment replacement schedule. If you are planning to run faster and harder with your equipment in the coming years, you might look to shorten the truck replacement cycle by a year or two. If you typically replace vehicles every seven years, consider the strategy of moving that up to five or six years. New trucks run more efficiently and present fewer maintenance headaches as your drivers pile up the miles.

A shorter sell-off date will also preserve some resale meat on the bone. Remember, even the companies that like to buy older trucks are going to see increased demand, so there will be a good market for used — but not used-up — rigs.

### IMMIGRATION IMPACT

So keeping your fleet fresher will mean fewer breakdowns and better working conditions for your drivers. And that leads to my next point.

The trend story touches on the impact potential changes in immigration policy could have on companies like yours. Employee recruiting and retention is always a challenge, but the challenge will grow as wages for other types of work rise and unemployment levels reach record lows.

PRO drivers take pride in the equipment they use every day. Your best employees appreciate a new work truck, and it's been shown that they will take ownership of that rig. They'll wash it, vacuum it at the end of the day, perform daily inspections, and report issues as they arise. This is the kind of maintenance you want to encourage from your employees, and you're likelier to get it

by making sure they have an updated ride.

Don't underestimate the job satisfaction that can come from having newer, cleaner and better equipment than the competitor down the road. The same holds true for your restroom inventory. Better restrooms and trailers are easier to keep clean, need fewer ticky-tacky repairs in the field, and garner better user reviews. Make no mistake: Your crew would rather work with great equipment that makes the customers happy and keeps the compliments coming for the service they provide.

### HOW'S YOUR OUTLOOK?

It appears we are enjoying an upswing in the economy, and this summer holds promise for many in the portable sanitation industry. Are you riding a wave of prosperity mentioned through the Equipment Leasing and Finance Association trends? Are you hiring new workers, adding more restrooms, or looking to expand the scope of your site services offerings? Send me an email, and tell me your story. We can share it in the pages of *PRO*. ■

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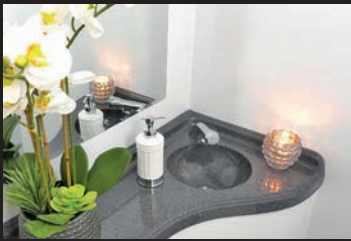
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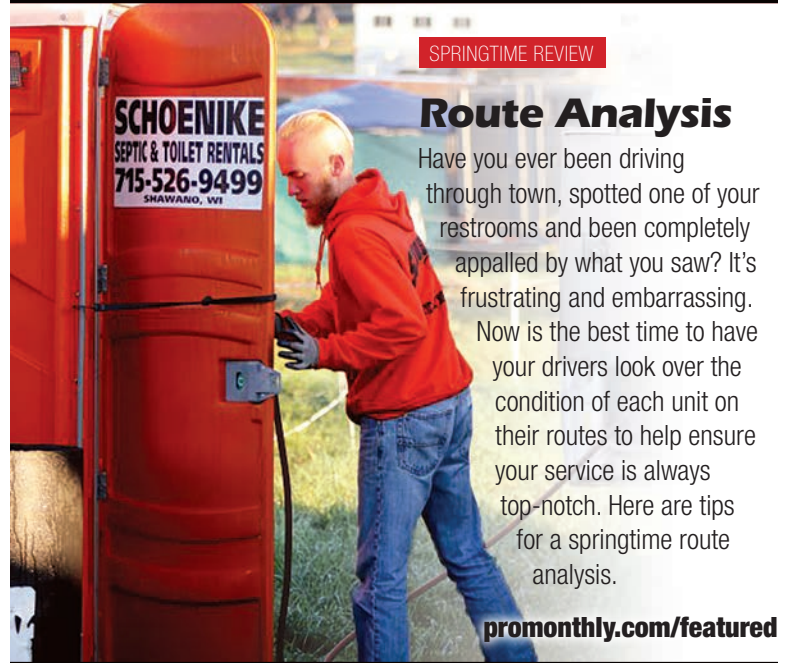
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SPRINGTIME REVIEW

## Route Analysis

Have you ever been driving through town, spotted one of your restrooms and been completely appalled by what you saw? It's frustrating and embarrassing. Now is the best time to have your drivers look over the condition of each unit on their routes to help ensure your service is always top-notch. Here are tips for a springtime route analysis.

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EVENT SERVICE

## The Famous Calgary Stampede

Go Services, featured on this month's cover, provides portable sanitation for the Calgary Stampede, a big annual rodeo and festival. Learn more about servicing the event in this exclusive online story.

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PROFIT MARGINS

## Rent vs. Sell

Should you sell restrooms to your customers? There are a couple good reasons to do it, but while selling versus renting may sometimes make sense, it really comes down to what makes more profit for your company. Here's an outline of some pros and cons.

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# Give Your Business Some Credit

**EVEN IF YOU'RE NOT PLANNING TO BORROW MONEY FOR A CAPITAL PURCHASE ANY TIME SOON, IT'S SMART TO MAKE SURE YOUR BUSINESS IS CREDITWORTHY**

By Judy Kneiszel

**E**ntrepreneurs often use personal assets as startup capital and rely on their personal credit scores to secure startup loans. Once their businesses are up and running, however, wise owners separate personal and business finances. One way to do that is to build a good credit score for the business so future capital can be borrowed by the business, not the owner.

## KEEP SEPARATION

If a rookie business owner isn't convinced about the necessity of keeping personal and business finances separate, it will become clear at tax time. Separating personal and business finances makes tax preparation simpler because expenses are easier to track. And if business expenses are simple to track, it's easier to take full advantage of available deductions. Separation of finances also gives a new business credibility while reducing personal liability.

What some business owners don't realize is that business credit is also an important reason to separate personal and business finances. Having personal and business finances together makes it difficult to establish business credit because a bank or lending agency can't easily isolate business income, which is the number a lender needs when assessing whether or not to approve a business loan.

Taking out personal loans to operate a business can negatively impact a business owner's entire family because any repayment problems show up on the business owner's personal credit reports. This will make it harder to borrow money for a family home or car. Even if there aren't problems, a personal loan used to fund a business can hinder the ability to borrow as an individual because lenders limit how much can be borrowed based on both income and existing debt. Borrowing for a business can quickly bring the borrower to the limit.

Also, unless business credit is established, lenders will require a personal guarantee. That means putting assets such as your home on the line as collateral for the loan. This could make it difficult to move or refinance a home.

## TRANSPARENT SCORES

Keep in mind that while personal credit scores are confidential, business credit scores are not. Anyone, including suppliers and potential customers, can check out your business score, which means having a favorable one can make day-to-day operations easier. Suppliers, for example, are likely to give a business more time for repayment if it has a good credit score.

A good credit score is also a sales tool. A potential customer considering giving your company the portable restroom contract for a huge event two years from now wants to know you'll still be in business when the event rolls around. Likewise, a longtime customer might hesitate to renew a contract if

**While it helps to pay off your business credit cards on time each month, things like bankruptcies, liens, and judgments against the business in collections lawsuits stay in credit reports for seven to 10 years.**

he or she discovers your company has a low credit score because that could indicate instability.

Another benefit of a business having good credit is that credit scores are often used to help commercial landlords decide if they want to rent to a particular company. And, of course, the main benefit of a good business credit score is that when you do want to borrow money, you'll get more favorable rates. Interest rates are, in part, based on the amount of risk the lender is taking on. And finally, having good business credit may also qualify you for lower business insurance rates.

## CREDIT CHECKUP

A business credit score is similar to a personal credit score like the well-known FICO score. There are differences, however. Personal FICO scores range from 300 to 850; business credit scores generally range from zero to 100. While FICO algorithms are used to calculate scores by several consumer credit bureaus, business credit scores can vary from bureau to bureau because they don't use the same algorithms.

Dun & Bradstreet, Equifax and Experian are the three major business credit bureaus. You can go to their websites to check if your business is in their databases. If you discover there are no reports on your company with these bureaus, they can assist you in setting up your profile.

Another key difference is that you can get your personal credit report free once a year from each of the three major consumer credit bureaus: TransUnion, Equifax and Experian. Plus, you can probably get your personal FICO scores free from your credit card issuer. It's likely you'll have to pay to see your company's information, however, with the price of getting a business credit report from one of the three major bureaus ranging from \$40 to \$100. All three provide a credit summary and business credit score. Beyond those two things, there are slight differences in the type of information provided. Their websites should help you decide which bureau reports you want to purchase.

Remember, business credit reports are public, which means anyone can pay to see yours. On the other hand, you can get information on other companies as long as you are willing to pay for it.

*(continued)*

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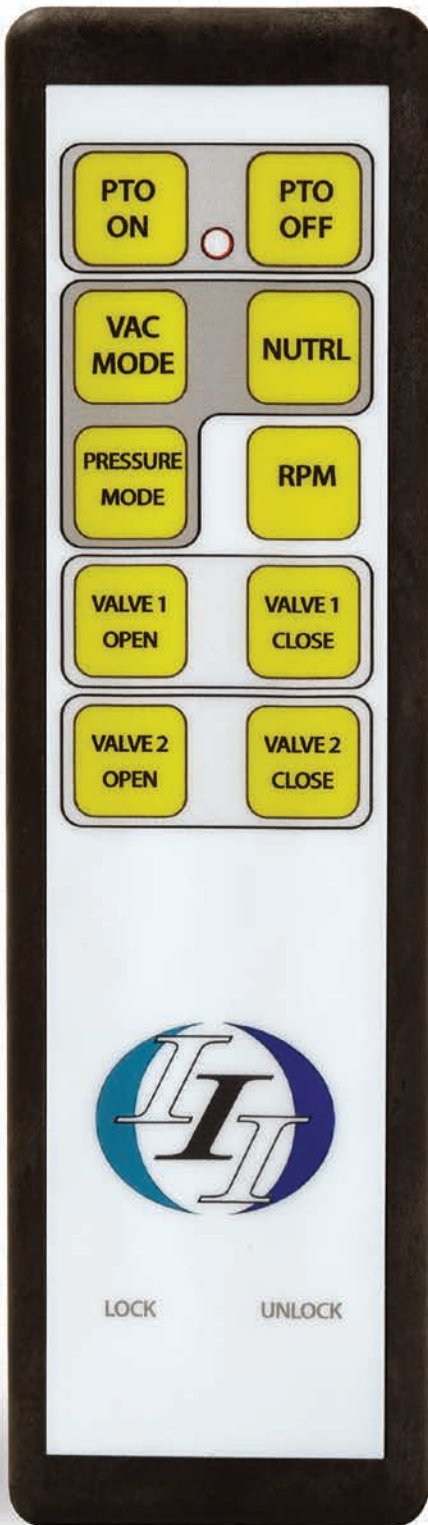


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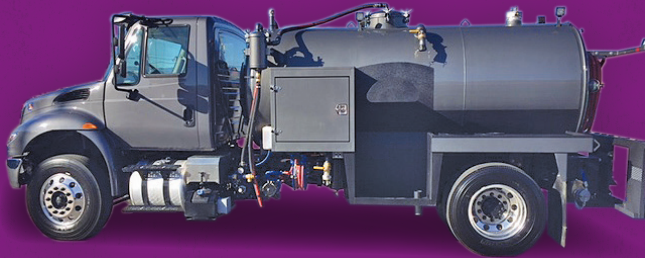
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[tankworld01@gmail.com](mailto:tankworld01@gmail.com)

## IMPROVE YOUR SCORE

To build business credit, you want to maintain a good credit score or improve a mediocre one. One way to do this is to use credit responsibly. Ask vendors to allow you to pay several days or weeks after you receive inventory and report your payments to a business credit bureau. Having that type of accounts-payable relationship with two or three vendors, even small ones, can improve your credit as long as you are fastidious about making payments on time, or even early, with all of your creditors.

Use as many lines of credit as you can, since more history is better. Be careful not to max out business credit cards, but rather limit spending to 20 or 30 percent of the established limit.

Taking out a small-business loan and making on-time payments can improve your credit score. Just make sure the lender actually reports to the credit bureaus, or you won't be rewarded for your efforts. Most banks do report, but some smaller lenders do not, so always check.

A good credit score doesn't happen overnight, especially if you've had a rocky business history. While it helps to pay off your business credit cards on time each month, things like bankruptcies, liens, and judgments against the business in collections lawsuits stay in credit reports for seven to 10 years, having a continued negative affect on credit scores. Keeping your public records clean is crucial to establishing good credit.

## ENSURE ACCURACY

Keep information about your company up to date with the three major credit bureaus, and check your credit reports for accuracy at least once a year. Despite claims of careful vetting by the bureaus, mistakes sometimes get through. If you can provide evidence that information is inaccurate, the bureaus will correct the error. ■



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Walex Products Company, Inc.

# Ring of Fire

**THE JOB:** Tubbs Fire  
**LOCATION:** Santa Rosa, California  
**THE PRO:** B&B Portable Toilets

## THE TEAM

Tavis Cain is the owner of B&B Portable Toilets in Blue Lake, California, along with his wife, Jessica Cain, who handles the books and his sister and her husband, Tasha and Kenny Eisner, who operate the family garbage-business. His parents, Greg and Christine Cain, who started the company, continue to help out as needed. Staff includes longtime secretary Eava Minton, Thomas Olsen who manages festivals and fire camps, two mechanics, one office worker, and 14 technicians.

## COMPANY HISTORY

About 35 years ago Greg and Christine Cain founded Humboldt Sanitation & Recycling, a trash collection company in McKinleyville. They got into the portable restroom business in 2000 when they bought out B&B Portable Toilets. "I was just graduating high school," Tavis Cain explains, "and they basically said they'd look at getting the company if we were interested in helping run it." In 2013, they separated the restroom division from the trash business and moved the operation to Blue Lake.

Inventory is around 2,000 units (PolyPortables and Satellite Industries), and the company works within a 150-mile radius, providing services for construction, agriculture, and firefighting operations, as well as special events. They also haul contaminated water.

*(continued)*

A California wildfire crisis tests the skills and endurance of the crew at B&B Portable Toilets **BY BETTY DAGEFORDE**



**Above:** A B&B Portable Toilets truck is ready to deliver restrooms to a remote fire service location from the base camp. (Photos by Robert Lawson)

**Below:** The B&B Portable Toilets crew sets up for fire crew support at the U.S. Forest Service complex at Gasquet, California. A GMC pickup and Isuzu Commercial Truck of America from FMI Truck Sales & Service/WorkMate each deliver 20 PolyPortables restrooms using McKee Technologies - Explorer Trailers transport trailers.







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## MAKING CONNECTIONS

The company is contracted with the California Department of Forestry and Fire Protection, or CAL FIRE, and the U.S. Forest Service — as are a lot of companies, Cain says. What makes one company's name pop out from the list when services are needed are the ability to respond immediately, sufficient inventory, the quality of the inventory, and experience. Cain believes this is why CAL FIRE called them although they're five hours away from Santa Rosa where the fire camp was set up.

"I like to think it's our reputation and the fact that they needed over 100 toilets and 60 sinks the next day," Cain says. "We've been doing this for quite a while and can get that kind of quantity to them."

## THE MAIN EVENT

On Oct. 8, 2017, a wildfire broke out near Tubbs Lane in Calistoga, one of more than a dozen fires that month in Northern California. Fueled by fierce winds, the Tubbs Fire quickly spread to parts of Sonoma, Napa and Lake counties. Within three hours it reached Santa Rosa. Before it was finally contained three weeks later, 37,000 acres, 5,300 structures, and 22 lives were lost — one of the most destructive fires in the state's history.

## LET'S ROLL

At 11 p.m. on Oct. 9, Cain received a call from CAL FIRE. A late night fire call is not unusual, he says, but they didn't expect one in October.

"Fires still happen but something of this magnitude doesn't. We had everything cleaned up and were winterizing and putting everything away. And everybody was just burned out because we'd had a long, long summer." Despite the exhaustion factor, everyone took his call that night and jumped into action. By 2:30 a.m.,

(continued)

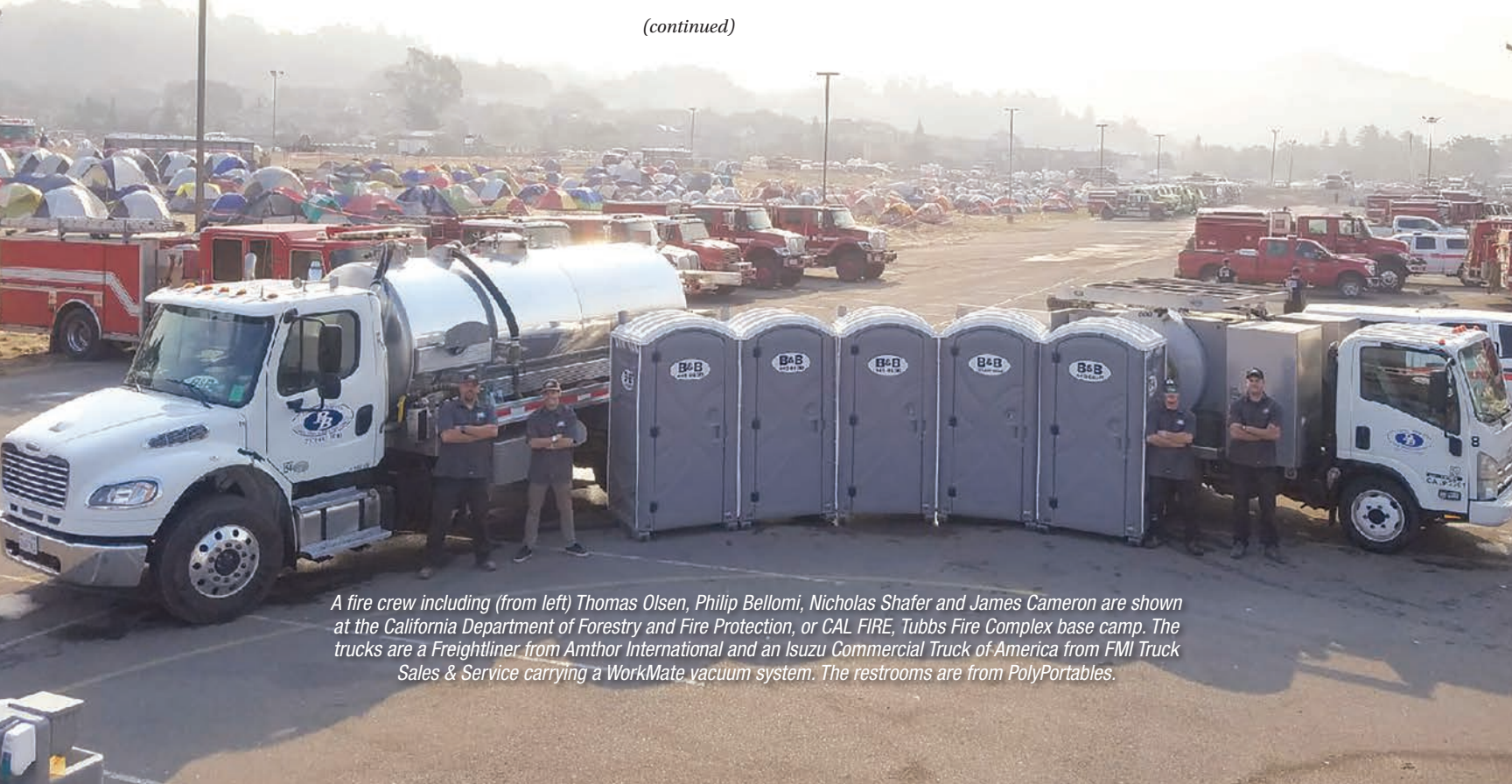
**"You couldn't pump in areas where people were sleeping, and you had to work around the kitchen crew and eating times. You had to learn the times and adapt to it as fast as possible."**

**TAVIS CAIN**

*Below: In the company yard, Douglas Makaiwi uses a Caterpillar forklift to load a PolyPortables restroom onto a truck with a WorkMate vacuum system from FMI Truck Sales & Service.*



*Above: The team set up PolyPortables restrooms and hand-wash stations at the California Department of Forestry and Fire Protection, or CAL FIRE, Tubbs Fire Complex at the Sonoma County Fairgrounds in Santa Rosa, California.*



*A fire crew including (from left) Thomas Olsen, Philip Bellomi, Nicholas Shafer and James Cameron are shown at the California Department of Forestry and Fire Protection, or CAL FIRE, Tubbs Fire Complex base camp. The trucks are a Freightliner from Amthor International and an Isuzu Commercial Truck of America from FMI Truck Sales & Service carrying a WorkMate vacuum system. The restrooms are from PolyPortables.*

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**Left:** The B&B Portable Toilets crew includes (front row, from left) Davin Cain, Dyllin Cain, and Colby Eisner; (back row, from left) Jessica Cain, Tavis Cain, Christine Cain, Greg Cain, Tasha Eisner, Kenny Eisner, and Kyndle Eisner.

**Below:** Technician Robert Lawson loads a restroom for delivery on a service route. The truck is a Dodge 5500 built out by FMI Truck Sales & Service/WorkMate and using a Masport pump.



**“With the amount of toilets and what we had to pull off to make this happen, we were very fortunate. The crew I have is just amazing.”**

**TAVIS CAIN**

three GMC 3500 pickups with 20-unit trailers (McKee Technologies - Explorer Trailers) carrying 60 units and 30 hand-wash stations were headed out to Santa Rosa. Units were dropped off at the county fairgrounds — base camp for the 7,500 firefighters — and the process repeated. The company stayed until Oct. 27.



**Above:** Tavis Cain, left, and Greg Cain are shown with a WorkMate service truck with Masport pump from FMI Truck Sales & Service.

**Left:** In the B&B Portable Toilets garage in Blue Lake, California, mechanic Douglas Makiwi, left, and owner Tavis Cain discuss work being done to a new Dodge truck built out by FMI Truck Sales & Service/WorkMate.

### BY THE NUMBERS

The initial request was for 100 units, but from experience, Cain knew more would be called for. However, after dropping off two loads, the company had depleted their supply as there had been an unexpected proliferation of agriculture work from the new marijuana industry. Cain called PolyPortables, and the manufacturer started shipping units to the site 250 miles away from its Fresno facility as fast as they could build them. The company also drove to Fresno to pick up loads.

After buying 200 restrooms and 60 hand-wash stations, B&B Portable Toilets eventually supplied 360 units, 140 hand-wash stations, an eight-stall Advanced Containment Systems shower trailer, and a 12-station Rich Specialty Trailers hand-wash trailer. Units were scattered around the fairgrounds in banks of 10 about every 100 feet. And 75 were placed in 12 spike camps closer to the fire line, shuttled into the difficult terrain six at a time using a four-wheel-drive vacuum truck.

### KEEPIN' IT CLEAN

The company set up camp at the fairgrounds and stayed for the dura-

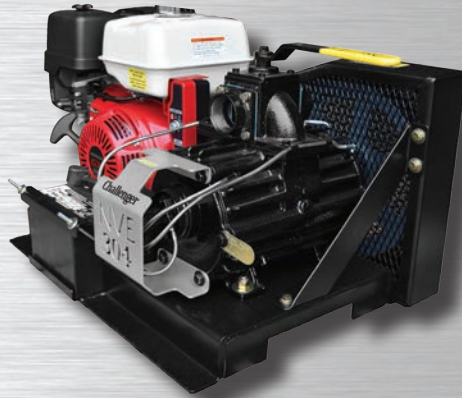
tion. That included eight to 12 employees, a 38-foot Raptor toy hauler RV, a few tents, five Dodge 550 vacuum trucks (2012-18) from FMI Truck Sales & Service with WorkMate 600-gallon waste and 350-gallon freshwater steel tanks and Masport pumps, one 2017 Freightliner with a 2,500-gallon aluminum tank and Masport pump built out by Amthor International, and a Chevrolet 2500 four-wheel-drive pickup with a WorkMate 350-gallon waste and 100-gallon freshwater aluminum slide-in tank to service spike camps. Food was supplied by CAL FIRE.

Fairground units were serviced twice daily with two technicians per truck beginning at 7 a.m., finishing around 1 p.m., and then again at 4 p.m. Units couldn't necessarily be cleaned in order, Cain says. "You couldn't pump in areas where people were sleeping, and you had to work around the kitchen crew and eating times. You had to learn the times and adapt to it as fast as possible."

Servicing spike camps was even trickier. They were difficult to get to and moved every day. The company used Google Maps with pin drops and

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*Weather can become treacherous for drivers at the top of the Lord-Ellis Summit in California, as this Isuzu Commercial Truck of America truck from FMI Truck Sales & Service runs a service route.*

a Greenalp GPS system to keep track of units. Despite the closeness to the fire, the company was never in any danger, Cain says, and no special gear was required. "They'll never put you in harm's way. They've got this down to an art, and you never feel unsafe."

Waste from the Dodge trucks was transferred to the Freightliner and then taken to the Santa Rosa treatment plant.

### DOING WHATEVER IT TAKES

It was 48 hours before Cain and five others got any sleep after that initial call. And for the first few days, the crew worked 14 to 16 hours a day until things settled down. "It was really brutal," Cain says. "But everyone on the fire is the same way, from the firefighters to the people providing services."

### MORE INFO

**Advanced Containment Systems, Inc.**  
800-927-2271  
[www.acsi-us.com](http://www.acsi-us.com)

**Amthor International**  
800-328-6633  
[www.amthorinternational.com](http://www.amthorinternational.com)

**Dragon Products**  
877-231-8198  
[www.dragonproductsltd.com](http://www.dragonproductsltd.com)

**FMI Truck Sales & Service**  
800-927-8750  
[www.fmitrucks.com](http://www.fmitrucks.com)

**Isuzu Commercial Truck of America**  
866-441-9638  
[www.isuzucv.com](http://www.isuzucv.com)

**Masport, Inc.**  
800-228-4510  
[www.masportpump.com](http://www.masportpump.com)  
(See ad page 9)

**McKee Technologies -  
Explorer Trailers**  
866-457-5425  
[www.mckeetechnologies.com](http://www.mckeetechnologies.com)  
(See ad page 40)

**PolyPortables, LLC**  
800-241-7951  
[www.polyportables.com](http://www.polyportables.com)  
(See ad page 44)

**Rich Specialty Trailers**  
260-593-2279  
[www.portablerestroomtrailer.com](http://www.portablerestroomtrailer.com)  
(See ad page 25)

**Satellite Industries**  
800-328-3332  
[www.satelliteindustries.com](http://www.satelliteindustries.com)  
(See ad, pages 22-23)

Afterward Cain treated the team to a bowling party. "We gave away prizes and gave out bonuses. And we pay pretty darn well at the fires. We bump up the pay quite a bit."

Other than one employee treated on site for heat exhaustion, no mishaps occurred despite the tough conditions, driving through nights and lack of sleep. "With the amount of toilets and what we had to pull off to make this happen, we were very fortunate," Cain says. "The crew I have is just amazing." ■



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# Deodorizer 2018 Company Directory






		Manufacturer	Distributor	Liquid	Pellets	Packets	Pucks	Other	Scents	Graffiti Remover
 See ad page 41	<b>Armal, Inc.</b> 122 Hudson Industrial Dr., Griffin, GA 30224 866-873-7796 • 770-491-6410 • (f) 770-491-9458 armal-inc@armal.biz www.armal.biz	✓		✓		✓	✓		Fresh-n-Clean	✓
 See ad page 41	<b>Bionetix International</b> 21 040 rue Daoust, Ste-Anne-de-Bellevue, BC H9X 4C7 514-457-2914 • (f) 514-457-3589 support@bionetix.ca www.bionetix-international.com	✓		✓		✓	✓		Sea Breeze, Mint, Apple	
See ad page 39	<b>Century Chemical Corp.</b> 28790 CR 20 W, Elkhart, IN 46517 800-348-3505 • 574-293-9521 sales@centurychemical.com www.centurychemical.com	✓		✓		✓			Cherry, Bubble Gum, Fresh & Clean, Apple Cinnamon, Lavender, Mulberry, Baby Powder, Orange Citrus	✓
See ad page 19	<b>CPACEX</b> 118 Industrial Dr., Kennedale, TX 76060 800-974-7383 x115 • 419-450-6208 • (f) 817-561-1293 llb@cpacex.com www.cpacex.com	✓		✓		✓			Wild Cherry, Bubble Gum, Lemon, Tropical, Mulberry, Cinnamon, Lavender	✓
 See ad page 7	<b>Five Peaks</b> 1790 Sun Dolphin Dr., Muskegon, MI 49444 866-293-1502 • 231-830-8099 • (f) 231-739-2131 info@fivepeaks.net www.fivepeaks.net		✓	✓		✓			Fresh, Lavender, Cherry	
See ad page 44	<b>Green Way Products by PolyPortables, LLC</b> 163 Breakstone Dr., Dahlonega, GA 30533 800-241-7951 • 706-864-3776 • (f) 706-482-2373 office@polyportables.com www.polyportables.com	✓	✓	✓		✓		Turbo Tubes and Super Turbo Tubes Portion Control Deodorizers	Mulberry, Raspberry, Razzle Berry, Cherry, Bubble Gum, Cinnamon Spice, Fresher & Cleaner, Pine Fresh, Lemon Twist, Guava Nectarine, Lavender Fresh, Sweet Jasmine, Big Berry	✓
 See ad page 3	<b>J &amp; J Chemical Co.</b> PO Box 614, Crawford, GA 30630 800-345-3303 • 706-743-1900 • (f) 706-743-7515 david@jjchem.com www.jjchem.com	✓	✓	✓	✓	✓	✓	Fragrance Enhancers	Bubble Gum, Baby Powder, Cherry, Cinnamon Stick, Citrus Fresh, Citrus Spice, Citronella Plus, Coconilla, Flower Power, Fresh & Clean, Honeysuckle, Lavender Breeze, Lemon Fresh, Linen Sky, Mango, Mountain Breeze, Mulberry, Spice, Tahiti Breeze, Tangerine	✓
 See ad page 37	<b>Johnny's Choice</b> 5730 Coopers Ave, #18-20, Mississauga, ON L4Z 2E9 888-729-6478 • 905-712-8335 info@johnnyschoice.com www.johnnyschoice.com	✓	✓	✓			✓	Biosorb Deodorizer with Enzymes & Bacteria	Cherry, Bubble Gum, Fresh Air, Citrus, Mulberry, Hawaiian Breeze	✓
See ad page 35	<b>Liquid Waste Industries, Inc.</b> 2962 Mt. Tabor Church Rd., Dallas, GA 30157 877-445-5511 • 770-424-5575 • (f) 770-424-5536 susan@lwiinc.com www.lwiinc.com	✓		✓				Discs, Tabs, Urinal Blocks	Fresh & Clean, Mulberry, Cherry	✓
See ad page 43	<b>PolyJohn</b> 2500 Gaspar Ave., Whiting, IN 46394 800-292-1305 daniel.schaver@polyjohn.com www.polyjohn.com		✓	✓	✓	✓	✓		Bubble Gum, Cherry, Mulberry, Mango	✓



# Deodorizer 2018 Company Directory

## PRO

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		Manufacturer	Distributor	Liquid	Pellets	Packets	Pucks	Other	Scents	Graffiti Remover
 See ad pages 22-23	<b>Satellite Industries</b> 2530 Xenium Ln. N, Plymouth, MN 55441 877-764-7297 • 763-553-1900 www.safetfresh.com	✓		✓		✓	✓		Cherry, Lemon, Bubble Gum, Mountain Breeze, Mulberry, Spring Valley, Lavender, Cherry Blossom, Spice, Ocean Breeze, Hot Cinnamon, Super Citrus	✓
See ads page 40	<b>Surco Portable Sanitation Products</b> 292 Alpha Dr., Pittsburgh, PA 15238 800-556-0111 • 412-789-8683 • (f) 412-252-1010 tonyar@surco.com www.surco.com	✓		✓		✓		Fragrance Sprays, Pump Oil Odor Counteractant, Urinal Screens, Fresh Straps Air Fresheners, Granular Odor Control	Lavender, Fresh & Clean, Cherry, Mulberry, Bubble Gum, Cinnamon Spice, Custom	✓
	<b>Thetford Corporation</b> 7101 Jackson Rd., Ann Arbor, MI 48103 734-769-6000 info@thetford.com www.thetford.com	✓		✓				Accessories	Bubble Gum, Mulberry, Cotton Fresh, Cherry, Lemon, Cinnamon	✓
 See ad page 15	<b>Walex Products Company, Inc.</b> PO Box 3785, Wilmington, NC 28406 800-338-3155 • 910-371-2242 • (f) 910-371-2242 info@walex.com www.walex.com	✓		✓	✓	✓	✓		Beechwood, Blue Volcano, Bubble Gum, Cherry, Cinnamon, Citifresh, Citronex, Fantasy, Lemon, Lemon Lime, Mango, Mulberry, Strawberry, Spearmint, Sunglow, Tangerine, Wild Flower, Eclipse, Orient Express, Mint, Pina Colada, Cottonwood, Dark Ice	✓

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The crew at Go Services includes (from left) Clayton Yeroschak, Dustin Cabelka, Devin Cabelka and Kent Milgate. (Photos by Mike Ridewood)

# IT'S A GO!

Canadian family company is proud to provide clean and quick restroom service and give back to the community that helps them succeed

BY DEE GOERGE

**D**ustin Cabelka admits that when his parents, Devin and Colleen Cabelka, purchased a small portable sanitation business in 2003, he was not a fan of the industry. As a teenager, it was more of a chore for him to help with the family business, pumping and cleaning restrooms. When he was old enough, he followed his father's footsteps and headed to the oil field and worked on drilling rigs during the winter months. He returned home in the summer to help his grandfather farm and his dad with the portable restrooms.

Go Services started out small with local jobs pumping for farms and lake residences around Bentley, Alberta. "We had a small-company mentality," Dustin Cabelka says. They set out to do what they promised: deliver services on time and do it well.

That attitude continues today, though Go Services has grown significantly, with more than 650 restrooms and covering a 500-square-mile region of Alberta. Cabelka is no longer a reluctant teenager worker. At 29, he's a full-time operations manager, as part of a team that makes Go Services grow.

### FAMILY BUSINESS

Devin Cabelka started in the portable restroom business serendipitously. He had a good job in the oil field as part of a fracking crew, and he worked for a heavy-haul trucking company that moved rigs to new locations year-

## Go Services

Red Deer and Fort McMurray  
Alberta, Canada

Owners: Devin, Colleen and  
Dustin Cabelka

Founded: 2003

Employees: 24 (some seasonal)

Services: Portable sanitation,  
site services, septic service

Service area: Greater central  
Alberta and Fort McMurray region

Website: [www.goservicesinc.ca](http://www.goservicesinc.ca)



round. Then he ran into an old friend who wanted to sell the portable restroom part of his business. Devin Cabelka saw the opportunity to run a family business with Colleen Cabelka, and their three sons, Dustin, Colbin, and Kellin. They started with a pickup truck and 30 PolyJohn Enterprises and Satellite Industries restrooms and kept the business pretty close to home.

Within a few years, the company grew through word-of-mouth testimonials. Companies from Red Deer and within a 50-mile radius started calling. The demand spurred the Cabelkas to start advertising through Google and to go to construction and oil field sites to hand out business cards personally, Dustin Cabelka

(continued)

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Though the province has few regulations for portable restroom operators, oil, industrial, and construction companies have protocol that must be followed. “Our guys always have the proper gear and tickets to get on any site and show up when they said they would,” Cabelka says.

*Devin Cabelka moves a PolyJohn Enterprises restroom in the Go Services yard.*

Through the booms and busts of the oil industry, which is currently showing signs of steady rise, Go Services has managed to maintain oil field clients that make up about 30 percent of its restroom business.

Today the majority of the units, about 55 percent, go out for construction, such as big power line projects. For example: From summer 2013 through late 2015, Go Services supplied more than 150 restrooms for six different companies on a large project that spanned 200 miles. They had one service truck running six days a week to keep up with the rigorous demands of the project.

explains. By 2011, Go Services was growing with about 70 percent of its business in the oil field and 30 percent in construction, with a few residential rentals and events.

With more work coming from the larger city, the Cabelkas moved their shop to Red Deer in 2013. As the business grew, so did the number of employees, including family members.

“We have seven family members who work here. My brother is a mechanic; an uncle heads the shop. Dad is lead for the vac truck operation. Mom handles administrative and the office. A cousin works in the Fort McMurray operation, and an aunt is casual administrative assistant,” Dustin Cabelka says.

### REMOTE-COUNTRY CHALLENGES

It’s easy to grasp the vastness of the area Go Services covers knowing that it is nearly 400 miles between the Red Deer office and Fort McMurray satellite shop. The Red Deer office covers an additional 100 miles south to include Calgary and into British Columbia and Saskatchewan — mostly for power line and pipeline crews. Add to that cold, icy winters and navigating private and backcountry oil field roads and temporary ice roads. Challenges and opportunities abound.

“We decided to turn some of our focus to larger events. We have a very well-trained and capable staff that has managed large industrial contracts, and we put the same detailed service mentality into events.”

**DUSTIN CABELKA**

They also have regular continuous contracts with winter-only drilling operators using the temporary ice roads around Fort McMurray, supplying septic systems, portable toilets, and restroom trailers for drilling, seismic, and pipeline operators to keep crews busy.

### BREAKING INTO EVENTS

The remainder of the company’s business comes from events, which Go Services started to pursue in 2015.

“When the oil industry slowed down, we wondered how to manage the trickle effect that would result with construction slowing down,” Cabelka recalls. “We decided to turn some of our focus to larger events. We have a very well-trained and capable staff that has managed large industrial contracts, and we put the same detailed service mentality into events.”

*(continued)*

*Devin (left) and Dustin Cabelka load a PolyJohn Enterprises restroom onto an International Routetrux model truck from Vacutrux. The truck has a Wallenstein pump.*





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One of those events is the midsummer rodeo festival, the Ponoka Stampede, which requires 80 restrooms and twice-daily service and pumping holding tanks for 1,500 campers parked at the event. "That was our first big event, and we started picking more up. Now we do all the major events in the Red Deer area," Cabelka says.

Go Services also handles many other events in the region, including providing portable restrooms and services at the famous Calgary Stampede.

With the additional event work and specific needs of oil field and construction sites, the Cabelkas have invested in a variety of restrooms and specialty units — 550 PJN3 restrooms from PolyJohn Enterprises, 50 Maxim restrooms from Satellite Industries, a five-station restroom trailer by Rich Specialty Trailers, six three-station restroom trailers by Wells Cargo, and 50 heated portable restrooms and 20 two-stall restroom units custom built by a local contractor. Go Services also has 30 Bravo hand-wash stations and six 250-gallon plastic holding tanks from PolyJohn Enterprises, as well as 35 233-gallon septic bladder containment bags from Winkler Canvas.

"We also have partnerships with companies. They get us to supply toilets for industrial jobs and the oil fields," Cabelka says. In turn, Go Services leases equipment from them such as generators, light stands and office trailers. That allows Go Services to provide specialty items their customers need without investing in equipment that would take time to pay for itself.

*Technician Marco Green returns a wand to the truck built out by Vacutrix and using a Wallenstein pump.*

*Dustin Cabelka, operations manager for Go Services, talks to a customer in the company office.*



## MAKING TRACKS

Go Services employees all have class 3 licenses to operate all the trucks in the fleet.

"The Dodge 5500 is the smallest truck we have," Cabelka says. Jobs for

## Smart regulations wanted

While some portable restroom operators and septic pumpers complain about regulation and paperwork, Dustin Cabelka at Go Services would like the Canadian province of Alberta to set more standards.

"Anyone can get in the business, and there are so many vac trucks out there because of the oil fields," Cabelka says. With no regulations to control new service providers, he sees a couple of major problems.

First, customers are not educated about septic tank pumping, how tanks and cisterns work, and how to take care of them. Some pumpers come in and don't do a thorough job, and the tanks have to be pumped again in a relatively short time. Go Services stresses training its employees so they understand how to pump correctly and educate customers.

Secondly, though land spreading is illegal, some operators do it anyway. That is a huge environmental issue, especially when oil and garbage is part of the septage spread from shop sumps.

"Land spreading is good if done right with soil testing," Cabelka says, adding that land application would make a lot of sense in Alberta, where there are few wastewater treatment plants and large distances between them.

Cabelka has learned a lot about wastewater regulations in the U.S. while attending the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show in Indianapolis. He would like to see some reasonable measures taken in Canada that would allow for land spreading and wants to participate in discussions concerning those regulations.

"There is a local wastewater group, and I'd like to talk with them and see if it's something we can look at," Cabelka says.

a driver can vary from oil field sites to construction sites to a wedding on a daily route. Dodge trucks work well in the cold and rugged country, along with Kenworth and Peterbilt vacuum trucks. It's important to have units that can haul up to six portable restrooms and service 50 restrooms at a time. Plus, Go Services has 10 20-foot deck-over trailers from PJ Trailers.

The fleet includes a 2014 4WD Kenworth T400 with an 800-gallon waste and 350-gallon heated freshwater and 100-gallon winter solution tank built by Vacutrix with an Elmira Machine Industries / Wallenstein Vacuum pump; two 2018 Dodge 5500 trucks with Routetrix 516-gallon waste and 300-gallon freshwater tanks from Vacutrix with Wallenstein pumps, heated toolboxes, tank, and valves; a 2017 Dodge 5500 with custom deck from Teamworks Fabricating and a slide-in Vacutrix 250-gallon waste and 150-gallon freshwater tank and Wallenstein pump; and a 2006 Dodge 3500 with a custom deck from Teamworks Fabricating and slide-in 200-gallon waste and 100-gallon freshwater tank from Vacutrix and a Wallenstein pump. All tanks are steel.

For septic and specialty services, Go Services has two 2016 Peterbilt trucks, one built by Vacutrix with a steel 3,000-gallon tank and Wallenstein pump and one built by Camex Equipment with a steel 3,200-gallon potable water tank. A 2004 Mack built by Custom Vac Services has a 3,000-gallon steel tank, hoist, and vibrator; and a 2015 Peterbilt with a Universal Handling Equipment roll-off rig comes in handy for trash containers.

Three other Dodge trucks — a 2011 5500 flatbed truck, a 2008 3500 dually and a 2010 3500 with a Tommy Gate liftgate — come in handy for a variety of tasks.

"The bigger the tank the better," Cabelka says, considering technicians

often make 250-mile round trips to service restrooms and return to dump them at disposal locations.

"Hauling is an issue because there are very few dump locations, and there is no land spreading," he notes.

He would like to see Alberta set up the types of programs for land spreading that he hears about from U.S. pumpers at the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show. Adding regulations would help stop illegal and environmentally harmful dumping that occurs occasionally, and they would create a more even playing field for businesses in the industry, he says.

## REACHING CUSTOMERS

"We got rid of print ads a couple of years ago, and we just have a regular listing in phone books," Cabelka notes. But because of their generous in-kind contributions to a wide variety of local events, Go Services is mentioned often in local newspaper articles.

"We feel that the community we're in has provided us a way to employ people, and we should give back to the community," he says. Go Services typically provides free or half-price services for dozens of fundraisers, including runs and sporting events, Habitat for Humanity, and muscular dystrophy and breast cancer events.

To reach new customers, Go Services hires a social media company to take care of Facebook and other social media and to do targeted advertising to event planners, for example. The company also has a comprehensive website to showcase the variety of equipment and services they offer. Customers can read about the company's leaders, their values and who they support with charitable donations.

To maintain employee satisfaction and retain workers, Go Services pays about 40 percent more than similar companies and cover additional health benefits, Cabelka says. They host Christmas parties and have a staffer who plans year-round incentives for employees. But the biggest thing Go Services

may do for its full-time and part-time employees is take the time to train them well.

Though the province of Alberta doesn't require special training, Go Services does.

"We have our own safety training," Cabelka says. New employees spend a couple weeks training before they get in a truck, then spend another week or two with a trainer driving the routes. Then they spend another couple weeks learning site-specific protocol for the different oil and construction companies they service.

Colleen Cabelka oversees the safety program; assists with sales, marketing, and dispatching; and handles the accounting, utilizing QuickBooks. Drivers use smartphones and Google Maps to set up their routes because the company hasn't found tracking software that fits the needs of their remote area, which includes many private roads.

## SUNNY OUTLOOK

"The biggest thing (we deal with) is the oil recession," Dustin Cabelka says. Competition couldn't compete with services so they slashed prices, and Go Services had to cut prices as well. Though oil field production is on the rise, it's difficult to raise rates, and margins are tight. To combat that, Go Services recently created a new position for Kent Milgate, for business development, to add new customers and expand the business.

## MORE INFO

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**PolyJohn Enterprises, Inc.**  
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www.polyjohn.com  
(See ad page 43)

**Rich Specialty Trailers**  
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www.portablerestroomtrailer.com  
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**Satellite Industries**  
800-328-3332  
www.satelliteindustries.com  
(See ad, pages 22-23)

**Tommy Gate Company**  
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www.tommygate.com

**Vacutrux Limited**  
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"He's basically a salesman. It was getting to be too much for me to handle," Cabelka says. "He opens new doors and finds new work."

Some of that work is for the septic service side of the business with commercial construction. There are plenty of opportunities for working with new plant sites for petrochemical and oil upgraders where oil is refined into diesel.

"We want to do all the waste management," Cabelka says. So, Go Services added trash container services recently in addition to fencing, office trailers and other equipment they have available for rent.

Located about 1 1/2 hours from population centers Edmonton to the north and Calgary to the south, Go Services is in a good location for growth, Cabelka explains. With well-trained workers and the company's family values, he says Go Services is in a good position to compete for business. ■

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Andy Slipher

# 7 Tips for Marketing on a Shoestring Budget

**STRATEGIC PLANNING WILL HELP YOU GET THE MOST BANG FOR YOUR BUCK WHEN TRYING TO REACH TOP PORTABLE SANITATION PROSPECTS**

**A**llocating marketing dollars can seem like an arduous and even dicey process to decide how much to spend annually and on what. For some, it's the autopilot response of last year's budget, plus 3 to 5 percent. For others with limited marketing dollars, it can mean the equivalent of putting all one's eggs in a single basket.

These are examples of the extremes, but not altogether unheard of in marketing.

But, all the same, there are effective ways to plan, allocate and intelligently spend marketing dollars on your portable sanitation business. Each involves a step backward from the narrow framework of the budget while interjecting the purpose of the marketing into the practice of budgeting dollars toward success.

Here are seven best practices to follow in any marketing budget process:

## 1. Think bigger

Don't limit your marketing to media in the traditional sense. Go beyond even digital and new media. People immediately equate marketing spending to media. What if you could spend your marketing dollars in a way that would mean reaching your target, but not having to dump lots of dollars on big media? Marketing is also promotion, incentives, rewarding loyalty, creating positive experiences, enhanced service, direct communication with the customer, sales, relationship building, or any combination of these activities. Begin to think how you can most efficiently impact customer conversion. Don't be afraid to be dramatic. Let your mind wander to big ideas, then find ways to work around your limited resources. If you need help, bring someone in from the outside to challenge your thinking. None of this has to be expensive — just effective.

## 2. Build the cost of marketing into your services

Have you accounted for the cost to market and sell your portable restroom service? It's too easy to say, "We're not spending enough on marketing." But you're handicapping yourself if you're not building marketing into the cost of operating your business. In short, you're cheating yourself by not being realistic. Drawing customers (large or small numbers) to your service is an inherent part of selling. Your resources — usually in the form of people and money — need to be allocated for such activities.

## 3. Target

This might seem obvious, but consideration of your specific target customer in your spending strategy can make your marketing budget go much further. Knowing your best customers inside and out will enable you to do this. You don't have to speak to the universe. Just speak to your universe. Focus on

**You don't have to speak to the universe. Just speak to your universe. Focus on the essential few with the highest chance for conversion. Budget and spend your acquisition dollars toward them first.**

the essential few with the highest chance for conversion. Budget and spend your acquisition dollars toward them first. Then, migrate out from there. If your target audience is too big, you probably don't know enough about them. Look, listen and learn in order to segment. It is well worth the time.

## 4. Focus on behavioral change over attitudes and awareness

If you're short on marketing dollars, don't even think about building awareness. Forget about promoting good feelings about your brand or service. Instead, focus on differentiation, an emotional hook and getting the customer to act. Demonstrate why you're better, engage them in an emotional decision and call them to action. No cheesy or cliché come-ons. Be dramatically and truthfully different in a way that convinces your customer to give you a try. Attitudes follow behavior.

## 5. Treat marketing as an investment

If you want it to yield a return, you must treat marketing as an investment. One of the biggest mistakes by some marketers today is throwing around the term ROI (return on investment) in conjunction with their marketing spending while treating it as an occasional or periodic expense. This is hypocrisy. If you want long-term, sustained ROI from your marketing, treat it as you would a true investment (in your service and business). Remember: The "I" in ROI stands for investment.

## 6. Strategy first

This is the single most valuable tool in your marketing arsenal. Thinking efficiently and with reverence to clearly defined marketing and business goals will help you distill goals, intentions, and plans guiding you to determine how much to spend and where to spend it. Speaking from experience, the practice of strategic thinking takes a load of time and guesswork away from determining where to best spend marketing dollars.

## 7. Zero-base your budget

If you've made it as far as a strategic plan, a zero-based marketing budget should come as no surprise. Your strategic goals, business and market-



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ing objectives will lead you to tactical media spending. Start from scratch so that your spending matches what you're wanting to accomplish. You'll be amazed at how focused a budget it can yield.

### THE BOTTOM LINE

Budgeting for marketing is far less complicated when you can approach it with greater intention and priorities in mind. Follow these tried-and-true practices and your marketing budget process will be a much more effective exercise. ■

*Andy Slipher is founder of Slipher Marketing, a speaker on marketing strategy, and author of The Big How: Where Strategy Meets Success. Contact him through [www.slipher.com](http://www.slipher.com).*

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# Protect Your Route Driver Between Restroom Servicing Stops

**A HUGE VARIETY OF HELPFUL PRODUCTS ARE AVAILABLE FOR PORTABLE SANITATION CONTRACTORS TO BRING THE TECHNICIANS HOME SAFELY AFTER A DAY ON THE ROAD**

By Jared Raney

**W**hether you have one vehicle or 100, your operators spend nearly all their time in or around their service vehicles.

Often, whether or not an operator follows proper safety protocol hangs on how easy it is for them to do so. They perform these job duties every day, and it is easy to become complacent when safety means going out of your way.

That's why it's important to have proper safety gear as part of your everyday fleet or vehicle monitoring program. While some aspects of vehicle safety are required under Department of Transportation regulations, many are just good sense.

## FOR STARTERS

When it comes to DOT regulations, what's most important is researching and understanding exactly what is required for your specific service vehicles, as they don't all require the same gear.

For example, larger trucks often require fire extinguishers, and if you are hauling trailers or other equipment, the DOT specifies a certain grade of chain for securement.

"That's important for compliance; a lot of companies don't know that your chains have to be rated for all of the various equipment," says Eric Wright, vice president of safety for Washington state-based Northwest Cascade, which maintains 300 service vehicles in its fleet including those used to service more than 30,000 portable restrooms.

On a more basic level, most service vehicles are required by the DOT to carry reflective triangles or cones in case of roadside maintenance or accidents. Consider adding flashlights and emergency phones, especially if operators regularly drive long distances.

## BEST PRACTICE

It's a good idea to stock all vehicles with first-aid kits. First-aid kits are a universally applicable feature, which could be expanded depending on the service industry. They can be tailored to specific applications, such as adding an eyewash kit when drivers work around hazardous chemicals.

Bel-Art carries two mobile eyewash products — a larger version that can rinse both eyes simultaneously, in any orientation, and a smaller, 120 mL belt-pouch version.



*Left: A cone bracket is a smart way to carry bright orange safety cones on your work truck, ensuring your technicians are seen both while they are driving and when they are stopped on the roadside. (Photos courtesy of Northwest Cascade)*



*Safety beacons and other accessory lighting help make a work truck and your drivers more visible on the job.*

*Safety triangles are required onboard work trucks by the U.S. Department of Transportation.*

"It's highly mobile. It's one-time use, but it's sealed, and it has a long expiration date," says Peter Yoo, product manager for SP Scienceware, parent company of Bel-Art. "So they can bring it wherever they need. The solution — it's great not just for physical dirt or debris, but also different things like acids and alkalis."

Northwest Cascade not only keeps first-aid kits on their vehicles, but also issues a personal first-aid kit to each operator.

The personal first-aid kit is part of a basic personal protective equipment, or PPE, bag that is provided. It also includes safety gear like a hard hat, two pairs of gloves, an orange vest, safety glasses (regular and tinted), headlamp, earplugs, and a safety regulations booklet.

In many cases, it's not just providing the necessary equipment for operators, but making it as convenient as possible for operators to use that equipment.



*Here's a personal protective equipment, or PPE, kit sent out with drivers at Northwest Cascade, which has 30,000 portable restrooms in its inventory.*



*Left: When Northwest Cascade route drivers step out of the cab, one of the first things they see is this safety reminder, "Get Out And Look."*

*Below: Maintaining a safe following distance is critical in a heavy work truck. These stickers are a constant reminder not to tailgate.*



Bel-Art offers an eyewear holder for safety glasses or goggles that can be installed in service vehicles. Other shelving units and organizational products across the market could be used for similar easy-access safety items.

#### WORTH A TRY

Beyond the basics, consider many safety-enhancing additions for your trucks.

Laws against cellphone and mobile device use are becoming more prevalent in states across the country, which makes Bluetooth and hands-free GPS options increasingly helpful.

Northwest Cascade stocks spill kits on their vehicles in case of oil or other hazardous waste spills. "The spill kit we carry as just a company policy," Wright says. "Same as the first-aid kit."

Needs are different for every operation, but some outfits benefit from going toward the far end of safety precaution, as Northwest Cascade has done with the addition of dashcams.

The company's dashcams are integrated into a vehicle monitoring system that also records hard braking, speeding and other driver habits that could affect safety. "It has parameters that you can set, so it ties in with the vehicle, what's happening with the vehicle, as well as the driver," Wright says.

Backup cameras are fast becoming a standard feature on both service and pickup trucks, but they may be something worth adding to older trucks as well.

Small things can make a difference too, like stickers in the cab and on the mirrors of service trucks. Those are reminders for the busy operator to observe common safety practices.

"On the newer trucks, obviously there are lots of new safety features be-

ing incorporated," Wright says. "Our newer trucks actually come with an orange seat belt, so you can tell if the drivers are wearing their seat belt or not."

#### TAKE A CLOSER LOOK

Safety shouldn't be a throwaway checklist item for any company. That being said, every organization has its own needs, and owners should think carefully about what is best for the operators. In the end, it depends on the specific industry, jobs that operators will be involved in, and frankly the operators themselves — the likelihood of any operator in question going out of their way to embrace safety.

All of these factors need to be considered when assessing safety protocol. The only thing that's a certainty: There is no shortage of options. ■

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# Odor Control

By Craig Mandli

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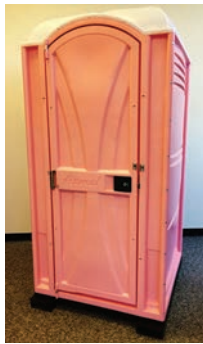
**Graffiti Wipes** from **Century Chemical** are used for fast, easy cleanup of paint and graffiti from nonporous surfaces. The abrasive, yet nonscratching fabric aids in cleaning and can be used on a variety of surfaces, including portable restrooms, showers, partitions and wash stations. They are pre-moistened with an environmentally safe and biodegradable cleaning formula that removes paints (including enamel), ink and even permanent marker. Each case contains six canisters, with each canister holding 70 wipes that are 9 1/2 by 12 inches. **800-348-3505; www.centurychemical.com.**



## ODOR CONTROL

### ARMAL SCENT BOX

The **Scent Box** from **Armal** incorporates a fragrance — vanilla balm, rose sensation, apple blossom, pine-wood trail or strawberry field — in the wall panels of the restroom during the manufacturing process, ensuring a pleasant scent inside. The unit has a heavy-duty, spring-coil door with a wind-resistant device to ensure closure when unlocked and an 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 PORTA-TREAT

**Porta-Treat** from **Bionetix International** quickly deodorizes portable restrooms and holding tanks, leaving only a fresh fragrance. It contains natural, safe bacteria that produce specific extracellular fast-acting enzymes to attack waste and its byproducts at the molecular level, degrading organic wastes. It digests odor-causing compounds and targets large waste particles that settle at the bottom of holding tanks. Adding the water-soluble pouch after emptying and cleaning the tank reduces substances such

as cellulose in toilet paper into odorless carbon dioxide and water. The non-formaldehyde formula is safe, with no adverse effects on waste or sewage treatment plants. Pouches with exact dosage are easy to store and use with no measuring, waste or mess. **514-457-2914; www.bionetix-international.com.**

### CPACEX ULTRA PACKETS

**Ultra Packets** for portable restrooms and holding tanks from **CPACEX** are formulated with a high level of fragrance and dye. They offer continuous odor control and fragrance for up to seven days in extreme temperatures and conditions. This is important at special events where overuse situations may occur. Additional effervescence assures that the packets dissolve quickly and disperse evenly throughout the holding tank. They are available in four different strengths to fit specific applications and climates. They are biodegradable and contain nonstaining, rich blue dye. **800-974-7383; www.cpacex.com.**



### DEL VEL CHEM ODOR INTERCEPTOR

Biodegradable **Odor Interceptor** from **Del Vel Chem** is used to neutralize and absorb odors from a variety of sources. It lasts 45 to 60 days, depending on the degree of odor. The product shrinks as it absorbs odors. The heavier the odor, the faster it is used. It will shrink to about 12 percent of its initial size before it should be replaced. Once odors are under control, it will shrink at a slower rate. It is available in 1/2-, 4- and 35-pound containers. **800-699-9903; www.delvel.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 pre-measured, ready-to-use pouches. The packets 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. They 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. **866-293-1502; www.fivepeaks.net.**



(continued)

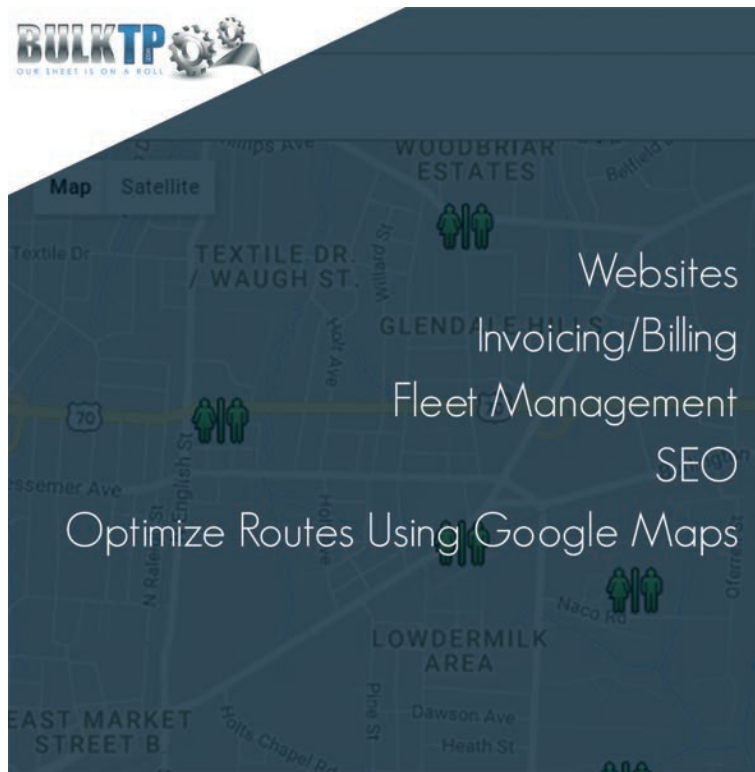
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### POLYJOHN ENTERPRISES COOPER'S OWN URINAL SCREEN



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## PORTABLE RESTROOM CHEMICALS

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**Truex Elite** from **J&J Chemical** provides long-lasting odor control, more masking fragrance and a deep blue color. The advanced time-released formula will control odor while breaking down paper and waste to reduce mounding. A powerful biodegradable nonformaldehyde deodorizer provides full-time odor control. It is available in all of the company's exclusive fragrances and strengths. **800-345-3303; www.jjchem.com.**



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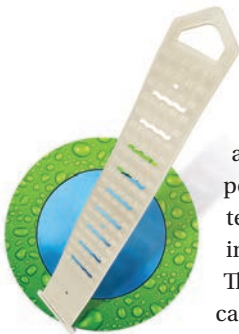
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**Fresh Straps** self-locking portable restroom air fresheners from **Surco Portable Sanitation Products** are waterproof air freshener straps that cinch to the portable restroom vent pipe. The self-locking feature deters theft, and they last up to 60 days. They are available in Xtreme fresh, lavender and berry cherry fragrances. They are packed 72 individually wrapped straps per case. **412-789-8683; www.surco.com.**



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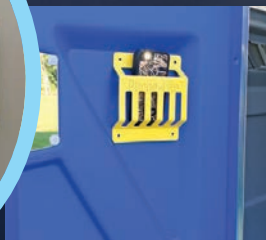
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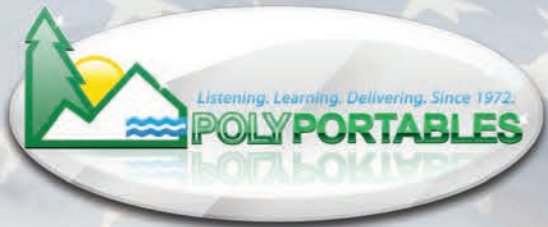
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