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Published monthly by



COLE Publishing Inc.
1720 Maple Lake Dam Rd. • PO Box 220
Three Lakes, WI 54562

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In U.S. or Canada call toll-free 800-257-7222

Elsewhere call 715-546-3346 • Fax: 715-546-3786

Website: www.promonthly.com • Email: pro@promonthly.com

Office hours 7:30 a.m.-5:00 p.m. Central Time, Monday - Friday

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CIRCULATION: 2018 circulation averaged 7,717 copies per month. This figure includes both U.S. and International distribution.

REPRINTS AND BACK ISSUES: Visit www.promonthly.com/reprints/order for options and pricing. To order reprints, call Jeff Lane at 800-257-7222 (715-546-3346) or jeff.lane@colepublishing.com. To order back issues, call Nicole LaBeau at 800-257-7222 (715-546-3346) or email nicole.labeau@colepublishing.com.

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Education Day: Wednesday, February 20, 2019

Show Days: Thursday - Saturday, February 21-23, 2019

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ON THE COVER: Carolyn Kahle started her restroom business, Onsite Pro Can, in 2017 and it's been growing quickly with a focus on quality service. Kahle is shown with a 2017 Ford F-350 service truck with a slide-in unit from Lely Tank & Waste Solutions. (Photo by Mark Greenberg)

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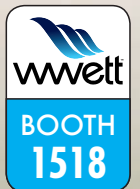
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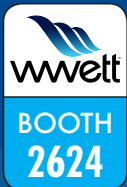


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Come to Build Your Business. Stay for the Fun!

THE WWETT SHOW OFFERS A DEEP DIVE INTO THE MANY PRODUCT, EDUCATION AND NETWORKING OPPORTUNITIES AVAILABLE TO PORTABLE RESTROOM OPERATORS

By Jim Kneiszal

It's February, and that means it's time for the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show. If you've already made plans to attend the education seminars and marketplace Feb. 20-23 at the Indiana Convention Center, congratulations and we'll see you there. If you're still thinking about making the popular midwinter trek for the wastewater industry, I would offer up a little advice on how you can benefit by heading to Indianapolis.

Here is my list of the five things you should accomplish during your visit to the WWETT Show:

1. Make a new friend in the industry.

Networking at the WWETT Show is critically important to me as the editor of *Portable Restroom Operator*, and I would argue that it should be one of your highest priorities as well.

Face-to-face interaction with restroom company owners and technicians is extremely valuable in my goal to put out a forward-looking publication that addresses the issues most important to you. I can sit down with a table of PROs for lunch and learn the latest business challenges for contractors across the country. One minute I can be benefitting from the experience of a guy who runs a one-man show, and the next minute I can be hearing insights from one of the biggest contractors in the country. They all have an important story to tell and valid concerns.

You could have the same experience, sharing stories with PROs large and small, and hopefully coming away with a broader understanding of the industry as a whole. You may find new ways to attack a common issue faced by technicians in the field. You may spot trends that color your plans to expand to better serve your customers.

And you may make a connection with another PRO that lasts a lifetime. I know sometimes you wish you had a mentor in the industry to share ideas with — a colleague who maybe has some of the same concerns you do right now about expansion, hiring employees, buying that next new truck or better serving customers.

While you can't talk to your competitor across town about ways to build the business, you can connect with folks just like you during the WWETT Show. It might be over lunch, when sitting next to you at a seminar, or while visiting a supplier on the show floor, but contractors just like you are everywhere in the Indiana Convention Center. Seek them out and exchange your email addresses so you can stay in contact throughout the year.

2. Learn something through a seminar.

The WWETT Show will feature 100 education sessions over three days to help you improve business practices. On Wednesday, Feb. 20, alone,

there will be nearly 50 sessions to choose from. Here are a few Wednesday programs of interest to PROs:

Portable Sanitation and Work Sites. Karleen Kos, executive director of the Portable Sanitation Association International, and Joe Payne, operations manager at Terry's Pumpin' and Potties, will share tips on successfully providing portable sanitation on all sorts of work sites. Topics will include determining the optimal number of units on a work site and the best placement and configuration.

Time for Money – What's the Real Cost? PRO Andrea Booker of Crossroads Portables, will share her sales and financial experiences to help contractors set and meet business goals. Topics will include reviewing data and knowing how to read it, the difference between a prosperity plan and a business plan, and identifying fans and hiring greatness.

The Power of Personalization: Building a Brand Experience. Nicole Arnett, vice president of operations at Superior Industrial Services, will talk about building brand identity with topics ranging from choosing the strongest social media platforms to building a sales funnel.

How to Attract, Hire and Retain Rockstar Employees. Carter Harkins and Taylor Hill, co-hosts of the Blue Collar Proud Show podcast, will help contractors analyze leadership failures and successes, engage employees in the work they're best suited for and look at what companies offer job seekers.

Veteran Hiring, Transition and Thriving in the Workplace – From "We Will" to "At Will." Andrew Morton, director of social engagement at Society of Human Resource Management, and Justin Constantine, leadership expert at The Constantine Group, will discuss the best ways to incorporate military veterans into a contracting business through a veterans employment program. Learn how to cultivate a military-friendly work environment and attract more veteran candidates.

Professional organizations involved in WWETT Show education include the Portable Sanitation Association International, Indiana Onsite Wastewater Professionals Association, Iowa Onsite Waste Water Association, National Association of Wastewater Technicians and National Onsite Wastewater Recycling Association.

3. Find one new product that will enhance your services.

It's not a hyperbole to say that the WWETT Show presents more products and services directly related to your niche business than any other place in the world. Restroom manufacturers: They will all be in the house. Truck builders: They've driven into the expo hall and shined up examples of their best work. Quite simply, the companies that aim to sell the products you need can't afford to miss this show. Just like you want to see product, they want to see customers. And the Indiana Convention Center

in February is the biggest wastewater products meetup.

That said, many exhibitors bring something new to the WWETT Show. For restroom makers, it might be a hybrid type of unit for convenience at events, a new design of wall panels or accessories aimed at easier cleaning or better user experience, or an enhanced deodorant offering. For the truck builders, it might be a new, more ergonomic tank configuration; a new chassis choice that adds power, better handling or other capabilities; or a knockout graphics package you could mimic in your next rig.

Look for those innovations. Don't just walk past that flashy truck; probe the salesperson about new features that will benefit your drivers and customers. Look at all of the restroom displays and consider how adding a new unit or new line might give you an edge over the competition back home. And don't ignore the smaller exhibitors offering startup products. The WWETT Show attracts exhibitors offering insurance products, financing specific to the wastewater industry and ingenious tools or cleaning products you've never seen before. Some of these smaller exhibitors may take off with a successful product, and you could get in on the ground floor.

4. Solidify vendor relationships.

In today's business world, so much communication is done by text and email that you may rarely see a vendor show up at your front door. That speaks more to the changing times than the value of close vendor relationships. Regardless of how often you see them throughout the year, your vendors know your industry well and have valuable insights to share.

And it's likely that all the companies who sell portable sanitation products to you are in Indianapolis for the WWETT Show. Every one of them. When you arrive and start looking over your show program, map out how you are going to include visits to each of your vendors in the exhibit hall. If you've already set up appointments with vendors to talk over your plans for 2019, you're ahead of the game. Congratulations!

But with hundreds of booths to visit and so many education seminars, friends to visit, and things to do, you might get distracted. Don't do it. Make visiting your suppliers a major priority. See their new products, pick their brains about industry trends and learn about their forecasting for the upcoming busy season. Be sure to give them a review about your busy season last year and hopes for changes in the future. Ask if they have any specific ideas tailored to your business and your region. Their business is knowing your business, so take advantage of their knowledge.

5. Have fun!

The WWETT Show provides opportunities to relax and enjoy the company of other PROs. Admission is free for registered attendees at these events. First is the Spartan Tool Kick Off Party at Lucas Oil Stadium, 5-8 p.m. Thursday, Feb. 21. Gather with friends on the football field that is home to the Indianapolis Colts. Have a beer, listen to some tunes and throw a football to your buddies in the end zone. On Friday, Feb. 22, 5:30-8:30 p.m., attend the Industry Appreciation Party at the Indiana Roof Ballroom. There's a western

theme this year, with live music, food, drinks, door prizes, casino games and a mechanical bull to ride.

And if you want alternative activities, downtown Indianapolis is chock full of museums and other attractions, the Indiana state capital building is nearby and you can shop in indoor comfort at the nearby Circle Centre Mall. And when it's time for dinner after a long day on the show floor, Indianapolis features hundreds of great restaurants within walking distance. See you at the show! ■

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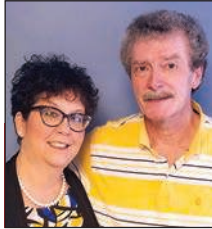
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Jeff and Terri Wigley are portable sanitation industry veterans, having owned and operated Atlanta-based Pit Stop Sanitation Services for 22 years. Send your questions for them or comments to editor@promonthly.com.



Winter Road Hazards Demand PROs Keep a Laser Focus

WHEN YOU SEE SLUSH, SNOW AND ICE, REMEMBER THESE SAFETY TECHNIQUES TO BRING YOUR CREWS HOME SAFELY AT THE END OF THE DAY

By Jeff and Terri Wigley

Question: Given that winter is now upon us, what driver safety tips can you offer?

Answer: Driver safety is a constant area of focus and education in our industry. And rightfully so. Our route service technicians are out there every day, every week and in every type of weather conditions. Our research on this topic produced an interesting fact. Inclement weather causes roughly 25 percent of all speeding-related truck driving crashes. So keep these tips in mind as you and your crew hit the road this season:

Decreasing speed in inclement weather is mandatory. Cut your speed down by one-third on wet roads. Cut your speed down by one-half on snowy or icy roads.

Brake and accelerate slowly. Driving experts suggest using the ball of your foot to lightly pump the brakes while keeping you heel on the floor.

Give yourself extra space in front and behind. Although we have all heard this, perhaps this fact will get the attention of your drivers: The stopping distance required on ice at 0 degrees F is twice that required at 32 degrees F.

Observe tire spray in order to detect black ice. One of our drivers relayed this tip to us many years ago: If the road looks wet and there is a lot of spray, the roads are wet. Be careful. If the road looks wet and there is less spray, take caution as icing may begin to occur. If the road looks wet and there is no tire spray from the vehicle in front of you, you are on black ice. Be extremely careful.

Watch bridges as they freeze before roads. This is one of the most common tips, and road signs frequently remind all drivers of this fact.

Inspect your vehicle and remove snow and ice before leaving the yard. Mirrors should be clean and clear of snow and ice. The same goes for lights and turn signals. Finally, do a hands-on inspection of wiper blades and wiper fluid.

One final fact that we found to be of interest was from www.roadandtrack.com: "You face the greatest risk of losing traction on snowy, wet roads when temperatures are between 22 and 35 degrees F." At colder temperatures, "between 10 to 20 degrees or less, snow-covered and icy roads afford more traction than the 22 to 35 degree range." This serves as a warning to those who live in areas that do not experience bitter cold ... winter driving can be dangerous!

• • •

Question: What driver-safety tips have you gained from your own experiences in addition to the standard lists out there?

Answer: Before answering this question, we would like to emphasize

that, in our opinion, familiarity with the Federal Motor Carrier Safety Regulations is a prerequisite for any company in our industry. The mission of this agency, a division of the U.S. Department of Transportation, is "to reduce crashes, injuries and fatalities involving trucks." Train your employees using this safety program as your standard list.

Understand the proper procedure for recovery when the front tire drops off the road. This is a learning experience for inexperienced drivers. In fact, in discussions with others in our industry, serious injury or death may occur as a result of improper handling of this situation.

- Do not panic, and do not try to quickly swerve back onto the road. Our tank trucks are top-heavy and susceptible to surge. Quickly turning the vehicle back onto the road can — and will — turn the truck over.
- Steer the vehicle over to the right so that your rear tires are also off of the road.
- Ease off the gas pedal and slowly return to the road once there is a gap in traffic.
- Turn the steering wheel approximately one-quarter turn to the left and drive back on the road.
- As soon as all four tires are on the road, steer to the right in order to stay in the lane.

Understand the properties of high center of gravity and liquid surge that are unique to our industry.

Regardless of the tank size, the principle of high center of gravity exists for all tank trucks. Most of the weight of our vacuum trucks is carried high up off the road. As a result, these vehicles are very easy to tip over. An interesting fact from the Portable Sanitation Association International: "Tanker trucks can turn over at the speed limits posted on curves." Care should be taken at all times when turning vehicles with tanks.

Liquid surge results from the movement of the liquid in partially filled tanks. The liquid moves constantly while the truck is in motion. When coming to a stop, the liquid will surge and produce a wave that tends to push the truck forward. With most trucks having waste and water tanks, surge can be intense. Becoming familiar with this phenomenon is crucial in the training of new route drivers.

Understand the term "outage." Terri and I were completely unfamiliar with this term until we took the PSAI training courses for PSAI certification. The guiding principle is "to never load a cargo tank totally full." Liquids expand as they warm and you must leave room for the expanding liquid. This is called outage. You must be familiar with this concept and take it into account, especially in the hot summer months. ■



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Tim and Wanda Smith are shown in the company yard with a Peterbilt vacuum truck built out by Progress Tank and running a Masport pump. (Photos by Mark Hirsch)

Iowa's A King's Throne succeeds by concentrating on personal service, treating employees right and a commitment to the communities it serves **BY BETTY DAGEFORDE**

THE ROYAL TREATMENT

A King's Throne Des Moines, Iowa

Owners: Tim and Wanda Smith

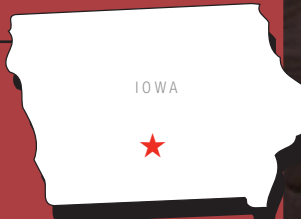
Founded: 2006

Employees: 18

Services: Portable sanitation, septic and grease trap pumping

Service area: 50-mile radius

Website: www.akingsthronerestrooms.com



Tim Smith feels lucky to have worked in portable sanitation for a boss he considers one of the best in the industry and a true mentor. Nevertheless, when an opportunity came up to venture out on his own, he jumped at the chance. When *Portable Restroom Operator* first caught up with him in 2009, Smith and his business partner Mark Manning had three years under their belts as owners of A King's Throne in Des Moines, Iowa, with one driver, 500 units, one restroom trailer and two vacuum trucks.

Since then, significant changes have taken place. Smith bought out Manning, brought in his wife, Wanda Smith, as a business partner, hired a sales manager, updated the website and added new service lines. The team now includes Ricky Burns, service manager; Wendy Amatangelo, office manager; and Jim Smith, sales manager (unrelated) along with eight drivers, a shop foreman, a part-time mechanic, two office personnel and one sales associate.

(continued)

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Clockwise from left: Many vacuum trucks are parked at the A King's Throne yard. They are built by Progress Tank, Imperial Industries and Best Enterprises and carry Masport and Conde (Westmoor) pumps. Technician Roger McKee loads a trailer with PolyJohn restrooms for delivery. The office staff at A King's Throne includes (from left) Bailey Smith, Shanel Fahlenkamp, Wendy Amatangelo and Wanda Smith.

With dedicated employees, outstanding service and a booming local economy, the company has been on a growth track and now has close to 2,000 portable restrooms, five VIP restroom trailers and 10 service trucks. They operate out of a 10,000-square-foot facility on 1.5 acres. Their service territory covers a 50-mile radius although they will take their restroom trailers anywhere.

COMPANY HISTORY

Before starting his own company, Tim Smith spent nearly a decade in the industry. He worked for Lee Sola who now owns S & B Porta-Bowl Restrooms in Denver. "I learned a lot from him," Smith says. "He's the reason why I'm still in this business."

Manning, on the other hand, came to the table with no background in the industry. His law-enforcement career had come to an abrupt end after he sustained serious injuries when a drunk driver hit his squad car.

The two friends decided to join forces with Smith doing the physical work and Manning handling sales and marketing. The business was a success, but after a few years Manning was ready to get out. Although the recession was right around the corner, Smith stayed the course and has seen steady growth since.

By 2013, he was ready to formally create a sales and marketing position and brought on Jim Smith who came to the industry from the business world with an advertising and marketing background.

"Tim was a client of mine," Jim Smith explains. "We jokingly said, 'Maybe someday I can come to work for you if the company grows enough.' Finally, over three dinners he and Wanda and my wife, Julie, and I hammered it out. I hung up my suits and ties. My blood pressure is down and my migraine headaches and all the health issues that plagued me from living under the deadlines of corporate America are gone."



"I like the people I've gotten to know through the industry. All my employees are wonderful on a business level and a personal level. All the vendors, to me they are not vendors, they are wonderful friends."

TIM SMITH

In 2018, the company added two new services — septic and grease trap pumping. They already had a large vacuum truck

used for pumping out their smaller trucks — a 2003 Peterbilt 330 built out by Progress Tank with a 2,800-gallon aluminum tank and Masport pump. For grease, they use a 2011 Ford F-550 with an Imperial Industries 1,100-gallon aluminum tank and Masport pump. Portable restrooms are serviced with five Ford F-550s (2011-16) from Imperial Industries with 900-gallon waste and 300-gallon freshwater aluminum tanks and Masport pumps and a 2015 Dodge 5500 from Best Enterprises with a 350-gallon waste and 150-gallon freshwater stainless steel tank and Conde (Westmoor) pump. For deliveries they have a 2011 Chevy 3500 flatbed and two Chevy 1-ton pickups along with 10-, 18-, 20- and 22-unit transport trailers. The company uses software from Fleetmatics (Verizon Connect) and Cro Software Solutions. Wastewater is taken to the Des Moines municipal treatment plant.

TIME FOR A MAKEOVER

Although Smith focuses heavily on the company's digital presence, with regular posts on Facebook, Twitter and Instagram, he's also a believer in pounding the pavement and meeting folks face-to-face.

"I'm very hands on," he says. "You can't just sit in an office and call people. We go to any meeting we possibly can. I stop by job sites, both current customers to see if we're taking care of them or what changes they'd like to see, and people who aren't our customers to see if there's anything we could offer. If the boss isn't there, I'll visit with the guys."

(continued)



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Right: Technician Keith Muir services PolyJohn restrooms after delivering them to an auto auction.

Below: Tim Smith, left, and Jim Smith are shown with restroom trailers from Ameri-Can Engineering.



Large companies are moving in or expanding including Microsoft, Facebook and Wells Fargo.

The company also serves a lot of special events. They work closely with event coordinators, some of whom use them exclusively, as do some venues. Projects include the Fourth of July parade, Hinterland Music Festival and Big Country Bash. They served 180 weddings in 2018. They also service a number of charitable events at no charge, including Make-A-Wish Foundation's Jolly Holiday Lights, an elaborate drive-through light display running from Thanksgiving through New Year's Eve.

(continued)

By 2018, it was apparent the company's 6-year-old website needed updating.

"It was important that it be mobile-ready," Smith explains. "There's nothing worse than a website that isn't mobile-optimized. And it also had to be a site that, if somebody looked at it on a full-screen computer or tablet or whatever, it was easy to use and easy to see everything." In looking for a web designer, they did some research, interviewed about five companies and eventually hired a local company, Meraki Creative.

"They were very hands on with us," Smith says. "Tim and I had several meetings to go over what we wanted. They did not push their agenda on us but it was just whatever we wanted and making sure it would fit into the platform we wanted." Together they rewrote the copy, replaced photos, added videos and worked on search engine optimization.

One thing that did not change is the company logo. "The throne is very prominent on our logo," Jim Smith says. "It works for us and goes with our tag line — 'There's a difference in a Throne.' Everybody knows our logo."

A BOOM CYCLE

Construction — accounting for about 65 percent of the company's work — is "just out of this world," Smith reports, mainly because suburbs Ankeny and Waukee are two of the fastest-growing cities in the country and need everything from houses and apartment buildings to churches and restaurants.

Field trip

When Tim Smith, owner of A King's Throne in Des Moines, Iowa, ordered a high-end restroom trailer in 2014, it arrived just in time to be used over Father's Day weekend at what is perhaps Iowa's most famous baseball field. High-profile people played a game that weekend, but they were movie stars not athletes. The field was in Dyersville, where crowds had gathered to celebrate the 25th anniversary of the 1989 movie *Field of Dreams* starring Kevin Costner, James Earl Jones and Burt Lancaster (his last film).

Actually, crowds have been coming to Dyersville since the movie came out. The farmhouse and field have been preserved as seen in the movie and an estimated 100,000 stop by annually to have a look, usually for nostalgic reasons.

Although the company is a good three hours from Dyersville, they were asked to service the event. One of the celebrities on hand was Costner. He had occasion to use the Royale trailer, and the deluxe accommodations did not go unnoticed by him.

"He came out of it," says Jim Smith, sales manager, "and walked by Tim and goes, 'Fellas, that is really, really well-done. Nice job.' He patted Tim on the back and walked away. It was cool he took the time to do it."

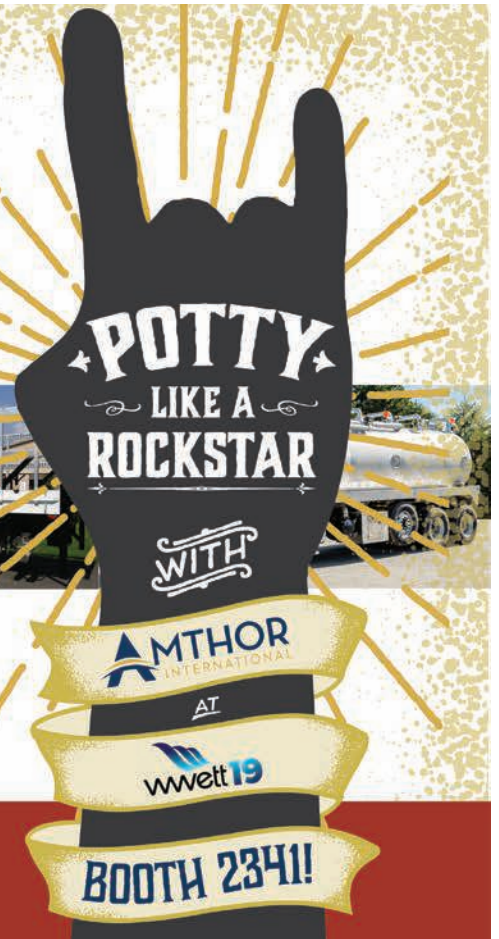
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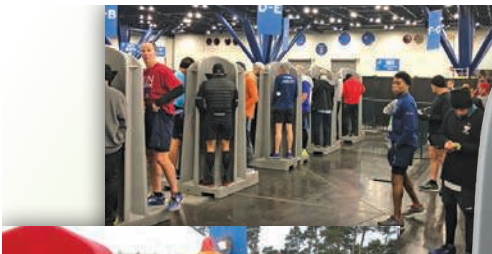


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One of their more unique events is RAGBRAI (the Register's Annual Great Bicycle Ride Across Iowa), a weeklong bicycle ride across the state and one of the largest bike touring events in the world, sponsored by the Des Moines Register. Riders start by dipping their rear bike tires in the Missouri River on the west end of the state and finish by dipping front tires in the Mississippi River on the east end. Different companies provide units along the route.

The A King's Throne service team includes (from left) Jim Smith, Eann Bowers, Randy Cleghorn, Mike Mackey, Roger McKee, Keith Muir, Zach Brazelton, Ricky Burns and Tim Smith. They are shown with a Ford F-550 built out with a tank from Progress Tank and pump from National Vacuum Equipment. (Photo by Macinzie McFarland)

"You can't just sit in an office and call people. We go to any meeting we possibly can. I stop by job sites, both current customers to see if we're taking care of them or what changes they'd like to see, and people who aren't our customers to see if there's anything we could offer."

JIM SMITH

Jester; and a two-unit model is the Princess. "It's easier to keep track of them once you get more than one if they have a name," Smith says. "The customers call them by name, too." The trailers are mostly used for weddings, festivals and construction sites. One client rents a trailer every year for a large event and has it vinyl wrapped to promote their business.

"We deliver it to the site and then a professional company comes in and wraps it," Smith says. "They come in the morning and it's usually done by early afternoon. Then they come in afterward and take the wrap off. There's no damage of any kind to the trailer."

The company keeps its event units separate from those used in construction. But all their units (PolyJohn) are supplied with hand sanitizer and Surco Portable Sanitation Products deodorizers. They also have 20 handicap-accessible and ADA-compliant units (PolyJohn and Five Peaks), 60 hand-wash stations (PolyJohn), and 12 250-gallon wastewater and 12 105-gallon freshwater holding tanks (Kentucky Tank and PolyJohn).

Each of their Ameri-Can Engineering restroom trailers is given a royal-sounding name in keeping with the company theme. The high-end model with oak doors, accent lighting, a sound system and make-up table is called the Royale; mid-sized units are Baron, Squire and

"TREAT" THEM RIGHT

Tim Smith is quick to give credit to his employees for contributing to the success of his company. But Jim Smith points out Iowa has the second-lowest unemployment rate in the nation so finding and keeping good people is tough. He says the company pays well, has great benefits, offers a 401(k) plan, and supplies uniforms of shirts, pants and jackets. But little extras help, too.

"We have little perks," Smith says. "This sounds silly but there's always candy and that kind of stuff sitting around. We make sure in the summertime there's bottles of water and Gatorade. We bought coolers for all the drivers so they can stock up." Quarterly meetings come with catered breakfast — bacon, eggs, sausage, biscuits and gravy.

"It's just a quick go-over of stuff and to take the pulse of the drivers and shop people about how everything's going, what are they noticing, and are there things that need to be brought to our attention. The best way to do that is sit them down, feed them, let them be relaxed and just talk. Everybody is taken care of and they're not just sitting there going, 'When will this be over?'"

They also have a family Christmas party complete with a bounce house for the kids. "It's the Tim and Wanda factor," Jim Smith says. "They take such great care of all of us."

EXTENDED FAMILY

Tim Smith's caring attitude extends to everyone — employees, customers, the community, friendly vendors and even competitors. He knows a lot of PROs in the state, and they don't hesitate to refer work to each other when it makes sense. He's been going to the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show for more than 20 years and is also a member of Portable Sanitation Association International, currently serving on its board of directors.

"I like the people I've gotten to know through the industry," he says. "All my employees are wonderful on a business level and a personal level. All the vendors, to me they are not vendors, they are wonderful friends that just happen to sell me products."

Tim Smith credits his parents and his former boss for instilling in him a philosophy of how to work with people. Simply put — "Treat everybody the way I'd want to be treated." ■

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She Won't Back Down

When Carolyn Kahle pulls up to a Texas construction site and starts cleaning restrooms, she has to work to assert her spot in a male-dominated environment **By Sharon Verbeten**

On her travels in the construction industry, Carolyn Kahle had grown tired of seeing dirty portable restrooms. Frustrated, the 33-year-old from Texas did something others may not have done — opened her own business with a supportive father, marketing moxie and a drive to do better.

Kahle launched Onsite Pro Can in Boerne, Texas — about 10 miles north of San Antonio — in 2017. With a background in construction and heavy machinery, she started her company with 28 purple and lime green PolyJohn restrooms and a 2017 Ford F-350 with a Lely Tank & Waste Solutions slide-in tank.

"I wanted to create a product that stands out," she says. "When you're driving down the road, my goal was to be 100 percent identifiable and be very visible to everyone in a professional manner."

Now after only a year in business, she is up to 350 PolyJohn units, has a second home base (in Kerrville) and runs routes with two other female employees, Heather Bayliss and Kilee Steele. Onsite Pro Can serves a 60-mile radius in the Hill Country in Central Texas, pumping holding tanks, as well as offering portable restrooms.

At its two locations, Onsite Pro Can has four trucks in its fleet. Its Boerne location has the 2017 Ford F-350 with a 400-gallon waste and 200-gallon freshwater Lely Tank & Waste Solutions stainless steel tank and a 2013 Ford F-550 with a 900-gallon waste and 400-gallon freshwater aluminum FlowMark Vacuum Trucks tank and Masport HXL4 pump.

Its Kerrville location operates a 2001 Isuzu NPR with 500-gallon waste and 250-gallon freshwater steel Dyna-Vac tank, Masport HXL4 pump, and four-unit carrier with lift gate and a 2007 Isuzu NQR with 600-gallon waste and 300-gallon freshwater Keith Huber steel tank and Masport HXL4 pump, with two-unit aluminum fold-down gate carrier.



EXPLORE FIVE ISSUES THAT AFFECT ONSITE PRO CAN:

WORKING IN A MALE-DOMINATED BUSINESS

1

When Kahle started her business, construction workers would stop and watch her clean every toilet, often noting that they had never seen a woman do that work. But Kahle finds that engagement a great opening. "It impresses and encourages them to talk about our business more," she says. But not every encounter is positive; Kahle notes she sometimes gets heckled. "In certain instances, I've had to earn the respect. One thing I've learned is as long as you're respectful, you know what you're talking about, you know what you're doing ... you're just one of the guys," she says.

And while some in the industry may cringe at the word "potty," Kahle embraces it. "I call myself the Potty Lady; I do that so that people remember." Women have come up to her and said, "I've seen your videos; you're the Potty Lady. ... We're proud of you doing this in a man's world."

"At the end of the day, they all remember (the name)."

Kahle has not registered as a woman-owned business yet, but that is on her to-do list. "We've been overwhelmed with the growth; it is important and it can help win different contracts; it has a lot of advantages."

(continued)

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Heather Bayliss, left, and Carolyn Kahle load a PolyJohn restroom for delivery. (Photos by Mark Greenberg)

3 BUILDING A GREEN REPUTATION

Onsite Pro Can uses only biodegradable, nonformaldehyde chemicals from J&J Chemical, and Kahle adds, "We literally recycle everything. We recycle all of our boxes; everything that comes in a case — toilet paper, shipment boxes — those are all broken down and recycled. All of the plastic bottles for cleaning solutions are recycled. The only thing that goes in the trash is plastic wrappers, and the trash bin only gets emptied every two or three weeks." Even toilet paper rolls are put to good use. Empty rolls are bagged and sent to a local primate rescue facility, which uses them as play items for the animals. Partial rolls are donated to homeless shelters and/or hurricane relief. Their focus on sustainability "has gotten us a lot of attention," Kahle says. "For me personally, I have kind of an obsession with recycling. ... It's important just in general for the environment."



Technician Heather Bayliss prepares to clean construction restrooms, and Carolyn Kahle works in the background.

2 MEETING THE NEED FOR CONSTANT EXPANSION

In May 2018, only a few months into her business, Kahle had grown by 40 to 50 percent and she now operates out of two locations. "It's been extremely hectic," she admits. "From the very beginning, I did projections. ... I more than doubled these goals; it's been difficult to keep up with the growth pace."

Recently, Kahle acquired another company, adding about 90 units and two service trucks to her fleet. "There have been many challenges in the acquisition," she says, such as trying to switch out old inventory with new restrooms, wanting to maintain her recognizable color scheme. "We did make a very large investment," she says, "But as the business has grown, so have our margins, and our cash flow has been able to support more and more." If growth continues, Kahle says, she would consider opening another location or possibly, down the road, adding roll-off containers.

4 ADAPTING TO SOCIAL MEDIA MARKETING

In high school, Kahle helped her father with office work at his business, but later worked in Spain doing tourism rentals and business development. That eventually led into roles in marketing and consulting. And these days, while she's not aggressively marketing in any of the traditional ways, she is very active on social media. "We have a Google listing," she says. "I think that's your very first step, especially if you're starting a new business; everybody's on the internet looking for services."

With younger users on Instagram, Kahle finds that an important outlet as well. She uses the hashtags #pottylady, #toiletTuesday, #weeweeWednesday and #procan-Friday. "I have gotten a few sales off Facebook and Instagram," she says. "At first, that was very shocking to me, but that one customer could mean 5, 10 or 15 customers down the road. I think it's more of a building block; it's a way for us to direct people to photos," says Kahle, who linked the Instagram account to her business Facebook page so posts will appear on both.

Joining organizations such as the Portable Sanitation Association International and attending their events, as well as the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show, have been important. "The people involved in this industry are the salt of the earth; they are so kind; they have all kinds of experience they are willing to share. It's kind of a brotherhood and family where everyone wants everyone to succeed."



The Onsite Pro Can team includes (from left) Kilee Steele, Carolyn Kahle, Doyle Brown and Heather Bayliss. In the background are a truck from FlowMark Vacuum Trucks with a Masport pump and PolyJohn restrooms.



Carolyn Kahle cleans a PolyJohn restroom unit near a construction site.

5 WORKING TO MAINTAIN HIGH CLEANING STANDARDS

From the start, Kahle was focused on keeping the units clean. "People do notice and appreciate it ... especially women and kids. It makes me feel good, and it makes the community happy," she says. Her website actually "guarantees" her clients and end users will be happy. "I do guarantee if you call me, I will personally go out and clean it ... top to bottom, inside the tank. I've never had any complaints." She realizes customers sometimes like to cut costs and may not have units serviced as often as they should. But Kahle says part of her job is working with event promoters to ensure proper usage. "If they want to order fewer restrooms, I will require that they are cleaned more often," she says. "I'll walk through the scenario with them." ■

"I do guarantee if you call me, I will personally go out and clean it ... top to bottom, inside the tank. I've never had any complaints."

CAROLYN KAHLE

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You may be familiar with the statistic that 70 percent of family businesses — such as many septic service companies — don't make it to the second generation. The big question is how can you beat these odds?

Family members who work for your pumping enterprise need to learn some basic cultural attitudes. They need to know that they're part of something bigger than themselves. They need to know they can't always be right. They need to learn that being a member of a family business sometimes requires sacrifice.

The biggest reason that business families fall apart is that the family hasn't developed the kind of culture that supports preservation of the businesses they love. Families that leave this to chance rarely make it to the next generation.

So, how do you create this kind of culture?

1. Know your family stories. We are the stories we tell ourselves, and high-functioning families have heard their family stories over and over again. How much does your extended family know about where the family business came from and what made it what it is today? How much do they understand the sacrifices, efforts and tenacity that went into making the family business? Do they know stories about family members putting the good of the family ahead of their own interests? Be intentional about telling these stories. The more stories and legends that are told, the stronger your family's culture and the more likely your family business is to endure.

2. Take family vacations. Your family vacation could include five people or 100, but whether it's a large group or a small one, having aunts and uncles and cousins spending time together greatly increases the chances of building a family business that lasts. A vacation means time set aside to share experiences and to get to know and appreciate each other and to embed the family's values. It's a time for all branches and all generations to build the shared stories and memories that lead to trust and caring. This is especially important if family members are geographically dispersed because it allows extended members to get to know each other.

3. Subsidize a family vacation after you're gone. All too often when the patriarch or matriarch passes on, family members stop seeing each other. Maybe for the first few years they're together at major holidays, such as Thanksgiving. And later on, maybe they get together for weddings. But gradually, there's nothing left and family members have superficial relationships — or no relationship at all. A highly effective antidote to this is leaving money in your will to pay for an annual get-together. Some families subsidize a dinner, while others pay for a nice vacation. Either way, having an endowed yearly meal or vacation can keep families together. Ideally, there's even money budgeted for babysitters and child-friendly activities.

How much does your extended family know about where the family business came from and what made it what it is today? How much do they understand the sacrifices, efforts and tenacity that went into making the family business?

4. Write a family newsletter. In a geographically dispersed family, a newsletter can play a huge role in helping the family maintain a strong and vibrant culture. Include in it interviews with the older family members or employees about the early days and some of the company's struggles. The newsletter can help people catch up on family news — maybe someone became an Eagle Scout, got into the college of his or her choice or got a work promotion. It's also excellent for recording weddings, births or, in the case of an engaged couple, telling the story of how they met. Other topics may include what's going on in the company, including company milestones. Make it short, ideally no longer than one or two pages. You want people to read it, and unfortunately, there's an inverse connection between how long it is and how many people will read it.

5. Get help if you need it. Fortunately, there's a whole new ecosystem of family advisors who can help. There's no such thing as a family business that doesn't have conflict, and when there's a serious family conflict, the pain from it can permeate every hour of every day. Not to mention that it can blow up the whole family, and with it the family business. So just as you'd get medical help if you had alarming chest pains, don't put off getting professional help if a conflict in the family is getting out of hand. If you Google "family business advisors" you'll get more than 45,000 hits in half of a second. Or if you have a financial advisor, he or she is likely to be able to refer you to a professional trained in family business relationships.

GET TO WORK

Family harmony is so important that anything you can do to nurture it is a wise investment. Many families — and therefore family businesses like yours — don't stay together over the generations. This is likely to happen when a family leaves its culture to chance. The good news is you can take steps to ensure a close-knit family, and even better, the implementation can be enjoyable and fulfilling? ■

Mitzi Perdue is a speaker, family-business owner and author of How to Make Your Family Business Last. For more information visit www.mitzi-perdue.com.

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



Restroom Innovations Are on the Horizon

PROS WHO EMBRACE CLEANER, MORE SOPHISTICATED SOLUTIONS WILL HELP FILL A GROWING USER DEMAND

By Karleen Kos

Did you know there are at least 101 names for the thing commonly known as a toilet? One of my favorite terms is calling it “the necessary.” That pretty well sums up everything you need to know about restrooms, lavatories, loos, potties or whichever of the other 96 words you prefer to use. They are necessary, and we are in the business of bringing a necessary to places that don’t have them.

I’ve now been serving the members of the Portable Sanitation Association International for more than five years, and there are some things I’ve learned about people and portable sanitation over that time:

- When there are no nearby sewered toilets, people are extremely grateful that portable restrooms are provided.

- All other things being equal, people will always choose a sewered toilet over a portable restroom.
- People avoid portable restrooms mostly because of the open tank. They don’t want to see or smell waste, they fear germs and tipping, and they worry about cleanliness in general.

What is particularly interesting is that all three of these points are true even for people who own, rent and service portable restroom units themselves.

We all know flushing portable units have been available for a while, and we know their limitations. We also know people love portable restroom trailers. That part of the business continues to grow, but it isn’t feasible to bring a trailer to many sites, even if the customer is willing to pay for it. This means there is space in the market for restroom solutions that blend:

- Closed tanks
- Off-grid performance
- Truly portable structures
- A sustainable business model.

Several units in development globally are expected to both address the open tank and support a sustainable business model. Engineers are also working on compact, affordable off-grid waste processing systems that could be a real boon to portable sanitation contractors struggling for affordable disposal options. PSAI members who attended the November 2018 Nuts and Bolts Educational Conference saw one of them at Daniel Yeh’s Environmental Engineering site at the University of South Florida.

I believe whoever invents, manufactures and ultimately rents these next-generation units — and those who do the same with waste treatment units that would affordably free portable restroom operators from their tether to a waste treatment plant — will create a wave of change in the industry. It might be ushered in by one or more of our current industry suppliers. It might be an upstart or a university that creates the concept and then partners with someone else on production.

The demand is out there, and the products are already being developed. They will impact our industry tremendously in the next decade or so. Each person currently engaged in the portable sanitation industry will need to stay abreast of these new technologies and the changes they will bring to our industry. The PSAI aims to provide that information through its weekly newsletters and its annual conferences such as the 2019 Convention and Trade Show in Mobile, Alabama, March 27-29. I hope you join us. ■

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Where's the Restroom?

February 2019

Always Something Going On



In a city known for sports and an ever-changing urban landscape, these restrooms could be heavily used any day of the week

By Jim Kneiszel

Portable sanitation is very important to continuous construction projects that constantly reshape the landscape of this urban center and events that attract visitors from around the globe. Within a few blocks of this location you can see both an NFL football game and an NBA basketball game. Traffic in and out of this city is notably terrible, adding time, distance, and equipment wear and tear to PROs who work here. It's very warm here most of the year, prompting PROs to start their service routes before daybreak most of the year. These restrooms were probably set up for construction workers; however, they may also be well-used by patrons of nearby sporting events.

Take a look at these clues and see if you can identify the exact location of this photo.

1. Nearly 23 years ago, a major worldwide event took place in the neighborhood that was both triumphant and tragic.
2. A song comes as sweet and clear as moonlight through the pines.
3. Around and around, up and down, four revolutions, 200 feet off the ground, up to 10,000 riders a day. From the top you could spit on a music venue whose past performers include James Brown, Johnny Cash and the Blues Brothers.
4. An advertisement for an important homegrown product that will help identify the location is seen somewhere in the photo.
5. The portable restrooms are a block away from all the excitement.
6. The cross streets are named for a media mogul and a Caribbean city.

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

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

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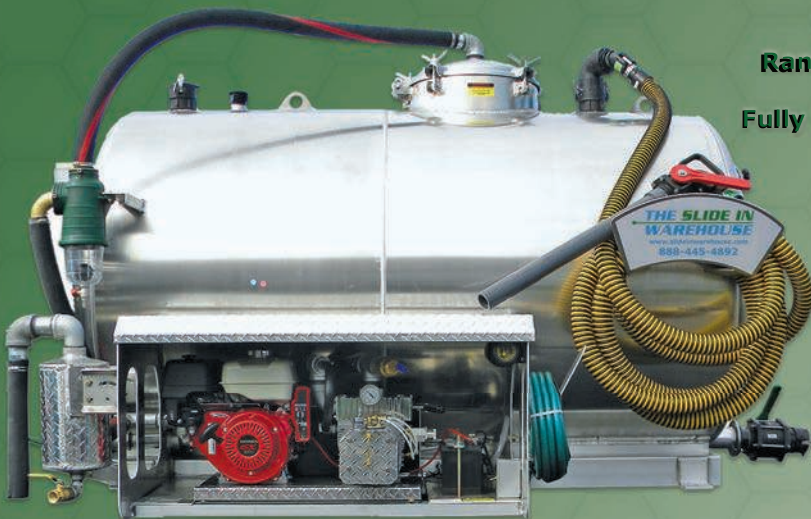


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HEATED WORKWEAR CATEGORY GROWING IN TRADE INDUSTRIES AS A WAY TO KEEP WORKERS SAFE AND INCREASE PRODUCTIVITY

By Jared Raney

For many contractors, including portable restroom service technicians, working in the cold is a way of life. It's not fun, but it's something that needs to be done.

"For a better part of the year, we contend with the cold weather," says Eric Aune, co-owner of Mechanical Hub and owner of Aune Plumbing in central Minnesota. "It's about seven months of the year."

Aune has made the situation a little more bearable for his workers by offering cold-weather gear. Not just regular jackets and gloves, but heated workwear from Milwaukee Tool, a Wisconsin manufacturer.

A START IN COLD WEATHER

Milwaukee Tool offers a series of jackets, hoodies and vests. Other manufacturers like DeWALT Tool and Ergodyne also offer heated jackets and hoodies.

"We started back in 2010 with a singular red, heated jacket, really not knowing what we were stumbling into," says Kaue Cavalcante, product category manager for lifestyle products with Milwaukee Tool. "Since then, we've gone through many different generations of heating technology."

The expansion of construction-grade heated clothing is an extrapolation from the broader market of civilian heated clothing, but durability sets these products apart.

"If you look at heated gear in North America today, there are many, many competitors in this space," Cavalcante says. "I think the appreciation for how durable and well-built these garments are — that's really what appeals to our audience doing work on job sites."

Milwaukee Tool's clothing is powered by M12 REDLITHIUM battery technology, using carbon fiber heating elements to create and distribute heat to the chest, back and front pockets. This year, the manufacturer also added a new Quick-Heat function that helps deliver heat faster than before, fully heating the jacket in 2.5 minutes.

Cavalcante notes that company officials are constantly going on research trips across the country in order to understand what customers need and what users are currently frustrated with.

DURABLE GEAR

Aune's favorite piece of heated clothing is the hoodie, for its flexibility. The hoodie has a waffle-weave thermal lining to help keep the heat in.

"The sweatshirts take probably the biggest beating because they'll be worn in the fall and the spring, and then also through the winter," Aune says. "I wear my sweatshirt as a coat probably three-quarters of the time, so I'd say that they take a lot more abuse than I would have imagined. You've got these heating elements inside, and you just think that it's not something that's going to be able to take abuse but I would say that's not true at all."

The heated gear can be washed like normal clothes after removing the battery, which has its own pocket and simple hookup. After about three years, the equipment Aune bought for his team is still holding up, despite consistent day-to-day use, though he's considering purchasing a new set for his guys.

"They've got a three-in-one style," Aune says. "It's about double the cost, but it'll be worth it because you've got a sweatshirt, vest and outer parka-style coat, which is probably more suitable for a wider range of temperatures."

The jackets and vests are equipped with reinforced high-wear zones to protect from abrasion and tears, feature polyester insulation that keeps heat in but doesn't add bulk, and are wind- and water-resistant.

"A lot of what we do can be done in those cold temperatures; the materials we're using will allow for it, but the limitations are comfort. If we can be more comfortable, then we can produce more through the day."

Eric Aune

SAFETY AND PRODUCTIVITY

Heated gear isn't cheap, with a price tag often at least double that of similar nonheated garments. For example, the heated hoodie is around \$100 and the jacket is about \$150 from most dealers. They say you can't put a price on comfort, and Aune says for contractors who deal with cold, that saying holds true.

"It brings higher productivity," Aune says. "We will find ourselves on job sites where there's no heat — there's no break from the elements — and one of the hardest things to get over is just your body feeling cold. A lot of what we do can be done in those cold temperatures; the materials we're using will allow for it, but the limitations are comfort. If we

can be more comfortable, then we can produce more through the day."

Aune adds that it's about safety as well, feeling more confident with some of his workers who may not want to take a break to warm up.

"If I can keep them warmer, then I feel like they're going to be more safe," Aune says. "They're not going to make mistakes that might cause personal harm."

This year, Milwaukee Tool made its first foray into heated accessories with a heated work glove complement to its line of gear, and officials say there's more ahead for this segment of the industry.

"We're not going to slow down in this category at all," Cavalcante says. "If anything, you're going to see a ton more solutions and innovation in the years to come." ■

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INDUSTRY NEWS

PolyJohn's international director retires

Vernon Hills, managing director of PolyJohn International, in Wetherby, England, retired at the end of 2018. Michael Cooper, president of PolyJohn Enterprises, in Whiting, Indiana, made the announcement saying, "After successfully heading up our international division for more than 25 years, Vernon is taking a well-deserved retirement to spend more time with his family." He adds, "If not for Vernon, PolyJohn would not have an international sales division. The entire PolyJohn family owes him a huge debt of gratitude, and we wish him well in his retirement."

Hills founded PolyJohn International in partnership with Cooper's father, Ed Cooper, in 1992 with the mission of representing and selling PolyJohn products around the world. Today the company serves customers in 45 countries.

PolyJohn International will continue to serve current customers and introduce PolyJohn products to new markets around the globe. Cooper says, "We are extremely pleased that the entire staff at the international office will carry on the great work that Vernon started."

Cooper also announced that Harold Clemens will assume the role of managing director at PolyJohn International. Clemens was previously PolyJohn's director of international marketing.

Bo Bowditch joins Lock America as security consultant

Veteran security consultant Bo Bowditch has joined the sales team at Lock America. He has more than 30 years serving clients in the OEM market and for industries such as petroleum marketing, EMS and vending. Lock America is based in Corona, California. ■

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2004 Kenworth T300 with Cat C7 engine. 1,800/300 Keith Huber steel tank. 320,000 miles. \$18,000. Good truck that was running daily. Contact Patrick West at patrick@moorecans.com. Pictures available upon request. Truck located in Dallas, TX. (P02)

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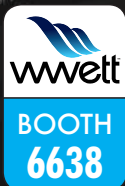
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