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PORTABLE RESTROOM OF

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READY. AIM. FIRE!

A Wisconsin PRO is delighted to donate restrooms for a high school trap-shooting competition

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A FRESH START

A new restroom venture allows one Pennsylvania family to work together happily ever after

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COVER STORY



A Fresh Start
After exiting the family plumbing business and working at a school, Jeff Tillett and his family launched a successful restroom business he could help run in retirement.
- Betty Dageforde

ON THE COVER: Tillett Toilets in Palmyra, Pennsylvania, grew out of a family plumbing business as a retirement project for Jeff Tillett Sr. and a new venture for his daughter, Jennifer Craig. Father and daughter are shown with one of their trucks built out by FlowMark Vacuum Trucks and carrying a Masport pump. (Photo by Kevin Blackburn)

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Shown: 28' | 11 Station

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Share Your Special-Event Service Story

THROUGH OUR ON LOCATION FEATURE, PROS CAN TALK UP THEIR FAVORITE HOMETOWN FESTIVAL AND SHARE VALUABLE SERVICE INSIGHTS WITH THE PORTABLE SANITATION INDUSTRY

By Jim Kneiszel

It's that time of year when you're signing on the dotted line to provide portable restrooms for some of the bigger special events in your area. These lucrative contracts with event planners can make the difference between a good, solid year and a great year, revenue-wise, for your company.

Construction units might be your bread and butter; there's no doubt you need those consistent onesie-tuosie customers to keep the vacuum trucks rolling. But the big weekend event work really adds an exclamation point to your busy season. Several weekends with dozens — and in some cases hundreds — of additional restrooms put to work make a big difference to your bottom line.

Telling your story helps raise the bar for others and improve the public perception of portable restrooms. We all know that is needed and should be a goal we all strive to reach.

The added spikes in demand and big paydays can help justify all sorts of new investments in your business. You need better and more restroom units to cover the needs, so you place an order and the quality of your inventory rises organically. A couple of customers want to upgrade to a VIP trailer for events, and pretty soon you have a new sales tool to add to your arsenal all year long. The events prompt you to hire a few extra hands for the summer — maybe putting your kids to work to earn money for college.

CONNECT WITH US

There is so much upside to event service that it pays for you to go after that business with a purpose and hang on to the annual jobs like a dog with a bone. Hopefully you are always looking for ways to nurture your valued relationships with the event planners who keep extending contracts for your service.

And along those lines, have I got an offer for you. It's called On Location, one of our regular features right here in *PRO*. I invite you to tell me about one of your favorite events for the upcoming year and we'll write about the pivotal role you played by providing necessary portable sanitation services. Why should you participate in an On Location feature?

Let me count the reasons:

Your customers will love you for bringing publicity to their event.

Something interesting happens when we feature a special event on the cover of *PRO*. After the story is published, restroom contractors will let me know that the event organizers appreciated the national exposure. Yes, we are a trade publication and our audience is geographically broad, but a sharply focused industry group, so maybe only a handful of readers will actually travel to the featured event. But we work hard to give each event the VIP treatment through photography and by spotlighting an important concern for all events: safe and clean portable sanitation. Being featured in our magazine shows that these event planners understand the importance of portable sanitation and are leaders in providing a quality experience for visitors. And after the event is over, you can provide your customer with a copy of the magazine they were featured in or a framed version of the sto-



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ry and photos. I'll bet you'll see it displayed on their office walls the next time you call on them. By participating in an On Location story, you are sending the message that the event is important to your community.

You throw a national spotlight on your community.

I know you are proud of the great things found in your hometown. I hear this every time I talk to a PRO who has deep roots in a city or town across the country. Many of you are multigenerational small-business owners who take pride in supporting your community. You sponsor Little League baseball teams. You're actively involved in the schools. You donate restrooms for local charity events and church functions. Raising awareness about a much-loved community event is another way to make a valuable contribution. We truly enjoy showcasing the special events our readers find so meaningful. Whether it's a Cajun festival in Louisiana, a fishing tournament in Minnesota or a rodeo in Colorado, these are important community touchstones for the companies we serve. And we want to help you celebrate what's unique about the place you call home.

It builds a resume to show other event planners.

What's the best way to convince event decision-makers that your company is the right one to trust with their portable sanitation needs? Proof of experience and expertise in handling an event like theirs. And that's what you'll get when one of our business writers talks to you in depth about your event service. And that's what they'll see when we send one of our professional photographers on location to shoot your crew setting up and servicing your equipment. We follow your work with event customers from the initial meeting to setup, service and tear-down to follow-up in planning for next year. Our reporting tells the whole story of your work with an event. And when the story publishes, you will have a documented track record to show the next event planner you meet.

You share valued insights with other PROs.

Being a professional in this industry comes with a responsibility to share what you have learned for the benefit of all. How is the industry going to mature and grow without contractors willing to talk about how they met a new challenge or made things better for a customer — for example figuring out ways to keep units fresher and cleaner in the face of big crowds? Telling your story helps raise the bar for others and improve the public perception of portable restrooms. We all know that is needed and should be a goal we all strive to reach. Many PROs tell me

they've benefitted from the advice shared in our feature stories. If you are one of them, maybe it's time to step up and return the favor.

SHARE AND SHARE ALIKE

Occasionally a contractor will tell me he or she doesn't want to bring attention to their work with a popular festival for fear of a competitor swooping in and taking away the business. My answer to them comes in the form of another question: What do you really have to be afraid of? If your customer is happy with the service you provide and treats you like a valued partner

in the success of an event, there is little to fear from the competition. If you are always looking over your shoulder for the competition, maybe that indicates you're not keeping your eye on the prize in front of you: meeting every expectation of your existing event customers and always looking for more opportunities.

So if you are ready to add your favorite summer event to the list of hundreds that have appeared in these pages over the years, let me know a little about it. Send me a note at editor@promonthly.com and we can discuss heading out your way. ■



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A TOUGH GIG

PRO Finds Success in Rural Areas

Canada's Go Services found its niche servicing portable restrooms on remote oil field routes. Find out how they balance profit margins while striving to provide top-notch service in remote areas.

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NEW MARKETS

Luxury Restroom is a Hit with Customers



The owners of Randy-Kan Portable Restrooms found they opened up a new market in Poulsbo, Washington, with the purchase of a luxury restroom trailer. Read on to see how the investment

has paid off and paid out.

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We Turn on the Pump and Event Attendees Start to Complain

FOLLOW THESE THREE TIPS TO ELIMINATE ODORS WHEN YOU SERVICE RESTROOMS IN A CROWD

By Jeff and Terri Wigley

Question: Occasionally we are called upon to service units during a special event. We sometimes have complaints about the odor coming from trucks while performing this service. What can we do to minimize these complaints?

Answer: The odor generated while servicing a portable restroom is caused by the air in the waste tank being expelled from the tank via the vacuum pump. In recent years, this problem has been addressed in various ways. Our research shows three possible solutions to this dilemma. We would like to thank John Marcucci of Walex Products, also a Portable Sanitation Association International member, for sharing his expertise with us.

1. Scented oils – Pump oil deodorant additives have been developed to mix with the air exhaust coming from the vacuum pump and waste tank. The premise here is that as the smelly air exhausted from the tank mixes with the scented pump oil, the odors will be mitigated. These oils do not change the viscosity of the pump oil and typically are added at a ratio of 2 to 4 ounces of fragrance oil (depending on the manufacturer) to a gallon of pump oil.

Caution: Please check with your vacuum pump manufacturer to ensure these additives do not void your vacuum pump warranty! We would suggest the “better safe than sorry” approach to be completely clear on the warranty provisions.

2. Exhaust box – This is a filtration box installed in the exhaust line just past the vacuum pump. This box usually contains baffles and plastic balls to which a scented deodorizing liquid is added. As the foul odor of the exhaust air comes into contact with the deodorizing liquid — either through the sloshing action between the baffles or when passing through the small balls — the exhaust air then leaves the box nearly odor-free.

Note: Since this treatment of the exhaust air occurs beyond the vacuum pump, there are no warranty issues with the vacuum pump.

3. Clean the waste tank on a periodic basis – The waste tank can contain more than liquid waste over time, as debris can adhere to the walls and to the bottom areas of the tank. This is evident when you discharge the waste at the treatment facility. In addition to the liquid waste, other solids and materials are expelled. Unfortunately, some of this residue is left behind and can accumulate over time. Some of this debris can absorb the waste, thereby creating odor even when the tank is empty. By opening the manhole cover and using a pressure washer inside the waste tank, this odor-causing debris can be washed out of the tank.

• • •

Question: We get complaints on occasion from the public at special events about our units and our service. Most of the time, they do not understand what service we are providing or how portable restrooms work. How do we handle these complaints and also avoid this “misinformation” from

The waste tank can contain more than liquid waste over time, as debris can adhere to the walls and to the bottom areas of the tank. ... By opening the manhole cover and using a pressure washer inside the waste tank, this odor-causing debris can be washed out of the tank.

then showing up on social media?

Answer: There are many tips for handling user complaints:

Work with the event organizers to educate them about portable sanitation. Make sure they are comfortable with the number of units at the event (usually based on the University of Missouri–St. Louis Study from 1986). These calculations on numbers of units have worked quite well over time. By the way, the PSAI is currently working on an update for these calculations. Ensure units will not be placed near food or other areas that could create problems.

Be able to respond to calls before, during or after an event. Make sure your company name and phone number are displayed on each unit and that you have an employee prepared to respond to any calls. When a customer has a complaint, they want someone to listen. For large events, consider an on-site attendant to promptly handle any situations that may arise. You should include the cost of an attendant or attendants and insist on them for very large events.

Be courteous and control your emotions. Many times the complaint is merely someone’s misunderstanding of portable restrooms. (“No, Mr. Customer, we do not pump the units every hour at that event.”) If the complaint is valid, have an on-call service technician assist or take charge of the situation. Do not be condescending, and listen attentively. Try to end the conversation where the caller and you feel that the situation has been handled appropriately.

If you receive a negative complaint on social media, respond professionally and in a timely manner. You could also notify the event organizer if you see a number of complaints about any other particular issue.

Conclusion: The public is the end user. They are your customer’s customer and ultimately your customer as well. While you cannot educate everyone about portable sanitation, your event organizer and the other volunteers associated with the event can be useful advocates. Organize your team to be able to respond to complaints and act upon them when necessary. Being prepared for complaints will make the special event season even more successful. ■

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A FRESH START

After exiting the family plumbing business and working at a school, Jeff Tillett and his family launched a successful restroom business he could help run in retirement

BY BETTY DAGEFORDE

Below: Jennifer Craig washes down an Armal restroom placed at a commercial construction site. Her truck was built out by FlowMark Vacuum Trucks and runs a Masport pump. (Photos by Kevin Blackburn)

A growing customer base and increased profits are usually reliable indicators of business success. But for some people that's not enough. They want to be doing something they love with people they enjoy working alongside. That was the case for Betty and Jeff Tillett, founders of Tillett Inc., a plumbing, heating and drain cleaning business in Palmyra, Pennsylvania.

Jeff Tillett had grown up in the plumbing industry working for his parents and was thrilled in 1990 to follow his dream of owning his own business. But the company grew so quickly that after six years, the couple were burned out. When they had the opportunity to sell to a large energy company, they were ready to jump on it. That's when they learned Jeff Tillett Jr., their high school-aged son, had different plans and wanted to get involved. Jeff Tillett Sr. needed convincing.

"I told him if that's what you want, you need to prove it to me," Tillett says. "He got involved in the SkillsUSA program and won fifth place in the nation in the plumbing section. That proved to me it was what he wanted to do."

(continued)



Tillett Toilets Palmyra, Pennsylvania

Owners: Betty Tillett and her son Jeff Tillett Jr.

Founded: 2016

Employees: 3

Services: Portable sanitation

Service area: 60-mile radius

Website: www.tillettinc.com





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Lined up and ready for work are the company's three Isuzu vacuum trucks from FlowMark Vacuum Trucks, along with a fourth Isuzu used as a plumbing service truck by another family business.

Right: Jennifer Craig brings out a Pluto Urinal - ATLAS Sanitation Products B.V. four-station event urinal to put into service.



So the Tilletts canceled the sale and reconfigured their plans. Betty Tillett stayed on as majority owner. Jeff Tillett Sr. stepped aside to let his son take a shot at the business and went to work for a school. In 2016 when he started preparing for his 2018 retirement at the school, he wanted to find a way to rejoin the company without stepping on toes and maybe even include daughter Jennifer Craig. After doing a little investigating at the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show, a plan emerged — adding portable restrooms. When he asked Craig if she'd run it, she enthusiastically said yes, and they were ready to roll.

"At the time, Armal partnered with FlowMark," Tillett says. "You could buy 100 units and a truck and they gave you a year's supply of chemicals." They placed an order and Tillett Toilets was born as a division of Tillett Inc. Tillett's idea was a success, and by 2018 they were able to bring on their first employee, Kim Nicely.

The company operates out of a 6,000-square-foot facility shared with Tillett Inc., with additional acreage for equipment storage. They work within a 60-mile radius. While Craig manages day-to-day operations, Tillett handles sales including the challenge of breaking into the construction market. His tools include superior service, certified employees, a new streamlined website and his enthusiasm for personally meeting face-to-face with contractors.

Tillett says the best thing about the expanded company is working with his family — and employees are considered family — and being able to include children, grandchildren and even a grandmother in their activities.



Above: Jennifer Craig, left, and Kim Nicely, technician, secure an Armal restroom to one of the company's three Isuzu service trucks built by FlowMark Vacuum Trucks.

"We were big at one time; we were a corporate company. That's why I got out of it. I didn't enjoy it. I've matured more and I've learned how to manage companies and I want to manage this as a family business."

JEFF TILLETT Sr.

BUILDING THE BUSINESS

Craig worked as a massage therapist before joining the company in 2013 but quickly got up to speed in all aspects of the business.

"I went out in the field for about a month with my brother so I could get a grasp of what they do," she says. "Then I did the office work until we started up the toilets. Then I pretty much did all that on my own. I managed it, took the orders, made the deliveries, did the cleanings."

Jeff Tillett Sr., Craig and Nicely all run routes. They use iPhones and The Service Program (Westrom Software) for scheduling and routing.

Vacuum trucks are gasoline-powered at the recommendation of Mel Paul from FlowMark Vacuum Trucks, which built out their trucks.

"There would have been a significant front-end cost to go to diesel, around \$11,000," Tillett says. "And the gasoline engines have as good, if not better, performance and power. The maintenance costs are also less than

(continued)



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Clockwise from left: Jennifer Craig runs her daily restroom route behind the wheel of an Isuzu service truck; Jeff Tillett Sr. sets up a brine tank he built to mix water used in restroom holding tanks to prevent freezing on colder winter days in Pennsylvania; Jennifer Craig services an Armal restroom at a construction site.

the new diesels and I don't have to take them to a diesel shop. I can take them to any mechanic. The miles per gallon are less than diesel, but the cost of fuel is less. It was definitely the right decision for us."

The company has three Isuzu vacuum trucks (2016-18) from FlowMark with aluminum tanks and Masport pumps, two with 900-gallon waste and 300-gallon freshwater tanks. The third — with a 500-gallon waste and 300-gallon freshwater tank — has a stake body and can transport eight restrooms. They also use a 12-place trailer from K&K Mfg. A recently purchased 2009 Ford F-750 from Progress Tank with a 1,600-gallon waste and 600-gallon freshwater aluminum tank and Masport pump is being readied for service. Truck appearance is very important to the Tilletts, and all are red with stainless steel wheel simulators and washed daily.



Their inventory is up to 250 red Armal Wave and Wave HN units, all with hand sanitizers. They also have 50 wheelchair-accessible units, 30 hand-wash stations, and 20 250-gallon and 300-gallon holding tanks, all from PolyJohn. They also have a handful of four-person urinal units from Armal. Construction trailer water tanks are built in-house using Pentair Hypro SHURflo pumps and 125-gallon horizontal tanks from PolyJohn and Norwesco.

BREAKING INTO THE MARKET

Construction accounts for about 40 percent of their work, but Jeff Tillett Sr. hopes to bump that up. Although he's never been a salesman before, he's excited about the challenge and not daunted by a large competitor.

"They basically have 90 percent of the construction work," he says. "My goal is to be an outdoor salesperson knocking on doors and talking to the different contractors. We haven't yet had that face-to-face that I think is really needed."

From April through October they're busy with events, everything from small weddings and birthday parties to soccer tournaments sponsored by the local soccer club, festivals put on by several Lancaster County German clubs and training events at Fort Indiantown Gap Army Post. An event near and dear to their hearts is a concert to benefit wounded warriors.

"That's our charity of choice," Tillett says. "There's a lot of personal rea-



sons for that, but we want to support our military in every way we can." In August 2018 they landed the contract for the Elizabethtown county fair, their largest event to date, requiring 50 units as well as hand-wash stations, wastewater tanks and daily servicing.

THE EXTRA MILE

All units — including construction — are towel wiped as the final step in the company's service protocol that starts with pumping the tank and pressure-washing the inside using Cat Pumps equipment.

"We scrub everything, refill everything, squeegee and then hand-towel dry everything," Craig explains. "In the winter when we can't use high-pressure hoses, we use Lysol and disinfect everything." Waste is taken to a local municipal treatment plant.

(continued)

Gender-specific restrooms

When the Tillett family from Tillett Toilets attended the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show in 2018, they saw something that looked like it had a lot of potential — rose-colored urinal-free units from Armal.

"We got those for special events for women only," Jeff Tillett Sr. says. "They have rose fragrance impregnated into the plastic, and they're very clean looking. We thought there could be a market for them." He says they're still in the process of figuring out how to best market the units, but feedback so far has been very positive.

For the men, they purchased two four-place Armal urinals, also well-received. The units are placed either inside privacy fencing or in a white 10-by-10-foot canopy tent. The company bought one when they started the business but didn't rent it out until 2018. Then it was such a hit the customer asked if they'd purchase a second one. They've especially been popular at beer-focused events such as Oktoberfest and beer garden parties. It benefits both men and women since long lines are reduced, and the customer is happy because fewer units are needed.



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Santa Claus is shown with a Tillet Toilets promotional parade unit: an Armal Wave HN unit placed over a Polaris all-terrain vehicle. Another view shows how the door was cut away so the driver can see. And Jeff Tillet Sr. is shown with grandson Wesley Craig, getting ready to ride on a parade route. (Photos courtesy of Tillet Toilets)



Tillet adds that their process may take a little longer, but it's what they want to be known for — having clean restrooms. "Our standards are extremely high," he says. "That's a business decision we made. That's how we're going to get our name out there." Customers have noticed, and testimonials are posted on the company's website.

"It was push-and-shove a little bit because I'm old school. I'm learning you have to cater to the millennials because that's the new market out there. They have to know who you are and what you're offering literally in 15 seconds."

JEFF TILLET Sr.

Portable Sanitation Association International has also been beneficial. All employees are certified technicians, a process that requires four hours of classroom training followed by a written exam.

"They teach you all the regulations and proven means and methods of handling, transporting, cleaning and disposal of waste," Tillet says. "It's ev-

They use J&J Chemical deodorant products and recently switched to the liquid form and a new scent. "We were getting a little bit stagnant in our scent," Tillet explains. "We weren't really smelling it. In talking with J&J, they said that's typical so we switched to mulberry."

OUTSIDE HELP

The WWETT Show has been a tremendous support for the Tillets.

"It has been amazing in helping us grow because you can talk to people in the industry and learn things and it's not your direct competitors," Jeff Tillet Sr. says. "You can be very upfront and ask really good questions on what they experience and how they handle things. I've made some very good acquaintances who have helped and mentored me instead of us learning the hard way."

everything from how to check your truck, what you're supposed to report, how to respond to leaks, how to clean the units in summer and winter, how to transport the units, how to put them on your truck safely and securely, how to take them off where you don't hurt yourself, how to place them so they're safe and how to manage waste disposal. It was very good with us never being in the industry."

SOCIAL MEDIA

In 2017 the company hired Jeff Beck from Invictus, a local graphic and web designer to update their website. First he suggested getting rid of their stand-alone portable restroom site and including the information on the Tillet Inc. site. Then he took a short-and-sweet approach to content, focusing heavily on visual aspects.

"He brought us into the 21st century," Tillet admits. "It was push-and-shove a little bit because I'm old school. I'm learning you have to cater to the millennials because that's the new market out there. They have to know who you are and what you're offering literally in 15 seconds. But he was absolutely right on."

Tackling Facebook is next on their agenda. "We have a Facebook page but one of our goals is to utilize it better and keep it more current," Tillet says. "It's been very good for us, but I don't like that we don't have at least weekly updates. I have to learn a little bit more about it. It wasn't as easy or simple as I thought."

ALL ABOUT FAMILY

Tillet says business was up about 200 percent in 2018 over 2017 and gives credit to the team. The Tillets are encouraged by the success and hope to keep growing. But they don't want to lose the family atmosphere and the joy of working together.

Craig explains: "I get to see my mom every day in the office. And just being out with my dad and the freedom of my sons and my grandmother riding along in the truck is really the highlight of the business."

Tillet agrees. "We're 100 percent family here. I'm very proud of that and don't ever want to lose that. We were big at one time; we were a corporate company. That's why I got out of it. I didn't enjoy it. I've matured more and I've learned how to manage companies and I want to manage this as a family business." ■

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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.



Time to Sell?

WEIGH THESE FACTORS WHEN A BUYER COMES CALLING.

By Karleen Kos

A longtime, loyal and engaged member of the Portable Sanitation Association International is late with their dues. Calls to the owner go unreturned. I can usually guess what is going on ... and it isn't that they've been snatched by aliens. Typically they are negotiating the sale of their business, something that is verified a few weeks later when the PSAI is officially notified.

Right now there is consolidation going on in the portable sanitation industry. A handful of large players are on the hunt to buy companies — usually they seek firms with strong balance sheets that are the dominant players in their markets. If you own one of these companies, you've probably already been approached a time or two. The question is: How will you know when the offer is right?

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Before you are blinded by dollar signs and dreams of sipping beverages on the beach, take some time to decide what you want to accomplish with the sale of your company. There are the financial considerations, but there are many others as well.

• **How much money do you need from the sale — and how much do you want?** Be sure you know these answers and what the difference in your future lifestyle will be if you get the lower amount. It's also important to be sure everyone in your family who will be affected by the future lifestyle implications is on board with the game plan.

• **When do you want to sell?** Good financial and succession planning is essential. Assuming you have done both and determined that selling the firm is the right move, timing is everything. If your firm is in good shape, right now it is a seller's market. If you are carrying a lot of debt — or you have some legal issues hanging over your head — create a plan for resolving those things before you test the sales waters. This will make your company a more attractive prospect, improve your bargaining position, and likely result in more cash for you.

• **Know what terms make sense for you.** Everyone wants to maximize their after-tax outcome from a sale. Before you start talking to potential buyers, do your homework and know what sort of financial and legal structures are best for you. This is especially true if you plan to use the proceeds from the sale to invest in another business or to fund your retirement. Both of these uses bring a host of possible tax and investment considerations; acting strategically can significantly affect the funds you ultimately keep.

• **Think about retention agreements for your employees.** The portable sanitation business is built on relationships. Odds are good you have workers whose quality of life matters to you. Think about whether you want their future employment to be one of the things you negotiate and what success looks like on this point.

Above all these things, you must decide what you need from the sale in order to live with yourself. In the end, you are not just selling your company. You are selling your life's work. Perhaps you will be offered enough money to paper over any qualms you have about how the buyer runs the business, treats your employees or serves your customers. If so, you are lucky. More often, the sort of people who are successful in the portable sanitation business care deeply about all of these things. Do some soul-searching to be sure you know what sort of buyer makes sense for your company and your conscience. Then, when you are hanging out on the beach after the sale, you can feel good about what you've accomplished and you'll still have some friends to hang there with. ■

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A northern Wisconsin PRO is delighted to donate restroom service for a high school invitational trap-shooting competition

BY BETTY DAGEFORDE

THE TEAM

Tom and Candy Arts are the owners of A-1 Septic Service and Installation in Rhinelander, Wisconsin, population 8,000. The company specializes in septic work but operates a small portable sanitation operation as well.

Their team of 11 includes three office personnel, vacuum truck operators, an installation crew, someone who handles soil testing and permitting, and one portable restroom technician. They operate out of one location but have local phone numbers in three surrounding towns. Greg Golden, plumber and vacuum truck operator, spearheaded the Northwoods Invitational Trap and Sporting Clay Shoot event, coordinating with the client and helping the technician.

THE JOB: Northwoods Invitational Trap and Sporting Clay Shoot

LOCATION: Harshaw, Wisconsin

THE PRO: A-1 Septic

(continued)

Ready. Aim. Fire!

Student shooters compete at the Northwoods Invitational Trap and Sporting Clay Shoot in northern Wisconsin. (Photos by Cory Dellenbach)



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Clockwise from left: Greg Golden and Robert Lundberg service a restroom donated for the high school trap-shooting competition. The service truck is a GMC 3500 built out by Specialty B Sales with a 300-gallon waste and 100-gallon freshwater stainless steel tank and Jurop/Chandler pump; Technician Greg Golden delivers a pair of Five Peaks restrooms along the sporting clays shooting course using a trailer from Utility Trailer and a Polaris Sportsman 500 all-terrain vehicle; Competitors and volunteers walk the trap-shooting course at the Harshaw Sports Club. Restrooms were placed along the course to serve the participants.



COMPANY HISTORY

The company's origins go back to 1960. The Arts purchased the company in February of 2000 from the original owner. Tom Arts had been in a management position in a factory but says plumbing, soil testing and working outside started to have more of an appeal.

"And I figured I was at a point in my life where, why not go over a million dollars in debt and just see what happens?" he jokes. "But it's worked out. Like anything, you get out of it what you put into it."

Portable restrooms were a small part of the company when they bought it — 10 or 12 units — but they continued to purchase more units as the need arose. Today they've got 60 standard and 10 wheelchair-accessible units and four hand-wash stations from Five Peaks and Satellite | PolyPortables.

"It was just something out there that we felt the need to be involved in," Arts explains. "We're in a rural area so we don't have a lot of them because there's not a tremendous demand. So it's not our main business but it's definitely a part of it — just another spoke in the wheel." They provide units for local events and construction sites (about half and half) within a 45-mile radius. The outdoor wedding industry is also very big in their area.

THE MAIN EVENT

Shooting sports are popular in the Northwoods, the northern part of the state known for its forests and lakes. Trap and sporting clays are two variations of the sport in which contestants, using shotguns, shoot at clay targets launched into the air by automatic throwing machines. In trap shooting, contestants shoot from five stations in one area, and targets are shot from a trap in front of them. In sporting clays, about a dozen shooting stations are set up throughout a large woodland course, and speeds, angles, trajectories and directions of the targets are unpredictable, simulating real-life bird and rabbit hunting situations. Contestants are organized in teams of two to six.



Over the May 18-19, 2018 weekend, about 150 high school students from around the state, both male and female, took part in the Northwoods Invitational Trap and Sporting Clay Shoot held at the Harshaw Sports Club, a trap and sporting clays facility, in Harshaw. Venues typically rotate for these competitions, and club members and townspeople were excited to host the event for the first time. The competitions help develop students' skills, provide a fun challenge and promote safety.

"Whenever there's something that involves veterans or kids, we always try to step up to the plate and we just donate. That's how we got involved."

TOM ARTS

MAKING CONNECTIONS

Arts is a member of the Harshaw Sports Club, and when he found out they were hosting the Northwoods Invitational shoot, he volunteered his services.

"A lot of the towns around this area have trap teams in their high schools," he says. "The club was able to host the event, and I volunteered to do the portable toilets. Whenever there's something that involves veterans or kids, we always try to step up to the plate and we just donate. That's how we got involved."

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BY THE NUMBERS

Contestants, parents and coaches had access to the restroom facilities in the clubhouse during the event, but the company did provide units for the more remote sporting clays course. Seven Five Peaks blue standard units were set up around the course in seven locations near shooting stations — “Or where we could find a level place to put them,” Arts says.

Units were supplied with hand sanitizer and Walex Products Porta-Pak drop-in deodorizers.

The company brought the units to the club — about 10 miles down the road from its facility — two days before the event using their service truck, a GMC 3500 flatbed built out by Specialty B Sales with a 300-gallon waste and 100-gallon freshwater stainless steel tank with a Jurop/Chandler pump, and a two-unit trailer from Utility Trailer. But as there were no roads in the backwoods, to take the units from the clubhouse to the shooting course, they hooked the trailer to a Polaris Sportsman 500 all-terrain vehicle and brought them in one and two at a time.

On the Monday after the event, units were taken back to the clubhouse for pumping before returning them to the shop where they were pressure-washed. Waste was off-loaded onto a septic truck and then taken to the treatment plant in Elcho.

FUN FOR ALL

Arts was out of the town the weekend of the event but says by all accounts everyone enjoyed themselves. And he jokingly reports that none of the units sustained injuries — “So, the kids did well!” In fact, townspeople and club members were very impressed with the kids, he says. One “grumpy old guy” summed it up to him — “You know what I learned? I learned that there’s hope. These kids were unbelievable. They were respectful, they were just so polite and they were very focused on safety.” ■

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Summit Route Management for portable restroom and related businesses from **Ritam Technologies** provides robust data integrity, unlimited file sizes, and has a simple, efficient design, according to the company. It is designed to supplement an existing billing system with route management functions. It provides information on customers, job sites, equipment and service schedules with integrated, one-click Google Maps and route optimizing. One check box manages stop services, and it provides daily route trail maps, with a master map view color-coded for route and service day. It enables scheduling of odd-frequency services and extra services as needed, along with delivery and pickup routes. **800-662-8471; www.ritam.com.**



US FLEET TRACKING AT-V4

The **AT-V4** 4G LTE tracking device from **US Fleet Tracking** has a compact, sleek design that fits in just about any space on a vehicle or asset. After a simple install, it can help uncover crucial data about vehicles and assets. It provides access to a vehicle's location, speed and mileage from a desktop or mobile device, helping increase the number of daily service calls, according to the company. Its alerting feature helps users know when vehicles have entered or exited a specific location such as a client's home or office. Toggle on the live weather and traffic information to get a robust picture of what a team encounters on the streets. It can help provide realistic arrival times for clients. **405-726-9900; www.usfleettracking.com.** ■



CASE STUDIES



GPS system helps site services company streamline

PROBLEM: Cal-State Site Services in Simi Valley, California, wanted to track proof of service while streamlining fleet maintenance, maximizing route efficiency and ensuring driver safety.

SOLUTION: ClearPathGPS installed sensors on each of Cal-State's service trucks, which provides real-time vacuum status. "ClearPathGPS allows me to see that my truck arrived at a site and that they successfully pumped and completed the job as efficiently as possible. It's a complete picture," says Eric Giffin, Cal-State general manager. Cal-State also has a geotagged audit trail of each pumping event, providing proof of service when clients call with questions about their accounts. A truck in the Cal-State fleet can make dozens of stops every day. By reviewing routes and stop times, they can look for trends, inefficiencies and changes that will allow fitting more stops per day while still maintaining a schedule that keeps clients happy.

RESULT: A virtual timecard report helps keep crews accountable for their day and makes sure breaks and lunches are reflected accurately in their time sheet. By tracking speeding, hard braking, hard acceleration and other driver behaviors, Cal-State can ensure drivers are safe and courteous on the roads at all times, which keeps its reputation strong in the community and guarantees compliance on client job sites.

805-724-3572; www.clearpathgps.com.

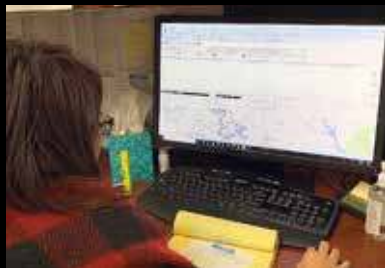
Routing optimization saves headaches for company

PROBLEM: Clay Crocker, the owner of Nix Tank Co. in Gainesville, Georgia, needed an easy-to-use and efficient routing solution for his drivers. "Routing and route optimization is a big deal for me," Crocker says. "When Microsoft MapPoint went away, it caused a major issue for me personally and left software companies scrambling to come up with an alternative."

SOLUTION: After testing various products, Crocker chose **RouteOptix** integrated with Bing Maps.

RESULT: Crocker has realized efficiency. "Finally, I have product that does in seconds what used to take me hours of staring at a computer screen."

866-926-7849; www.routeoptix.com. ■



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Septic Tank Service Business for Sale: Owner wishes to retire. Located in Calhahan, FL (Nassau County) north of Jacksonville - fastest growing county in Florida. 33 years in operation with loyal customer base. Includes: **1996 International 4900** w/DT466E, 5-speed transmission, 2-speed axle. 2,500-gallon capacity truck. 302k miles, fresh in-frame, new transmission, excellent condition. **2000 Freightliner FL70** w/8.3 Cummins diesel, 6-speed transmission. 2,400-gallon capacity truck. 198k miles, excellent condition. **Also included:** Complete DEP-approved lime stabilization site and facility for land application. Owner will train and assist with licensing. For more information contact K.A. "Kenny" Farmer at 904-879-4701 or 904-545-0357; farmer613259@aol.com (P04)

COMPUTER SOFTWARE

FreeServiceReminderSoftware.com, FreeServiceDispatchSoftware.com, FreeRouteManagementSoftware.com. (T04)

PORTABLE RESTROOMS

4,000 used portable restrooms for sale. Updating our fleet to the new Zenith portable restrooms from Sansom Industries. Prices range from \$125 - \$325. Call Jim Reisinger @ 314-776-4000. (TBM)

Old portable units for sale. Will sell individually or in a lot. Email for pictures: admin@centexww.com (P04)

We are a N.Y. based portable restroom company, looking to buy handicap portable toilets. Units must be good looking and in working condition. For the right price we can take up to 40 units. Contact Juda at 929-413-8100. (P04)

Miscellaneous portable toilets for sale, all varying condition: 5 PolyJohn Fleet, green and white, \$100 per unit. 20 PolyPortables Axxis toilets, blue, some wooden legs, some plastic, \$50. 23 Satellite Tuffways, older models, light blue, \$100. 10 Synergy, tan and blue, \$50. 10 Synergy, gray, \$50. 10 Armal units, gray, \$25. 5 Five Peaks, various colors, \$25. Contact Thomas for pictures 228-493-7327; tjphares@scenicgroup.com (P04)

PORTABLE RESTROOM TRAILERS

2009 VIP restroom trailer from Rich Restroom Trailers. 4 stalls and 3 sinks on women's side and 2 stalls, 2 urinals, and 2 sinks on men's side. Winter package with fireplaces. \$30,000. Call/text 402-689-9496. (P04)

Beautiful Platinum Series 8-stall trailer. Winterized. Mechanically clean and ready to roll. Includes brand-new generator. Pics upon request. \$23,000. Please call or text 309-429-5724. (P04)

PORTABLE RESTROOM TRUCKS

Two (2) 2014 Hino 195 tank trucks. Best Enterprises stainless steel vacuum tanks - 750 waste/300 water. Trucks are in perfect condition and ready to work. Both have Conde PTO-driven pumps and 175k miles. \$44,900 each. 718-634-2780 (T06)

2018 Hino 268A cab & chassis, 25,950 GVW with a new 1,600-gallon portable toilet service unit. (Stock# 13762) **www.VacuumSalesInc.com (888) VAC-UNIT (822-8648)** (TBM)

2008 Ford F550 cab & chassis with an aluminum 1,160 U.S. gallon, 3-compartment (130 - 670 - 360) PTS unit and Masport vacuum pump. (Stock# 1661V) **www.VacuumSalesInc.com (888) VAC-UNIT (822-8648)** (TBM)

2008 Ford F550 cab & chassis with an aluminum 1,100 U.S. gallon, 2-compartment (750 - 350) PTS unit and Masport vacuum pump. (Stock# 6618V) **www.VacuumSalesInc.com (888) VAC-UNIT (822-8648)** (TBM)

TRUCKS - MISC.



Ten (10) 2015 Peterbilt 388 vacuum trucks. Extended day cabs with J&J 110-barrel vacuum tanks with Fruitland pumps. Cummins 525 ISX, 18-speed transmission. 20k front, 20k steerable pusher 46k rears on Pete air-ride. Stainless air cleaners, full-locking rear lockers. All have 90% rubber and brakes. Completely serviced, detailed and ready to work. Discounts on multiple units. \$119,000 each. Please call Scranton Craftsmen Inc., 930 Dunmore St., Throop, PA 18512

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T05



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Reelcraft Industries' Series LG cord reels

Reelcraft Industries' lightweight and compact Series LG cord reels are constructed from a durable, impact-resistant composite material. Three new models have been added to the medium-duty line of cord reels with two new cord endings. The new power cord reel option features circuit breaker-protected, quad-grounded NEMA5-15 outlets with an LED power-on indicator light. The quad outlet reel is available with 65 feet of 12/3 cord or 75 feet of 14/3 cord. The new light cord reel option features a 1,300-lumen LED light with bright COB illumination, a grounded 12-amp outlet and an on/off switch on the handle. The LED reel model is supplied with 50 feet of 14/3 cord. All three new Series LG models are ETL listed. **800-444-3134; www.reelcraft.com.**



COXREELS industrial-duty LED lights for PC13 model

The new line of industrial-duty LED lights for the PC13 cord reels from COXREELS feature a variety of industrial-grade features and options, including a 50,000 hour rating, internal light diffusers and shatter-resistant polycarbonate lenses. The lights also have adjustable steel hooks for hands-free placement.

The three versions — compact, a light with an additional power source and an industrial-duty, UL-listed option — are available to complement a variety of applications. **800-269-7335; www.coxreels.com.**

Vacall AllJet truck-mounted jetter

Vacall's AllJet truck-mounted jetter, designed by Gradall Industries, provides budget-conscious municipalities and contractors with an easy-to-operate, highly efficient sewer line maintenance machine. The hydraulically powered triplex plunger water pump is capable of 87 gpm at 2,000 psi, to effectively jet blockages in sewer lines and routinely maintain flow, with other power options available. The hose reel telescopes out 54 inches from a retracted position and swivels 200 degrees to properly direct the 600-foot, 1-inch-diameter jetting hose. The AllJet uses a fuel-saving, single-engine PTO design, a 1,600-gallon UV-resistant polyethylene water tank and Vacall's AllSmartFlow CANbus control system. The water tank is constructed with UV-resistant black polypropylene, internally baffled with a filling system that runs through the tank, eliminating external plumbing. **800-382-8302; www.vacall.com. ■**



PolyJohn announces Davis as new team member

PolyJohn announced Chris Davis joined the team on Feb. 1. He brings over 20 years of experience in portable sanitation equipment sales. As a member of the crew at PolyJohn International, Davis will sell the company's products on a global scale. The company serves customers in over 50 different countries.

Michael Cooper, president of PolyJohn Enterprises, based in Whiting, Indiana, made the announcement. "We are in the process of expanding our international operations," Cooper says. "We have known and respected Chris for many years and are delighted that the timing of this move worked well for both of us."

"I am really happy to join the PolyJohn group," Davis says. "It's great to be part of a family-owned company that manufactures such high-quality products." ■

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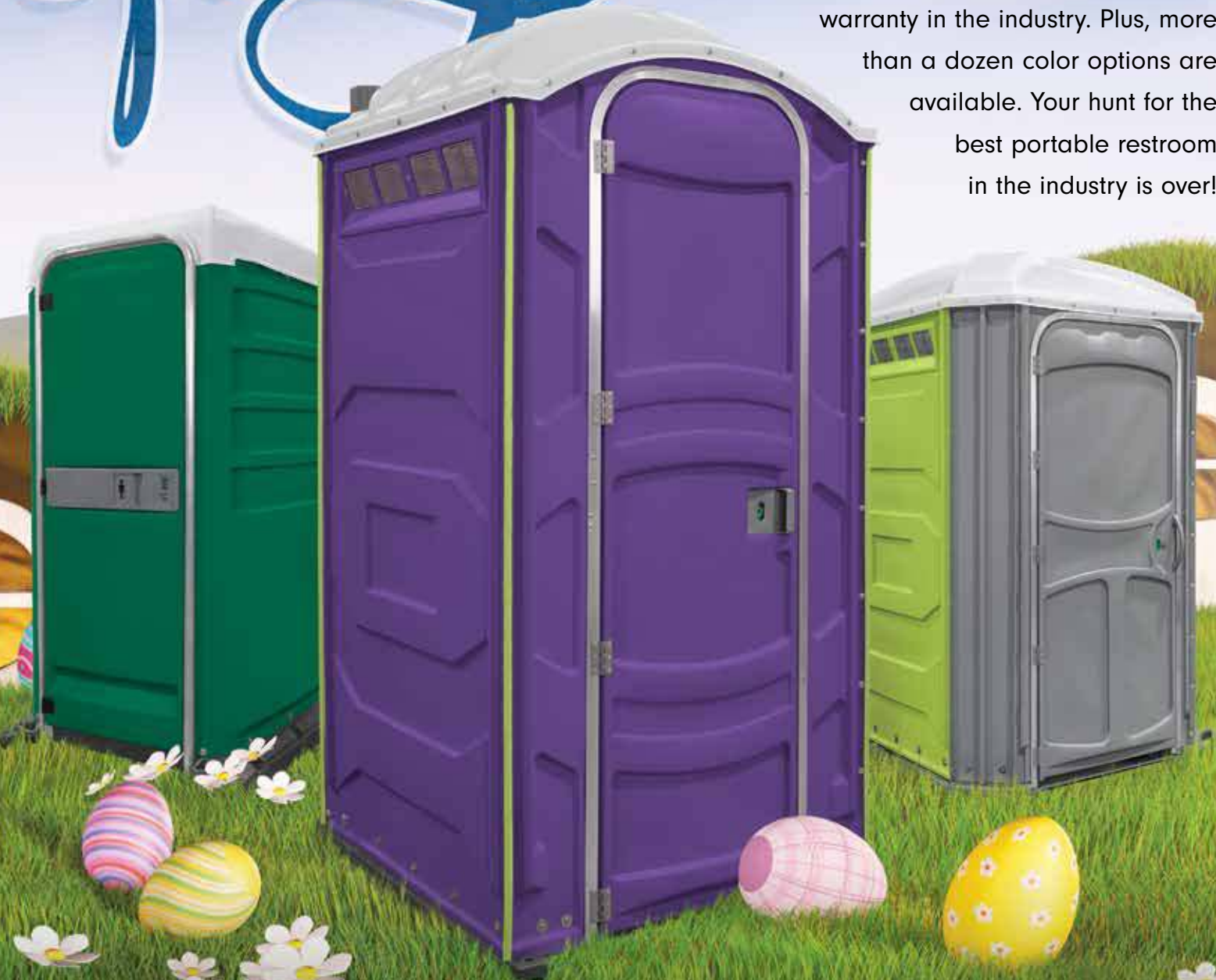
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and has this to say about their quality, "The Tufway would be the best value and have the best ROI if it were twice the price. It's a unit that never sees a bone yard."

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