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PORTABLE RESTROOM OPERATOR

www.promonthly.com September 2019

DROP THE PUCK!

It's NHL playoff hockey in
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is there to help celebrate in
the streets **PAGE 26**

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out a niche serving large film
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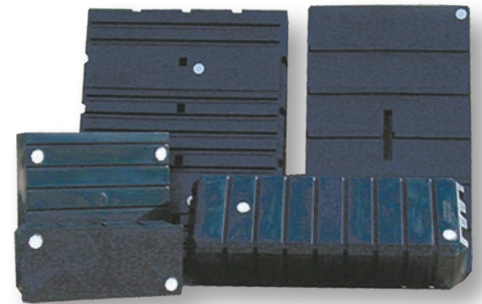
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COVER STORY



On Location: Drop the Puck!
It's NHL playoff hockey with the Winnipeg Jets, and King's Services is there to help celebrate in the streets. - **Betty Dageforde**

ON THE COVER: King's Services helped fans of the Winnipeg Jets celebrate their NHL playoff run. Steven Moon, the company's president, is shown with a row of Satellite I PolyPortables restrooms in downtown Winnipeg, Manitoba. (Photo by Joel Boily)

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Revenue Growth, Glamping, and Helping the Homeless

THE STATE OF PORTABLE SANITATION IS LOOKING GOOD, AND OUR INDUSTRY IS PROVIDING VITAL SERVICES TO FESTIVALGOERS AND THOSE IN NEED

By Jim Kneiszel

The portable sanitation industry keeps hitting the news with stories that show your service is and will remain in heavy demand in the coming years. And more opportunities will arise to provide enhanced service and help your fellow man. Here are a few updates:

ARA FORECAST: ARE WE LIVING UP TO THE NUMBERS?

If long-range forecasts from the American Rental Association are accurate, you can probably safely add to restroom inventories in the coming years. The ARA recently projected that the equipment rental industry —

which includes the portable sanitation sector — should enjoy growth outpacing the U.S. and Canadian economies through 2022.

In its recently modified outlook, the ARA reports slightly more subdued growth than it anticipated earlier in the year. However, the numbers still show substantial, steady growth. Revenues in North America were expected to register \$61.3 billion in 2019 — \$55.8 billion in the U.S. and \$5.3 billion in Canada — a 5% increase over 2018.

Your mileage may vary, but the ARA is bullish overall. Expanding on the numbers, revenue in the U.S. is expected to grow by 4.2% in 2020, 4.3% in 2021 and 4.7% in 2022. The market will top out at \$63.5 billion for 2022. In Canada, revenue is expected to be up 4.4% in 2020, 5.6% in 2021 and a more modest 3.7% in 2022, to reach \$6.3 billion in the final year of the study.

“The equipment and event rental industry is growing and continues to expand faster than the overall economy. The outlook continues to be positive,” says John McClelland, ARA vice president for government affairs and chief economist.

Scott Hazelton, managing director of IHS Markit, which created the analysis for the ARA, reports that a maturing

economy, trade issues that need to be sorted out and questions about lasting impacts of stimulus tax cuts may have an impact. There are concerns for a downside but reasons to be optimistic as well.

“In the United States, not one state has a decline in construction, general tool, or party and event rental revenues, and there are no signs of a recession,” he says. “There is also potential upside from an infrastructure bill. The exact gain to rental would depend upon the size, time span and composition ... of the bill.”

“In the United States, not one state has a decline in construction, general tool, or party and event rental revenues, and there are no signs of a recession. There is also potential upside from an infrastructure bill.”

Scott Hazelton

PERSONAL CAMPING RENTALS: WAS IT A TREND THIS SUMMER?

If you handle major outdoor music festivals, you know these camping/concert events can provide a lucrative contract. And sometimes it seems like

CHALLENGING EVENT?

Have you recently completed – or are about to start – one of your most challenging special events or construction job?

Drop us a note at editor@promonthly.com and tell us about the project, from landing the contract to delivering, servicing and picking up the units. We'll share your story with readers in an On Location feature.

PRO
PORTABLE RESTROOM OPERATOR

there are as many restrooms spread throughout the campgrounds as there are near the music venues. Typically the events rent hundreds of units for placement on the grounds.

In the past I've heard occasional reports of campers requesting a personal portable restroom at their sites, but Country Thunder Arizona this year marketed the option as a VIP treatment for attendees. According to a story at media site www.azcentral.com, campers were being offered units for \$140 for the three-day event, \$178 with taxes and fees.

The story referred to the units as "your personal Thunder throne" and asked users to "imagine answering the call in the privacy of your own campsite toilet instead of marching to the general admission area to wait for the same toilets being used by the (shudder) single-day pass holders."

It's also interesting to note the offer of a "glamping" option — you know, the shortened term for glamorous camping — at the festival. That's where you can rent a safari-style tent with a queen bed and air conditioning. For standard camping, they also would rent you a tent, sleeping bags, pads and chairs so you wouldn't have to bother with carrying in your own equipment.

If people are now willing to pay for a glamping package, I could envision the private campsite restroom really taking off and becoming a staple offering for music festivals, military reenactments, fairs and flea markets across the country. If you haven't already, consider offering this option through your event planners. Except for the challenge of maneuvering through those tight campground roads, this could provide a helpful new profit center for special event work.

MORE HELP FOR THE HOMELESS

In last month's cover story about Texas-based Streetside Showers, organizer Lance Oliniski credited another nonprofit group, Lava Mae, with inspiring and training him to provide hygiene opportunities to the homeless. Recently, Lava Mae received publicity for its efforts to serve the homeless in Los Angeles, San Francisco and San Diego.

KABC-TV in Los Angeles interviewed Lava Mae founder Doniece Sandoval and users about the need for portable sanitation in the city. The nonprofit group doesn't receive any government backing for its efforts, but Los Angeles officials recently approved spending \$3 million for portable restrooms and other facilities to serve a large homeless population.

Like our featured group Streetside Showers, Lava Mae organizes pop-up free sanitation in a variety of locations in the three cities. It calls them "care villages," where users get showers, can use bathrooms and receive other services such as medical care and haircuts. The group

started by using old city buses converted for use as showers but now uses commercially produced shower and restroom trailers.

"You watch one person go in to get a shower and a totally different person come out. Lava Mae is really about what we call radical hospitality," Sandoval says on the nonprofit's website, www.lavamae.org. "The way you serve people is as important as the service itself. The heart of this is restoring or rekindling a sense of dignity in people. These acts of kindness and compassion can transform almost anything. You have no idea what the impact can be for them."

Sandoval says the shower and restroom service is playing a role in homeless people finding housing and employment, and overcoming addictions. It's great to see more nonprofit groups play a role in fighting the serious problem of homelessness that is stretching from urban centers and into smaller cities.

PROs anywhere probably see this issue cropping up in their hometowns. We've often suggested restroom contractors look for ways to partner with charity organizations and cities to join in this fight. Let me know if you have implemented a program to help out in your community. ■

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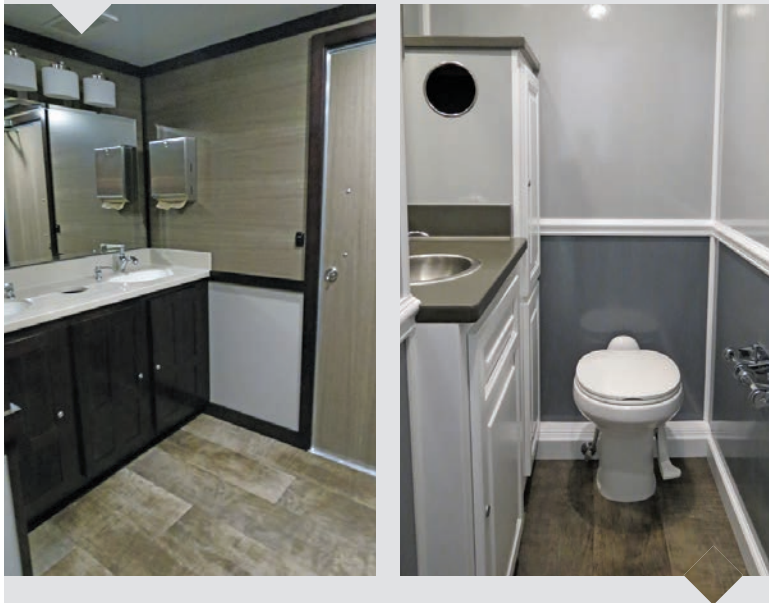
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LEAP OF FAITH

PROs Gain Edge With Restroom Trailer

Kym and Chad Wilkinson of Wilkinson Portable Toilets wanted to stay competitive in the special-events market. They saw purchasing a restroom trailer as the way to provide a needed boost. Read on to find out why.

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OVERHEARD ONLINE

“Anxiety happens. It happens to business owners, in particular. However, while you may not be able to stop it completely, you can implement strategies to deal with it in a way that’s healthy — both for you and your business.”

— Managing Small-Business Anxiety
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DON'T FLOOD THE MARKET

Avoid Too Much of a Good Thing

With marketing, it's easy to “set it and forget it.” Or maybe you see a wave of new leads after a successful campaign and think, “Bring it on!” But what do you do when the wave becomes an unmanageable flood? Read this online exclusive to find out.

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MANAGING MILLENIALS

Update Your Performance Review Process

Many employers are finding that their performance review process is out of touch now that millennials make up the largest workforce demographic. Check out this article for points to consider when modernizing your review process.

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7 Tips to Help Land More New Customers

ROUTE DRIVERS SHOULD ALWAYS BE ON THE LOOKOUT FOR FRESH CONSTRUCTION SITES OR OTHER CLUES TO TURNING UP BUSINESS IN YOUR HOMETOWN

By Jeff and Terri Wigley

This month we are honored to address two questions from Alberto Guerrero with JW Craft Portable Restrooms in Naples, Florida. Guerrero was named the Portable Sanitation Association International 2019 Service Technician of the Year.

Jennifer Corrigan, owner of JW Craft Portable Restrooms, writes “Alberto is one of those people who are a stickler for detail and very humble about how it looks. In the past four years with our company, we have never received a single complaint about his route. He trains new hires for route positions and special event services. Alberto has been offered a promotion to supervisor on more than one occasion, but he prefers to be in the field working with customers.”

Question: Guerrero would like to know, “In what ways can a route service technician obtain job leads?”

Answer: Route service technicians serve as the eyes and ears of the sales department in the field. Take advantage of this daily opportunity to assist in increasing sales and growing your company.

Here are some useful suggestions:

Carry a supply of your company’s business cards with you. These can be given to your new customers on your route and left on sites where a portable restroom has yet to be ordered. Perhaps, in time, your name can also appear on the card as a way of strengthening the relationship with your current and future customers.

Always make a point of meeting the job supervisor, if possible, on the first day of service at the new job site. This introduction will make service easier and lead to increased customer satisfaction. At the conclusion of this introduction, ask if the company will be starting any other jobs in the area. This is a great way to get additional job leads while establishing an ongoing partnership with the customer.

As you drive your route, be aware of grading and clearing of land for new construction. “Look for dirt” is the industry expression for passing this information on to the sales team back at the office.

Stop and write down or snap a photo of permit information. The name of the company and its phone number will be on the permit, as well as the name of the building or the subdivision under development.

Observe these sites each time you go by for the addition of signage or a contractor’s vehicle. If you see someone and you have the time, stop and introduce yourself and give them a business card. Many times the person will eagerly agree to call your office and order a unit, as this is one less item they will have to handle in setting up their operations at the job site.

While sitting in traffic, look for construction, grading, remodeling or builder vehicles and make a note (photo) of names and phone num-

bers. These serve as leads for your sales staff.

As projects wind down, ask the supervisor where they are going for the next job. Hopefully you have built a relationship with this person and they will be eager to work with you and with your company again.

Question: Guerrero also asks, “What can I do to minimize clogs while servicing units?”

Answer: Having the pump hose clog with debris while servicing a unit is a time-consuming problem for service technicians. The best solution is to remember that waste should be pumped from the smallest opening in the pump system to the largest opening.

To better explain, experience suggests that the PVC wand coming into contact with the water and the waste should be smaller in diameter than the vacuum hose that ultimately connects with the waste tank on the truck. Similarly, the opening into the waste tank is larger in diameter than the vacuum hose.

Here are some additional tips to minimize clogs in the vacuum system:

- Even though the diameter of the PVC is smaller than that of the vacuum hose, only open the valve on the wand between one-half and three-quarters. This will further ensure any waste or debris that makes it through the wand will make it through the entire vacuum system.
- Before pumping, use the wand as a stirrer to determine if foreign debris is in the tank. If you do see debris, use your grabbers to remove the item before pumping.
- Should you get a piece of trash or debris stuck in the PVC wand, use a piece of rebar the length of the wand to extract the debris.
- If you get a clog in the vacuum hose, disconnect the wand and look at the connection with the hose. If the debris is stuck there, use long needle-nose pliers to remove the item. If the debris is stuck at the other end of the hose, remove the connection at the tank and use the pliers once again.
- If the clog is somewhere in between, you may want to disconnect the vacuum hose on both ends and reverse the ends so the clog can be dislodged by being vacuumed from the other direction.
- Consider assembling hose runs with clear spaces interspersed among colored bands so you can more easily observe where a clog is located.

Finally, once you resolve the clog and service the unit, make sure the area where you were working is clear and free of debris. The rule of thumb is that the area should be just as clean as it would have been if you had not been working on removing the trapped debris. ■

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Patrick Léveillé, owner of Groupe Star Suites in Montréal, is shown with a restroom trailer from Ameri-Can Engineering. (Photos by Allen McEachern)

Groupe Star Suites has carved out a niche providing restroom, shower and other trailer services for large film productions in Québec

BY PETER KENTER

THE STAR TREATMENT

For a quarter-century, Groupe Star Suites has made a name for itself providing luxury restroom- and shower-equipped trailers to the film industry in Québec. By efficiently cycling custom- and ready-built trailers from motion picture clients to the construction industry and local events, the company has grown at a steady pace, expanding its fleet of trailers by 40% over three years. Star Suites offers pumping services, but only when it supports its core business of serving clients in the entertainment and construction industry.

Star Suites was founded in 1995 by Marcel Paré in Boisbriand, a northern suburb of Montréal. The company was put up for sale by its retiring owner in 2016 and attracted the interest of current owner and president Patrick Léveillé.

"I had worked for 18 years in the commercial banking industry, and one of my colleagues mentioned that the business of one of his clients was going up for sale," Léveillé says. "I performed my due diligence and could see that the company had few competitors in the luxury trailer rental space serving the film industry. I dove in directly, making a full transition from banker to businessman."

(continued)

Groupe Star Suites Boisbriand, Québec

Owner: Patrick Léveillé

Founded: 1995

Employees: 15-60

Services: Washroom- and shower-equipped luxury trailer rental and service for the film industry; construction industry leases; event rentals

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Québec is a global motion picture powerhouse. In addition to producing films for domestic audiences, the province plays host to U.S. blockbuster films and TV series, providing studios, sets, buildings and scenery that stand in for anything from American cities and rural landscapes to European countries.

While the company started out in 1995 with a borrowed camping trailer, the Québec motion picture market now demands a full-service offering of specialized trailers and logistics services. When Léveillé purchased the business, Star Suites offered 170 trailers. Today it operates a rental fleet of about 250.

“In Toronto and Vancouver, the film business is different with union agreements and requires the film production itself to provide the drivers to move those trailers,” he says. “In Québec, full service is the name of the game, and we provide everything including a daily cleanup in every trailer.”

Above: The leadership team at Groupe Star Suites includes, from left, Alain Langevin, Veronik Fournier, Louise Terroux, Patrick Léveillé, Michael Aubin and Christian Houle.



Technician Patrick Langevin replenishes paper products in an Ameri-Can Engineering restroom trailer on location at the Michelin Movin' On sustainable mobility event in Montréal, Québec.

“Our pumping schedule depends on the shooting schedule, which could be day or night. Typically we like to pump before we move the trailers because we know we won’t be disrupting the production.”

PATRICK LÉVEILLÉ

Star Suites serves the entire province of Québec. Trailers supplied by the company include lodging for actors and film crews, office trailers, restroom trailers, wardrobe trailers, and makeup and hair-styling trailers.

Restroom-only trailers range from single bathroom units reserved for top movie talent to 10-unit models. Full-service lodging trailers include restrooms, showers, refrigerators and microwave ovens. Others offer simpler accommodations, subdivided into as many as six smaller units offering couches, showers and restrooms.

The majority of the company’s restroom trailers are supplied by Ameri-Can Engineering, with a few units supplied by Rich Specialty Trailers and Black

Tie Products. Star Suites also represents and distributes Ameri-Can products in eastern Canada. Nonrestroom trailers are typically supplied by General Coach Canada and Rich Specialty Trailers.

Five of the trailers are ADA-compliant: four large 10-restroom models and a smaller single-unit model. Two trailers from Ameri-Can feature showers — an eight- and a six-shower model.

(continued)



The latest addition to the vacuum service fleet is a 2020 Peterbilt T337 from Transway Systems with a 1,925-gallon waste and 575-gallon freshwater stainless steel tank and Fruitland pump.

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Émie Houle cleans an Ameri-Can Engineering restroom trailer being set up for use at a special event.

What happens on set, stays on set

For Groupe Star Suites, leasing and servicing trailers, restrooms, and showers to large film productions is its core business.

“Our employees are quick to realize that the production end of the film industry is a business that has very little to do with watching movies on the screen,” says Patrick Léveillé, owner and president. “You focus on what you need to do, not what others are doing.”

When Star Suites signs a contract to provide trailers for a production, the name of the film or TV series is often left unmentioned — only the requirements of the production company are discussed.

“While providing service to the production of *X-Men: Apocalypse*, we were working only with a code name for the film,” he says. “It was only when the film was being promoted that we knew the name of the production we’d spent four months working on.”

Because much of the service work for company trailers takes place at night, or when the film production is being moved to a new location, Star Suites employees are unlikely to see film-ing take place.

“I’m far more likely to meet the industry contacts who I work with regularly, than spot an actor I recognize,” Léveillé says. “Just like our business, everyone on set is there to do a job and then move on to the next location.”

“I’m far more likely to meet the industry contacts who I work with regularly, than spot an actor I recognize. Just like our business, everyone on set is there to do a job and then move on to the next location.”

PATRICK LÉVEILLÉ



Claude Delorme paints parts in the machine shop. The company sometimes custom-finishes its own trailers used by the film and TV industry.

“We generally custom-order the trailers,” Léveillé says. “For example, a six-station makeup trailer is built with all of the counter and cabinets in standard configuration.”

MANY EVENTS

About 65% of the business is devoted to the film industry, where all new trailers are first deployed. The other 35% involves long-term leases to the construction industry, typically commercial accounts, and events. A recent contract involved supplying trailers to the Home Depot locations in Québec and transporting them as renovation crews moved to new stores. The company also provides temporary student restrooms for schools under renovation and serves events, such as concerts, festivals and more than 30 weddings per year.

Star Suites’ event service is primarily devoted to VIP restroom trailers for performers and production trailers for crews. Montréal events have included the Montréal Grand Prix, the Osheaga Music and Arts Festival, the Igloofest winter music festival, Heavy Montréal, Festival Metro Metro and those held at PY1, Montréal’s new pyramid-shaped event venue.

The contracts may extend to hospitality trailers, which were provided, for example, for a Heavy Montréal concert by Metallica and a Festival Metro Metro performance by Snoop Dogg. For Osheaga, Star Suites has provided as many as a dozen hospitality

and restroom trailers. For the Grand Prix, it provided twice as many.

“We’re never tempted to provide plastic restroom units for concertgoers, because we’re not a pumping business,” Léveillé says.

That said, Star Suites does provide pumping services for its restroom trailers serving all industries, as part of a broader service package.

The first member of the pumper fleet is a 2016 Ford F-550 with a 630-gallon waste and 330-gallon freshwater Progress aluminum tank and built out at Star Suites. The second is a 2008 Kenworth T300 with a 1,440-gallon waste and 480-gallon freshwater Progress aluminum tank and Masport pump built by Progress. Star Suites’ newest addition is a 2020 Peterbilt T337 from Transway Systems with a 1,925-gallon waste and 480-gallon freshwater stainless steel tank and Fruitland pump.

Deodorant products are from Zep Equipment is moved around the yard using a Caterpillar forklift.

ALWAYS ON DUTY

Among the productions Star Suites has served are *300*, *White House Down*, the recent *Pet Sematary* remake, three films in the X-Men franchise, the upcoming WWII blockbuster *Midway* and Adam Sandler’s Netflix movie.

Léveillé receives advance notice of film projects coming to the province before the busy summer season. This year, he established his full summer

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schedule by May, although other productions could be announced for late summer and fall.

“With those production announcements, we can order additional trailers if we need them,” Léveillé says.

Star Suites’ biggest production to date has been *X-Men: Apocalypse*, which required as many as 40 trailers (including four restroom trailers) in two locations over a four-month shooting schedule.

Each movie and TV production establishes a base camp that acts as a central command. A Star Suites employee remains at the base camp during the production to assure quality service at all times. They also relay instructions as to where trailers will be required and when they need to be deployed.

Each trailer is serviced daily by a team of housekeepers who clean restrooms, dust and vacuum.

“Our pumping scheduled depends on the shooting schedule, which could be day or night,” Léveillé says. “Typically we like to pump before we move the trailers because we know we won’t be disrupting the production.”

COORDINATION IS KEY

Logistics are the company’s key concern during film production season. Movie productions move from location to location, and Star Suites snaps into action to move the trailers along with the production.

“It’s a big operation,” Léveillé says. “We have a fleet of 30 trucks, and we sometimes supply as many as 15 trucks and drivers to move the trailers for a large production.”

During peak movie production season each summer, Star Suites employs 60 workers. In the winter, that number drops to its core full-time staff of about 15.

The company head office covers about 3 acres, but Star Suites rents an additional 2 acres of yard space at two additional yards during the off-season, when more trailers are parked. All of the trailer service and repairs are handled by in-house crews.

“We can refurbish a trailer inside and out — metal, woodwork, plumbing and electrical work,” Léveillé says. “During the winter, when it’s our quiet season, we sometimes order an empty trailer and configure it in our own shop.”

For Star Suites, growth depends almost entirely on the health of the Québec film industry, and this year’s a healthy one: “From the beginning of 2019, we’ve ordered at least one trailer a week from Ameri-Can,” Léveillé says. “In one week alone this summer we ordered four. By balancing rentals across the industries we serve, we remain profitable.” ■

MORE INFO

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Trailer Series	ADA, Commercial, Construction, Events, Luxury, Shower, Decon, Laundry	Restroom, Commercial, Luxury, Shower, Combo	Restroom, Showers, Combos, Laundry, Decontamination, Emergency Shower/Eyewash and Custom
Lengths	10' - 44"	8' - 32'	8' - 53'
Frame Construction	Rugged steel I-beam	Steel	Steel
Shell Construction	Aluminum in multiple colors	Steel shell/Bonded Aluminum	Steel-framed walls and roof to create a fully welded cage structure
Deck Construction	3/4" marine-grade tongue and groove	Steel/Marine-grade tongue and groove	3/4" marine-grade plywood with vapor barrier
Floor Joist Specs	2" steel tube 16" OC	Steel tube 16" OC	Steel tube spaced 16" OC
Weight (lbs.)	3,200 - 20,000	Varies according to size	2,800 - 15,000
Interior Trim	Luxury - Amish Hardwood Commercial - Non-wood, aluminum, vinyl	Varies according to model	Caulked solid oak trim standard or aluminum trim as an upgrade
Fixtures	Delta metered or hands-free faucets, Dometic toilets, Corian-style countertops	Delta metered faucets, water-saving toilets with china bowl, solid-surface countertops	Solid surface sinks, residential-size toilets, heavy-duty all-aluminum steps
Flooring	Range of designer vinyl, commercial non-slip rubber	Rubber	Sheet vinyl (standard), coined rubber as upgrade
Warranty	5 years on frame, tanks, axles and tires	3-year	5-year on frame, 3-year on everything else
Waste Tank Sizes (gal.)	300 - 2,000	Varies according to size	300 - 1,800 Tanks matched to trailer size
Fresh Tank Sizes (gal.)	75 - 500 Up to 2,000 with multiples	74 - 200 Varies by model	130 - 450 freshwater tanks
Additional Standard Features	Custom-crafted designs. 8 standard interior color options. 10 exterior color options. Standard high-efficiency A/C. Amish-crafted wood cabinets and luxury trim. One piece seamless roof, wide commercial entry doors. Easy to use step assemblies. Porch options. LED lighting. Custom sound systems and entertainment packages with custom playlist and personal messages.	Heavy-duty undercoated steel frame, torsion axles, integral trailer skirting, fastenerless exterior, seamless aluminum roof, roll-out or fold-up steps, aluminum wheels, LED lighting.	All-aluminum exterior to eliminate unsightly rust. One-piece aluminum roof to reduce chances of leaks. Steps and handrails are aluminum and stainless steel to eliminate rust issues. Undercarriage has an extra layer of vapor-barrier material to protect from moisture damage. Water-resistant Advantech plywood used in our wall construction. Heavy-duty steel core doors with hydraulic closures and keyed-alike locks.
Options	Custom designs and builds. Full range of ADA-compliant models. Heat, Arctic weather, fresh water, generators, solar, awnings.	Heat and winter packages, hands-free faucets, AM/FM MP3 stereo, hydraulic levelers.	All trailers are fully customizable to our customers' specifications. We are available seven days a week should you have any questions.



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Trailer Series	Mobile Restroom & Shower Trailers	Uptown Select, Urban, Cottage, Residence	Restroom Trailers, Shower Trailers, Laundry Trailers
Lengths	8' - 32'	8' - 40'	11' to 34'
Frame Construction	Steel	Aluminum tube	12" Steel I-beam
Shell Construction	Bonded aluminum	Fiberglass gel-coat	Composite (gel-coated fiberglass)
Deck Construction	Marine-grade plywood	Forever Floor	Composite (gel-coated fiberglass).
Floor Joist Specs	Steel 16" OC	16" OC	Steel tube on 16" centers
Weight (lbs.)	2,800-10,800	2,500 - 14,000	3,000 - 24,000
Interior Trim	PVC & non-wood	Anodized aluminum and PVC	Varies by model
Fixtures	Delta commercial metered	Low-flow, high efficiency	Dometic toilets, Delta metered faucets, stainless steel sinks, waterless urinals
Flooring	1-piece rubber standard	Heavy-duty seamless	One-piece vinyl
Warranty	Varies	2 years	3 years
Waste Tank Sizes (gal.)	170 - 850 heavy-duty PE	200 - 1,400	200 - 1,500
Fresh Tank Sizes (gal.)	80 - 250 heavy-duty PE	100 - 400	105 - 200
Additional Standard Features	Roof air, porches and steps with full-length railings on both sides. Fiberglass walls and ceilings. 12v water pumps. Wall-mounted A/C thermostats. Paper towel, toilet paper and soap dispensers. Torsion axles with radial tires. LED interior lighting.	Numerous	Seamless gel-coated fiberglass interior/exterior walls, roof, and subfloor. 1/2" thick poly waste tank, 13,500 BTU air conditioner(s) with 5,000 BTU heat strip(s). Slide-out self-leveling stairs with landing. Large mechanical room door for easy access. Steel freshwater tank surround. Entry doors with frosted glass windows. LED interior, exterior, and DOT lighting. Metered faucets, paper towel dispensers and toilet paper dispensers.
Options	Climate, Interior and Solar Power Packages, stereos, awnings, heated sink water, aluminum wheels, CSA and fiberglass exteriors.	Various	Three-Season Package, Winter Package, Winter+ Package, water heater, mobile monitoring, AM/FM Bluetooth stereo

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Trailer Series	Explorer Contractor II	1-6 unit VIP, 1-3 Unit Prestige & Diplomat, Dual or Quad Majestic	Satellite Suites Millemium Edition
Lengths	13'	10' - 24'	8' - 28'
Frame Construction	All-steel 10" frame with removable tongue	Steel	Steel I-beam
Shell Construction	Heavy-duty steel shell, formed with a continuous-welded leakproof construction	1/2" high-density polyethylene plastic; Majestic - high-grade smooth fiberglass	Seamless gel coat
Deck Construction		Steel, aluminum diamond plate	Poly - fiberglass
Floor Joist Specs	All-steel channels	Steel	16" on center - Steel
Weight (lbs.)	4,800	1,400 - 6,100	4,000 – 12,000
Interior Trim	Complete white fiberglass-reinforced plastic anti-graffiti interior wall and ceiling surface	Polyethylene/Proprietary extruded aluminum. Majestic: High-grade smooth fiberglass. Brushed aluminum ceilings	Powder coated/painted
Fixtures	Polished stainless steel countertops and sinks with self-closing faucets, water-saving flush toilets and urinals	Chicago auto-off faucets, Dometic porcelain toilet with Teflon seal	Chrome Delta metered faucets, Thetford Toilet Stile IIHG, stainless steel and/or vessel sinks
Flooring	Full-length aluminum safety-walk floor	Weatherproof grey carpeting Majestic: Planked linoleum composite Pelham Maple	Commercial seamless
Warranty	Full manufacturer warranty	1-year	3 years
Waste Tank Sizes (gal.)	240 US all-steel holding tank, hot-dipped galvanized after welding. 2" vent stack, 3" drain	VIP & Prestige 65, Diplomat 90, Majestic: Shared tanks - dual 150/quad 300	275 - 1,150
Fresh Tank Sizes (gal.)	200 US supply tank, high-density polyethylene	VIP & Prestige 40, Diplomat 55, Majestic: Shared tanks – dual 90/quad 180	105 - 400
Additional Standard Features	Negative-pressure ventilation system incorporating a 300 cfm blower and ducted room headers. Fully insulated floor and walls. Complete heating and optional A/C system. Front utility room for electrical panel, water heater, water pump and supplies storage.	Solar-powered, self-contained, with no required electrical or water connections. Flushing toilet/Teflon seal, sink, trash, and mirror. 125 to 580 average uses. LED interior/exterior lighting with power roof vent standard except VIP Classic.	LED lights, mood lighting, vessel sinks, Toto urinals, A/C, accent wall, stainless subway tile
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How do you create a culture that encourages your crew to deliver this kind of customer care on a routine basis? Consider these tips to raise your customer service performance and gain a more loyal following in the months and years ahead:

Focus on front-line staff: Your workers who interact directly with your customers are the most important people in your organization. It's the front-line employee who is friendly and patient, who smiles all the time and who remembers the customers' names and business needs. That person will ultimately make or break a company. Make sure you treat them with the time and attention they deserve and they will treat your customers the same way.

Have a real relationship with your customer: Recognize the relationship you have with your customer should not be simply transactional. Of course it's important to look for opportunities to make transactions simpler, easier and more pleasant for customers. But it's also imperative that you add value to their lives in ways that are unrelated to the transaction. Look for ways to be a resource — not just a provider.

Develop a customer-first culture: Improving your company culture starts with a slow and methodical hiring process. The time, money and productivity lost on a hire who is inconsistent with a company's culture is immeasurable. Take your time and hire the right people. Then focus on their development. They in turn will grow the business. Customer loyalty is built by people, not in spite of them.

Cultivate reciprocity: We are hard-wired to do more for those who do things for us. When it rains, Chick-fil-A has employees wearing ponchos run to people's cars when they pull in and hold an umbrella over them while they walk inside. And then escort them back to their cars when they have finished their meal. It's no wonder its average revenue per location is three times the average of most quick-serve restaurants while only being open six days a week. The key is reciprocity.

Eliminate policies: "I'm sorry, ma'am. That's just our policy." These words should never be uttered in business. They reveal to your customer that your culture values adherence to arbitrary rules more than customer satisfaction. You should have only one policy: Do everything within your power to exceed your customers' expectations.

Empower your team: Every team member should feel empowered to do what is right in each specific situation. "Let me ask my manager" tells your customers that you don't trust your employees' discretion or decision-making. And if you don't trust the people you hire, why should your customers trust they will have a consistently great experience?

Celebrate: Everybody loves a winner, and nobody wants to be on the losing team. Customers want to feel like the money they spend is making the world a better place. Publicly celebrate your wins, your anniversaries, your employees' accomplishments (both in and out of work), your growth, your community engagement, your awards and your achievements. Did one of your employees get a college degree? Have a baby? Compete in a triathlon? Celebrate it. This has the added advantage of developing employee loyalty as well as customer loyalty.

Raise the stakes: Service innovation inherently means you are challenging the assumptions of traditional expectations. On the flip side is the realization that doing something new is also a new opportunity to fail. Fortunately, studies have shown customers value your effort nearly as much as the result. As such, they are incredibly forgiving of failure so long as every effort was made to succeed. So challenge your team and yourself. Raise the stakes. Go big. Consistent yet average is still unimpressive.

Have a mission: People are not motivated by what; people are motivated by why. Where you spend your money is a major part of your identity. Customers align themselves with organizations that mirror who they are, or at least who they'd like to be. Therefore, the motives that drive your organization also drive your customers' loyalty. Without a mission, you and your customer have no "why." ■

Tra Williams works with organizations on small-business issues and leadership and is the author of the forthcoming book Feed Your Unicorn. For more information, visit www.trawilliams.com.

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THE JOB: Whiteout Street Parties for Winnipeg Jets home playoff games
LOCATION: Winnipeg, Manitoba
THE PRO: King's Services



The crew sets up restrooms at 5:30 a.m. before a playoff game. Restrooms are from Satellite | PolyPortables, and the vacuum truck is from Satellite Vacuum Trucks. (Photos by Joel Boily)

It's NHL playoff hockey with the Winnipeg Jets, and King's Services is there to help celebrate in the streets

BY BETTY DAGEFORD

THE TEAM

Steven Moon is president of King's Services, a portable restroom and septic service company in Headingley, Manitoba. All of their portable restroom technicians were called into service for extra duty for the street parties held during the Winnipeg Jets home games in the Stanley Cup playoffs. Mike Campbell oversaw sanitation and Terry Rempel the fencing.

COMPANY HISTORY

Moon bought the company in 2004 from founder Bruce King who started it in 1985. As a chartered accountant, Moon helped clients finance business sale transactions. He was talking with a broker one day and asked what the guy had for sale. "He showed me a couple companies and King's was one of them," he recalls. "It had a lot of good qualities from a business point of view. Six months later, I owned it."

The business came with a staff of eight, so Moon was initially very hands on with operations. When he purchased another septic/portable sanitation company, the owner came on board and took over operations, freeing Moon to focus on sales and

(continued)



Elmer Oduca, left, and David Mariner prepare a hand-wash station for service.

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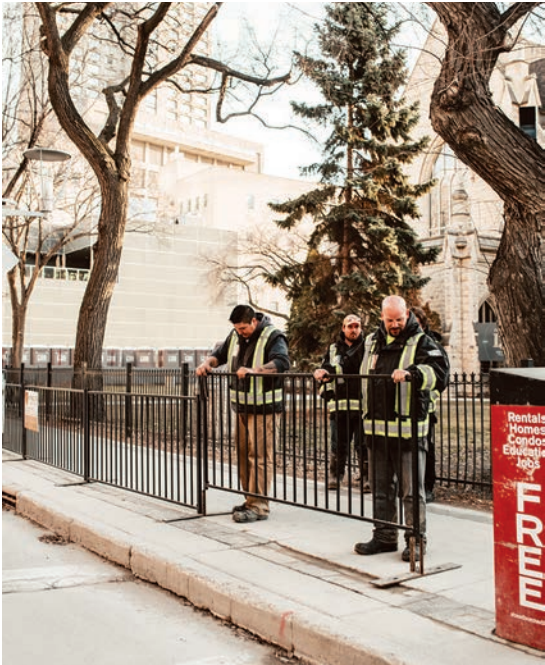
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Left: The King's Services team includes, from left, Alex Bain, Fabien Peters, Mike Campbell, Steven Moon, Mark Mulla, David Mariner, Mussie Tewolde, Don Brennan and Elmer Oduca. The Bell MTS Place arena is in the background.

Below: Peters and Brennan set up Modu-Loc fencing for crowd control.



Right: Technician Jerret Dyck sets up a Satellite | PolyPortables hand-wash station in the snowy springtime weather.



Jets owner. The call was vague: “We’re not exactly sure what we’re doing yet, but we’re going to have an outdoor party.” The event was planned on the fly without much notice.

“They didn’t know how well it would be attended,” Moon says. “They expected maybe 5,000 to 10,000

people, but it grew very quickly as the fever caught Winnipeg, and then they were getting 20,000.” The Jets played 10 home playoff games that year. After each party, the company and organizers analyzed the situation and adjusted numbers and locations. King’s Services just rolled with the punches, ensuring them the contract again in 2019.

THE JOB

Flexibility continued to be the name of the game in 2019. King’s Services was charged with providing portable sanitation and fencing on unknown dates for an unknown number of Whiteout Street Parties. “It could last one week; it could be six,” Moon says. “We quote it like each game is its own separate event.” They had to coordinate with multiple parties — team owners, the police and fire departments, and health and liquor inspectors. But planning was easier in 2019 and started in January.

“When we were 90% sure the Jets were going to make the playoffs, they gave us some preliminary maps where our fence and toilets were to go; we gave them our comments on it and did two site walks,” Moon says. “We did as much planning as we could ahead of time, but we did not know when the first game was until three days before.”

BY THE NUMBERS

In 2019 event planners decided to charge \$5 (given to charity) to attend

(continued)

expansion. The company now has 35 people and 1,100 portable restrooms. About 50% of its work is portable sanitation, 40% septic and 10% fencing and plumbing. They work within a 30-mile radius and operate out of a 13,000-square-foot facility.

THE MAIN EVENT

In 2019 the Jets played six games before being eliminated in the first round of the playoffs against the St. Louis Blues, who ultimately took home the Stanley Cup. Three of the games were held at home — April 10, 12 and 18 — and fans gathered in downtown streets adjacent to the arena, Bell MTS Place, to celebrate and watch the games.

“It’s a massive street party and everyone wears white,” Moon explains. “They have live bands, outdoor bars, food trucks and massive TV screens. It’s generally around 20,000 people, plus the people actually going to the game, which is another 15,000.”

“They expected maybe 5,000 to 10,000 people, but it grew very quickly as the fever caught Winnipeg, and then they were getting 20,000.”

STEVEN MOON

MAKING CONNECTIONS

2019 was the second year in a row the Jets made the playoffs. In 2018, the company got a call from Jason Smith, the event planner working with the



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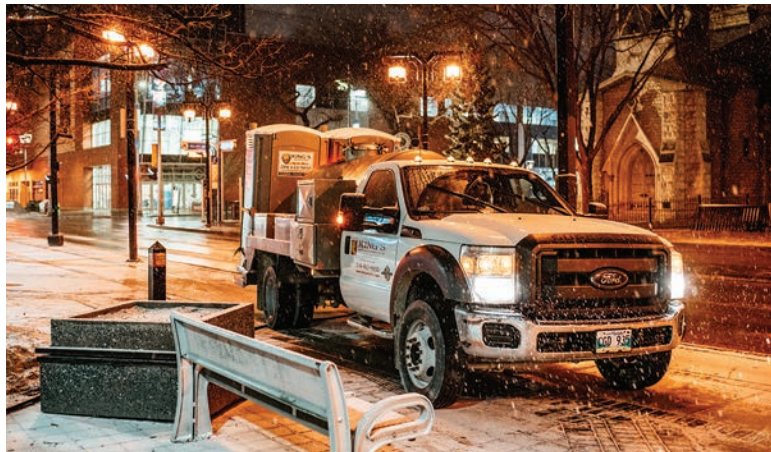
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Right: David Mariner cleans the exterior of a bank of Satellite | PolyPortables restrooms near the main outdoor bar used by fans during pregame festivities.

Below: A service vehicle from Satellite Vacuum Trucks is loaded and waiting in the early morning hours to prepare units for Whiteout Street Parties.



KEEPIN' IT CLEAN

Six vacuum trucks were used, all using Ford F-550s. Two were built out by SchellVac Equipment with 650-gallon waste and 300-gallon freshwater carbon steel tanks and Fruitland 250 pumps. The rest were from Satellite Vacuum Trucks and had Masport HXL4V pumps, one with a 775-gallon waste and 400-gallon freshwater aluminum tank, one with a 450-gallon waste and 150-gallon freshwater steel tank, and two with 650-gallon waste and 300-gallon freshwater steel tanks. Units were pressure-washed inside and out with 1,800 psi electric Cat Pumps pressure washers, then wiped down and recharged with Safe-T-Fresh deodorizer from Satellite | PolyPortables. Waste was taken to the city's treatment plant.

Ten cellphones were recovered; they were able to return half to their owners. In one case, the phone was locked, but when the technician used the voice command "Call dad," the phone complied. When Moon realized the phones were all owned by females, he guessed it was because they, like his own daughters, keep phones in their back pockets.

MIXED FEELINGS

Moon jokes they all shed a tear when it ended, but in a way it was a relief, too. "I have an awesome staff," he says, "but it's hard on them because of the early mornings, and then doing their normal route work, and then coming back late at night. But I think they were a little disappointed it ended after one round."

The last unknown the company faces for this event is the future, and Moon just shrugs. "Next year, who knows?" ■

the parties so they'd know how many people to expect, making it easier for vendors to plan. They also knew exactly where they wanted everything to go. For each party, King's Services set up 95 standard units, eight wheelchair-accessible units and 16 hand-wash stations (all Satellite | PolyPortables) — 40 units in the main area, 15 in the alcohol-free family zone, one for the TV crew, one behind the stage and the rest in the food court. They also brought in about 7,000 feet of Modu-Loc fencing for crowd control, to mark the perimeter and to designate alcohol-serving areas.

"I have an awesome staff, but it's hard on them because of the early mornings, and then doing their normal route work, and then coming back late at night. But I think they were a little disappointed it ended after one round."

STEVEN MOON

LET'S ROLL

Initial fencing setup took six team members 2 1/2 days. Some of it remained in place after each game, the rest were taken back to the shop until the next party. About 15 people brought in the sanitation equipment the day before and the day of the first party, starting at 4 a.m. to avoid rush hour. They used three Saturn Industries 14-unit transport trailers. Four streets were closed late in the morning for the 4 p.m. parties and reopened an hour after the game around 11 p.m., at which time 12 technicians began the three-hour process of pumping and moving units to eight downtown parking spaces for storage. The two subsequent street parties required a smaller setup crew since units were on site, but the team still started around 4 a.m. to move everything into place.

When the Jets lost the series on Saturday, April 20, in St. Louis, the crew made the usual 4 a.m. run on Monday, but this time to pick up the units and return them to the shop. It took 1 1/2 days to tear down the fencing.

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The **Majestic** restroom trailer from **NUCONCEPTS** is available in two- or four-unit configurations. Common sealed roto-cast holding tanks help make servicing easy. Using high-grade, computer numerical control-cut fiberglass panels and wood-free-floor construction, the luxury restroom trailer is built for ease of maintenance and durability, according to the maker. It is built with arched doorways, curved countertops, flushing porcelain toilets, brushed aluminum ceilings, recessed LED ceiling lighting, beveled glass mirror and plank flooring in each spacious individual and private restroom. The solar-powered, self-contained unit is designed for VIP service. **800-334-1065; www.nuconcepts.com.**



SATELLITE SUITES MILLENNIUM

The spacious **Millennium** four-station restroom trailer from **Satellite Suites** has an appealing interior and enough capacity to accommodate up to 350 guests per event, according to the maker. Its rich wood and complementary textured walls and floor create an upscale appearance designed to be durable and easy to maintain. The trailer has a nonwood structure that is lightweight and moisture-proof, eliminating the threat of unwanted odors, mold and extensive rotting. **800-883-1123; www.satelliterestroomtrailers.com.**



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SHOWER TRAILERS

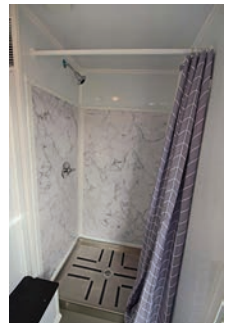
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Shower trailers from **Ameri-Can Engineering** are available in 15 models, including handicapped accessible and ADA compliant. Shower/restroom combination trailers and decontamination shower trailers are also available. Each trailer is designed for rugged long-term use and to easily accommodate large numbers of users with comfort and cleanliness. The trailers are easy to set up and service and are user-friendly. Shower trailers are available in many different sizes, colors and floor plans. All trailers have an extra-large, steel, epoxy-lined waste tank; Torflex axles; lockable equipment room; an onboard poly freshwater tank; and on-demand propane hot-water heater. **574-892-5151; www.ameri-can.com.**



RICH SPECIALTY TRAILERS STARTECH SHOWER TRAILERS

StarTech shower trailers from **Rich Specialty Trailers** are built with heavy-duty steel I-beam unframes and gel-coat fiberglass exteriors. The spacious units come with durable and easy-to-maintain pontoon boat wood-grain flooring. Optional stainless steel shower pans are easy to clean and maintain. Units are available with two to 16 stations. **260-593-2279; www.richrestrooms.com. ■**



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Satellite | PolyPortables celebrates opening of plant expansion

Satellite | PolyPortables celebrated the grand opening of its plant expansion in Bristol, Indiana. The expansion added 120,000 square feet to the existing 120,000-square-foot building with outdoor storage and ample parking. The new addition is home to Satellite Suites restroom trailer manufacturing and the Central Distribution Center for portable restrooms. The team welcomed visitors from the U.S. Congress, county council, local council and various partners.

Portable restroom pioneer Clyde Sansom passes away

Clyde Brown Sansom Jr., age 89, passed away July 4. He was founder and owner of Johnny on the Spot, Able Industries, Synergy World Manufacturing and most recently, St. Louis-based Sansom Industries.

In 1993, Sansom was the first recipient of the Portable Sanitation Association International's Andy Gump Award, considered the portable sanitation industry's highest honor. One portable sanitation professional receives the award annually at the PSAI Convention and Trade Show.



Clyde Sansom

Jeff Wigley, past president, PSAI board of directors, notes in *Association Insight*, "Clyde was a successful, innovative and humble man." Wigley considered him a mentor and says he was sold on the industry due to Sansom's generosity and commitment to help others. He remembered the help Sansom gave him as he was starting in the portable restroom industry, inviting him to St. Louis to tour his then-company Johnny on the Spot.

"He took his time to give me an overview of the industry and his desire to give the best possible service to his many customers. He was not above taking time out of his day to meet with a guy from Atlanta who was basically clueless about the portable restroom industry," Wigley says.

He was born in Bartow, Georgia, in 1930. He is survived by his wife, Sally, son Clyde B. "Mannie" Sansom III and his wife, Chantelle, five grandchildren, two great-grandchildren and four sisters. A private celebration of life was held on July 29 at Schrader Funeral Home and Crematory, Ballwin, Missouri.

Honey Bucket expands into Texas market

Honey Bucket Portable Restrooms entered the greater Austin market June 1 by acquiring B&L Portable Toilets based in Taylor, Texas. With yards in California, Oregon, Utah and Washington, the employee-owned company runs each location independently and with local employees. Honey Bucket offers restrooms, restroom and shower trailers, hand sanitizers, temporary fence, secure storage containers, and crowd barricades.

Routeware acquires RouteOptix Management Systems

Routeware acquired Ontario-based RouteOptix Management Systems. RouteOptix Management Systems provides software for customer management, vehicle routing and billing. Routeware, which has traditionally focused on in-cab computers for municipal and for-profit fleets that handle solid waste, recycling, street sweeping and snowplows, gains an operation in Canada. It also adds complementary products and significant experience in areas including liquid waste disposal, hazardous waste, medical waste, scrap metal, oil recovery and document destruction. ■

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Crosier's Sanitary Service is selling 35 like-new handicap-accessible portable restrooms (Satellite). These were only used for one special event. Contact Chip Herral at 304-658-4419. (P09)

50 Satellite Maxim 3000 portable restroom units for sale. All units 4 to 6 years old, double-walled with hand sanitizer and 3 toilet paper holders. Price is \$350 per unit. Dave 724-222-6080, PA (P09)

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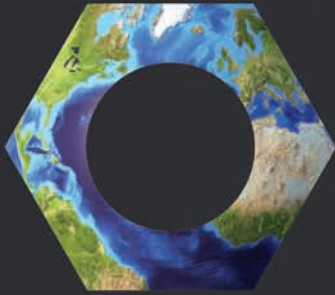


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