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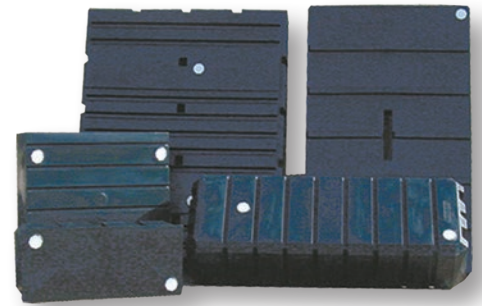
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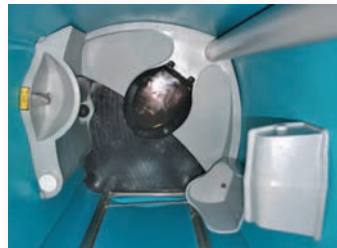
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ON THE COVER: Clean Green Porta Potties of Sebree, Kentucky, has successfully served the ROMP Festival music event for many years. Owner Chris Cates is shown with his son, Tristan Cates, with a Ram 5500 truck built out by FlowMark Vacuum Trucks and using a Masport pump. (Photo by Martin Cherry)

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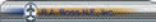



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Encourage Clients to Talk About Your Great Service

PUT THE LOYALTY OF YOUR BEST CUSTOMERS TO WORK BY DEVELOPING A GROWING LIST OF FIVE-STAR REVIEWS WHERE OTHER FOLKS WILL SEE THEM AND HIRE YOU, TOO

By Jim Kneiszel

As I talk to PROs throughout the year, they voice a common message about breaking through a jumble of competitors without lowering prices. “We sell on great customer service” is a frequent response. At some point in the customer relationship, business retention relies more on quality, dependable service than offering the lowest price, they say.

But building a loyal customer following comes with costs, too. There’s sending the crew out a few extra times to make sure every restroom placement is just right. There is answering the 10 p.m. call Saturday night to replace an overused unit at a busy special event. There is hand-holding, on-site meetings and overtime pay for technicians, and that all cuts into or through your profits for the day, week or month.

But the work and expense are necessary if you truly want to stand out and make it easier to sell your services to a broader audience, says Brian Greenberg, an entrepreneur and author of the recent book *The Salesman Who Doesn’t Sell*. Greenberg is an advocate for small businesses doing all they can to generate positive online testimonials to jump-start what can be a frustrating and drawn-out job of selling services to new customers.

“Investing in customer happiness is a long-term business strategy that is troublesome for many businesses to conceptualize,” Greenberg says in a recent Q&A story promoting his book. “It is difficult to invest today for a potential return in the future, and it can be unnerving to lose money on a transaction in order to protect an intangible asset such as your reputation.”

You know what Greenberg is talking about. Remember that small special event you served last year, the one 20 or 30 miles out of town and using a dozen restrooms? You charged a profitable price for the units and service, but each time your crew had to make an unexpected run to the location to address concerns, you could count the extra dollars as they were pulled from your wallet. In the end, you were almost upside down on that one, but at least you made the customer happy and that really mattered.

You’re in this business to make money, but Greenberg says sometimes you have to take a loss to make tremendous gains in the long run. Don’t be mistaken; he’s not advocating for undercutting on price and neither am I. He wants you to build the type of loyal clientele that will make it easier to rent your restrooms to many more new customers. And the key to becoming the salesman who doesn’t sell is relying on those overjoyed customers to give you five-star reviews and glowing testimonials that prospective customers will read online and act on.

PART ONE: GOOD SERVICE

You know how to provide great customer service. You tell me all the time. You follow tips like (1.) answer the phone 24/7, (2.) have uniformed drivers deliver clean equipment using clean trucks and (3.) always follow up and make sure the customer had a good experience. Good service is a simple idea, but it requires hard work and monitoring your crews to make sure they always put their best feet forward.

Greenberg’s expertise comes in where your great customer service left off. How do you transform that positive customer experience into winning reviews of your product? He offers three keys to land those reviews and make them work for you:

“I have found that the last thing a customer does before making a purchase is a Google search for your company name followed by ‘reviews’ or ‘complaints.’ People want to verify that you run an honest business.”

Brian Greenberg

1. Secure reviews for your website and third-party review sites.

“People have an aversion to asking for reviews from customers. It is an uncomfortable part of the conversation if not handled correctly,” Greenberg says. Where the ask is concerned, timing is everything. “The best time to ask for a review is after the service is complete and the customer is entirely satisfied and happy. From my experience, customers appreciate the question and it shows to them that you care about their happiness.”

For PROs, the time might be right after the first week or month of service at a construction site or the week after you pick up event restrooms. First, call the customer and ask if they have any feedback on your service and probe them for details. If you have a good rapport with them, take the conversation further.

“There is no need to be pushy about it. Plant the seed and let them know you will send them an email with a link to where they can post feedback. It’s as simple as saying, ‘Is it all right if I send you a feedback email?’ After the customer confirms, you have a commitment,” Greenberg says.

Make it as easy as possible for the customer to follow through. You

know from experience how frustrating it can be to find and navigate the web when you are the consumer. So you need to send direct links to post their reviews. Have them place a review on your company website first, where you can control who sees it. If the review is positive, then send the customer direct links to third-party review sites like Yelp, Google My Business or the Better Business Bureau.

2. Leverage those online reviews with potential new customers.

Get over the feeling that posting good customer reviews on your website is “bragging.” Remember that posting these reviews will make future sales easier, and that should be a great motivation for anyone who dreads the sales process. And truth be told, many folks got into the portable sanitation industry to serve people, not sit at a desk making sales calls.

“I have found that the last thing a customer does before making a purchase is a Google search for your company name followed by ‘reviews’ or ‘complaints.’ People want to verify that you run an honest business,” Greenberg says. “By leveraging your online reputation, you have built trust and conveyed accountability. This is the cornerstone of becoming a salesman who doesn’t sell.”

3. Automate the sales process and involve your team.

Once you have posted a few positive online reviews, you’ll thirst for more. And Greenberg says the key to keeping new reviews in the pipeline is asking everyone around you to pitch in and to systemize processes that will make the job easier.

First, how about offering bonuses to the receptionist, your drivers or anyone on payroll who asks for and procures a great review? Hold a company meeting where you explain how important these reviews are to the growth of the company. Take the time to review your customer service protocols — how you answer the phone, take care of the trucks and restrooms, wear uniforms and address clients in the field — to make sure you can live up to the reviews you seek.

Then Greenberg suggests making your frequently asked questions and terms and conditions pages simple to navigate and understand. Ensure it’s easy for potential customers to ask you questions through the website or social media. He suggests using email software like ActiveCampaign to send automated messages or develop other systems for keeping in contact with customers.

“Establishing an online reputation is like building up assets that produce dividends,” he

says. “Every time you contribute to your assets, you are building a foundation that will continue to bring in revenue for the long haul.

“If you run your business with a focus on customer happiness and you properly leverage the social proof you build up, over time your business will grow exponentially. Customers will begin to come to you, rather than you trying to attract customers.”

BOOTS ON THE GROUND

No doubt about it, a good deal of the suc-

cess of a portable sanitation business relies on hard work in the field. Your performance is gauged every time a user swings open the door and hopes for a good restroom experience. That’s a given. But what you do to take advantage of a hard-earned reputation is important as well. Spend some time building those five-star reviews and see if you blow up the internet with new customers. ■

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PRO Leverages Trade Shows for Success

When Groupe Star Suites' Patrick Léveillé decided to change careers, he knew he had to master the basics. He started by attending the Water & Wastewater Equipment, Treatment & Transport Show; read on to find out how trade shows provide the building blocks for success.

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— Your Customers Have Double Standards for Small vs. Large Businesses
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CYBERSECURITY

Is Your Business Protected?

The increasing role of technology has made small businesses more vulnerable than ever to cyber threats. Cybersecurity is an overwhelming topic; in this online exclusive story Eric Cole of Secure Anchor Consulting cuts through the confusion.

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ALTERNATIVE LENDING

Bust Through Cash Flow Problems



Traditional lending options aren't always open to portable restroom operators in need of capital. But cash is necessary to operate a business, and there are options for those who find that traditional lending isn't feasible. Check out this article to learn about the alternatives.

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What To Do When Restrooms Reach the Scrap Heap?

PROS HAVE FOUND CREATIVE WAYS TO REPURPOSE PLASTIC FROM AGING INVENTORY, BUT A COMPREHENSIVE RECYCLING SOLUTION REMAINS ELUSIVE

By Jeff and Terri Wigley

It's fall, and during the past few months you've seen most of your restrooms go out in the field, leaving the oldest, most faded and damaged units in the inventory standing lonely in the yard. This is the time PROs can evaluate each and every restroom in their inventory to determine if an order for additional new units will be warranted soon. Recently we had two similar questions that dealt with the topic of restrooms that are no longer functional.

Question: What can we do with units that are no longer in a condition to be rented to customers? Is there some way to recycle these units?

Answer: With the average restroom today lasting a minimum of 10 years, several creative options are available once units are deemed unfit for service.

- **Sell as an "outhouse."** Advertise the units for sale to hunters and fishermen. Outdoorsmen are always in need of sanitation options, and the end of summer is an ideal time to advertise to these groups before the fall hunting season begins. Consider running an ad in state and local outdoors magazines, newsletters or other publications. A flyer in a local hunting and fishing store can work well to advertise your product for rental and purchase. Typically these customers will cut a hole in the tank and position the unit above a hole they have dug in the ground. This old-fashioned privy concept works well in the woods, and the extremely faded color of the unit or a small hole in the side is inconsequential to this type of customer.

- **Sell as hunting blinds.** Some hunters will even request that the PRO keep the tank as they are looking for a hunting blind. These outdoor enthusiasts put a piece of plywood inside the unit in order to make a sturdy floor, cut small holes in the sides of the unit, cover the vent stack hole in the roof, and they have made a waterproof and windproof blind that will be the envy of other hunters in the woods.

- **Parts recovery.** Use the old units for parts inventory. Tanks, toilet seats, urinals, toilet paper holders, vent stacks and plastic skids are the most common components to be recycled. Do not forget the hardware, such as screws, nuts and bolts. Only the rivets cannot be reused.

- **Cannibalize units.** PROs will often take two or three restrooms and use the best parts of each to construct one good unit to go back into the construction inventory. The remaining parts can then go into the company parts inventory as previously described.

FINDING RECYCLING SOLUTIONS

Repurposing restrooms to the outdoors community or assembling good parts into working units might be the best use of unusable stock. On

This old-fashioned privy concept works well in the woods, and the extremely faded color of the unit or a small hole in the side is inconsequential to this type of customer.

the other hand, recycling an entire unit at a local recycling facility presents several interesting challenges.

In order for parts of a restroom to be recycled, they must be 100% plastic. The walls, door and roof are the most desirable items for recycling, and all metal hardware must be removed. Like colors need to be separated with the white roofs being a separate category. The plastic then must be ground in a grinder to produce dense plastic pellets. Plastic skids are harder to grind and more complex to recycle. The plastic tanks and urinals are often rejected due to their use and contact with human waste. To date, any known recycling efforts are done at a local level.

We spoke to two portable restroom manufacturers concerning this topic. One manufacturer attempted a recycling program in the early 2000s, but transportation of the units, the labor to remove all nonplastic parts and the ultimate low return on the investment made this process unfeasible or impractical. The second restroom manufacturer completed their logistical and economic study of this process in the first quarter of this year and reached a similar conclusion.

One further suggestion is to seek recycling companies that would buy your old units in bulk and then would prepare them for recycling. They typically offer very low prices for large numbers of old units, but this is a method to remove unusable units from your yard.

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Be creative and use every possible means to recycle as many parts and pieces of units as possible. Minimize your contributions to your local landfill.

Portable sanitation is an environmentally friendly industry in that waste is collected and treated and the effluent eventually makes its way back into our water system. We are familiar with a study that shows worldwide that portable restrooms save 125 million gallons of freshwater per day. We should be proud of these facts and advertise them to the public whenever the opportunity arises. We should all also attempt to recycle our units and keep them out of landfills.

If you have restroom recycling suggestions to share, please let us know. We are eager to pass them along to readers in a future column. ■



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The Sarabia's Portable Jons & Blue Sanitation team includes (front row, from left) Terry Skirvin, Nancy Ontiveros, Monica Brown and Lorena Soto; and back from, from left, Juan Maynez, Alberto Hernandez, Robert Wells, Alejandro Valadez, Rudy Marquez, Michael Ahn and Mario Medrano. (Photos by Joel Angel Juárez)



A STAKE IN SUCCESS

From the receptionist to the technicians, everyone is invested in the success of a Texas restroom company utilizing an employee stock ownership plan

BY BETTY DAGEFORDE

On the surface, it wouldn't appear the fashion and sanitation industries have much in common. But for two sisters from Mexico City, the transition from one to the other was not daunting and proved to be very profitable for them, as well as their employees.

Sarabia's Portable Jons & Blue Sanitation in El Paso, Texas, was formed in 1979 by Tim Sarabia. By 2001, he wanted to retire and connected with Lorraine Wardy who was ready to come out of retirement after leaving her El Paso-based clothing manufacturing company. Wardy bought the business, upgraded the inventory, purchased a 4-acre property in 2009 and built three buildings for office and maintenance functions.

Wardy relied heavily on the staff to help her get up to speed and credited them with a lot of her success. By 2010, when retirement once again beckoned, she chose to turn the company over to them in the form of an employee stock ownership plan. That's also when her sister, Monica Brown, joined the company full time after helping for a number of years after leaving her clothing manufacturing job in Mexico.

Sarabia's Portable Jons & Blue Sanitation El Paso, Texas

Owner: Monica Brown (51%), employees (49%)

Founded: 1979

Employees: 35

Services: Portable sanitation, roll-off container services

Service area: Several-hundred-mile-radius around El Paso

Website: www.sarabias.com



Right: Technician Jaime Zamora, right, watches on as a high-rise construction worker controls a pair of Satellite | PolyPortables restrooms as they are lowered to the ground for servicing.

Below: Zamora fills out the service record for a Satellite | PolyPortables restroom he just cleaned.



Left: Restrooms are lowered from a high-rise construction placement for servicing.



After about a year, they realized losing women- and minority-owned certifications as a result of becoming an ESOP was putting them at a disadvantage in bidding on federal projects. So the decision was made for Brown to buy 51% of the company and reestablish those certifications. Brown is now the president, employees own 49% and Wardy is retired.

Having a stake in the profits of the company is good for employee productivity, morale and retention. It also gives staff the right to participate in decision-making discussions.

Employees number 35 — technicians, delivery personnel, yard workers, six office workers, three supervisors and an operations manager. Blue Sanitation refers to their special-events division, which accounts for about 15% of their work.

EQUIPMENT LINEUP

Sarabia's has 3,000 standard units, most from Satellite | PolyPortables. Construction and event units are kept separate. At first, Brown didn't like having the variety of colors they had accumulated over the years, but she eventually made it work to their advantage. "We offer a festive scene for parties," she says. "We have lime green, orange, pink and blue." And on large construction projects where they provide units for several contractors, they keep them all straight by assigning each its own color.

"We sit and discuss as if we were all partners and I hear everybody's opinion. Everybody has something very productive to bring to the table, each one in their own specialized area. It's a very interesting relationship."

MONICA BROWN

Engineering). Holding tanks are from TOICO Industries and Satellite | PolyPortables. J&J Portable Sanitation Products provides its deodorant products.

Most of the company's 14 vacuum trucks were built by Satellite Vacuum Trucks. The smallest two are older Ford F-550s with 650-gallon waste and 300-gallon freshwater tanks. The company has a few Ford F-750s and GMCs with medium-capacity tanks, but now they prefer larger tanks. Its latest five purchases are Hino 268As with 1,600-gallon waste and 550-gallon freshwater tanks. Pumps are Masport and Conde (Westmoor). The company manages fleet activities with RouteOptix route planning/billing software and a Teletrac fleet tracking system.

OUTER SPACE

El Paso is surrounded on three sides by Mexico and New Mexico in a vast, sparsely-populated area. As a result, there are few PROs in the area so Sarabia's is often asked to do long-distance events.

"We go hundreds of miles," Brown says. "We have gone as far as Albuquerque, which is about four hours away. Sometimes we pair with a smaller company closer that will service the units for us. It has to do more with the cost — if the client is willing to pay the trip charge, we'll go anywhere." Many remote sites have no utilities so the company brings everything needed to keep trailers running with electricity, water, climate control and music.

The remoteness of the area lends itself to extraterrestrial activities for

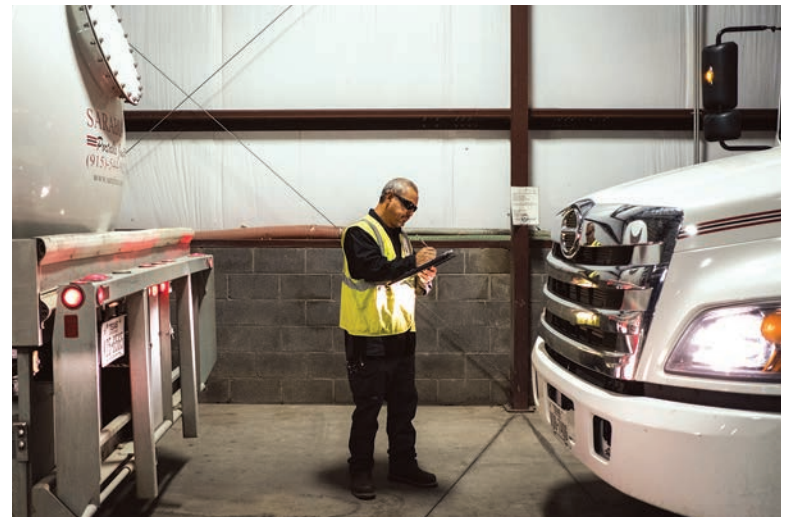


Left: In downtown El Paso, Texas, Jaime Zamora cleans several construction site units.

Right: Javier Hernandez inspects trucks at the Sarabia's Portable Jons & Blue Sanitation headquarters. Most of the company's service trucks were built out by Satellite Vacuum Trucks and carry Masport or Conde (Westmoor) pumps.



Teresa Skirvin, a customer service representative, at Sarabia's Portable Jons & Blue Sanitation, reviews the day's workload.



which the company provides services — everything from the McDonald Observatory in Fort Davis, Texas, to the Spaceport America spacecraft launch complex in Truth or Consequences, New Mexico, to the mysterious Marfa lights in Marfa, Texas, attributed (some say) to UFOs.

Natural disasters are uncommon in the area, but in 2011 when a major freeze hit, causing pipes to burst, the company supplied water and portable restrooms for hospitals and the hardest-hit areas.

LOCAL PROJECTS

Closer to home, events include the Thanksgiving Day parade, the Sun Bowl football game, and many weddings, festivals and concerts. There are also a lot of highway projects, downtown remodeling work and construction on the ever-growing outskirts of town. Sarabia's is currently providing units for the U.S. Army's hospital replacement project. They also supply units at no or low cost for many charity events.

And really close to home — within viewing distance of Brown's office but a world away — is Mexico. Although they've been asked to service large events across the border, such as a papal visit, it just isn't feasible, Brown says. It's a different country with different rules, processes and pricing; they'd have no access to local disposal sites; and there would be concerns about dealing with customs.

(continued)

Simplifying payroll and human resources

When Monica Brown took over as president of Sarabia's Portable Jons & Blue Sanitation, one of the first things she did was hire a professional employer organization to handle payroll and human resources functions.

"They are like a middleman in the employment process," she explains. "They act on behalf of the company but also make sure I respond in the proper way to everything that is required of me toward my employees."

Job interviewing is done by Brown, but the PEO posts positions and does background or drug checks at Brown's request. Weekly payroll is greatly simplified for the company. Instead of writing 35 checks, Brown writes only one when the PEO sends her an invoice. The PEO handles everything, including figuring taxes, benefits and deductions. Paychecks are issued under the PEO's name which, in some sense, makes Sarabia's and the PEO co-employers (a legally acceptable arrangement for the company's employee stock ownership plan).

Although using a PEO is more expensive than doing the work in-house, Brown loves it. She can concentrate on her business and let someone else handle things they have expertise in. "It's just the peace of mind of knowing I don't have to be the one thinking about these issues," she says, "and dealing with unemployment claims and child support and all of these things. It's very worth it to me to pay the extra money."

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Brown takes a sink-or-swim approach to new hires. “You either like the job or you can’t stand it and leave. So, whoever goes through the first week and hasn’t become completely disgusted, usually they’re the ones we start looking at more seriously for training for other things.”

After two years on the job, an employee begins to accrue ownership in the company under the ESOP and is fully vested by year six. Although Brown may pay out dividends at her discretion, the plan is primarily a retirement vehicle. When someone retires (or even resigns), the company buys back their shares based on fair market value of the company.

As part owners, employees have the right to participate in decision-making discussions. “We sit and discuss as if we were all partners and I hear everybody’s opinion,” Brown says. “Everybody has something very productive to bring to the table, each one in their own specialized area. It’s a very interesting relationship.”

Sarabia’s has been able to dispose of collected waste at their facility since 2009 when Wardy bought the property. “She was very visionary,” Brown says, “and got a permit from the Texas Commission on Environmental Quality as well as the local water department.” Waste is dumped into an underground system where submersible pumps convey it to the city sewer line after drivers remove things like shoes and beer cans. This setup is especially valuable now as the aging local treatment plant will be closing, leaving PROs scrambling to find alternatives.

A NEW SERVICE

In 2016 the company added roll-off services. Once again, Brown found herself in an industry she knew nothing about, but this time neither did the staff. “It was not easy,” she says. “We had to learn how to drive the truck and how to get the container up and down. But it didn’t take very long before my guys picked up on it.”

Equipment vendor Cusco provided videos and tutorials; and Brown called upon a colleague she found through the Portable Sanitation Association International. The company started with 20 and now have 80 20-, 30- and 40-yard units. They lease two Peterbilt trucks and use Cusco dump bodies with Galbreath hoists.

Marketing is through word-of-mouth, flyers, attendance at contractor meetings, the website and social media. “But we have to work at it all the time,” Brown says, “because even three years later there are a lot of people who don’t know we have roll-offs. It’s a never-ending effort.”

STAFF MATTERS

Brown had previously worked in many areas of the fashion industry including owning her own company, so she had experience hiring and managing people. Other than entry-level positions such as yard workers, she prefers to fill openings from within.

“We have a certain way of doing things,” she says, “So if somebody comes with experience from another industry, it’s sometimes hard for them to understand what we do or why or how. I do my best to promote my employees — to train them and get them up to speed so they’re able to take more responsibility.”

“Sometimes we pair with a smaller company closer that will service the units for us. It has to do more with the cost — if the client is willing to pay the trip charge, we’ll go anywhere.”

MONICA BROWN

STAYING THE COURSE

Other than possibly adding water truck services, Brown wants to hold the company steady for a while as they catch their breath after recently upgrading trucks and units. As for Brown personally, she’s not thinking of retiring any time soon, but succession planning is always in the back of her mind.

“I don’t have children so I don’t have anybody to inherit the business,” she says. “Every day I think about how to go about it, but I still haven’t come up with the right answer.”

For now, she’s happy where she’s at and enjoys being able to fill a need in the community. She’s also passionate about trying to bring a level of sophistication to the industry.

“We’re very proud of our units and service,” she says. “It’s such a basic necessity for everybody, starting with the construction worker in the field. If we were in the fencing industry, for instance, and I mess up on setting up a fence and it’s a little crooked, it’s just going to be an eyesore for a year. But if I don’t keep a clean bathroom for that year, I can break the morale of that gentleman who’s going to have to use it the whole time he’s there. To me, that’s something very important. We look at it from that perspective — that we need to better our services to the best of our abilities every day.” ■

MORE INFO

Ameri-Can Engineering
574-892-5151
www.ameri-can.com

Cusco
800-490-3541
www.wastequip-cusco.com

J&J Portable Sanitation Products
800-345-3303
www.jjchem.com
(See ad page 3)

Masport, Inc.
800-228-4510
www.masportpump.com
(See ad page 9)

NUCONCEPTS
800-334-1065
www.nuconcepts.com

PolyJohn Enterprises Corp.
800-292-1305
www.polyjohn.com
(See ad page 35)

Rich Specialty Trailers
260-593-2279
www.richrestrooms.com
(See ad page 29)

RouteOptix Inc.
866-926-7849
www.routeoptix.com

Satellite | PolyPortables
800-883-1123
www.satelliteindustries.com
(See ad page 36)

Satellite Vacuum Trucks
800-883-1123
www.satellitetruckxpress.com

TOICO Industries
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	 <p>Fruitland Manufacturing 324 Leaside Ave. Stoney Creek, ON L8E 2N7 800-663-9003 • 905-662-6552 (f) 905-662-5412 sales@fruitland-mfg.com www.fruitlandmanufacturing.com</p>	RCF 172	As Per Application	27"	30	128	4	Air	1,400
		RCF 250	As Per Application	26.5"	30	255	4	Fan	1,400
		RCF 344	As Per Application	27"	30	182	4	Air	1,400
		RCF 370	As Per Application	28.5"	30	385	8	Fan	1,400
		RCF 500	As Per Application	28.5"	30	450	8	Air	1,400
		RCF 870	As Per Application	28.5"	30	575	8	FanAir	1,400
		RCF 1200	As Per Application	28.5"	30	1,400	8	Fan	1,200
		WR 2500	As Per Application	26"	22	385		Liquid	1,600
		WR 3100	As Per Application	26"	22	422		Liquid	1,600
		WR 4000	As Per Application	26"	14.5	657		Liquid	1,300
		W1600	As Per Application	27"	29	747	6	Liquid	1,500
		W1300	As Per Application	27"	29	615	6	Liquid	1,500
W900	As Per Application	27"	29	485	6	Liquid	1,500		
See ad page 9	 <p>Masport Inc 6801 Cornhusker Hwy. Lincoln, NE 68507 800-228-4510 • 402-466-8428 cs@masportpump.com www.masportpump.com</p>	Hydra	4,000	27"	30	467	6	Liquid	1,000 - 1,400
		Titan	4,000	27"	30	545	6	Fan	1,000 - 1,400
		Sidewinder	4,000	27"	30	550	6	Fan	1,000 - 1,400
		HXL400WV	4,000	27"	30	450	6	Liquid	1,000 - 1,250
		HXL75WV	2,500	27"	30	260	4	Liquid	1,000 - 1,250
		HXL75V	2,500	27"	25	230	4	Air	1,000 - 1,250
		HXL4V	1,500	27"	15	167	4	Air	1,100 - 1,400
		HXL3V	1,000	27"	15	110	4	Air	1,225 - 1,750
HXL2V	750	27"	15	96	4	Air	1,225 - 1,750		
See ad page 31	 <p>National Vacuum Equipment 2707 Aero Park Dr. Traverse City, MI 49686 800-253-5500 • 231-941-0215 (f) 231-941-2354 sales@natvac.com www.natvac.com</p>	304 Challenger	Application Specific	27.5"	30	179	4	Air	1,100 - 1,400
		607 PRO Challenger Heavy Duty	Application Specific	28"	30	390	7	Fan/Liquid	1,100 - 1,500
		866 Challenger Heavy-Duty	Application Specific	27"	20	507	6	Fan/Liquid	800 - 1,150
		887 Challenger Heavy-Duty	Application Specific	28"	30	620	7	Fan/Ballast Port Cooled	1,000 - 1,200

	Dealers/Distributors	Pump Lines
See ad page 13	FlowMark 827 S. 7th St., Kansas City, KS 66105 833-653-8100 sales@flowmark.com www.flowmark.com	Conde, Fruitland, Jurop, Masport, Moro, National Vacuum Equipment
 IMPERIAL INDUSTRIES INC See ad page 5	Imperial Industries, Inc. 550 W Industrial Park Ave., Rothschild, WI 54474 800-558-2945 • 715-359-0200 • (f) 715-355-5349 info@imperialind.com www.imperialind.com	Conde, Fruitland, Masport, Moro, National Vacuum Equipment, Wittig
See ad page 10	KeeVac Industries Inc 7717 W 6th Ave., Unit E, Lakewood, CO 80214 866-789-9440 • 303-789-9440 • (f) 303-459-4439 info@keevac.com www.keevac.com	Conde, Fruitland, Jurop, Masport, Moro, National Vacuum Equipment
See ad page 34	McKee Farms Technologies 20 Martins Ln., Elmira, ON N3B 2A1 800-403-4305 • 519-669-1625 • (f) 519-669-8331 info@elmiramachine.com www.wallensteinpumps.ca	Wallenstein
See ad page 29	R.A. Ross & Associates NE, Inc. 10280 Brecksville Rd., Brecksville, OH 44141 800-678-4581 • 440-546-1190 • (f) 440-546-1188 jeremy@rarossne.com www.rarossne.com	Battioni, Conde, Dresser Roots, Fruitland, Gardner Denver, Hibon, Jurop, Masport, Moro, National Vacuum Equipment, Robuschi, Tuthill
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 SVT <small>SATELLITE VACUUM TRUCKS</small>	Satellite Vacuum Trucks 2530 Xenium Ln. N, Minneapolis, MN 55441-3695 800-883-1123 • (f) 763-553-1905 information@satelliteindustries.com www.satellitetruckxpress.com	Battioni, Conde, Fruitland, Jurop, Masport, Moro, National Vacuum Equipment, Robuschi, Sutorbilt, Wittig
	VARCo 7489 Mason King Ct., Manassas, VA 20109 866-872-1224 • 703-334-5980 • (f) 703-334-5979 ron@varcopumper.com www.varcopumper.com	AMT, Battioni, Challenger, Conde, Flojet, Jurop, Moro, Shurflo

Hitting a High Note

THE JOB: ROMP Festival 2019
LOCATION: Owensboro, Kentucky
THE PRO: Clean Green Porta Potties

Clean Green Porta Potties enjoys a long history of helping fans at Kentucky's ROMP Festival enjoy the sweet sounds of mountain music **BY BETTY DAGEFORDE**

THE TEAM

Chris Cates operates Clean Green Porta Potties out of his 35-acre property in Sebree, Kentucky, and a supplemental 2-acre storage yard 30 miles away in Owensboro. The team includes his wife, Chrissie, who handles book work; sister Tracy Townsend, who does all their septic work; right-hand-man Kyle Conklin; and portable restroom technicians Tony Coakley (his father-in-law), Wayne Bethel and Dennis Ranburger. Son Tristan (16) helps out at events. Tristan and his siblings — Katelyn (14), Karsyn (12), Tracen (8) and Kynsley (3) — help the family business during “folding parties” where Cates plants everybody around the dining room table to fold and stuff invoices. For ROMP Festival, Cates also received help from another PRO, B.J. Davis at Moon Portable Restrooms in Louisville, who supplied two restroom trailers and a shower trailer.

COMPANY HISTORY

Cates' father, Rodney, started a trenching company in 1978, then over the years expanding into other services including septic pumping. Cates started working with him “ever since I was big enough to be in the way,” he says. After high school, he served three years in the U.S. Navy and then returned to the business. By 2007, just before his father passed away, he earned a master plumber license. And with help from his father-in-law, he also had a side business in portable sanitation after buying the assets and client list of a 10-year-old company.



The Clean Green Porta Potties team at ROMP Festival includes (from left) Chris Cates, Tristan Cates, Wayne Bethel, Dennis Ranburger and Kyle Conklin. (Photos by Martin Cherry)



As the sun sets, crowds enjoy another musical act at ROMP Festival in Owensboro, Kentucky. (Alex Morgan photo)



***Clockwise from left:** Technician Wayne Bethel fills a Satellite | PolyPortables hand-wash sink in preparation for the opening of the ROMP Festival in Owensboro, Kentucky; Kyle Conklin services restrooms using a vacuum truck built out by Lane's Vacuum Tank and carrying a Masport pump; while Bethel looks on, Chris Cates pulls a Satellite | PolyPortables restroom off a Johnny Mover transport trailer during setup.*



"I always felt like I wanted something more for me and my family," he says. "I didn't know what it was. I talked to the man, started running some numbers in my head and thought it could be a good opportunity." The business came with 147 units. Their green color and the owner's insistent advice — "You've got to keep them clean" — led to Cates' wife suggesting the name Clean Green.

When his father passed, Cates' sister took over the septic business and Cates went full time with Clean Green. He bought out two other companies in 2008 and 2012 and now has an inventory of over 2,000 units. In November 2018, the family septic company was rolled into Clean Green and accounts for about 10% of the work.

MAKING CONNECTIONS

The company picked up ROMP Festival with its 2008 acquisition when the event was only a few years old.

"I sent two guys out, one truck and 20 toilets," Cates recalls. "They sat there all day and were bored out of their minds. Now it's every vehicle and employee I've got."

Cates makes sure the sponsor, the International Bluegrass Music Museum, never has a reason to look for another vendor.

"They know they can call on me if there's a problem and I take care of

"They know they can call on me if there's a problem and I take care of it. I tell the guys as long as we keep doing what we're supposed to do, we'll have this event — provide good service, take care of the people and be polite."

CHRIS CATES

it," he says. "I tell the guys as long as we keep doing what we're supposed to do, we'll have this event — provide good service, take care of the people and be polite."

THE MAIN EVENT

Ricky Skaggs, Patty Loveless and Steve Earle headlined ROMP Festival 2019, a four-day music/camping festival held June 26-29 at Yellow Creek Park in Owensboro. It featured bluegrass, folk and Americana music, as well as food and craft vendors, children's activities, group yoga, and lots of jamming and dancing. About 30,000 people attended. Camping options ranged from hammocks to motor homes. Cates describes it as a colorful family event where you're likely to see tie-dye dresses, handlebar mustaches, hula hoops, hoot owls, bubble machines and old Airstream trailers. "It's a great atmosphere," he says. "Everybody's just having a good time."

BY THE NUMBERS

On Monday, two days before the event, Cates and Conklin brought in 75 standard units (PolyJohn Enterprises and Satellite | PolyPortables), 10 enhanced access units (PolyJohn Enterprises), and 15 hand-wash stations (Satellite | PolyPortables) using 20- and 12-unit Johnny Mover trailers. Units were set up in 13 locations in banks of two to 16: 40 surrounding the main stage and the rest scattered throughout camping areas. They also brought in four Satellite Suites single-stall shower units owned by the sponsor but stored at the company's lot.

The next day, Moon Portable Restrooms brought in an eight-stall restroom trailer for VIPs, a two-stall trailer (Porta-Lisa from JAG Mobile Solutions) for artists and an eight-stall shower trailer for campers.

Right: Chris Cates pumps the holding tank for an RV on the grounds of ROMP Festival.

Below: Cates prepares to replenish units with paper products and J&J Portable Sanitation Products deodorizing products for the crowd of 30,000 visitors at ROMP Festival.



The crowd enjoys one of the performances at ROMP Festival. (Alex Morgan photo)

KEEPIN' IT CLEAN

The crew serviced equipment Thursday afternoon, Friday morning and afternoon, and four times Saturday using four Ram 5500s (2014-17) built out by FlowMark Vacuum Trucks and Lane's Vacuum Tank with aluminum tanks and Masport pumps, three with 1,100-gallon waste and 400-gallon freshwater tanks and one with a 600-gallon waste and 350-gallon freshwater tank. Deodorizers, scented disks and washdown soap were from J&J Portable Sanitation Products and Satellite | PolyPortables. Tanks and floors were cleaned with Purple Power degreaser. Waste was taken to the Owensboro treatment plant. Every service run also included freshening up the restroom trailers, which were swept and had trash removed, soap and towels replenished and mirrors cleaned.

Maneuvering through the crowd was tricky, but Cates says they've gotten better at it.

"You've got to have a spotter at all times," he says. "You can be as polite as possible but sometimes people are like cows in a road — they won't get out of your way. We knock out the big banks first. We'll park two or three trucks in front of them to create a barricade, then service them and get out of the way as quick as possible."

Two crew members stayed on site all day Friday to pump out RVs in between equipment services, and Saturday the full crew was on hand. The team used the company's nearby storage lot as a place to take breaks. "We'd go there and hang out or go eat lunch," Cates says. "I provide everything during the event — food, water, Gatorade."

On Sunday morning, there was a big push to get all their RV customers pumped out so the campers could leave. Then the team started in on its own equipment and had everything removed by 5:30 p.m.

"You've got to have a spotter at all times. You can be as polite as possible but sometimes people are like cows in a road — they won't get out of your way."

CHRIS CATES

CALM AFTER THE STORM

When it rained 3 inches Wednesday night, Cates was fearful they were looking at a mud fest, but with luck on their side, the next storm didn't hit until a few hours after everything was back at the storage yard.

Cates reports everything went well, they received a lot of compliments as usual, and they're already making plans for next year. "It's hard to describe the environment, but it's so peaceful and happy," he says. "We sure enjoy it. It's our biggest event of the year and one we look forward to." ■

MORE INFO

FlowMark Vacuum Trucks
833-653-8100
www.flowmark.com
(See ad page 13)

J&J Portable Sanitation Products
800-345-3303
www.jjchem.com
(See ad page 3)

JAG Mobile Solutions
800-815-2557
www.jagmobilesolutions.com

Johnny Mover Trailer Sales
800-498-3000
www.cesspoolcleaners.com
(See ad page 34)

Lane's Vacuum Tank, Inc.
800-592-3308
www.lanesmobilejohn.com

Masport, Inc.
800-228-4510
www.masportpump.com
(See ad page 9)

PolyJohn Enterprises Corp.
800-292-1305
www.polyjohn.com
(See ad page 35)

Satellite | PolyPortables
800-883-1123
www.satelliteindustries.com
(See ad page 36)

Satellite Suites
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HOSE REELS

HANNAY REELS VAC SERIES

VAC Series reels from **Hannay Reels** are designed to store and handle vacuum hose up to 4 inches I.D. and 150 feet long. The series is available in a variety of configurations, including the heavy-duty VAC-5000. This reel is equipped to handle longer-length and large-diameter vacuum hose. Constructed with a sturdy steel channel frame and spoked discs for weight savings, it provides easy and fast winding of vacuum hose. It offers a single-wrap configuration and is best used where width dimension is minimal, such as between cab and tank or mounted transversely to the frame of the truck. Other reels in the series include the VAC-9000, which allows for multiwrap solid-disc configuration, as well as the vacuum hose storage-only VAC Series Storage Reel. **518-797-3791; www.hannay.com.**



REELCRAFT INDUSTRIES SERIES PW7000

Series PW7000 hose reels from **Reelcraft Industries** have been fitted with a nickel-plated, carbon-steel Aflas sealed swivel specifically for pressure-wash applications. The reel can hold up to 50 feet of 3/8-inch I.D. hose. Its rigidity, compact design and nearly impervious powder-coat finish make it suitable for outdoor, all-weather and truck-mount applications. The guide arm adjusts to seven positions for ceiling, wall, truck, bench or pit mounting. The reel comes in standard red, but several other colors are available upon request. **800-444-3134; www.reelcraft.com.**



VACUUM PUMPS

ELMIRA MACHINE INDUSTRIES / WALLENSTEIN VACUUM MODEL 151

The **Model 151** from **Elmira Machine Industries / Wallenstein Vacuum** can be used on portable sanitation tanks, slide-in units, campgrounds and marinas that require a compact package. It offers 80 cfm at 15 inches Hg, with a 2-inch vacuum/pressure valve, swivel elbows for easy hookup, air pressure or mechanical lubrication, and clockwise or counter-clockwise operation. It can be direct-, hydraulic-, pulley- or clutch-driven. **800-801-6663; www.wallenstein.com.**



FRUITLAND ELIMINATOR 250PT

The **Eliminator 250PT** from **Fruitland** was designed with a smaller mount and accessories, allowing it to fit on almost all portable restroom service trucks while still allowing for big-truck, continuous-duty performance. The package includes an RCF250 180 cfm vacuum pump with an integral heavy-duty secondary shut-off and oil-catch muffler. The design is 26 inches wide and 19 inches high, taking up minimum frame-rail space. The package comes with hydraulic or gearbox drive options; the gearbox drive allows for five distance options for alignment to the PTO shaft (8, 9, 10, 11 and 12 inches). It offers low oil consumption, including an automated oiling system with all-steel oil lines, pump oil-level sight gauge, vane gauging ports and anti-shock design. **800-663-9003; www.fruitlandmanufacturing.com.**



NATIONAL VACUUM EQUIPMENT CHALLENGER 304

The **Challenger 304** vacuum pump from **National Vacuum Equipment** delivers 210 cfm in a number of compact packages that include a pump with a pump stand; a pump with a stand, prefilter and moisture trap in two variations; and an engine drive unit with a 13 hp electric-start engine. Standard packages are available in gearbox drive or with a hydraulic drive adapter. The pump is designed with a ductile iron housing and stainless steel braided oil lines for durability. The package is designed so routine maintenance, such as vane inspection and replacement, can be done without removing the pump from the truck. **800-253-5500; www.natvac.com.**



INDUSTRY NEWS

Matthew Wasson appointed president of Masport

Matthew Wasson was appointed president of Masport Vacuum Pump Systems after spending 20 years at Cummins with roles in finance, distribution, strategic development and operations. His role at Masport will focus on corporate vision, strategy and continuing improvement. ■



Matthew Wasson

VACUUM PUMPS

WESTMOOR CONDE POWERPAKS

Conde PowerPaks preassembled gasoline- or diesel-powered vacuum pump units from Westmoor are easy to install. A heavy-duty steel base with aluminum diamond plate trim and belt guard ensure the unit is aesthetically pleasing. Rigid assembly ensures minimum vibration and maximum power. They are available with either vacuum/pressure or vacuum-only pumps. A wide range of cubic-feet-per-minute options ensures matching the right unit to tank size and application. They are powered with optional Honda GX commercial-series gasoline engines or Hatz industrial air-cooled diesel engines. Units can be easily transferred to another tank system when needed. **800-367-0972; www.westmoorltd.com.**



WASHDOWN/WATER PUMPS

MORO USA DC

Heavy-duty Moro USA DC water pumps offer 20 gpm maximum flow to provide quick restroom fills, while 42 psi maximum pressure makes for quick high-pressure cleaning. Available with cast iron or stainless steel pump body, both models offer a stainless steel impeller and Viton elastomers. Fan-cooled 12-volt (83-amp maximum draw) motors are epoxy-coated for durability. These continuous duty pumps come solenoid- and pressure-switch standard for easy installation. They have 1 1/4-inch suction and 1-inch discharge ports. The discharge can be mounted in four different positions. **800-383-6304; www.morousa.com.**



WATER CANNON RG SERIES PUMP

The RG Series Pump from Water Cannon Inc. - MWBE is rated for either 3.96 or 5.5 gpm at 1,450 rpm, and it has a nickel-plated manifold rated for 3,600 psi. It incorporates parts from the RK, XW and SHP Series pumps and combines them into an all-around heavy-duty pump, according to the maker. The footprint is the same as the RW and XW Series ARNA pumps, as well as the General 47 Series pumps. **800-333-9274; www.watercannon.com.** ■



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PRODUCT NEWS

PRODUCT SPOTLIGHT

New restroom reinforced against vandalism and abuse

By Jared Raney

Based in Colombia, **Manitu Water Management** has built an environmentally friendly portable restroom that can withstand the rigors of any location. The **MT 18 Paramo** utilizes tough construction and enhanced security features to ensure unit longevity. It is produced using specially selected UV-resistant and durable resin with international certifications — ISO 9001, ISO 14001 and IATF 16949.

“It has been manufactured with highly resistant plastic materials used for extreme environmental conditions and outdoor experiences,” says Juan Acosta, CEO of Manitu. “It also offers specifically designed security elements that can guarantee the integrity of the unit from its daily use, transportation, manipulation and violent vandalism acts.”

Manitu recommends the unit’s use across a variety of rental scenarios, including events, construction sites, municipal placement, highway projects, beaches, mines, and oil and gas camps.

To reduce vandalism, the hinge shaft is made from high-resistance plastic, in addition to embedded counterweights and metal single-springs.

“Its highly resistant materials allow it to be used under extreme conditions, both environmental and social,” Acosta says. “It can be used for daily operations, but also during extreme and emergency situations, providing people with healthy and dignified sanitary conditions.”

Elements have also been included to increase functionality, such as a double-barrier filter and locking cup. It is designed to limit horizontal faces, subsequently simplifying cleaning and reducing dirt accumulation. Rainwater guides ensure that water will flow easily.

Designing the unit was a three-year process, and the founders of Manitu come from backgrounds in plastic manufacturing and logistics.

“Our product can be easily transported and used in any part of the world, from first-world countries to the most underdeveloped populations and towns,” Acosta says. “Our philosophy is not only to bring our portable toilet to the biggest cities and cosmopolitan cities, biggest events and huge industries, but also — and most important — to bring it to the most vulnerable people and towns, where the minimum sanitary conditions don’t exist today. In that way, we create a bigger impact and positive impact in our world.”

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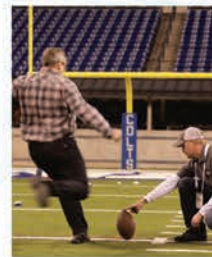
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Karleen Kos is executive director of the Portable Sanitation Association International. She may be reached at karleenk@psai.org or 952-854-8300.



Being Certifiable Helps You Compete in the Portable Sanitation Industry

By Karleen Kos

Earlier this year, the Portable Sanitation Association International announced a set of significant upgrades to our well-established certification program. We would like you to know that:

- There are two levels of credential available: apprentice and professional.
- We have researched the critical functions performed by front-line workers and developed a new exam that tests for these competencies.
- The certification exam is available for remote testing using your computer.
- We've upgraded our basic training programs to help your workers learn the essentials of succeeding in a front-line role. Whether they follow the training by taking the exam or not, these courses ensure your team is ready for the challenges they will face in the field.

So the big question is this: Are the workers in your company certifiable?

Before you answer that, let's look at why it even matters in an industry like portable sanitation. With only a couple of exceptions (Illinois and Georgia), getting your team certified isn't required by law. Here's why you should get them certified anyway.

1. Gain a competitive advantage. Having training and credentials that your competitors lack can set you apart when pursuing new business. You can use your team's certified status to show customers you have invested in excellence and can, therefore, be trusted with their special event or job site. If you happen to be in a market with little competition, your worker certification status tells customers they aren't "settling" because you are the only game in town. Certification means they are getting the best whether you have many competitors or none. Your customers don't care about certification? They will if you show them why it matters to them: better service, safer work sites and enhanced outcomes for their job site or event.

2. Increase the efficiency and effectiveness of your team with updated knowledge and skills. Portable-sanitation-specific certifications help provide your company with a solid foundation for its workforce. The advanced training, information and knowledge they gain from portable sanitation-specific courses can provide you with smarter, safer workers. Your team will be aware of up-to-date strategies that help in serving your customers, and they will be more able to avoid costly mistakes, injuries or damages.

3. Improve your firm's earning potential. Most customers will understand higher costs associated with specialized training or certification. When they understand how it benefits them to hire a portable sanitation company with certified workers, they are likely to be more willing to pay higher fees. Of course, this won't happen without your effort to sell it. Like any other product your company offers, service excellence through certified employees has to be promoted. You know how to show a customer the benefits of your other services — treat your certified staff as a service and you can use it to grow your bottom line.

4. Recognize and reward your workers. Pay is not the only way to appreciate and motivate employees. Investing in your team to become trained and certified is a great way to show them how much they matter to you. Even if they don't take the certification exam, the extra training can only help them be better at their jobs, and offering it communicates how much you value them.

As your business evolves, be sure to plan for getting your team certified. The PSAI is here to help. We offer live web broadcasts each month, making it easier than ever to get your group trained. The certification exam is available remotely too. If your group is large, we can also arrange for a trainer to come to your site. Give us a call and we'll work with you on a program that is right for your company. It's good to be certifiable! ■

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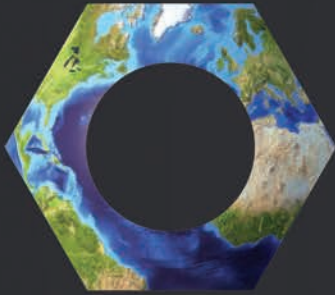
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