

P R O TM

PORTABLE RESTROOM OPERATOR

October 2022
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Frenzy on the **FOURTH**

The team at Portable Water Closet
kicks it into high gear to serve the
Fair Saint Louis Independence Day party

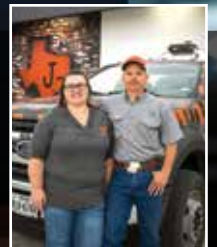
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PROFILE

Treating people right, striving to be a destination employer are hallmarks of the J Bar Enterprises success story

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TUFF-JON

Portable Toilets | Holding Tanks | Hand Wash Units | Accessories



TJ Kids



TJ Shorty



Tuff-Jon III



Tuff-Jon



100 Gallon Fresh Water Supply Tank



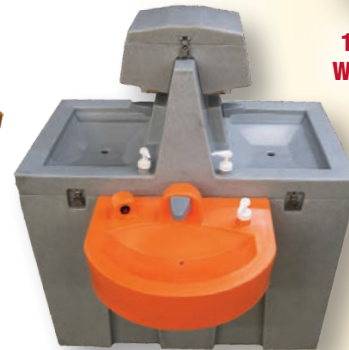
60 Gallon Rinse Tank



Containment Tray



Sink Lifting Bracket



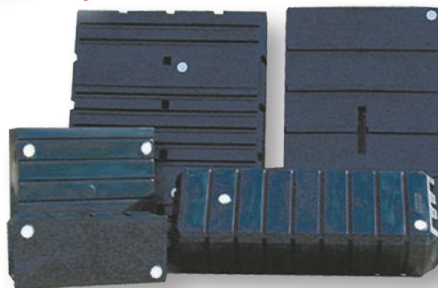
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Interior View of Deluxe TJ-III

- Lifting Bracket Assembly
- Sky Heater
- Corner Shelf
- Towel Dispenser
- Hand Washer Available For Both Styles of Tuff-Jon

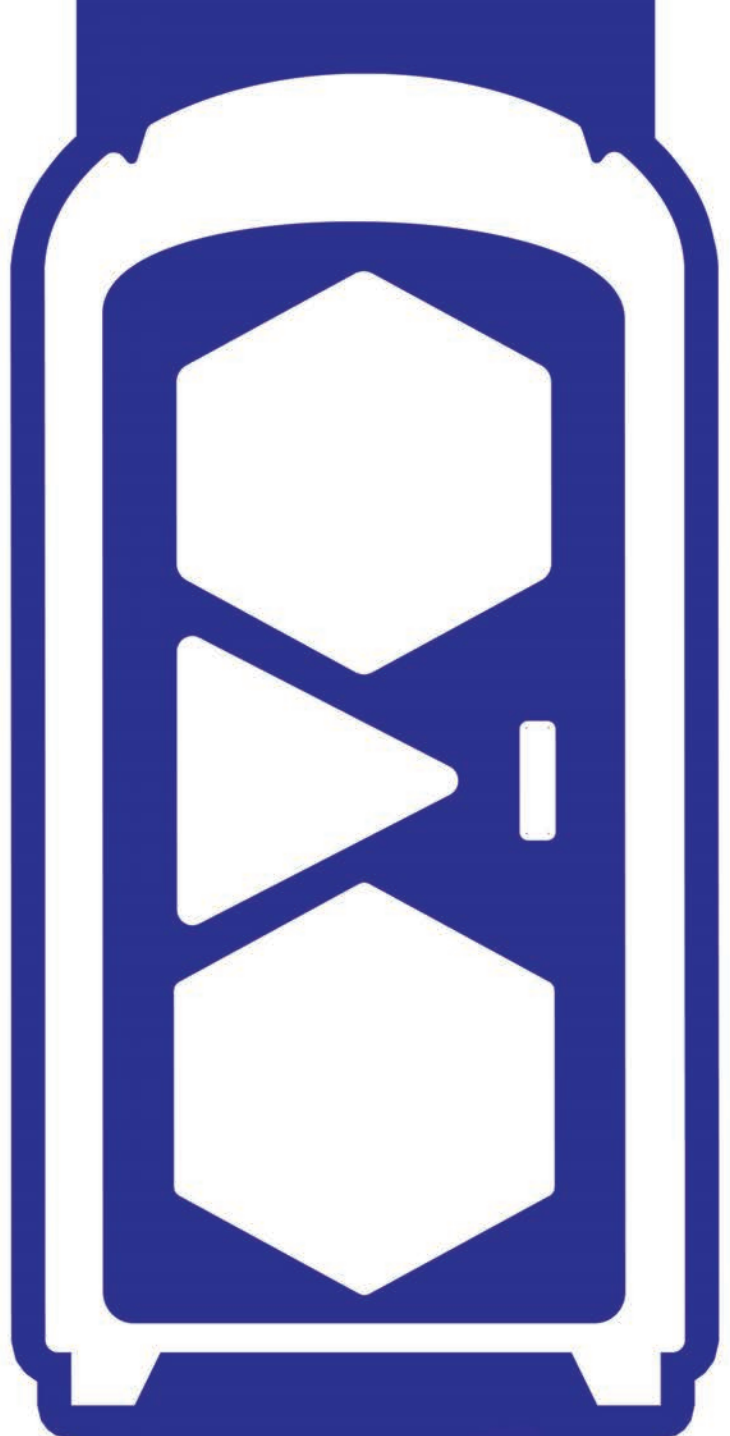


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Frenzy On the Fourth

The team at Portable Water Closet kicks it into high gear to serve the Fair Saint Louis Independence Day party.

- Dee Goerge

LEFT: Portable Water Closet placed 200 restrooms to help Fair St. Louis visitors celebrate the Fourth of July. New owner Doug Marshall is shown with a row of Tuff-Jon restrooms from T.S.F. Company. (Photo by Bradley Leeb)

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Is your holding tank haunted by waste build-up?

October is a spooky month, and residual holding tank build-up can increase the fear factor—unless you have Commando.



Even though you use deodorizer, your trailer's holding tank needs a deep cleaning after the busy summer event season. **Commando Black Holding Tank Cleaner** is a powerful enzyme-based drop-in that eliminates residual waste and paper build-up overnight!



Contact us: PRO strives to serve the portable restroom industry with interesting and helpful stories. We welcome your comments, questions and column suggestions and promise a prompt reply to all reader contacts. Call 800-257-7222; fax 715-546-3786; email PRO editor Jim Kneiszel at editor@promonthly.com.



By Jim Kneiszel

The Good, the Bad and the Ugly of Social Media



Your next Facebook post could bring in you several new customers or land your company in hot water for inappropriate behavior or safety violations

As most of you have learned, social media can be a powerful tool to promote your portable sanitation business generally, and to attract new customers. I frequently hear stories from PROs who have found surprisingly quick benefits from posting on Facebook, Instagram and TikTok.

These sites provide a great way to:

- cultivate an audience of fans in the construction and special events industries.
- bring out a personality for your small business and introduce customers to your crew members.
- offer seasonal specials or discounts for your products or services.
- show off clean and shiny trucks and inventory to boost your professional image.
- display your community pride by focusing on charity work and serving local events.

So many PROs benefit from the reach and super-local focus of the social media landscape. In fact, I would go as far as to say that many small companies owe their existence in great part to effectively sharing messages on these platforms. Of course, the marketing-savvy companies first have to provide quality service and a good value to survive and thrive. But their routine social media promotion is the fuse that blows up their profitability. But like anything else, the power of social media cuts both ways. For every benefit a service company like yours can derive from posting a message or a photo, the wrong type of post can land a crushing blow to your image. Or land you in hot water for things like violating employee privacy, making slanderous statements about the competition or showing something in a photo that you may regret later.

THINK BEFORE YOU POST

I know a thing or two about being careful with an online presence. I've spent more than the past decade as either an elected official or appointed to boards or commissions in my hometown. And as a member of the media for many years, I became acutely aware of the bad outcomes when someone

Be careful about posting photos taken on a customer's property, particularly at an industrial or commercial location. Some of your customers closely guard their privacy and your photo may show proprietary equipment the client wouldn't want anyone to see.

isn't careful enough with the messages they put out in public. You've heard the old saying "You can't put the toothpaste back in the tube." I've seen public officials and business leaders try to do just that, and it typically results in a sticky mess, a lost job or a business fail.

So before you click "send" on your next post, here are several topics you should never discuss or photos you should never drop on social media:

HIRING, FIRING OR NAMING NAMES

Always dole out discipline or handle difficult employment issues behind closed doors. This should go without saying, but it's too easy to let your emotions spill out through your keyboard. Snarky comments or criticisms involving your crew can quickly turn into a human resources nightmare if they hit social media. It's not just your own behavior to watch out for; make sure your employees aren't sniping at each other on a social media forum. Remember, too, that most restroom companies have a very small staff. If you figure you can anonymously call out a worker for being lazy, chances are everyone will know who you're talking about.

BAD-MOUTHING A CUSTOMER OR COMPETITOR

You may want to shout from the rooftops when a customer stiffes you on a payment or a competitor tries to steal a good customer away, but you best stifle that kind of talk online. The wee bit of relief you may feel while unloading that burden will turn to dread as you realize how these complaints make you look to your Facebook friends or the general public. I suggest you follow the advice my father gave me — and that I realize can be very difficult at times: "If you can't say anything nice, don't say anything at all." Online feuds can follow you for a long time and will serve no good purpose.



TALKING POLITICS

It's election season again, and many people will mount the social media soapbox to promote their favorite candidate or criticize the opposing side. Don't do it! America is a starkly divided nation and the political climate only seems to get worse every year. You may be making a political statement as citizen Joe Smith, but people who disagree with you connect that message to Smith's Portable Restrooms. I will always remember what a wise small business owner once told me: Business owners aren't allowed to have political opinions. It's true that by sharing your political views on social media, you will be offending half of your potential customers. You may not like it, but it's true.

SHARING POTTY HUMOR

You've heard all the jokes and seen all the memes about pumping waste. I have, too, and they're not worth repeating. These jokes are tired, they're old and they're just not funny. A good rule of thumb is never to post anything that demeans or devalues the portable sanitation industry. I've said it here before; poop jokes do not enhance a message of professionalism for the industry and can only lead to disrespect and erode profitability for your company. You don't see companies in other trades dwelling on crude jokes about what they do for a living, so we shouldn't either.

TALKING ABOUT PRICING

I have seen social media posts where PROs seek to compare what they charge for services and encourage each other to raise prices. This could be seen as collusion or price-fixing, which is illegal. It's OK to print what you charge for restroom placement and monthly service on your website. Some PROs like the upfront pricing model and publish those fees. It's another thing entirely to get together with your competitors, either in person or virtually, to talk about raising prices. What your competition charges should be irrelevant to you. As in any business, PROs should charge a fee that ensures an adequate profit to support the business and its employees. If not for profit, why would you be pumping restrooms every day?

SENDING THE WRONG KIND OF PHOTOS

It's a great idea to post photos of your crew at work. They are your greatest asset and deserve some credit and attention. Just make sure they are pictured doing things the right way. That means wearing the correct personal protective equipment including gloves, goggles, safety vests, hard hats (where appropriate) and proper work footwear. OSHA, the Occupational Safety and Health Administration, would frown at seeing photos of your employee in flip-flops and shorts while working with a power washer on a construction site. And who's to say a photo like that wouldn't be shared with an OSHA inspector?

Also be careful about posting photos taken on a customer's property, particularly at an industrial or commercial location. Some of your customers closely guard their privacy and your photo may show proprietary equipment the client wouldn't want anyone to see. If you want to take a photo on a client's property, seek their permission before posting.

And lastly, make sure your crew and equipment look their best when pictured in a social media post. Have workers wear clean company hats and shirts when they pose for a photo. And avoid showing trucks or machines carrying a week's worth of dust and debris or with rust stains running down the tanks or peeling graphics.

FINAL WORD

Consider each social media post as a way to put your company's best foot forward. Treat people and your competitor's with respect, follow all applicable employment and safety regulations, present your crew and equipment in the most positive light. Keep these things in mind and social media will become an inexpensive and effective marketing partner for your business. ■



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CANS FOR A CAUSE

Illinois PRO Offers Customizable Restroom Decals

When met with a request for portable sanitation for a youth football camp, Coleen Flood-Geary did one better, providing the restroom free of charge and customizing it with a door-length decal. Read online to see how Flood-Geary's decal idea created new add-on revenue and helped raise autism awareness.

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OVERHEARD ONLINE

“Construction is a risky business where passionate entrepreneurs often find success. A lot of focus is on completing the projects at hand, while less time is spent on creating a sustainable business that will survive beyond the life of the current business owners.”

Protect Your Portable Restroom Business From Future Threats With a Succession Plan
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YOU'VE BEEN SUED. NOW WHAT?

Don't Panic in the Face of Litigation

Portable restroom operators face the same threat of liability suits as any other business owner, if not more. Read this exclusive online article for columnist Amanda Clark's tips and tricks to keep your head above water and tread through any lawsuit that blows your way.

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THE NEXT GEN

Keep Up-and-Comers Invested in Your Business' Future

In this online article, the Association of Equipment Manufacturers tackles the issue of keeping the third generation and beyond engaged in a family business. Armed with a case study, the AEM argues for proactive pragmatism rather than letting a looming crisis fester.

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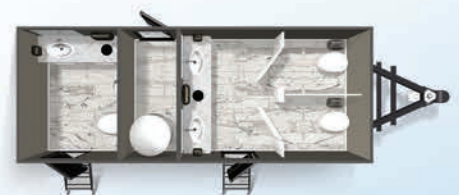
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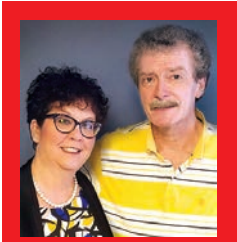
2-STALL



3-STALL



PUBLIC 3-STALL



By Jeff and Terri Wigley

Routine Training Makes Better Employees, Improves Customer Service

Seek out information on your state's training requirements and look for ways to make sessions more compelling and useful

Employee training is not only important to build an outstanding company, but some states also have training requirements for employees. Whether it is route service technician certification, continuing education credits for a representative of the company, or company certification, PROs should be aware of these requirements for the states where they operate. We have two questions this month that pertain to training and requirements for training.

QUESTION: Our company is in the process of initiating employee training sessions as part of our monthly company meetings. What suggestions do you have as to how to conduct these sessions and if this training would satisfy educational requirements for our state? (The state was not named.)

ANSWER: Each state varies as to educational requirements. PROs should become familiar with the specifics for their location. We will give some generic suggestions concerning company training meetings you can adapt for your particular state requirements.

From our experience, company meetings that include a training portion — or on occasion are exclusively training oriented — are beneficial to the company, the employee and the customer. A few general suggestions for any company meeting include:

- Regularly schedule the day and time of the meeting. This is an effective planning tool regardless of the content of the meeting. Open communication and teamwork benefit each member of the company.
- Provide the topics to be covered in advance of the meeting. This will allow team members to be prepared with ideas or questions, which will result in a more effective meeting.
- At the beginning of the meeting, consider passing around a sign-in sheet for all attendees with the date, the topics and the speakers or trainers listed. This concept has several advantages, whether for a general meeting or for training purposes. If, for example, company policies are presented, there is a record of each person made aware of the subject matter. For training purposes, there is proof of attendance as well as the name and position of the trainer. Verify with the state or local educational contacts to ensure that such training and verification will be sufficient.

Provide the topics to be covered in advance of the meeting. This will allow team members to be prepared with ideas or questions, which will result in a more effective meeting.

TRAINING IDEAS PROS HAVE SHARED THROUGH THE YEARS:

- Quarterly safety meetings. Exclusively dedicated to employee safety, these meetings are effective and have been shown to reduce accidents and injuries. Demonstrations, guest speakers and online presentations are available. These sessions also let employees know their welfare and safety are important to the company. Some PROs will also have a short period of every meeting dedicated to a safety tip of the month.
- Meetings where cross-training is presented. For example, a day in the life of a dispatcher is presented for route service technicians to better understand the various duties and challenges involved in that position. Communication and teamwork can be significantly improved.
- Presentation of new products to assist administration and sales. As a suggestion, restroom trailer delivery, site selection, setup, maintenance and service can aid in conversations with customers at the time of the order.
- Dealing with customers. Administrative personnel can share tips with route service technicians on effectively working with various customers and customer situations.
- These are a few possible ideas for training meetings. If education hours are required and accepted by the certifying entity, a file with the attendance record, topic outline and the speaker's information will ensure your training requirements are easily met.

* * *

QUESTION: Our company is new in the industry. We have completed the registration of our company with our secretary of state's office. How do we investigate further requirements for our employees?

ANSWER: Since we reside in Georgia, we will use our home state as an example for researching requirements in your state of operation.

We searched online for "Portable restroom requirements Georgia." The first website listing was for "dph.georgia.gov." This is the Department of Public Health for the state of Georgia." The title listed "Rules of the Department of Public Health, Chapter 511-3-6 Portable Sanitation Contractors."

THE HIGHLIGHTS OF THIS 12-PAGE DOCUMENT:

Definitions of all terms, construction of portable restrooms, removal and disposal of waste, certification and an appendix. The appendix shows adherence to the OSHA requirements of one restroom unit for every 20 workers for a 40-hour week on a job site and the results of the University of Missouri - St Louis study for special events that provides a grid for the number of units needed based on crowd size and duration of the event.

Employee certification requires "individuals engaged in the cleaning installation and maintenance of portable sanitation units must be 18 years of age, show proof of employment, and successfully complete a written or oral exam concerning maintaining a portable sanitation unit in a clean, sanitary and functional condition for the protection of human health, safety and welfare." Furthermore, "individuals currently certified by the Portable Sanitation Association International are excluded from the state examination requirement." Certification is valid for two years.

Company certification requires that "the owner or a designee must obtain six hours of continuing education approved by the department every two years." The renewal period is two years as well.

CEUs in the state are approved for education offered by such organizations as the PSAL, the WWETT Show and the Georgia Onsite Wastewater Association. Approvals for CEUs from company or other training can be submitted to the state for review.

This example outlines how PROs can research certification requirements for their state. If a PRO is a member of the state wastewater association or the PSAL, this information can also be validated by these organizations.

FINAL THOUGHTS

Be aware of educational requirements from your state in the same way that you are aware of legal, tax and insurance requirements for your company. Employee training and education are important to the success of your company and state requirements reinforce that fact. Be diligent and adhere to regulations that are applicable to your company. Your customers will be the beneficiaries of this education as well. ■

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Below: Tanis and David Jamar, owners of J Bar Enterprises, are shown with a Ford F-750 truck built out by Imperial Industries and carrying a Masport pump. (Photos by Ethan E. Rocke)



BUILDING THE BRAND



Treating people right, striving to be a destination employer are hallmarks of the J Bar Enterprises success story

By Dee Goerge

Through years of hard work and long hours, David and Tanis Jamar built J Bar Enterprises into a successful portable sanitation business from scratch. But it took a change in focus for the couple to take the Burnet, Texas, business to a new level of satisfaction and sustainability.

“We made a conscious decision that we weren’t going to keep our faith separate from our business,” Tanis Jamar says, noting a big part of that is how they work with employees. “We view employees as an asset. You protect an asset and invest in it. That changed the culture of our business and we saw major changes.”

J Bar is located about an hour northwest of Austin, and they have recently opened a satellite yard in San Marcos to the south toward San Antonio, and many great employment options abound.

So the Jamar decided to offer generous benefits and are dedicated to creating an environment where people want to work.

JUST A SIDE JOB

David, a firefighter, and Tanis, a registered nurse, were in their 20s when they married in 2007. Both jobs gave them predictable shifts with blocks of time off. Like many firefighters, David wanted a side business to give him something to do and to earn extra income.

Not wanting to limit opportunities, they named the business J Bar Enterprises. J Bar comes from the brand previous Jamar generations used when they raised cattle. David considered trying a variety of service businesses such as hauling trash trailers, material hauling and tent rentals.

When the couple realized there was a need for portable sanitation in their area, they decided to take a leap of faith and make an investment.

They applied for a loan in January 2008, and in October purchased 25 new and used restrooms and a locally built slide-in tank that they could haul on a flatbed roll-off trailer that David used. Then came the economic downturn; however,



J Bar Enterprises

Burnet, Texas

Owners: David and Tanis Jamar

Founded: 2008

Employees: 51

Services: Portable restrooms, roll-off containers

Service Area: Greater San Antonio area, central Texas

Website: www.gojbar.com

“Our push this year is to brand ourselves as the destination employer. It’s not a glorified job and we want to change the image of that. We have elevated people’s opinions of portable restrooms in our area. First it was restrooms, now it’s employees.”

TANIS JAMAR



Below: The crew of J Bar Enterprises is shown at the new company headquarters in Burnet, Texas.



Above: The fleet of service vehicles has been upgraded recently. The rigs are Fords and a Hino, with vacuum trucks built out by Satellite Vacuum Trucks and Imperial Industries. All run Masport pumps.

Below: Roger Reeves reviews records on a tablet in the company yard.



they are located near a retirement community and the economy didn't seriously affect their area until 2011.

"Then we hit a rough patch and almost went bankrupt," Jamar says. They were saved by a two-year contract to provide restrooms, holding tanks and hand-wash stations for a \$650 million natural gas-fired power plant project that required daily servicing.

"Initially we started the business for David to do on the weekends and his days off. We never thought it would have employees or that we would leave our careers. It grew in spite of us," she notes.

David left his job in 2010 and Tanis quit hers in 2011 to work full time for their business.

TIME FOR STRATEGY

By 2017, J Bar Enterprises had grown to seven employees, 590 restrooms and five service trucks. David was working 80-hour weeks and

"Before, I was looking to hire a person who would never leave. Now I am looking for people to come, do a good job, take advantage of opportunities; and my hope is they outgrow this job."

TANIS JAMAR

Tanis was juggling the business and raising five children. They were so busy working at the business, they didn't have time to work on the business and understand their true costs.

"We realized we needed drastic changes or we'd have to put up a 'For Sale' sign," Jamar says.

They found the guidance they needed from a business consulting firm, with staff spending three weeks auditing everything from operations to

finances to tracking drivers' productivity.

"It revitalized us. It gave us direction and was a big turning point," she notes.

EMPLOYEE FOCUS

The direction led them to create a "whole employee wellness" program in 2021 that goes far beyond "salad for lunch" for employees. It's a concept that comes naturally to former nurse Jamar's nurturing personality. She recognized that instead of being angry at employees' poor behavior it was important to get to know them and help them deal with traumas and challenges in their lives.

The first step was to go beyond good wages, health insurance and retirement benefits. The Jamars added covering the cost of all counseling for employees and their immediate families as a benefit. The next step

(continued)

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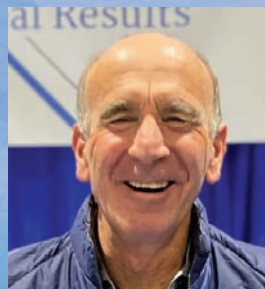
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As J Bar Enterprises outgrew its space, owners David and Tanis Jamar planned to build a new facility on their Burnet, Texas, property in 2021. Then, when construction costs soared, it was no longer an affordable option.

But when an older building owned by an auto dealership in Burnet went on the market, “everything aligned,” says Tanis Jamar. They purchased the property in December 2021 and remodeled it to move into by April.

Not only does the 28,000-square-foot building provide the room they need, it also provides an opportunity to enhance and diversify the business.

“We’ve had two full-time mechanics and a lube tech on staff for a couple of years,” Tanis Jamar says. “With the huge shop (10 work bays) they will service our fleet and we plan to open service to other fleets.”

That includes vehicles owned by other PROs, plumbers and electricians, for example.

A newly installed wash bay makes it easier to power wash restroom units and trucks. Another area provides a “make-ready lane” for the crew that arrives at 4 a.m. to prep trucks and stock them with supplies, fill them with water and do a complete vehicle check. Everything is ready for the drivers when they arrive.

The remodeled interior includes 13 offices, plus a big open area with cubicle dividers in the former showroom that’s filled with natural light from windows on three sides. There’s also a conference room and a big meeting room that can be used as a classroom and has a full kitchen and an ice maker for drivers to fill their coolers before heading out.

The most unique room is the former dealership’s 12-by-15-foot concrete vault that’s been transformed into a “wellness room” with comfortable furniture, next to Jamar’s office. It’s ideal for one-on-one conversations as well as space for visiting chair massage therapists, chiropractors and other professionals.

“This is an amazing move for our team and will help us further our mission of investing in our employees,” Jamar says.



Left: Technician Roger Reeves services a Satellite Industries portable restroom in Marble Falls, Texas.

was to offer financial management skills with membership to Dave Ramsey’s SmartDollar online budgeting program. Then, just this year, employees were invited to sign up for Mathew Kelly’s Dream Manager program, to help employees identify dreams and create a plan to meet them, whether it’s a college education, starting a business or buying a home.

All of the benefits are voluntary, and guiding employees through them became Jamar’s full-time job as chief wellness officer starting in 2021.

“Before, I was looking to hire a person who would never leave,” she says. “Now I am looking for people to come, do a good job, take advantage of opportunities; and my hope is they outgrow this job.”

With a four-day work week, employees have time for family or to take classes or deal with everyday business. J Bar Enterprises benefits too by maximizing time and costs with 10-hour routes.

Employment turnover is down 60% and drivers’ productivity has greatly increased with safety bonus incentives.

To further build relationships and community within the business, the Jamars provide a full breakfast for staff once a week to talk about issues, recognize personal successes and connect with each other.

UP-TO-DATE FLEET

Driving new trucks with reliable air conditioning is a necessity to keep up drivers’ morale in the heat of central Texas. And driving “cool” trucks with unique orange digital camo wraps helps too. David saw green camo-wrapped trucks at a waste materials expo and loved the look. The Jamars modified it to suit their orange color scheme and wrapped a truck to celebrate their business’ 10th anniversary. Since then, they’ve wrapped their entire fleet.

“We use orange because we wanted to set ourselves apart from others and orange is also easier to see, so it’s a safety thing,” Jamar says, adding that all the restrooms are also orange.

J Bar Enterprises replaced its entire fleet over the past couple of years and has 13 trucks for restrooms and five additional trucks for the roll-off container side of the business.

They include Hino 238A trucks built out by Satellite Vacuum Trucks with 1,100-gallon waste/550-gallon freshwater water aluminum tanks and Ford F-750 trucks built out by Imperial Industries with 1,100-gallon waste/550-gallon freshwater water aluminum tanks.

“We are moving toward all new service trucks — Ford F-600 diesels with a 950-gallon waste/550-gallon freshwater aluminum tank (built by Imperial),” Jamar says.

(continued)



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Delivery trucks are Ford F-600s with 700-gallon waste/300-gallon freshwater flat vac aluminum tanks built out by Imperial.

All have Masport pumps, power washers and use Satellite's Pathfinder sanitizing system to dispense hospital-grade disinfectant when cleaning restrooms. The business used the disinfectant even before COVID because it leaves a light film on the plastic so dust doesn't cling and graffiti cleans off easily, Jamar explains.

Drivers have tablets that display their routes, and J Bar uses a system from AMCS to dispatch to the tablets and for real-time reporting.

The 2,000 restrooms are orange Global units from Satellite Industries. "They have a grated floor so it increases ventilation and is also easier to keep them clean," Jamar says. The same model is used for everything; restrooms have stickers that identify them for events or construction.

During the COVID-19 pandemic, when no freestanding hand-wash stations were available to purchase, the Jamars ordered Satellite Slimmate hand-wash stations that are installed inside restrooms. In addition, they also own Satellite Breeze hand-wash stations.

J Bar offers customers elite model options. Construction elites have the Slimmate and solar-powered Lunar Glo exhaust fans. Special event elites have those add-ons, plus motion sensor J-Lights from J&J Portable Sanitation Products.

Satellite Liberty wheelchair-accessible units include the fans and lights as well as a baby changing table so they can be branded "Family Accessible."

J Bar Enterprises also acquired four Rich Specialty Trailers restroom trailers in 2019 (one four-stall and three three-stall) from a small company acquisition, and they purchased two Satellite Suites trailers in 2022 (four-stall and eight-stall).

PRICE OF SUCCESS

Creating a nurturing environment with extra benefits for employees has a cost. Considering that, the data gathered from their 2018 audit, and supply chain shortages and cost increases, the Jamars increased their prices by 20% in 2020. It didn't have a negative impact on the business, and the Jamars say quality service is the reason.

But they've also derived savings with increased productivity and drivers paying attention to their driving and servicing. "We still have some problems, but we have seen a drastic increase in quality control," Jamar says. "(The drivers) have a sense of ownership."

J Bar Enterprises has a full-time marketing person and uses Squeaky Wheel Marketing to manage SEO advertising on social media. The company is also experimenting with billboard and radio advertising for its newly launched San Marcos yard.

MORE GROWTH AHEAD

With David as CEO and Tanis as chief wellness officer, the couple and their team of five managers, three accounting/HR, three mechanics, eight inside/outside sales team, one dispatcher, two quality control/training, eight yard crew, 14 restroom and four roll-off drivers are poised to continue growing the business. Home and commercial construction are booming in the semi-rural area around Burnet, and there are many event opportunities with wineries, live music, etc. As a result of the pandemic, there's been more demand for trailers because they have running water.

In addition to restrooms, roll-off containers account for about 35% of J Bar business. With the recent purchase and remodel of a former car dealership with a 10-bay garage, they started offering mechanic services to businesses with fleets.

MORE INFO

AMCS
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Imperial Industries, Inc.
800-558-2945
www.imperialind.com
See ad, page 39

LunarGlo
574-294-2624
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J&J Portable Sanitation Products
800-345-3303
www.jjchem.com
See ad, page 3

Masport, Inc.
800-228-4510
www.masportpump.com

Rich Specialty Trailers
260-593-2279
www.richrestrooms.com
See ad, page 21

Satellite Suites
800-883-1123
www.satelliterestroomtrailers.com
See ad, page 5

Satellite Vacuum Trucks
800-883-1123
www.satellitetruckxpress.com
See ad, page 5

"We have a strategic five-year plan and are looking at growing by acquisition or expanding territory. We anticipated another satellite location in 2023. The sky is the limit. Our goal is to continue growing and expanding," Jamar says.

And focusing on employees is at the heart of their growth strategy.

"Our push this year is to brand ourselves as the destination employer. It's not a glorified job and we want to change the image of that. We have elevated people's opinions of portable restrooms in our area. First it was restrooms, now it's employees," she concludes. ■



Below: Owners Tanis and David Jamar.



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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	Fan	1,400
	RCF 870	As Per Application	28.5"	30	575	8	Fan/Air	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	27"	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
<p>See ad page 17</p>  <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	Full Vac	20	179	4	Air	1,100 - 1,400
	607 PRO Challenger Heavy Duty	Application Specific	Full Vac	30	390	7	Fan/Liquid	1,100 - 1,400
	866 Challenger Heavy-Duty	Application Specific	Full Vac	20	533	6	Liquid	800 - 1,150
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 See ad page 21	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
 See ad page 39	Imperial Industries, Inc. 550 W Industrial Park Ave., Rothschild, WI 54474 800-558-2945 • 715-359-0200 • (f) 715-355-5349 saleinfo@imperialind.com • www.imperialind.com	Battioni, Conde, Fruitland, Jurop, Masport, Moro, National Vacuum Equipment, Wittig
See ad page 13	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
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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
See ad page 27	Robinson Vacuum Tanks 306 Runville Rd., Bellefonte, PA 16823 814-933-0927 info@robinsontanks.com • www.robinsontanks.com	Conde, Fruitland, Jurop, Masport, Moro, National Vacuum Equipment
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Below Left: The majority of Fair Saint Louis restrooms were lined up in four large banks in the busiest festival areas.

Below: Doug Marshall puts the finishing touches on an Ameri-Can Engineering restroom trailer, one of several trailers used at Fair St. Louis. (Photos by Bradley Leeb)

Frenzy on the FOURTH

The team at Portable Water Closet kicks it into high gear to serve the Fair Saint Louis Independence Day party

By Dee Goerge



ON LOCATION

- » **THE JOB:**
Fair Saint Louis
- » **LOCATION:**
St. Louis, Missouri
- » **THE PRO:**
Portable Water Closet,
St. Louis, Missouri

THE TEAM

Doug Marshall celebrated his four-month anniversary of owning the Portable Water Closet in St. Louis, Missouri, with a party, a big party — America’s Biggest Birthday Party, July 2-4 at Fair Saint Louis near the iconic Gateway Arch. It was his third big event, but the earlier Kenny Chesney concert and Pride Parade were just warmups compared to the Fourth celebration. Fortunately, a few of the employees on his team had worked the big event with Portable Water Closet’s previous owner, Kate Barcom.

Marshall attended several meetings with organizers to analyze and coordinate how to work with the “footprint” — the layout of performance

stages, vendors, etc. The problem was the footprint kept moving and changing with new activities each day, including a parade.

“Everything had changed — the size, location and quantity (of restrooms) all changed and they put a parade in the middle of it so I bid (and won) for the parade too,” he says. “Kate gave me suggestions, but we had to be so flexible. We just had to accommodate on the fly.”

He and his team members put in long days, then met in the evenings to plan for the next day.

“Coordination and collaboration are key. Every driver had their own meticulous file where to pick up and drop off units. Due to the changes we went old school with maps,” Marshall says.

(continued)

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Right: Technicians Mike Marty, left, and Anthony Binger move T.S.F. Company Tuff-Jon restrooms into place near the Gateway Arch.

Below: Technician Richard Davis prepares to set up a Tuff-Jon Jr. hand-wash station alongside a bank of restrooms.



“Everything had changed — the size, location and quantity (of restrooms) all changed and they put a parade in the middle of it. We just had to accommodate on the fly.”

DOUG MARSHALL

COMPANY HISTORY

Kate and Jeff Barcom recognized a need for quality portable restroom service in the area so they started Portable Water Closet in 2011. Marshall, who had worked in cybersecurity and lived in St. Louis since 1998, was ready for a change when the chance to buy the PRO business came up earlier this year. The son of a Navy test pilot, he had grown up traveling all over the world before the family landed in St. Louis. He recalls talking about sustainable business models, and portable sanitation was high on the list as something that will always be needed.

The business also fits Marshall's philanthropic desires to use part of the profits to support a couple of his favorite veteran causes — Honor Flights to Washington, D.C. and the St. Louis Songs for Soldiers concert that benefits veterans.

With the purchase of Portable Water Closet, he acquired 700 standard Tuff-Jon (T.S.F. Company) restrooms and Satellite ADA units, five trailer units (including Ameri-Can Engineering), 73 T.S.F. sinks, three trailers that haul 12-16 units and Ram 3/4-ton trucks with stainless steel 250-gallon waste/200-gallon freshwater tanks

THE MAIN EVENT

Fair Saint Louis, held July 2-4, 2022, has been the city's premiere and free event since it started in 1981, only taking a break during the COVID pandemic. Crowds exceeded expectations the 41st year, with tens of thousands of people visiting the seven square block area near the Gateway Arch to listen to live music, participate in STEM and family attractions, eat and shop and watch fireworks over the Mississippi

River framed by the Arch. On Saturday, the 139th America's Birthday Parade took center stage.

BY THE NUMBERS

Servicing the event required 200 portable restrooms, including standard and ADA units, and 64 sinks. The five trailer units were set up for entertainers, VIPs, law enforcement and first aid workers. The Water Closet team used five Ram trucks with 250-gallon waste/200-gallon freshwater tanks to service the restrooms. It took eight daily trips to remove waste and refill water tanks to accommodate all the restroom units and sinks.

LET'S ROLL

Setup started on Thursday using all three trailers to haul the restrooms. It took a dozen loads, but fortunately the Water Closet site is

(continued)



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Right: Technician Lamarlo Brandon fills a T.S.F. Company hand-wash station for visitors of Fair Saint Louis.

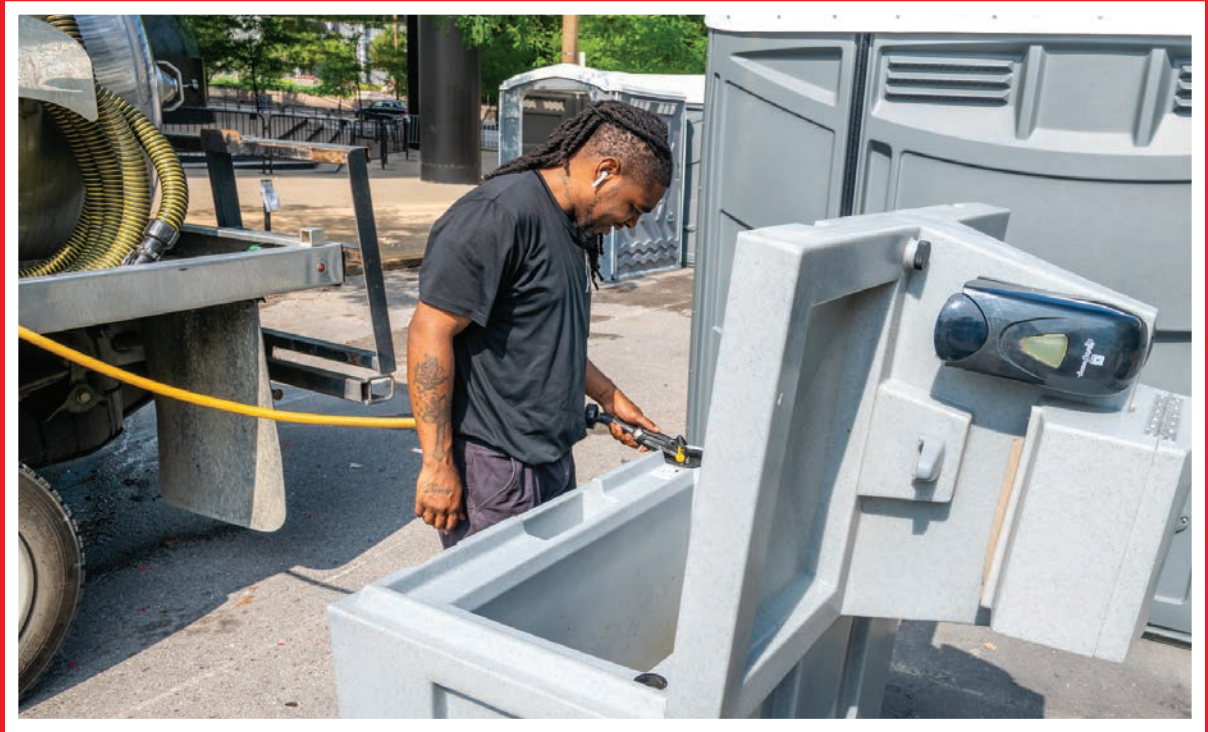
Below: Mike Marty, left, and Anthony Binger deliver restrooms on the Thursday before Fair Saint Louis. It took workers 12 trips with trucks and trailers to deliver the 200 restrooms.

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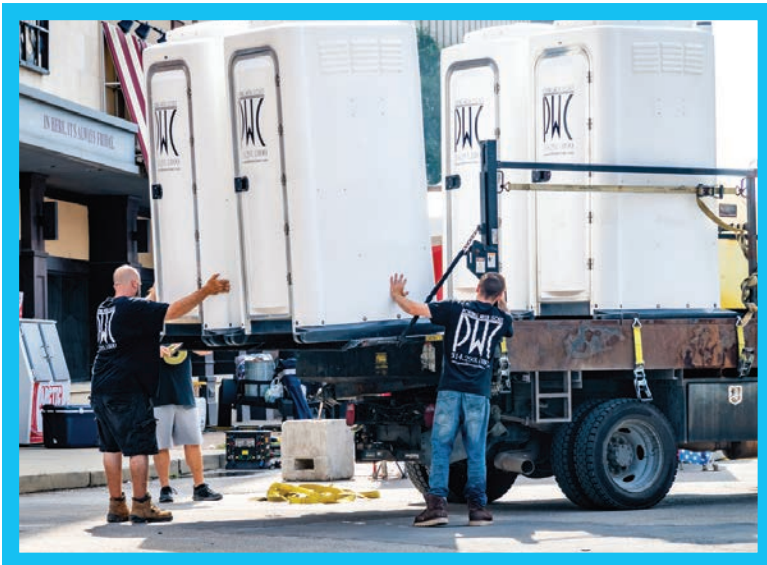


less than seven miles away. Since the window for setup was narrow, all vendors were moving in at the same time.

"I got to meet everyone. We worked side by side, and I ran into people I haven't seen for years," Marshall notes.

Most of the units were set up in four banks with one or two scattered to serve specific areas for medical, fire department and other volunteers. Trailers were also scattered to serve different venues.

Each morning seven drivers worked from 5 to 10:45 a.m. servicing and moving units as needed before events started at 11 a.m. It was challenging as they had to work around vendors' vehicles that often blocked restroom access. The same crew worked as attendants from 6-11 p.m. driving a golf cart to carry supplies to clean and restock units with toilet paper, paper towels and other supplies stowed in locked rolling totes hidden throughout the grounds.



Between all that, drivers serviced regular customers and met late at night to plan for the next day.

"Many restrooms had to be moved for the parade because it went down the middle of the footprint," Marshall says, noting units were moved to accommodate parade participants including 1,200 band members. "Then, they had the fireworks by the Arch so we had to have 80 units on the federal grounds on Monday."

Because they couldn't unload at the wastewater facility that was closed on Sunday and Monday (the Fourth), Marshall had a truck from the facility parked at his business for drivers to unload those days.

With 12-hour-plus days and temperatures exceeding 100 degrees, Marshall was proud of how his team maintained the standards of cleanliness the company is known for. Part of that was due to diligent preparation, from having the right amount of chemicals and supplies to wearing gray uniforms instead of black uniforms and emphasizing the need for constant hydration.

WRAPPING IT UP

The hot, humid weather continued into Tuesday and Wednesday as the team reversed the process to bring everything back to Water Closet's yard. The last trailer of units pulled in around 10 a.m. Wednesday and drivers were given time to catch their breath before jumping into regular runs and planning for the next weekend's events.

The experience was rewarding and educational for Marshall, who plans to make adjustments for future years. Instead of hauling the waste to the plant 14 miles away, it was more efficient to unload into the truck at his yard, less than 7 miles away. And instead of hauling water, he will talk to the city about using its hydrants to fill tanks for wash stations and restrooms.

Oddly enough, the biggest lesson he learned was not to spend a lot of time planning.

"Plans are wonderful, but things change dramatically," he notes. "It was great having a nimble team." ■



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Veronica Crosier is executive director of Portable Sanitation Association International. For more information, visit www.psa.org.

Nuts & Bolts Educational Conference Travels to Texas Nov. 1-4

By Veronica Crosier

The Portable Sanitation Association International will host its popular Nuts & Bolts Educational Conference in San Antonio Nov. 1-4. Portable restroom operators and suppliers come from across the country and even the globe to attend this industry-specific networking and educational event.

Long-time industry leaders and those just contemplating the purchase of their first unit gather to share knowledge and camaraderie. Folks come to Nuts & Bolts for the education but leave with mentors and friends. The development of a close-knit community keeps people coming back year after year.

The theme this year is “Business Essentials and Impacts.” The conference will offer an array of speakers, panelists and workshops on topics including SWOT (strengths, weaknesses, opportunities and threat) analysis for PROs, disaster preparedness and developing your workplace culture.

Of course, there will be several sessions of PSAI’s renowned “roundtables.” Participants will have several opportunities to choose from nearly 20 industry topics with discussion facilitated by experts. The conversational setting allows questions and ideas to flow organically. Even those in the industry for decades can tell you they always hear something new at the PSAI roundtables. You may learn the answer to questions you didn’t even know you had.

PSAI also knows how to mix learning with a good time. There will also be evening receptions and a pub crawl fundraiser for the PSAI Scholarship Fund along the San Antonio River Walk.

For the first time since the COVID-19 pandemic, the Nuts & Bolts Educational Conference will bring back the popular site visit portion of the event. Attendees will take a tour of Texas Disposal Systems — a large, diverse and highly efficient operation. You’ll see their portable restroom operations, but also their unique landfill and recycling systems, and their exotic wildlife ranch! Yes, you read that correctly. The tour will finish with a BBQ lunch at the company’s pavilion.

Whether you are seeking to broaden your knowledge, gain continuing education credits, or simply network with the best in the industry — the PSAI Nuts & Bolts Educational Conference will have something for you. To register for the conference, visit www.psa.org/events ■



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November 1-4, 2022 | The St. Anthony | San Antonio, TX

We are planning a site visit to Texas Disposal Systems, roundtable sessions, and panel presentations on disaster preparedness, employee retention/workplace culture, economic outlook, and more! Check our [events page](#) for details!



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PUMPS AND COMPONENTS

By Craig Mandli

HOSE AND FITTINGS



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King Bee KBEE Series polyethylene liquid suction hose from **Kuriyama of America** provides flexibility for maneuvering in tight areas such as portable restrooms. The hose remains flexible in subzero temperatures, is

crush resistant and will not kink. The easy-slide helix protects the hose tube from cover wear and moves easily over rough surfaces. Overmolded cuffs help prevent leaking. It is available in 2- and 3-inch I.D. sizes in multiple lengths. The 3-inch I.D. hose is also available as a 3-foot hose guard. **847-755-0360; www.kuriyama.com**

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Lightweight and compact, **1500 Series** reels from **Hannay Reels** are designed to handle lengthy single 3/8- through 5/8-inch I.D. hose for pumper/cleaner applications. Standard pressures up to 3,000 psi and fluid temperatures from -40 to 400 degrees F are supported. The reel is available with a manual crank rewind or power rewind driven by an electric, hydraulic or air motor. Both options offer simple hose retraction to keep hose organized and out of the way. It can be purchased with heavy-duty upgrades, including 3/16-inch-thick discs, an 8-inch-diameter steel 14-gauge drum, and optional pressures of 5,000 or 10,000 psi. **877-467-3357; www.hannay.com**



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The **ELIM A344 Series** from **Fruitland** is a compact, low-weight pump offering 218 cfm of airflow and low oil consumption. It has an automated oil delivery system through the rotor shaft, along with level sight gauges, vane gauging ports and an anti-shock design. The package

includes an oil-catch muffler and secondary shut-off, which eliminates plumbing issues and eases installation. This package comes in both gearbox and hydraulic drive options with integrated mounts. **800-663-9003; www.fruitlandmanufacturing.com**

MASPORT HXL4V AND HXL5V

HXL4V and **HXL5V** vacuum systems from **Masport** have a compact, low-profile design that incorporates an integrated scrubber, oil separator and inlet filter. The systems are fully integrated so they can slot into place for easy installation. They are available with plastic, steel or combination oil/flushing reservoir; and self-aligning gearbox and hydraulic drive options are also available. An optional extended, self-aligning gearbox is available for direct alignment to the PTO on all truck models. **800-228-4510; www.masportpump.com**



NATIONAL VACUUM EQUIPMENT B250 MAX PAK



The **National Vacuum Equipment B250 Max Pak** is designed for the portable restroom market, using a hybrid tri-lobe blower with an integral four-way motor for vacuum/pressure use and inlet filter to provide protection. It is oil-free, and its airflow

is 270 cfm. It is capable of running continuously at 15 inches Hg. It comes ready to mount and includes an exhaust silencer. The 1-to-1.5 ratio gearbox makes it easy to provide optimum revolutions per minute to the blower, while keeping truck revolutions per minute in check. While designed to fit on a Ford F-550 and Ram 5500, it can mount on any truck with ample ground clearance. It is also available in hydraulic drive to accommodate four-wheel-drive. **800-253-5500; www.natvac.com**

WALLENSTEIN VACUUM MODEL 151

The **Model 151** from **Wallenstein Vacuum** can be used with portable sanitation tanks and slide-in units and at 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**



WESTMOOR CONDE POWERPAKS



Conde PowerPak units from **Westmoor** are suitable for slide-in tank sizes from 50 to 2,000 gallons. They are compact and available in either belt- or direct-drive configurations. Direct-drive units incorporate a centrifugal clutch that allows

the user to throttle down the engine and disengage the vacuum pump. Throttle up and the pump is in action. Specify either vacuum and pressure, or vacuum-only pump choice. Diesel-powered units are also available for applications where nonsparking engines are required. **800-367-0972; www.westmoorltd.com**

(continued)



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WASHDOWN PUMPS

MORO USA DC WASHDOWN PUMPS

Moro USA DC Washdown Pumps achieve a maximum delivery rate of 20 gpm, 42 psi and are primarily utilized for filling sinks and cleaning portable restrooms. These centrifugal pumps are designed with corrosion-resistant materials for operating in wet conditions, and can be used in other applications such as industrial, marine, and water circulation. They have an epoxy-coated 12V DC motor, stainless steel impeller, four front drain plugs, and a carbon/ceramic/Viton mechanical seal. They require the installation of an in-line circuit breaker and a 12V solenoid. Models include the DCC cast iron washdown pump with stainless impeller, DCSC cast iron washdown pump with stainless steel impeller kit, DCS stainless steel washdown pump, and the DCSS stainless steel washdown pump kit. **866-383-6304; www.morousa.com**



SATELLITE INDUSTRIES PATHFINDER

Pathfinder from Satellite Industries is a sanitizing system that mounts to any service vehicle. It has a low-pressure, chemical injection delivery system that proportions the chemical/water mix for maximum effectiveness. This allows portable restroom operators to spray a cleaning agent like Pathfinder Solution or a hospital-grade, U.S. Environmental Protection Agency-registered disinfectant like Enviro Bac 2 evenly throughout the restroom. It reduces mold and odor-causing bacteria by 86% over traditional cleaning methods. The benefit over the “scrub brush and soap” method is eliminating transfer of bacteria and germs from one unit to another, according to the maker. Users can switch from high to low pressure for the chemical application. It has a Flojet washdown pump for low pressure (50 psi at 4.5 gpm) and a CAT high pressure pump (1,000 psi at 2.5 gpm). **800-883-1123; www.satelliteindustries.com**



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▶ **PRODUCT SPOTLIGHT**

Portable restrooms designed to save space

By *Tim Dobbins*

It doesn't take much to put up and take down T blustar RapidLoo portable restrooms. In fact, according to the company, units can be assembled or disassembled in less than three minutes and without the need of rivets or tools.

All pieces of RapidLoo restrooms are attached using latches, and when unassembled, four restrooms can be packed into the space of one standard assembled toilet, designed for efficient transportation and storage. The latches use a key closing system to securely lock panels together.

The RapidLoo STAR model features the same technology but is engineered to meet the needs of operators servicing special events and especially construction sites. The STAR model uses 16 latches to assemble one restroom.

"The portable restroom industry is not the same as it was 10 or 20 years ago, and the economy worldwide needs innovative products to meet the new challenges," says Jose Davila, general manager for T blustar. "This is where the idea came from to make the RapidLoo STAR demountable portable restrooms."

Davila says working with customers and completing years of field research, the team at T blustar developed the RapidLoo STAR using roto-molding technology to provide durable HDPE plastic components that are resistant to the elements and extreme weather conditions. "These restrooms are made to hold up in extreme Arizona heat, to the super cold winters in Alaska," Davila says.

The RapidLoo STAR features rounded corners to decrease friction on the ground during handling and to allow an easy tilt during the loading process. It includes double door springs, an easy-slide door handle and exterior grab handles on each panel for easy hauling.

When assembled, the STAR measures 86.6 inches tall, 43 inches wide and 43 inches deep. It weighs 163 pounds when empty and has a 48-gallon waste capacity.

"We've received positive comments from potential clients about the look and design of the toilets and even better remarks once they have them in their warehouse and are using them in the field," Davila says.

The restroom comes in eight colors and because the restroom breaks down into individual components, the pieces are interchangeable. This allows for side wall color changes or easy replacement of single panels in cases of damage.

404-482-0736; www.tblustar.com ■

Kenworth releases medium-duty Driver Academy video series

Kenworth released a Driver Academy video series for customers operating Kenworth's line of new medium-duty trucks, and are designed to help drivers get the best from their Kenworth trucks. The videos include a thorough walkaround of exterior features and their functions, a detailed examination of interior features, and the proper procedures for pre-trip inspection. The video series is available on the Kenworth Truck YouTube channel and are also available on the Kenworth Essentials App, which can be downloaded to smartphones and tablets from the Apple or Google Play stores. ■



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The winner of the Pulitzer Prize Photo Contest will be announced on October 31st!

Here are a few of the many entries.



Landis Thomas, Potty Man Portables, Georgia



Ryan Granger, Acadian Sanitation, Louisiana



Eric Johnson, Best Septic Service, New Hampshire



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