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STROOMS

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TROOMS

Family members and employees band together to reinvent a company after a founder dies and a sale falls through

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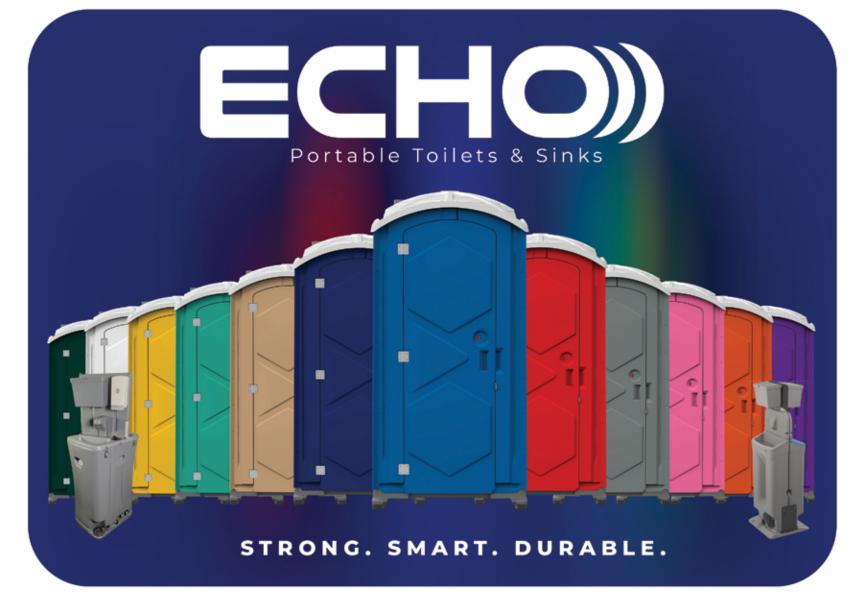


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## — PROfile —



**Strength in Numbers** Family members and employees band together to reinvent a company after a founder dies and a sale falls through.

Ken Wysocky

**LEFT:** Connecticut's A Royal Flush came back stronger than ever after a period of turmoil. Shown on the cover, from left, are COO Mauro DaSilva, Chairman Timothy Butler and Senior Vice President Kell Luf, in front of a Lang Specialty Trailers unit. (Photo by John Marinelli)

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## Vandalism Is Everywhere — Eating Into Your Profits

By Jim Kneiszel

Recent news accounts show just how much damage is being done to your units. And it has to stop.

s temperatures rise and restrooms start flying out of the yard with more regularity, you'll start to experience that most insidious profit killer: Vandalism. For some reason, portable restrooms have become a favorite target of juvenile delinquents and the frequency of incidents and cost of the damage seems to rise every year.

And it's no longer just annoying graffiti complaints that bring the units back for a scrubbing. Many PROs would yearn for the days when they simply had to remove Sharpie scribblings from their inventory. In recent years, reports of catastrophic damage of restrooms have been on the rise. Arson fires are a constant and growing problem. Vandals who forgot their matches rip off doors and panels, run over units with their trucks and push them over into rivers and lakes.

Contractors are more aggressive about seeking damage waivers to hold their customers responsible for how units are treated when in their possession. The paperwork and preaching about protecting against vandalism on work sites can be a productive solution to reducing your vandalism costs, but I'm sure you also write off plenty of damage to units over the course of a busy season.

Just in the past few months, news stories have been rife with examples of portable sanitation vandalism Consider these recent media accounts:

### **RHODE ISLAND**

Vandals dumped an ADA-compatible portable restroom into Carbuncle Pond and tipped over two others placed at the waterfront, causing an environmental issue and forcing the local town to pay at least \$2,500 for the destroyed unit. It was found floating offshore but was a total loss. The vandalism and resulting pollution concerns caused state officials to put off a fish-stocking program at the pond. "Our mission is to maintain these special places for wildlife habitat and for the public — meaning everyone in the public — to enjoy outdoor recreation, Environmental Department spokesman Michael Healey told a local media outlet. He said targeting the restroom for disabled people was "particularly low and mean and we do not accept this behavior."

### TENNESSEE

Two restrooms on a construction site in Nashville were burned to the ground at a stated loss of \$1,300. Fortunately in this case, a witness and a nearby security camera identified 51-year-old Charles Baldon lighting

It probably offers little comfort to know you are not alone in facing financial losses and spending time cleaning up after vandals. ... I hope we can somehow stem the tide of this epidemic of damages that threaten the livelihood of so many PROs. paper and starting the units on fire. Baldon was found carrying two lighters and a torch, and his jacket had burn marks on it from the fire. He was arrested on felony arson and vandalism charges.

### PENNSYLVANIA

Vandals cut through the wall of a restroom, punctured the holding tank, spilling its contents where it was placed in Clymer Township near Westfield. Police were looking for anyone who had information about the damaged unit. They reported damage was \$2,000.

## WISCONSIN

Restrooms weren't damaged by vandals in this case, but a federal crime was committed in units placed in Sun Prairie, near the state capitol of Madison. According to media accounts, a portable sanitation technician found piles of mail discarded in portable restrooms over a two-month period. Investigators traced the mail to U.S. Postal Service employee Steven Rosa, who admitted he went through the mail on his route looking for gift cards and cash, and stole \$245. He was convicted on a charge of mail theft and sentenced to two years of probation.

### MARYLAND

In the small town of Woodsboro near Frederick, Maryland, officials fed up with constant vandalism decided to remove two portable restrooms that had been placed at a local park. According to local news accounts, a suspected group of young vandals dumped trash in the restrooms, damaged holding tanks, kicked in doors and tipped over the units. They also pulled toilet paper from the units and threw it into trees at the park. The town was expected to have to pay \$1,500 for each of the damaged toilets. In addition to the portable restrooms, vandals had done significant damage to the permanent bathrooms at the park.



Above: These units were tagged in a San Francisco park, unfortunately a common sight for service technicians. (File photo)

### THE PROBLEM IS EVERYWHERE

I'm sure you could all add your own stories to the list of vandalism complaints seen here. And It probably offers little comfort to know you are not alone in facing financial losses and spending time cleaning up after vandals. However, I hope we can somehow stem the tide of this epidemic of damages that threaten the livelihood of so many PROs.

Keep working with your customers to find ways to reduce the risk of costly vandalism. That might be through placement of units to discourage people from going on these late-night sprees. Or by utilizing security cameras that are getting better and less expensive all the time. Or by teaming with local law enforcement on more consistent patrolling and tougher enforcement when vandals are captured.

## **OREGON CITY WILL ALLOW LONG-TERM RESTROOM PLACEMENTS**

Last year I reported on an Albany, Oregon, church that was being forced to remove a restroom it placed in its parking lot for use by homeless people and others passing by. At the time, the city was facing complaints from neighbors who didn't want to look at the restroom in their neighborhood. Consequently they were exploring ways to restrict a temporary permit to continue offering the restroom. Their strategy was to deny long-term use of a portable restroom if it was placed within 300 feet of access to plumbing and a municipal sewer system, suggesting the church could build a permanent bathroom for the public. We all know that would be impractical, and that for this situation, a portable restroom is a perfect — and economical — solution.

At the time I stated my opinion that the city should opt for less regulation whenever possible and allow the Albany First Christian Church to use the restroom as they see fit. They were providing a necessary portable sanitation service and were monitoring the safety and conditions of the units between services by a local restroom provider. If one community can ban portable restrooms because the neighbors don't like them, this sort of restriction could spread all over. And this would have an impact on business for all PROs.

I'm happy to report that the city pulled back from its strident position. The city council has unanimously approved an amendment to its code to allow long-term use of portable restrooms with no permit required. It's an answered prayer for church elder Ethel Ellingson, who had advocated for keeping the portable restroom for months.

"We keep it very clean. I just feel like we have the best toilet in town," she told the city council during its deliberations.

This may seem like an insignificant issue for PROs across the country. But it validates the importance of your work providing necessary sanitation services. If government officials cave to a few complaints from people who just don't want to see portable restrooms, many public visitors and construction site workers will not receive necessary relief. And PROs will experience eroding profits as it becomes more difficult to put restrooms where they need to be. ■





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## How You Might Be Contributing to Distracted Driving

Distracted driving is costly and, as portable restroom operators, you do what you can to make sure drivers remain engaged on the road and your insurance coverage



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**F** This is what happens when A. we set an expectation and then fail to meet it, and B. we aren't making sure everyone in the organization is trained to the same customer experience standards and always playing the same tune together. Unfortunately, sometimes a bad review is earned.

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## SUCCESSION PLANNING Don't Leave Employees in a Bind

You may be nowhere near considering selling your portable restroom operation, and your health may be the best it's ever been. That doesn't mean you can ignore exit planning for your business. In this online article, columnist Amanda Clark argues for proactive succession planning.

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



## Where Is Your Next Great Employee Coming From?

Don't overlook your local trade school when seeking valuable connections in a difficult hiring environment

**UESTION:** Our company has been in constant search for employees over the last two years. We have heard that trade schools may be an option. Could you provide some information about these organizations and suggest ways in which we could recruit their graduates?

**ANSWER:** Trade schools, also known as technical schools or vocational schools, can be an excellent resource in providing trained and qualified employees for your company. Often not publicized in comparison to colleges, trade schools present opportunities for PROs to recruit highly skilled and trained personnel in a variety of fields.

### WHAT IS A TRADE SCHOOL?

A trade school is an educational institution designed to train students for a specific job in a specific skilled trade career.

Examples of vocational training and careers are varied and numerous. From the more traditional fields of electrical, plumbing, welding, engine repair, driving, cosmetology and culinary arts to the growing careers in nursing, paralegal, cyber security, and criminal justice. Trained personnel in these fields are invaluable in today's world. We will focus on the areas of truck driving, truck mechanical repair, administration, and computer science skills later in this column.

### WHAT ARE THE ADVANTAGES OF THESE SCHOOLS?

Among the many advantages of trade schools are:

- The curriculum is focused on a single career path, and therefore completion of the program is much faster than a traditional college degree. Depending on the specific program and field of study, some certificates can be completed within a year or two years at the most.
- Student loan debt is significantly less than that of the average four-year collegiate program.
- Smaller class sizes and instructors with real-world experience in their specific field provide for greater expertise in the student's area of study.
- In some instances, classes are offered in the evenings so students can work part-time or full-time during the day.

Offer to serve as a guest speaker in classes where future employees could be attending. Whether it would be truck driving or administrative support, students enjoy hearing from those in "the business world" as opposed to those in academia.

- Online programs in areas such as business and computer science also allow for work during the day and education in the evening.
- Given the high demand for employees in recent years, trade school graduates have high rates of hiring upon completion of their program.

### WHAT PROGRAMS COULD BE OF INTEREST TO PROS?

#### • Truck Driving

Depending on the school, truck driving may be an area of study and part of the curriculum. Over the Road driving is the most common position for new truck drivers but the opportunity for a local driving position in your company is certainly a possibility. Investigate these programs at your local trade schools.

### • Truck Mechanic

In-house repair and maintenance of your fleet can save time and money. New graduates in these programs could improve preventive maintenance programs even if your company has established vendors that perform major repairs on your equipment.

### Administrative Professionals

Licensure is a major component in most trade schools and the Certified Administrative Professional is one of the most common for those seeking administrative careers. The major components of this certificate include accounting, payroll, marketing, customer service and billing. Hiring a graduate with a CAP certificate could certainly be beneficial to your company.

### • Computer Science

Whether available online or on the trade school campus, most basic programs prepare the graduates with expertise involving websites, system security, databases and office technology. In today's business environment, having personnel with the latest training in these areas is crucial.

## HOW CAN YOUR COMPANY RECRUIT AND BECOME INVOLVED WITH A TRADE SCHOOL?

There are more than 1,500 trade schools and vocational programs in the United States and www.findmytradeschool.com includes a database to locate these facilities. Information regarding academic requirements, accreditation, areas of concentration and general information is available for each school. Find a program and a facility that is of interest in your area and make the contact.

Once you find a program that educates students in areas that would benefit your company, consider establishing an educational partnership with this school. Here are several ideas to consider:

- Offer to serve as a guest speaker in classes where future employees could be attending. Whether it would be truck driving or administrative support, students enjoy hearing from those in "the business world" as opposed to those in academia.
- Offer internships. Students studying truck maintenance and repair, for example, could work on your fleet and gain experience in this area. Your company would benefit from this work while also building the relationship with these students who might one day become employees.
- Attend job fairs. You can showcase your company while also recruiting potential employees with skills specifically needed by your company. Job fair attendees also pass on referrals to other job seekers about your company and your company's job needs.
- Offer competitive benefits. Trade school attendees are seeking immediate positions with career opportunities. Show them your company is seeking to reward long-term employees.

### **FINAL THOUGHTS**

Portable sanitation is an essential, stable and necessary industry ideally suited to the jobs for which trade schools provide training. By establishing a relationship with a trade school, a PRO can become a resource for on-the-job training as well as the beneficiary of excellent job candidates. Often overlooked and misunderstood, trade schools can be a source of finding well-trained, long-term employees for your company.

## Have a story idea?





# STRENGTHI



## A Royal Flush Inc. Bridgeport, Connecticut

Owners: Tim Butler and Mauro DaSilva Founded: 1992 Employees: 120 Services: Portable sanitation Service Area: Connecticut, Massachusetts, New York, Pennsylvania, New Jersey, South Carolina and Florida Website: www.aroyalflush.com Family members and employees band together to reinvent a company after a founder dies and a sale falls through

By Ken Wysocky

n 2017, A Royal Flush – a portable sanitation company in Bridgeport, Connecticut — was rocked to its core by the death of Bill Malone, one of its founders and a driving force behind the wellestablished business.

"Bill's death left the company in turmoil and disarray because he was the president and No. 1 sales guy — the true spirit behind the company," says Tim Butler, also a founding member of the business and now its chairman of the board and general counsel.

"A lot of our employees — and even our competitors — thought the company would fold without him," he continues. "Both personally and professionally, it was very hard on everyone. It truly was a tragedy."

An offer from a national site-services company to buy A Royal Flush, which came on the heels of an earlier offer that Malone had rejected, only added to the tumult as employees feared for their jobs if the sale was approved.

But Butler rejected the purchase offer, deciding it wasn't in the best interests of the company or its

employees, who were emotionally distraught about the prospects of an acquisition.

And despite all the upheaval, A Royal Flush emerged intact and now is stronger than ever. Its journey from those dark days to the prosperous present testifies to the power of something many portable restroom operators can appreciate: family.

## TRUE FAMILY AFFAIR

The catalyst for the company's revival was a decision by Butler and two of his brothers (who were semiretired at the time), Thomas and David, to band together and pull the company out of its tailspin. Thomas and David Butler became the company's chief executive officer and chief financial officer, respectively.

"We met and decided that our family would take on a rebuild of the company and invest in it for the future of not only our family, but for our many longterm employees," Butler says. "We have many multigenerational employees — people whose children Right: COO Mauro DaSilva (left) and technician James Eason apply new stickers to Satellite Tufway restrooms in the company yard.

and nieces and nephews work here," he explains. "It's a family-operated and family-run company in the truest sense of the word."

The new management team had its work cut out for it. A fleet of 50 or so trucks and its restroom inventory were aging and needed upgrades, as did restroom trailers and software systems that ran sales and marketing operations. The website was antiquated, too, Butler says.

So the company refinanced its debt and Butler made what he calls "a major reinvestment" in the company.

"It was a big-gulp moment," he says. "But the outpouring of support I received from employees who I'd been working with for decades, backed by Mauro (co-owner Mauro DaSilva, a founder of the company and now its chief operating officer) and my family, truly moved me to make the commitment.

The takeaway here for other portable sanitation contractors? Have a succession plan in place.

"You never know what's going to happen," he says.

### **NEW FLEET EMERGES**

One of the biggest investments centered on renewing the truck fleet. The company replaced about one-third of the trucks annually and over the ensuing years, the fleet grew to about 75 trucks.

Most of the trucks were built by Robinson Vacuum Tanks on Kenworth chassis with 1,500-gallon waste/500-gallon aluminum tanks, vacuum pumps from Masport and water pumps from AMT Pump Co. (a Gorman-Rupp company) for washdown jetters.

The company also runs Ford F-600 trucks that feature either a 700-gallon waste/300-gallon freshwater steel tank paired with a 270 cfm blower from National Vacuum Equipment or a 775-gallon waste/400-gallon freshwater stainless steel tank paired with a 210 cfm NVE vacuum pump, all built out by Imperial Industries.

In addition, the company also owns seven slidein units made by KeeVac Industries Inc., mounted on a 2019 Ford F-350 chassis and featuring 400-gallon waste/200-gallon freshwater aluminum tanks, Conde vacuum pumps (Westmoor Ltd.) and Shurflo water pumps from Pentair.

DaSilva says the company now replaces trucks on a 7-year cycle because older trucks require too much recurring upkeep and repairs that get increasingly expensive after warranties expire. The company strives to keep tanks for 21 years, he says.

The company also brought thousands of new restrooms, mostly Tufway units from Satellite Industries and new restroom trailers from JAG Mobile Solutions, Lang Specialty Trailers, Black Tie Products and Advanced Containment Systems Inc..

The company now owns about 10,000 restrooms and 65 restroom trailers, plus handwash stations from Satellite, construction high-rise restrooms from PolyJohn Enterprises Corp. and Explorer delivery trailers from McKee Technologies Inc.

### **EXPANSION PLANS**

In addition, the company invested in a new service-management software platform from ServiceCore and a customerrelationship management platform from HubSpot, Butler says.

"We have a lot of accounts

and serve customers in seven different marketplaces," he explains. "So to control and manage marketing in so many different places, we needed a robust system to manage email marketing, our web presence, Google ads and social media marketing."

The company also grew geographically in the first five years under new management, with significant market expansions within states it served before the company makeover: Connecticut, New York and New Jersey, Butler says.

"Now we're expanding into the southeast states to add some diversity and be less dependent on one



"If someone comes up with a great idea, we're always willing to consider it. That builds employee buy-in and pride in their work."

**KELLY LUF** 





region of the country," Butler says. "When business in the northeast slows down during winter, we have the ability to move assets down south and take advantage of the better climate down there.

"Then we move the assets back up when things slow down in the South during the hot summer months."

Isn't that expensive? Yes, Butler says, but not as expensive as having inventory sit idle for five or six months during winter.

### **SERVICE IS EVERYTHING**

When Butler, DaSilva, Malone and two other investors (who have since retired) started the company in 1992, they owned just two trucks and worked out of a construction trailer. What primarily drove such exponential growth? Two words: customer service.

"The math is very simple: We need to charge prices that are high enough to ensure we cover our costs, plus earn a fair profit margin so we can reinvest in our people and equipment." KELLY LUF "Our company also has grown on the backs of the employees that provide that customer service," he adds. "I'm very grateful for that because without that customer service, we wouldn't have grown to where we are."

Butler agrees that every company says it provides great customer service. On the other hand, few deliver it, he notes.

So how does A Royal Flush define great customer service? It means that employees have



the emotional intelligence to always look out for customers, whether it's ensuring restrooms are clean or that they're set up in easy-to-access locations.

"Our drivers treat the restrooms like they're located at their families' homes or businesses," he adds. "They do an exceptional job. And I know from experience that when companies switch restroom providers, they don't usually change suppliers because of price — they do so because they want better customer service."

The company instills a service mindset through solid initial training and random spot-checks of restrooms. It also hired a dedicated customer service manager, Shelly Hernandez, nearly two years ago to deal with customer issues, Butler says.

**Left:** In the office, Shelly Hernandez, standing, and Millenia Figueras review the day's routes for A Royal Flush drivers.



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**Above:** Technician Sebastiao Texiera performs maintenance on a Black Tie Products restroom trailer.

"That was one of the best things we've done since we started running the company," he says.

### **RECRUITING WORKERS**

Kelly Luf, senior vice president, says the company's employees are key to its customer service.

How does the company find employees in a tight labor market and in an industry where it's notoriously difficult to find workers? Luf says referrals from existing employees is a great resource.

"If they're great employees and they refer someone, there's a higher level of accountability there," she says.

In addition, the company offers bonuses to employees, from frontline technicians to sales people, all based on different performance metrics.

"When you reward people, the work gets done and done well," Luf notes.

The company also retains employees by publicly recognizing people, which inspires other employees to do great work.

"We have a very positive employee culture because it's a familyrun business and everyone has opportunities to contribute," she says. "If someone comes up with a great idea, we're always willing to consider it. That builds employee buy-in and pride in their work."

### **SLOW AND STEADY**

Butler says a company that's not growing is dying. So management will push for continued growth, but in moderate and controlled fashion, both within its current northeastern markets and in southern states where the company has already established beachheads.

"We possibly might move a bit west as well," he says. "But we'll do it in a measured way for both new markets and existing markets. Growth should be a well-planned and well-executed process."

As Butler looks back at the traumatic last five years, he's gratified how the company emerged from a potential disaster.

"It's an amazing story and living it has been quite a trip," he says. "My father (Thomas Butler Sr.) always dreamed that we'd all come together and run a business, so this is very special — especially since he's here to see it."

## **MORE INFO**

Advanced Containment Systems Inc. 800-927-2271 www.asci-us.com

AMT Pump Company 888-268-7867 www.amtpump.com

Black Tie Products, LLC 877-253-3533 www.blacktieproducts.com

Gorman-Rupp Company 419-755-1011 www.GRPumps.com Imperial Industries, Inc. 800-558-2945 www.imperialind.com *See ad, page 39* 

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

KeeVac Industries Inc. 866-789-9440 www.keevac.com *See ad, page 10* 

Kenworth Truck Co. 425-828-5551 www.kenworth.com Lang Specialty Trailers 724-972-6590 www.langrestroomtrailers.com

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

McKee Technologies - Explorer Trailers 866-457-5425 www.mckeetechnologies.com *See ad, page 38* 

National Vacuum Equipment, Inc. 800-253-5500 www.natvac.com *See ad, page 31*  Pentair 888-416-9513 www.femyers.com

PolyJohn 800-292-1305 www.polyjohn.com See ad, page 40

Robinson Vacuum Tanks Inc. 814-933-0927 www.robinsontanks.com *See ad, page 6* 

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## ► PRICE SERVICES TO ENSURE PROFIT

In markets where pricing for restroom rentals is cutthroat, it's tempting for portable restroom operators to match competitors' prices in order to keep customers in the fold — especially large clients.

But management at A Royal Flush, based in Bridgeport, Connecticut, soundly rejects that philosophy because less revenue means less money to invest in employees and equipment. In fact, the company lost a major contract to provide restrooms for the New York Marathon, a huge special event, because the client wanted a lower price.

It was difficult to decline the request because A Royal Flush had provided restrooms for the massive event for 27 years. To handle the event, which features more than 50,000 runners cheered on by approximately 3 million spectators, typically required more than 2,400 restrooms, several restroom trailers, more than 50 employees and 20 service trucks, says Kelly Luf, senior vice president.

"We don't believe in racing to the bottom on prices," she says. "We're very cognizant that we need to provide a healthy working wage and bright career paths for our team. So the math is very simple: We need to charge prices that are high enough to ensure we cover our costs, plus earn a fair profit margin so we can reinvest in our people and equipment."

Luf says the company's prices enable it to provide a superior customer experience because it can pay employees more, which leads to lower turnover. The end result? A staff with a wealth of experience in the industry, and a strong interest in providing great service.

The marathon contract was lucrative, but Luf says the company provided such a high level of service that while the invoice total looked great, the company lost money on the event.

"We lost money because of the amount of logistics and frontline support we provided," Luf explains. "While it was a banner event for us for so many years, we ultimately couldn't offer that level of service at the price they wanted without losing money.

"We miss working with them and we'd love to see our units back on that course some day," she adds. "But we're just not in a position where we can do that and lose money."

And in the end, losing the marathon contract freed up time and restroom inventory to work with new clients and "create an even more robust peak season" of special-event work, she says. (In peak season, special events generate about half of the company's business.)



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lune 20, 2023 0 am CDT	Health, Safety & Professional Excellence, Basic Service Technician Training Series Pt. 3
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12001 W. Peoria Ave El Mirage, AZ 85335 Jerry's cell 623-680-2037 tank.jerry1@gmail.com Gffice 623-536-1199 Fax 623-935-4514 service@tankworldaz.com **Below:** The Little Brown Jug races are part of the Triple Crown of Harness Racing, drawing huge crowds and big service for the team at Tidy Tim's. (Photos by J.D. Pooley)

# THOROUGHBRED Service

Ohio's Tidy Tim's sets the pace for cleanliness while providing portable sanitation to the prestigious Little Brown Jug harness races

## **N** ON **LOCATION**

THE JOBE Little Brown Jug at the Delaware County Fair

- » LOCATION: Delaware, Ohio
- THE PROF Tidy Tim's Inc., Mount Gilead, Ohio

## THE TEAM

It definitely takes a team to successfully service restrooms at the Little Brown Jug harness racing event at the Delaware County Fairgrounds, says Kyle Hack. It's the biggest event of the year for Tidy Tim's Inc., a portable restroom and septic service business his parents Tim and Patty Hack started in 1995.

The workers on the fairgrounds for more than a week are typically members of the Hack family. Kyle and his sister Katie Gossett are currently going through succession planning taking over the family business, with the help of their spouses Chelsey Hack and Zach Gossett. But the other six employees in the business are just as important to keep up with Tidy Tim's other work servicing construction site portable restrooms as well as septic tank pumping, Kyle Hack emphasizes.

By Dee Goerge

"We couldn't do it without the people who are out there picking up the slack," he says. That was important when Hack approached organizers in 2017 with a bid that won out over a large company that previously held the Little Brown Jug contract. Since then, Tidy Tim's signed a second contract for additional years.

### THE MAIN EVENT

The Little Brown Jug event started 85 years ago, when the fairgrounds were moved to Delaware, Ohio, and the track with its steep banks was designed to be fast, which is appreciated by participants and fans. Part of the Triple Crown of





Harness Racing, it is said to be the fastest half-mile track in the world and a premier pacing classic for 3-year-old pacing standardbred horses.

Held for five days during the third week in September, it attracts up to 40,000 spectators for Thursday's main event, Jug Day. Many spectators travel from Canada, and Hack has met people from other countries such as Australia. By Thursday, the Tidy Tim's team has been servicing restrooms since the Saturday before when "The most consistent challenge is moving from place to place. It's a sea of people and a nonstop party. We put the strobe lights on and do the best we can."

**KYLE HACK** 



the Delaware County Fair begins. After the weekend and early part of the week, the fair transitions into race mode. "It's a rocking place. The busiest time is Tuesday night through Thursday night," Hack says.

### **BY THE NUMBERS**

Taking care of the large crowd requires 100 Satellite Industries Maxim 3000 units, and 20 Satellite Liberty ADA units, all with hand sanitizers. A couple of Satellite hand-wash units are placed near the livestock area and restrooms are set up to augment the fairground's permanent bathroom facilities.

A 10-stall JAG Mobile Solutions trailer serves as VIP facilities on top of Pavilion Hill. Three other multistall homebuilt trailers are set up in other locations. A good portion of the restrooms are set up to serve campers on sites around the fairgrounds. Fair staff handles the paperwork and lets the Tidy Tim's crew know where camper customers are located.

### **CAMPER PUMPING SERVICES**

Many campers are self-contained and need pumping services during the event. Tidy Tim's posts flyers in restrooms and around the grounds with their number and pumping information. When they get a call, they schedule in the service along with the restrooms in the camping area starting around 8 a.m. "Sometimes people flag us down and we add them to the list," Hack says. "We are contracted to be there until noon, but we stay longer if there's demand."

Access can be challenging as campers are not parked in a straight row. Trucks carry 60 feet of hose to reach campers far from the access road where the truck is parked. Customers must be present and pay the driver when campers are pumped. The system has worked out pretty well, Hack says, except for one year when there was a heavy rain and the trucks couldn't get to campers that were parked along grass aisles.

### **LET'S ROLL**

Though the system was well organized for setting up restrooms when they first started, Tidy Tim's has made a few tweaks over the years. Hack recalls the first year driving up Pavilion Hill's narrow path and setting up the JAG trailer. The tricky part was squeezing it in place between massive tents set up for a dinner and concert. Now, drivers make sure to place the trailer before the tents are put up. Early setup is helpful in other areas as well.



Right: From left, Kyle Hack, Chelsey Hack, Tim Hack and Zach Gossett pause for a photo during the Little Brown Jug event. The restroom trailer was built by Tidy Tim's.



"They gave us a staging area, and a week in advance we can start dropping off restrooms," Hack says, noting their business is 40 minutes away from the fairgrounds. Using 16-foot F.M. Manufacturing and 10-unit homebuilt transport trailers, drivers can drop off restrooms when it's convenient with their routes. Then just before the event, the restrooms and hand-wash stations are moved into place.

An onsite dump is also helpful as well, and Hack is given a camping site for a trailer with supplies and the trucks they use. The two Kenworth trucks (2005 and 2016) were built by Best Enterprises, with 1,100-gallon wastewater/400-gallon freshwater stainless steel tanks and National Vacuum Equipment pumps. A 2018 4WD Ram pickup repurposed with an old 700-gallon waste/250-gallon freshwater steel tank is available if a lighter vehicle is needed for muddy conditions. The fairgrounds also provides a golf cart for workers to haul supplies to stock restrooms.

Two Tidy Tim's teams with two trucks service the fair area at night. Then, during the day they service campground restrooms and campers. "The most consistent challenge is moving from place to place. It's a sea of people and a nonstop party," Hack says. "We put the strobe lights on and do the best we can."

## **WRAPPING IT UP**

As with setting up, Tidy Tim's takes its time hauling restrooms back to the yard in Mount Gilead, Ohio. It's easier to wait until tents have been removed before moving the JAG trailer. Since campers often linger at the event, the private units are the last to be removed. In just a few years, the team has gotten to know many of the people that attend the Little Brown Jug race.

"It's a good time and a good way to cap off our event season," Hack says. ■

### **MORE INFO**

Best Enterprises, Inc. 800-288-2378 www.bestenterprises.net

**F.M. Manufacturing, Inc.** 877-889-2246 www.fmmfg.com JAG Mobile Solutions 800-815-2557 www.jagmobilesolutions.com

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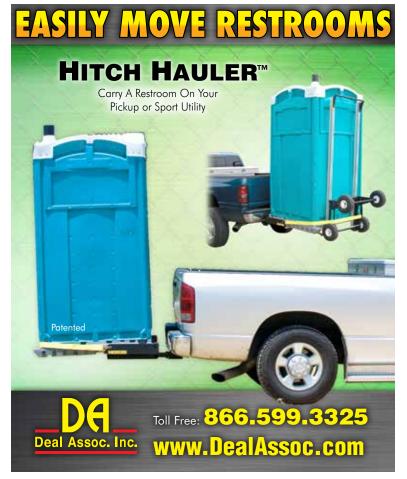




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## **ODOR CONTROL**

By Craig Mandli

## **GRAFFITI REMOVAL**



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www.centurychemical.com

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**PRO's Choice Liquid Graffiti Remover** from **PolyJohn** is formulated to remove paints, inks, crayons, lipstick and other marks from portable sanitation equipment. It may be used on most surfaces including brick, glass, ceramic tile, porcelain, marble, ceramic, Formica, terrazzo,

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enamels, brass, aluminum, steel, chrome, vinyl, painted and others. The product is sprayed on the surface and wiped off. **800-292-1305**; www.polyjohn.com

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#### **SATELLITE GRAFFIX**

**Satellite's Graffix** is a powerful solvent that removes graffiti and other types of markings from various surfaces. It dissolves spray paint, permanent markers and other types of vandalism marks without harming the original surface or leaving residue. The liquidgel formulation adheres to vertical surfaces without running and is designed to remove multiple layers of oil and latex paints from various substrates, including HDPE, wood, brick, stone or metal. It is simple to use with no mixing required. Apply liquid-gel onto the affected area, wait a few minutes and wipe with

a sponge. The product is designed to work quickly, reducing the need for repeated applications. For stubborn stains, a second application can complete the job. **800-883-1123; parts.satelliteindustries.com** 

### **ODOR CONTROL**

### **ARMAL WAVE SCENT BOX**

The **Wave Scent Box** from **Armal** incorporates a fragrance — vanilla balm, rose sensation, apple blossom, pinewood trail or strawberry field — in the wall panels of the restroom during the manufacturing process, ensuring a pleasant scent. The unit has a heavy-duty, spring-coil door with a wind-resistant device to



ensure closure when unlocked and an overlapping wall assembly for greater safety. Options include a recirculating kit with filter and freshwater flush that works in combination with the pump kit. **866-873-7796; www.armal.biz** 

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exchange in less than two minutes on average. When mounted to a standard 4-inch vent stack and used in conjunction with a scented wafer placed near the fresh air inlet, the fan rapidly removes unpleasant odors, helping create a safer, more hygienic atmosphere in portable restrooms. **574-294-2624;** www.lunarglo.com

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### **JOHNNY'S CHOICE TOSS-INS**

**Johnny's Choice Toss-Ins** are a pre-measured portion packet of dry deodorant in a watersoluble pouch for use in portable restrooms. The portion packs make it easy and convenient for the operators to provide service without a mess. They can control uncomfortable foul odors in portable restrooms in all seasons. They have a nonstaining royal blue color to hide waste and

have a fruity floral scent. They also help break down toilet paper and waste, which helps pumpouts. They are available in three sizes. **888-729-6478;** www.johnnyschoice.com

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### SURCO PORTABLE SANITATION PRODUCTS POTTY FRESH SUMMER PLUS

**Potty Fresh Summer Plus** portable restroom deodorant from **Surco Portable Sanitation Products** is designed to replace formaldehyde deodorants used in heat and humidity. It has two biocides, neither of which is formaldehyde, so it is eco-friendly



and safe to use. It comes in a variety of strong fragrances and has a deep blue nonstaining dye. Metazene neutralizes odor molecules in portable restroom tanks and ambient air. The nonstaining dye hides waste, paper and debris. **800-556-0111: www.surco.com** 

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### T BLUSTAR USA BLUPAC

**BLUPAC** nonformaldehyde deodorizer packets from **T blustar USA** are environmentally friendly and easy to use. They are drop-and-go packets with concentrated deodorizers meeting the Globally Harmonized System standards, meaning they have a specific label/document valid around the world that explains chemical hazards to anyone potentially exposed. They

are available in a berry fragrance and are easy to transport. **404-482-0736;** www.tblustar.com

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**Porta-Pak Max** portion-control holding tank deodorizer from **Walex** is a potent formula that contains 50% more color, 50% more odor control, and double the fragrance of the original Porta-Pak. It is a suitable drop-in packet for units in high-traffic locations or hot climates. Its use can limit odor-causing bacteria from thriving in warm, moist environments, like a portable restroom holding tank sitting in the summer sun. **800-338-3155; www.walex.com** 









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Jeremy Eskenazi is a human resources trainer and founder of the consulting firm Riviera Advisors. Contact him at www.rivieraadvisors.com.



By Jeremy Eskenazi

## The Technician Behind the Wheel May Be Your Best Recruiter

It's hard to find enough talented workers for your company. It's time to put your whole team on the task.

ot every recruiter can be a hairstylist, accountant or portable sanitation technician. They may know how to hire these roles, but not how to become them. On the flip side, it's not as hard for every employee in your company to act as a recruiter. In fact, recruiting power in each employee often goes unrealized.

There was an incredible program once developed for a service industry. Every manager in this company went through training to both spot and learn how to engage with potential candidates. A calling card was available to hand out to potential superstar employees, and managers could facilitate an introduction to a recruiter. The candidate would always get a call and the managers received a referral bonus if there was a connection with the candidate — even if they were not hired. The company paid managers for this time, and with a 20% success rate, a fruitful pipeline of high-quality candidates emerged.

With that potential success rate, there's no reason you wouldn't want to encourage your team to recruit new workers. Here are a few benefits and tips to help you get started utilizing the knowledge and enthusiasm of your workers to build your portable sanitation crew:

Develop a plan to give bonuses to workers for bringing in candidates who become successful hires. Recognize their help during staff meetings.

### FRONTLINE WORKERS FAR SURPASS YOUR POST-AND-PRAY METHOD

We know a lot of employers do this — get the generic job ad posted everywhere, then wait. You may get many applications, but most of them are not the right fit or don't have the right experience. This is not a strategic approach (nor an effective one!). You need to do more than passively wait for people to come to you and investing in your untapped staff's recruiting potential is a fantastic way to build your pipeline of better candidates.

### YOUR EMPLOYEES HAVE A VERY CLEAR IDEA OF WHO THEY WANT TO WORK BESIDE

Your crew knows what it takes to be successful at your company. Once they know what roles you're hiring for, give them tools to help you — train them on how to be a recruiter so everyone is looking for talent that makes the workday, the product, and the customer experience better. Everyone wins when you do this and you all become more excited about the benefit of the team.

### ACT FAST ON THEIR RECOMMENDATIONS

If you can work fast to meet these candidates the nonrecruiters bring you, they will want to do it more and feel more credible wearing their recruiting hat. You may need to update your processes to be able to move faster to connect with this spotted talent. Don't make them go through a long process or wonder if you're going to get back to someone. This will not encourage them to bring you more superstars. Be ready to follow up with every single person the nonrecruiters spot and refer!

### LET THEM RECRUIT ON THE TIME CLOCK

Think about the value of giving them one hour away from their day job to find you two more top performers like them. Giving the nonrecruiters time to act as recruiters means paid time, or extra time paid to do this work that is so valuable. Asking people to do work that is not in scope is a terrible experience and does not entice them to say nice things about your brand or the culture. It suggests you don't value their time! Think about a few hours per week that they can be compensated to call people, go on LinkedIn to ask people if they are interested, or follow up with their professional associations. It will go a long way and help them feel good about helping in this effort.

#### SHOW APPRECIATION FOR THEIR HELP

Make sure you have a planned approach to show them that you value their effort, and that you are happy to have them helping bring the best people to join you. Develop a plan to give bonuses to workers for bringing in candidates who become successful hires. Recognize their help during staff meetings. They are giving their time and expertise to the process and learning how to be a non-recruiter does take a little bit of investment. Spend your money on a solid program that is easy to work with, giving time and resources to the training, and help your employees develop the skills to look for what you need.

## YOU HAVE TO WORK IT

As with all programs, you need every stakeholder to be on board for it to be successful. While you're investing in great programs and recognition for this stretch role outside of the recruiting team, make sure your office staff or the people who usually look for workers are on board with the plans. They are the best teachers and advocates to help make this a success, but they can also derail your efforts mightily.

Don't let those already paid to recruit new workers get territorial with their efforts. It's critical that they understand the goal is not to replace them, or that their work is not valued. This is a way to scale the recruiting function and have the best people possible helping fill each open role on your team. If everyone can come to work with the mindset that it is part of everyone's job to attract the best talent, everyone wins!

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## **INDUSTRY** NEWS



## Hino Trucks names new president

Glenn Ellis was appointed president and chairman of the board for Hino Trucks. Ellis succeeds Shigehiro Matsuoka, who retired after holding the position for four years. In addition, Ellis will serve as an officer of Hino Motors Limited, Hino Trucks' parent company. Hino Trucks announced two other organizational

**Glenn Ellis** 

changes. Bob Petz, who previously served as senior vice president of vehicle and parts sales, was appointed chief operating officer and executive vice president. And John Donato, previously vice president of parts operations, will assume the role as senior vice president of sales and marketing.



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## News



## **PRODUCT SPOTLIGHT**

## Modular units provide freshwater with every flush

By Tim Dobbins

Satellite Industries liked what they saw in a lineup of modular vacuum sanitation units out of the Netherlands, so they decided to acquire the company, forming Satellite Sanitrax. With the acquisition, Satellite now offers a line of Sanitrax portable units including a vacuum flush toilet, washbasin, urinal and shower.

"The modular technology fits seamlessly in Satellite's product line," says John Babcock, president of Satellite Industries. "It fills the gap between restroom trailers and portables as a middle ground on-land vacuum technology solution that provides freshwater with every flush."

All products within the Sanitrax lineup are based on a retractable concept for compact transportation. "PROs can transport 78 toilets on one standard flatbed," Babcock says. "We hear that operators in the field love the efficient and quick deployment. Setting up takes just a few hours."

All Sanitrax modules feature collapsible galvanized steel frames and fiberglass interiors. The restroom houses three toilets and the washbasin consists of one sink, two full width stainless steel mirrors, eight taps, four soap dispensers, two hand towel dispensers and four waste bins.

The restroom module, washbasin, urinal and shower unit each weigh between 1,650 to 1,750 pounds and to assure easy stacking and transportation, they share the same dimensions. Collapsed, they measure roughly 100 inches long by 47 inches wide and 57 inches tall. When in use, the units measure roughly 100 inches long by 47 inches wide and 92.5 inches tall.

According to the company, Satellite Sanitrax restrooms use 90% less water to remove solid waste and can carry it up to 600 feet from the unit. "The efficient modular system makes Sanitrax ideal for festivals, fairs, humanitarian aid, and military operations," Babcock says. "Anywhere portable restrooms and sanitation equipment are most needed."

Babcock says Sanitrax modules are out and being used. "You can find them up and running at golf outings, outdoor concerts, humanitarian disaster relief efforts and more," he says. "PROs have told us they appreciate how easy they are to keep clean and looking sleek."

Monitoring capabilities are also built-in using an app to track of units. Once Sanitrax is set, you can monitor the systems remotely and if any issues arise, operators will be notified immediately. **800-833-1123; www.satelliteindustries.com** 

## Satellite Industries P&D 700 EV truck

Satellite Industries introduced the P&D 700 aluminum tank electric International EV truck as a clean, sustainable and cost-effective solution for the portable sanitation industry. With an



AC/DC capability, 125 kWh DC fast charge time of under two hours, and a single-charge driving range of up to 135 miles, the EV truck is built to tackle everyday use while delivering the capabilities of a traditional medium-duty diesel truck. In addition, an electric motor requires far less maintenance than an internal combustion engine, saving on repair costs. **800-883-1123;** www.satelliteindustries.com



## AirVote QR Smileys with GPS data

Juck It

AirVote's latest release uses the GPS data provided when a QR Smiley code is scanned inside a portable restroom, giving feedback on its condition. AirVote uses that information to help operators track the condition of the rest-

room. The system also compares the user-provided geolocation with other asset-tracking data and flags human errors. **425-314-3334;** www.air-vote.com ■



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2013 Rich Specialty 10 station restroom trailer. 32'x8' model CT829. It has a 1150 gallon waste tank and it comes with AC and wall heaters. Reduced price to \$10,000. For pictures, contact us 845-226-5405 or at herring@ herringseptic.com (T06)



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