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PORTABLE RESTROOM OPERATOR

December 2023
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Ready, Set, GO!

A Pennsylvania software developer longs to strike out on her own and finds her business niche in restroom trailers

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PRODUCT FOCUS

Holding Tanks
and Transport
Trailers

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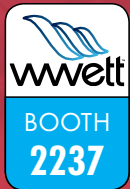
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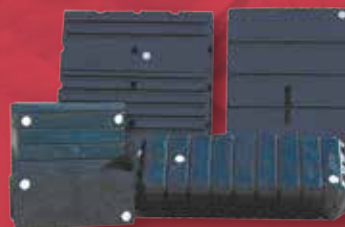
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LEFT: Hannah Baker started Philadelphia Event Rentals with an ECO model restroom trailer from Lang Specialty Trailers. Working part-time for the moment, she figures she can turn it into a full-time business once she has three trailers for rent. (Photo by Hannah Beier)

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- **Business Incubator:** Down in Cajun country

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By Jim Kneiszel

It's Your Time to Shine

There are many benefits to having your company featured in PRO — and sharing your story helps the portable sanitation industry

Have we printed your name or photos of your crew in *PRO* during 2023? If so, thanks for participating in the editorial content of the portable sanitation industry publication in the past year. If not, we hope to see your comments and/or your smiling faces in our pages in 2024.

Back in the olden days when I was a young weekly newspaper editor in a rural community, my wily, sharp-witted publisher sat me down one day and said, "If we're doing our job, everyone in town will be mentioned in the paper once a year. It could be in the ladies' social column or in a caption of a high school sports photo. What matters is that we involve as many people as we can in the pages of our product. That's our job and what keeps folks interested in reading the paper."

The publisher's message was clear: The success of any publication is in the community of readers it serves. Without the stories about all of our neighbors in that small town, the newspaper would be a bunch of empty pages, and then who would want to read it? The people brought life to the paper, and all of those names and photos made subscribers look forward to retrieving it from their mailboxes every Wednesday.

So many years later, I like to take the same approach to this magazine.

Our industry is its own small town of sorts. Many of you know each other so well that you might as well be neighbors. Those familiar backyard over-the-fence visits are happening at the WWETT Show, events of the Portable Sanitation Association International, or at local industry-related training sessions. The internet, Zoom, FaceTime and social media draw us closer so we can share best practices or help each other out of a jam when necessary.

IN THIS ISSUE

As much as we currently try to involve all of you in the monthly issues of *PRO*, we can and should always look to do more. This month, for example, we introduce you to a young woman in our Business Incubator feature, Hannah Baker, who is taking an unusual career path from the lucrative field of software development to running her own restroom trailer rental business. In the story by writer Stormy Shafer, Baker shares her technology expertise to help other PROs better market their businesses.

In our PROfile feature, we return after almost 11 years to see all the progress Scott and Lisa Weld have made with their business, Buck's Sanitary Service, in Eugene, Oregon. When we first featured the company in February 2013, Scott and the couple's then-12-year-old daughter and helper

Milah posed for a cover photo. We were lucky enough to recreate that photo for the updated story, as Milah is now a college graduate and working in the company office. In writer Betty Dageforde's story, we learn the Welds proudly represent the industry as a successful multigenerational company.

We have so much to learn from the experiences of our featured PROs. And I know each of you has important small business and portable sanitation lessons to share. So as 2023 comes to a close, I want to renew my invitation for you to reach out and introduce your family, your hardworking crew and your restroom business. We'd love to consider you for one of our monthly feature stories to run over the next year.

The technicians, drivers, yard and office staff are the backbone of your business. ... It's important to recognize their important contributions to your bottom line, the comfort they provide to the general public and construction workers, and how they help create a cleaner environment.

IT'S PAINLESS

Some PROs are reluctant to share their stories. Why? They might be shy to stand in front of the camera or talk with one of our writers in a phone interview. They may think it's boastful to talk about their businesses or they may feel like their stories don't offer any value to our community of business owners. And every so often, PROs tell me they feel like a story about their company will share "trade secrets" with their competitors and they don't want to risk that.

I'd like to address these concerns:

WE DON'T BITE: There's no need to worry about working with our writers and photographers. They're normal people doing a job just like you. Our writers strive to understand the challenges of portable sanitation and successfully maintaining a small family business. They know PROs; they know the lingo and have worked with dozens of contractors over the years. And our photographers are schooled to look for the shots that place your technicians in a positive light.



EVERYONE HAS AN INTERESTING STORY: It doesn't matter if you have 50 restrooms and a pickup truck, or 5,000 units and a fleet of new service trucks. You have faced interesting challenges and found ways to overcome them. The best small business advice comes from both the newly minted PRO or the CEO of the largest service provider. I am constantly amazed at the problem-solving stories of PROs of all shapes, sizes and levels of experience. None of us should sell ourselves short.

YOU CAN'T KEEP SECRETS: I have to chuckle when I occasionally hear contractors say they don't want to share their trade secrets with the local competition. Don't worry, your competitors already know everything about you. They see where you place your units. They know who your best customers are. They know what products you buy, how much you charge for service, and who works for you. You know the same things about them, too. If you take away a valuable piece of business advice from one of our featured contractors, consider returning the favor for the benefit of the entire industry.

THE BENEFITS

Consider the benefits your company can derive from being featured in our national magazine:

RECOGNIZE YOUR CREW: I'm happy whenever we can run a team photo of one of our PRO companies. The technicians, drivers, yard and office staff are the backbone of your business and the portable sanitation industry. They work hard doing a job most folks aren't willing to do. So it's important to recognize their important contributions to your bottom line, the comfort they provide to the general public and construction workers, and how they help create a cleaner environment. Showcasing your team in the magazine is a big thank you they will enjoy and share with family and friends.

GAIN A MARKETING EDGE: While *PRO* is a business-to-business trade magazine and our subscribers are others in the portable sanitation industry, the media exposure can still be turned to your advantage with potential customers. Our stories are posted on the *PRO* website and social media channels where you can share them with your followers. And we make digital copies of the stories available for featured contractors to post on their websites and send out on customer email blasts. These efforts extend the reach of the content and show your company is worthy of being featured in a national publication received by its peers.

SHOUT OUT TO YOUR VENDORS: In our editorial features, we always review the restrooms and service equipment PROs use. This spotlights the latest and greatest tools of the trade both in the text of the stories and in the photo layouts. When you have a great relationship with your vendors, these mentions provide a nice pat on the back for the customer service and reliable products they provide to your company. I know our advertisers appreciate seeing their loyal customers featured in the magazine.

JUMP-START NETWORKING: Being featured in *PRO* is a great conversation starter. I often hear from our PROs that readers reach out after a story to offer their congratulations. This is unexpected and sometimes marks the beginning of friendships that can last a lifetime. Say you're a company in Maryland and another PRO in Nevada noticed he or she is facing the same challenges and reaches out to discuss solutions. There is great value in establishing these networking relationships with PROs outside your territory.

ARE YOU READY?

So, are you ready to share your story with the rest of the portable sanitation industry? If so, drop me a line at editor@promonthly.com and we can talk about a contractor profile or one of our other standing features: On Location covering your event service; Take 5 covering five topics that impact your business; and Business Incubator introducing an industry newcomer. Here's hoping to meet you in 2024. ■

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AIMING FOR FIVE STARS

How to Manage Online Reviews

Online reviews are the norm for service-based businesses like portable sanitation, and as PROs, you can shape how your business is perceived via reviews. Columnists Carter Hill and Taylor Harkins demonstrate how to harness this potential in an online article.

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OVERHEARD ONLINE

“Although incredible advancements are made in safety each year, we continue to see many of the same types of violations appear on OSHA's top 10 list. As a safety community, we must come together to acknowledge these persistent trends and identify solutions to better protect workers.”

— OSHA Reveals Top 10 Safety Violations
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MAKE TECH WORK FOR YOU

The Advantages of Using AI in Portable Sanitation

ChatGPT, AI, machine learning; tech is changing at an overwhelming rate but that doesn't mean you can't make these changes work for you. In this exclusive online article, columnist Amanda Clark explains how PROs can streamline their business practices using AI.

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Weekly News Roundup

We started the year with updates to our e-newsletters to share more industry news from around the country, along with the regular dose of articles featured on PROMonthly.com. If you haven't checked it out or subscribed yet, sign up on our website. You can also view past issues in the online archive. Scan the QR code to check them out.

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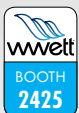
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For porta-pots tonight!*





By Jeff and Terri Wigley

Don't Forget Fire Extinguisher Safety For Your Restroom Business

Thankfully, fire emergencies are infrequent for small businesses like yours. But you still need to be prepared with the right equipment to keep your crew safe.

As PROs we are always aware of safety and safety equipment. Regularly scheduled safety meetings often cover first aid, personal protective equipment, spill handling procedures and safety protocols for vacuum pumps and power tools. One item that is often mentioned in passing is fire extinguishers. These devices are important and worthy of increased focus as part of your safety program as this month's column demonstrates.

QUESTION: Our company values safety and safety training. In a recent analysis of our safety program, we concluded that as far as fire extinguishers are concerned, we merely make sure that we have them and that they are inspected annually. Could you please share information and suggestions on putting additional emphasis on fire extinguisher safety?

ANSWER: Fire extinguishers are an important part of a comprehensive company safety plan. These safety devices should protect the office, the yard and the service vehicle. Employees should be familiar with the location and the proper use of fire extinguishers.

Various classes of fire extinguishers serve the needs of fighting various types of fires. The proper class of extinguisher needs to be placed in the area in which the most common combustibles are present in that immediate location.

CLASSES OF FIRE EXTINGUISHERS

CLASS A – used to put out fires of ordinary combustibles such as paper, cloth, plastics, trash and wood.

CLASS B – used for flammable liquids such as grease, oils, gasoline, paint and other similar solvents.

CLASS C – used for electrically energized equipment such as office equipment, overloaded surge protectors, and bad wiring in the building. Attempting to cut off the power in the building and then using the extinguisher is an ideal strategy in these cases.

CLASS D – used for combustible metals as fuel sources. Class D fires often occur in laboratory environments and other industry production operations.

CLASS K – used for cooking fires involved in food preparation. Flammable materials in these environments include cooking oils, greases and vegetable and animal fats. While most fire extinguishers are red, Class K is silver.

PRODUCT BASICS

The most common fire extinguishers purchased for general use in the office or in the yard are known as Class ABC extinguishers. They are red and the contents are a fine dust consisting of ammonium phosphate and ammonium sulfate, which interferes with the chemical reaction needed to sustain a fire.

The sizes and weights of this equipment vary depending on the location and the use. The typical office will have a 5-pound Class ABC model whereas a larger warehouse would have a 10-pound model, which would cover a greater area. For comparison purposes, a 2.5-pound model is the most common in a home kitchen or laundry room. Fire extinguishers are offered in 20-to-50-pound models, but keep in mind that the person using this equipment must be able to transport and use it at the location of the fire.

For commercial vehicles with non-hazardous materials onboard, OSHA requires a "5-BC" or a "5-ABC" fire extinguisher. ... Common positions are seat-mounted behind the driver's seat or mounted to the cab on either side of the driver.

When selecting a fire extinguisher, be aware of the UL Solutions (formerly Underwriters' Laboratories) rating. This third-party organization validates that the product meets or exceeds the highest safety standards. In some states, a UL rating is required to sell a fire extinguisher.

The National Fire Protection Association standards are that disposable fire extinguishers should be replaced every 12 years and that rechargeable models should be recharged every six years. Fire extinguishers need to be recharged after every use, regardless of the quantity of contents used. This is to ensure the device will have both the proper pressure and quantity of suppressant to use again.

FIRE SAFETY LAWS AND SAFETY TIPS

Locating fire extinguishers requires forethought and adherence to OSHA, and NFPA guidelines. OSHA requires that all workplace areas



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have at least two unobstructed fire exits that are not near each other. Fire extinguishers should be located near these exits so workers can escape easily if a fire grows out of control or if smoke begins to consume the area. The NFPA suggests one extinguisher for every 3,000 square feet of office and warehouse space.

Smaller kitchen-style models can be mounted in breakroom areas and areas where copiers, printers, and network computers are located.

Extinguishers should be mounted so the bottom of the device is no more than 27 inches from the floor. Per federal Americans with Disabilities Act guidelines, if mounted inside a cabinet, the cabinet handle must be accessible to a person in a wheelchair.

OSHA has no precise requirements regarding the use and placement of fire extinguisher signs. The requirement reads that “fire extinguishers be mounted, located and identified such that they are readily accessible during an emergency.” Many signage options are available from simple decals to plastic signs (standard and glow-in-the-dark) to large red plastic squares which mount behind the extinguisher for ease of visibility. Red wall-mounted cabinets are also an option to store these devices.

Placement of these signs can vary from being mounted near a ceiling for maximum visibility to just above the extinguisher. Another popular option is to add arrows nearby that point in the direction of the device. If your company has a location map posted for ease of use, showing the positions of the fire extinguishers is an excellent idea.

During the stress of an emergency, you do not want people to hesitate or forget the location of these safety devices.

FIRE EXTINGUISHER INSPECTIONS

OSHA requires annual third-party inspection of all fire extinguishers for commercial businesses as set forth in Standard 1910.1200. This can be done by either contacting your local fire department or by employing a fire extinguisher inspection company. After the inspection, a tag is completed with the expiration date and attached to each extinguisher.

NFPA suggests monthly inspections. They suggest designating a safety officer from within the company who has been trained to inspect the following:

- Checking the accessibility of the unit.
- Examining the physical state of the unit for cracks or leaks and making sure the discharge pin is secure in the discharge lever.
- Checking the pressure gauge to ensure there is no leakage of contents.
- Noticing the annual inspection tag to make sure it has not expired.
- Noting the inspection and the date completed.



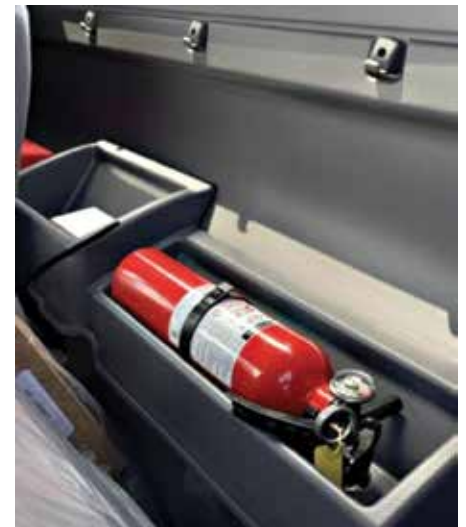
An inspection tag clearly shows the last date the fire extinguisher was tested.

GENERAL USAGE

Company training should make employees feel comfortable and confident using a fire extinguisher. The basic rule is to make sure everyone has exited the premises, call the fire department and then if the fire is not out of control to use the fire extinguisher using the “PASS Method:”

- P** – Pull the discharge pin and hold the extinguisher nozzle away from you
- A** – Aim low at the base of the fire
- S** – Squeeze the lever below the handle
- S** – Sweep from side to side

Companies should also appoint a safety officer. This is an employee who has received additional training from either the local fire department or fire inspection company. This person would be responsible for monthly equipment inspections and could assist in basic instruction to other employees.



The fire extinguisher is kept in a tray behind the seat of this portable sanitation service truck, easily accessible in case of emergency.

OSHA REQUIREMENTS FOR FIRE EXTINGUISHERS ON COMMERCIAL VEHICLES

For commercial vehicles with non-hazardous materials onboard, OSHA requires a “5-BC” or a “5-ABC” fire extinguisher. This translates to a 2-pound unit that is 3.25 inches in diameter and 10.95 inches long with a discharge range of 6-8 feet. It must be secure and within reach of the driver. Common positions are seat-mounted behind the driver’s seat or mounted to the cab on either side of the driver.

We suggest a once-a-month special truck checklist including inspecting the fire extinguisher as previously discussed. (Other safety items such as the first aid kit could also be inspected monthly.)

FINAL THOUGHTS

Fire extinguishers are often overlooked when safety matters are presented and discussed. We hope this helps change that. We recommend fire extinguisher inspection, training and location be included in the company policy manual. Safety is a vital part of your company’s culture and employees should feel secure in this commitment. ■

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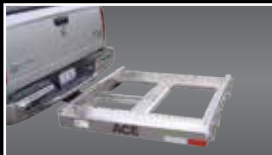
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Our **Business Incubator** feature follows the progress of brand new PROs trying to make their mark in the portable sanitation industry. If you are new to the business or know someone who is, write to us at editor@promonthly.com and tell us about it.

Below: Hannah Baker runs electric power to her trailer from Lang Specialty Trailers to utilize the air conditioning at a special event.



Ready, Set, **GO!**

A Pennsylvania software developer longs to strike out on her own and finds her business niche in restroom trailers

By Stormy Shafer

Hannah Baker graduated college at the beginning of the COVID pandemic, heading straight into a well-paying position as a software developer. She enjoys her work supporting corporate infrastructure automation for a Fortune 500 company.

Within a year of graduation, however, Baker, 26, knew she probably wasn't cut out for a 9-to-5 for her whole career. Working remotely, she had never spent time in a cubicle or wrangled with co-workers. But she knew she wanted to own a company, not just work in it, so she started actively seeking other options.

She had spent a gap year between high school and college working with Habitat for Humanity, picking up a lot of construction and manual labor skills. She found that working outside and managing multiple simultaneous tasks appealing, but wasn't sure what kind of business would allow her to do all that.

A few things were certain: Baker was a digital native, had low tolerance for inefficiency, and wanted something she could ease into slowly,

while maintaining the security of her day job until her startup was self-sustaining. She found what she was looking for in the portable sanitation industry. The restroom trailer business, Philadelphia Event Rentals of North Wales, Pennsylvania, was born.

Baker felt confident she could run the business from the administrative end, even without having actually done such work. To her, finding her niche would be about delivering the best customer service in a commodity-based business.

BECOMING AN ENTREPRENEUR

"I had a pretty good idea of how service-based businesses could be improved; anything from getting the roof done to calling a plumber or painter," she says. "They all kind of benefit from the same type of improvements, and I knew what those were."

After all, she had already done it in her Habitat work at age 18. "It was probably one of the best experiences I had. It was a really big shift. I had



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Left: Baker sets up her first restroom trailer.

Below: Baker turns her Ford F-150 cab into a mobile office to keep up with customer contact while on the job.

basically been in school my entire life, and it was my first time really being outside, not having as much structure.”

That experience was critical to her belief that she could tackle entrepreneurship. “Yes, we built houses, but we also engaged the corporate volunteers who donated the funds to build. It was a big confidence-boosting time for me, to really not know a ton about what I was doing, but fake it till you make it, in a sense.”

The Habitat work also immersed her in on-site troubleshooting and dealing with common issues encountered while coordinating work at construction sites. Baker believes many of the problems could have been avoided if the projects had been better planned, communicated and scheduled.

“In construction, there are endless delays and billing problems, just because really ... no one talks to each other,” she says. “So when I started the restroom trailer business, I really wanted to focus on giving the customer all the information they could want, at the appropriate time.”

To Baker, it’s all about being prepared and using the right tools to streamline processes. “Being able to pay on time and putting out a yearly price schedule that doesn’t change. Making sure there are multiple forms of contact so there’s no last-minute delivery delays, or working with the other vendors who come on site.”

THE RIGHT TRAILER

Baker knew what she wanted when searching for her first restroom trailer. She chose her setup by looking at the average-size wedding in the Philadelphia area, around 120 people.

“My main market is weddings and backyard parties right now. A two-stall would have been too small for most weddings, and a four-stall would

“When I started the restroom trailer business, I really wanted to focus on giving the customer all the information they could want, at the appropriate time.”

HANNAH BAKER



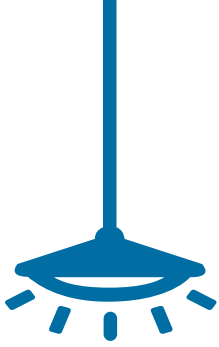
have been too big and expensive for backyard parties and smaller weddings.”

Ultimately, she settled on a three-station ECO model from Lang Specialty Trailers. It features a three-season package, hot and cold water, air conditioning, white china toilets, sinks and countertops.

She plans to add two other trailers in the near future, as demand increases. “I keep track of all double-booking and customer requests. Most likely, I’ll get either a two-stall for smaller events, another three-stall because it’s the most requested, or a five-stall for festivals and disaster relief projects.”

She believes she’ll be able to have the two additional trailers and quit her day job in about two years. “I’ve determined that at three trailers, I would supplant my 9-to-5 income, as well as cover the incidentals of being an entrepreneur — health care and the rest of it — full time.”

Philadelphia Event Rentals doesn’t do its own pumping. To start with, she uses a paid dumpsite used by over-the-road big rigs and recreational vehicles. By midseason, she expects to have found a location for a holding tank to collect waste and have it pumped as needed. Her goals for the time being are buying more trailers, finding secure storage for equipment and minimizing dumping costs.



Right: Baker fuels a Predator portable generator from Harbor Freight for added electricity to power her restroom trailer on location.

Below: Baker puts some finishing touches on her restroom trailer service.



To fund her planned fleet expansion and space rentals, Baker has applied for Contractor status through SAM, or System for Award Management. A SAM registration is required for any entity to bid on and get paid for federal contracts or to receive federal funds. In addition, she applied for the Pennsylvania state contract system. “I’m hoping to increase income substantially by being listed as a woman-owned business and minority-owned business. Hopefully, using those contracts will really pick that up.”

MARKET TO WIN

The hub of all of Baker’s marketing and order-taking is her website. She doesn’t take phone orders, which eliminates her need to constantly be on the phone while she’s at her day job, and automates the process.

“You have to have a website. It needs to have your keywords, pictures and contact information. It needs to build trust with your customers, especially as a new company,” she says. “They’re giving you significant money for a restroom, so it needs to be very professional.”

She estimates that 85% of her customers come to her through Google Ads. Because the ads have a set price, she knows the cost of driving someone to her website and getting someone to submit a quote request for a restroom trailer. She knows the marketing price she’s paying to get a booking and create a new customer.

“For anyone new starting out, Google Analytics will help them save a lot of time and a lot of money, and learn more about their customer more quickly,” she says.

MORE INFO

Harbor Freight
805-388-1000
www.harborfreight.com

Lang Specialty Trailers
724-972-6590
www.langrestroomtrailers.com

For administration and marketing, Baker uses Google Workspace, whose plans provide a custom business email and include collaboration tools like Gmail, Calendar, Meet, Chat, Drive, Docs, Sheets, Slides, Forms and Sites. Her favorite tool there is Google My Business. “You can just sign up in your Google Workspace. That’s how you put your local business on Google Maps, and you can manage the reviews and pictures and all that.”

Entrepreneurs who are bootstrapping with limited funds, she says, will find Google Voice perfect for creating a business-specific phone number that doesn’t cost any money. “Mine also doesn’t ring to my personal phone. I didn’t want to put my personal cellphone on my website.” It helps her keep her business and personal calls separate, but the number can be forwarded.

The last two tools Baker uses are fairly new.

“I’ve been using keyword planning through Semrush, which basically just tells me what customers are searching for, so I can use those words on my website. And I’ve actually been writing blog articles using ChatGPT,” which is a popular, if controversial, artificial intelligence bot.

SemRush shows her which pages her competitors are ranking for, what traffic they’re getting, and which keywords people are clicking on. “So I’m using those keywords in my website copy, and in my Google Ads, to lower the price per click,” she says. “Then I’m feeding that into ChatGPT, so I can increase the amount of customers I’m getting through organic search.”

ALWAYS READY

Baker says the most important trait for a modern entrepreneur is resourcefulness.

“If you’re resourceful, you will find a way to make things happen. Every week, I run into problems I did not anticipate, and I don’t know how to solve. I have no one to ask how to fix them, yet they all get fixed,” she says. “It’s just being able to locate sources for finding answers and asking for help, because there are answers out there for everything.” ■

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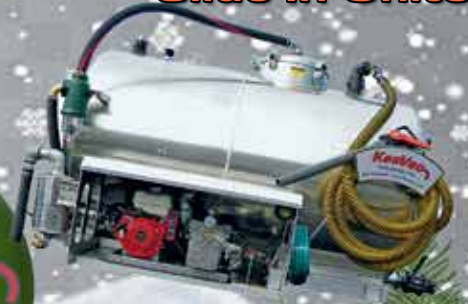
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FORGING STRONG BONDS

A steely determination helps Oregon's Weld family reward customers with quality service and employees with a sustaining standard of living

By Betty Dageforde

Left: Scott Weld and his daughter Milah posed for the cover of *PRO* in 2013 when she was a 12-year-old helper, and recently as a 23-year-old college graduate working in the company office. (Photos by Hannah Beier)

Twice Scott and Lisa Weld bought Buck's Sanitary Service, a portable sanitation company, when it was ailing and each time breathed new life and energy into it to create a thriving business that supported their family and their employees' families. In 2023 they added a second division with the purchase of Royal Flush Environmental Services, a septic service company.

Both divisions are in Eugene, Oregon. Buck's also has satellite offices in Roseburg 70 miles south and Sweet Home 40 miles north. Their service territory runs about 170 miles north-south and 140 miles east-west. They have 33 employees including three at each of the satellite locations and eight at Royal Flush.

The Welds' three children were young the first time they bought Buck's but are now taking on key leadership roles, which allows Scott to focus on big-picture oversight, and for Lisa to work on what she calls the fun stuff — marketing and design projects, decision-making, planning the parties.

Son Sten Weld, 27, is managing the septic division. Daughter Milah Weld-Melcher, 23, just out of college with an accounting degree, is handling the books, working in the field, and learning all aspects of managing the portable sanitation division. Daughter Maren, 19, a nursing student at the University of North Dakota, continues to help out in the summers and played a key customer service role during the difficult days of COVID.

Buck's was featured in *PRO* almost 11 years ago, in February 2013, with Scott posing on the cover with daughter Milah. The kids were already helping out at special events then, and have grown up in the portable sanitation industry.

"It's been fun with the kids and to see them take on leadership roles — and not just take it on but they're excelling."

LISA WELD



Above: Members of the Weld family include, from left, are Sherman Weld, Milah Weld Melcher, Maren Weld, Scott Weld, Lisa Weld, Sten Weld, Addison Weld, Hailey Weld and Leslie Weld.

A SECOND CHANCE

The Welds and Scott's father Sherman Weld first bought Buck's in 1995, when they heard the 20-year-old business was struggling. They saw it as a good addition to their trash and septic business. Four years later, when Sherman retired, they sold everything to a national solid waste company and Scott went to work for them. By 2009 he was ready to try his hand at self employment again and began a garbage truck dealership.

Three years later, just as they were feeling defeated when they learned they were going to lose their lease, the national trash company asked the Welds if they wanted to buy Buck's back. They jumped at the chance. "We knew Buck's had potential," Scott says. "So we stepped away from the dealership."

The restroom business had downsized from 25 employees to six. There was a lot to do to build Buck's back, but they worked hard and had the enthusiasm for it. They updated the equipment, replaced trucks, and renewed the business, customer by customer. Timing also played a role, Scott admits — "We had a good economy and we just grew with it."

EXPANDING OPERATIONS

On Jan. 1, 2023, the company purchased Royal Flush. Scott's father and grandfather had owned septic companies, one of which Scott managed, so he was familiar with the work. The services they provide include pumping, repairs, installations and drainline cleaning.



Buck's Sanitary Service/Royal Flush Environmental Services
Eugene, Oregon

Owners: Scott and Lisa Weld

Founded: 1975

Employees: 38

Services: Portable sanitation, septic pumping and installations, drainline cleaning

Service Area: 120-mile radius

Website: www.bucks-sanitary.com



Above: The crew at Buck's Sanitary Service/Royal Flush Environmental Services is shown at the company headquarters in Eugene, Oregon.

Left: The Buck's team gathers for breakfast after setting up equipment at the Oregon Jamboree.



The company has three Caterpillar excavators (304, 305, 300.9) transported with Ford F-550 and F-450 trucks with tilt-deck trailers, and two service vans, a 2019 Ford and a 2014 GMC, which carry their RIDGID cameras and locating equipment and Spartan line-cleaning snakes and jettors.

Vacuum trucks include a 2008 Kenworth T880 with a 4,200-gallon waste/300-gallon freshwater aluminum tank from Davidson Tank and a National Vacuum Equipment blower, a 2000 Kenworth T800 with a 4,100-gallon waste/100-gallon freshwater aluminum tank from Davidson Tank and a Masport pump, and a 1988 Peterbilt 357 with a 4,000-gallon waste/100-gallon steel tank from Lely Manufacturing and a Masport pump.

Scott says they may need extra help with the new service line, particularly in the busy summers, and are already working on cross-training between the divisions.

“We consider them our family because we’re with them all the time and they’re very important to us. We couldn’t do what we do without them.”

LISA WELD

CREATING A BRAND

On the portable restroom side, the company’s inventory stands at 4,000 units, including 450 that are either wheelchair-accessible or ADA-compatible, and 200 hand-wash stations (all from Satellite Industries). Scott is happy to report that, although they still have 12 white units for weddings and 30 pink ones for special events, their units will soon be all one color — gray.

“We’re very aggressive about replacing and standardizing our units,” he says. “We feel that’s part of the look that people come to expect. It’s our brand.”

The company also has 17 restroom trailers from Satellite Suites, Forest River and A Restroom Trailer Company (ART Co.) in sizes ranging from two stalls to 10.

In 2020 they bought a shower trailer business. At first they had some regrets about their decision but it turned out to be a blessing in disguise. “COVID came along,” Lisa explains. “They were rented out continuously for two years. So it ended up being a good deal.” They have five shower-only units and three shower/restroom combo units, all from Satellite.

The company built their 20 vacuum trucks working with Western Truck Center in West Sacramento, California. They use Hino 268A trucks with FMI Truck Sales & Service/WorkMate, FlowMark, Bruder Tank and Lely Manufacturing tanks (primarily aluminum) in sizes ranging from 650-gallon

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Left: Tommy Harris pumps out a KROS urinal from Kros International USA at a special event placement.

waste/300-gallon freshwater to 3,900-gallon waste/100-gallon freshwater, and Masport pumps.

They have nine transport trailers (McKee Technologies) in sizes ranging from 10-place to 20. They use Satellite deodorant products.

FOREST FIRES

The company’s business mix is about 20% seasonal (municipal parks, ballfields, boys and girls clubs, colleges), 20% permanent placements (horse arenas, log yards and mills, golf courses), 20% construction, 30% events and 10% miscellaneous.

Events include the Oregon Jamboree and the Eugene Pro Rodeo, both which Buck’s has handled for 24 years. They also do work for the Eugene Marathon, county fairs, Oregon State University athletic activities, the Eugene Emeralds minor league baseball team and Cuthbert Amphitheater.

They are a contractor with the National Forest Service to provide portable restrooms, hand-wash stations and graywater pumping for forest fire camps. There were three fires in their area in the 2022 season, Scott says, and they worked on all of them. “At one point we had over 1,000 units out on fires with daily service. I think we get called because we deliver on time and we do what we’re asked to do.”

Their restroom trailers are often rented out for weddings, truckstops and commercial remodeling projects at schools and big box stores such as Lowe’s, Target, Home Depot and Costco.

Scott says they do not play the pricing game.

“We continue to drive price in our market,” he says. “Along with that comes excellent service, an excellent product, a clean truck and a friendly [and well-paid] driver. I think that is one of the key factors that has allowed us to grow. We’re a debt-free company. We reinvest in our equipment and in our employees.”

EMPLOYEE MATTERS

When hiring, the company has the best luck tapping their own staff for referrals, especially their longtime employees. Occasionally they also use a recruiter.

They have loyal employees, Lisa says, some of whom were with them the first time they owned Buck’s. “We consider them our family because we’re with them all the time and they’re very important to us,” she says. “We couldn’t do what we do without them.”

Seasoned drivers train new hires, spending two or three weeks with them. “And one of the things we pride ourselves on is we have a very honorable rate of pay and provide 100% health insurance for the employee and a 20% contribution for a family,” Scott says. They also provide paid vacations, holiday and sick pay, a 401(k) program, uniforms and flexible scheduling.

Working at big events, they enjoy camping and cooking together at the venue. Prior to COVID they had an annual weekend family gathering at the coast, which they hope to get back to soon.

FAMILY MATTERS

A big focus for the family in 2023 is transitioning Royal Flush to Buck’s policies and procedures. The next goal, Scott says, will be to combine both companies into one location — “with a huge shop.”

MORE INFO

A Restroom Trailer Company (ART Co.)
269-435-4278
www.arestroomtrailer.com
See ad, page 21

Bruder Tank
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www.brudertank.com

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www.davidsonstank.com

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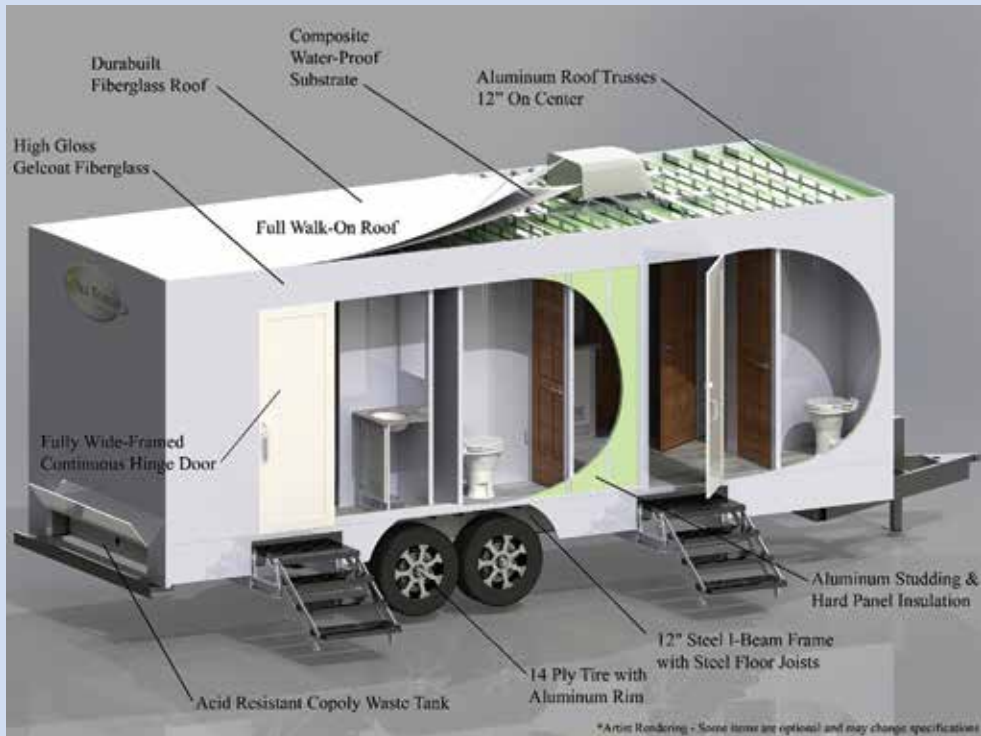
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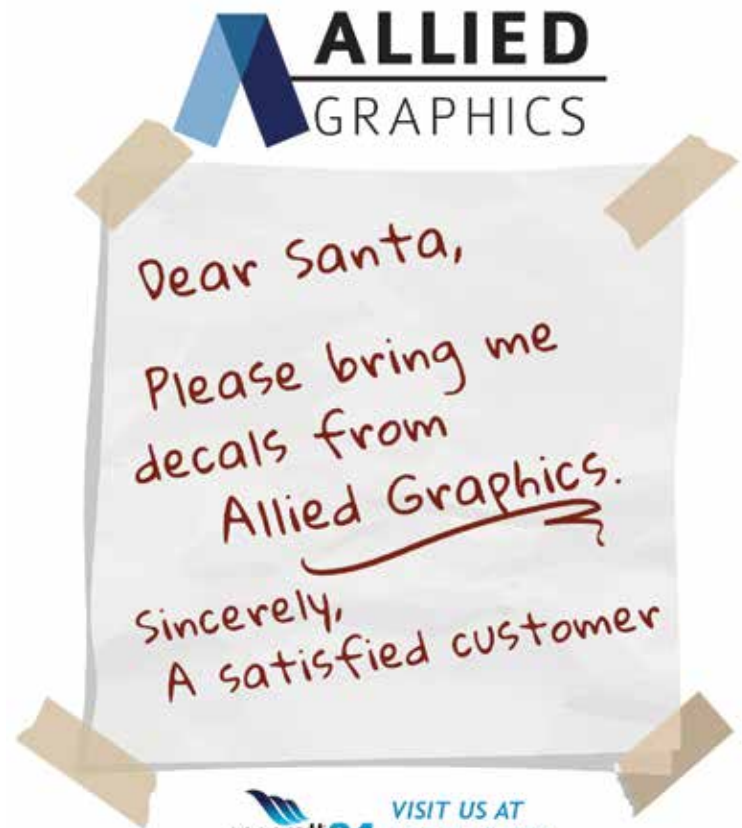
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Left: Units are lined up next to the main stage at the Oregon Jamboree. Portable restrooms and sinks are from Satellite Industries.

Below: Corban Wright prepares to service restrooms placed at a fire camp.



Like any business, the company faces difficulties — competition, employee management, labor and fuel costs. And post-COVID raw materials, tools and equipment are still hard to get, interfering with their policy of retiring trucks at 350,000 miles.

The best thing about the business? Milah says every day is different and it's never boring. Sten likes the mix of work. "It allows you to use all your different skill sets — and sometimes you have to use all of them on the same day," he says.

Scott and Lisa both agree that working with their kids is a major plus. "We get together daily and sort out the events of the day," Scott says. "Whether or not we see eye to eye, at the end of the day we always seem to walk away with a good feeling and have a bright outlook. It's not something that's drudgery to us."

"It's been a great thing for our family," Lisa adds. "If Scott had stayed with that other company, we would have a much different life than we do now. Sometimes that's good, sometimes it's bad, but overall we enjoy working together. It's been fun with the kids and to see them take on leadership roles — and not just take it on but they're excelling." ■



Above: Scott Weld pauses during an event service with a portable sink trailer built by McKee Technologies.

➤ LAND APPLICATION

Scott Weld says septage disposal is the easy part of the business for Buck's and Royal Flush. "It's all managed by Heard Farms — a secondary-use land application process," he says. Heard Farms uses a lagoon system to convert septage, grease trap and portable restroom waste into irrigation water and fertilizer.

"The primary reason we chose to go that route is they come to us," Scott's son Sten says. "We have approved disposal locations on site." They were also motivated by frustrations dealing with municipalities. And they like working with other small businesses.

The company stores waste on its property in in-ground tanks approved by the Oregon Department of Environmental Quality — 28,000-gallon-capacity for Buck's and 30,000 gallons at the Royal Flush location. Heard Farms picks up as needed, usually every day at one or more of their locations, in 8,000-gallon loads.

"We're very fortunate," Scott says. "Most people have issues with disposal and we're not having any trouble with that."

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HOLDING TANKS AND TRANSPORT TRAILERS

By Craig Mandli

DECALS



ALLIED GRAPHICS DECALS

Decals from **Allied Graphics** are designed to stick and stay on portable restrooms in tough environments. The long-life vinyl decals use ultraviolet inks to look good for years, according to the maker. The decals can also

be applied to sinks and trailers. **763-428-8365; www.allied-graphics.com**

ROEDA DECALS

Roeda decals use an upgraded compound adhesive for an adhesion rating that surpasses the company's previous line of adhesive-applied vinyl. The decals have an increased coat weight to provide a wider range of conformability to textured surfaces. The vinyl has gone through comprehensive testing over the last year to ensure optimized adhesion for decal longevity, according to the maker. **800-829-3021; www.roeda.com**



HOLDING TANK



POLYJOHN ENTERPRISES HOLDING TANK

PolyJohn Enterprises holding tanks are suitable for collecting waste from portable restrooms and may be a

necessity for long-term restroom placements where indoor plumbing is not an option. Made from durable plastic, the design is functional and discreet. It's also compatible with other PolyJohn restrooms and sinks, and it can be easily configured with most types of plumbing, according to the manufacturer. It can be used for outdoor work sites or special events to complete a portable restroom area. Tanks are available in 250- and 300-gallon capacities. **800-292-1305; www.polyjohn.com**

LIGHTING

J&J PORTABLE SANITATION PRODUCTS J-LIGHT



J&J Portable Sanitation Products offers two solar-powered motion-sensor lights designed for portable restrooms. **J-Light 45** offers five cool-white LEDs emitting 45 lumens with a 3.2-volt, 600 mAh rechargeable battery. **J-Light 65** has 10 cool-white LEDs emitting 65 lumens with a 3.2-volt, 1,200 mAh rechargeable battery. They are easy to install and fitted with a motion sensor to activate the light and day/night sensor so they will not activate in daylight. They switch off after 45 seconds of inactivity. **J-Light 45** requires a 1.5-inch hole, while **J-Light 65** requires a 2-inch hole. **800-345-3303; www.jjportable.com**

LUNARGLO SOLAR LIGHTS



LunarGlo solar lights are designed to improve the user experience and make units easier to clean after dark. Life expectancy is 3-5 years. Lights provide consistent brightness from dusk to dawn and take pressure washing day after day with no impact on performance, according to the maker. **574-294-2624; www.lunarglo.com**

SOLAR LED INNOVATIONS SOLAR POD LIGHTS



Solar Pod Lights from **Solar LED Innovations** are available in three versions that provide 30, 50 and 65 lumens to light portable restrooms for special events and nighttime use. Low-profile units install quickly and double-lock securely through the roof. Automatic darkness and motion sensors control lighting as well as a manual on/off option. Up to 30 hours of light are provided from a single day charge in the sun. **484-639-4833; www.solargoose.com**

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The **Hitch Hauler** from **Deal Assoc.** is a portable restroom carrier that fits into a standard 2-inch hitch receiver. It is designed to carry one restroom up to 45 inches wide, and the Super Mongo Mover hand truck. It is low-profile, so there is nothing to fold or set up for use. Just tip the restroom up onto the unit's base, shove it forward to engage the tabs that hold the restroom's pallet runners, and strap it down. **866-599-3325; www.dealassoc.com**

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The 8.3-foot-by-40-foot unit hauls 20 standard portable restrooms. Removable sections of the T-bar make it capable of hauling one ADA and 16 single units or two ADAs and 12 single units. These units are available in a variety of colors to match existing fleets. Standard features include a heavy-duty steel frame, 2 5/16-inch trailer hitch, heavy-duty tongue jack and 16-inch aluminum wheels. **269-435-4278; www.arestroomtrailer.com**



CRESCENT TANK VACUUM TANK

The **Crescent Tank** vacuum tank is flat inside and out. It carries up to 10 portable restrooms, and the weight capacity is the same as a flatbed truck. It has no baffles, allowing it to be emptied completely to avoid internal corrosion. With the included pump at specified cfm, unnecessary structural fatigue is eliminated. It is fabricated from 1/4-inch steel for structural strength. Its workstation is designed for the portable restroom industry. The liftgate rail width allows units to fit, and multiple liftgate decks and rail options are available. Fresh water is held inside the external 1/2-inch-thick poly tank. It can be installed on any chassis within the specifications required for each model based on axle ratings and maximum load capacity. **585-657-4104; www.crescenttank.com**

F.M. MANUFACTURING 30-FOOT TRAILER

The 30-foot flatbed trailer from **F.M. Manufacturing** has three 3,700-pound torsion bar axles, side roller for easy loading, low-profile tires, solid front header and tie-downs on both sides. The customizable trailer has electric brakes on all axles and LED lights. **877-889-2246; www.fmmfg.com**



IMPERIAL INDUSTRIES FLATVAC

The 1,000-gallon stainless steel **Flatvac** from **Imperial Industries** can carry up to six portable restrooms. The baffled, internally divided tank carries 700 gallons of waste and 300 gallons of freshwater. The unit offers dual-side bucket fill, dual Hannay hose reels with 50 feet of hose, a

Pumptec X-5 washdown pump, Masport HXL4 plug-and-play vacuum pump system, Thieman liftgate, and a 3-inch stainless steel boom with 30 feet of 2-inch intake hose and a suction nozzle. **800-558-2945; www.imperialind.com**

JOHNNY MOVER TRAILER SALES TRAILER

Portable restroom transport trailers from **Johnny Mover Trailer Sales** have skid-locking, using an iron bar with a chain-binding system to secure multiple units. Models are available to handle six to 20 restrooms, and all feature brakes, paint options, lighting, leaf-spring suspension, front deflectors to protect units from road spray and debris, and optional powder-coating and chrome wheels. **800-498-3000; www.cesspoolcleaners.com**



LIQUID WASTE INDUSTRIES TRAILER

Custom-built portable restroom delivery trailers from **Liquid Waste Industries** carry six to 24 restrooms and come with or without sides. They are built with heavy-duty steel and come standard with torsion axles, electric brakes, flush-mounted lights and 10- or 13-inch wheels and tires. Custom upgrades include gates, leaf-spring axles, fold-down ramps, LED lights and choice of hitch. **877-445-5511; www.lwiinc.com**

MCKEE TECHNOLOGIES-EXPLORER TRAILERS TRANSPORTER

The **Transporter** from **McKee Technologies - Explorer Trailers** has easy-to-adjust carrier slats that box in any size restroom skid. Multiple-size skids can be configured securely in the same load, providing safe, flexible transportation for many styles of portable restrooms. Models range from 8 to 48 feet, accommodating up to 24 units. All include fully independent suspension axles designed to eliminate side-to-side shock transfer. An optional front wind deflector protects units from road spray, stones and wind loading. Hot-dip galvanizing is available for corrosion protection. **866-457-5425; www.explorertrailers.com**



PIK RITE FLATBED RESTROOM HAULER

The **Flatbed Restroom Hauler** from **Pik Rite** has a 400-gallon waste compartment and internal 250-gallon freshwater compartment for even weight distribution, flatbed and liftgate. The truck has a National Vacuum Equipment 304 vacuum pump, dual 2-inch fill hoses, 20 gpm washdown system, dual-spring return freshwater hose reels and dual 2-inch bucket fills. A 20-inch top manway, 5-inch sight eyes and clear-hose sight tube are included. The truck is equipped with a 98-by-102-inch aluminum flatbed and Thieman TVL liftgate. Two diamond plate toolboxes are mounted on the passenger side. The truck has an LED running light kit with a durable, fully molded wiring harness. **800-326-9763; www.pikrite.com**

SATELLITE VACUUM TRUCKS PIONEER 1 LITE

The **Pioneer 1 Lite** from **Satellite Vacuum Trucks** is an easy-to-handle unit hauler with a small footprint. This lightweight version of the Pioneer 1 weighs in at just 245 pounds. It makes it easy to tow and maneuver by hand or vehicle, yet it can still handle up to 1,500 pounds of cargo. Built with a sturdy aluminum frame and featuring a rear axle for easy maneuverability, this trailer is suitable for a variety of jobs, from light terrain to construction sites. **800-883-1123; www.satelliteindustries.com**



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Video Production of the Basic Service Technician Training Series

By Veronica Crosier

The Portable Sanitation Association International has an update on what's been happening with our Basic Service Technician Training Series. If you've been following PSAI news, you may know that the PSAI Training Committee and staff have been hard at work to bring you training and certifications on demand. This will make access to industry education more equitable and available to industry members no matter where they are. Recently, three PSAI trainers met in West Virginia for a three-day focused recording session — a major milestone in this project.

A BUSY DAY

The main event was a full day of recording where PSAI trainers covered all three modules of the BSTT series with a live audience of 20 people representing PROs from West Virginia all the way to Alabama. Their presence added a practical touch to the recordings, making sure the material connects with our learners.

ADDING VISUALS

When watching training on demand, though, no one just wants to watch people talking. So, PSAI spent two more days shooting B-roll foot-

age. This extra footage will make the learning experience richer and help connect theory with real-life situations through live demonstrations.

WHAT'S NEXT?

PSAI's production crew at JN Multimedia will be in High Springs, Florida, in January, capturing more footage at another PSAI member company location. The location and hands-on activities there promise to bring even more depth to the course.

ON-THE-ROAD LEARNING MATTERS

In the portable sanitation industry, where employees are often on the road, on-demand training becomes crucial for professional development. This PSAI training series is tailored to fit this need perfectly. It allows busy professionals to access training materials wherever they are, whenever they have the time.

PSAI is committed to providing you with solid, engaging and informative education and training. The expected release of this first on-demand series on PSAI's new learning management platform is February 2024. Keep an eye out for updates as we progress. ■



Above: The production crew creates video demonstration footage to be interspersed with the new Basic Service Technician Training unit to be released in 2024.



Above: A group of PROs traveled from as far away as Alabama for the training video project in West Virginia. (Photos courtesy of PSAI)

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PRODUCT NEWS

PRODUCT SPOTLIGHT



Decals designed to stick to textured portable restrooms

By Craig Mandli

Portable restrooms are made to stand up to the elements. So obviously, the decals that advertise the companies who own them must also stand up to the weather challenges. Monster Stick from Dynamic Print + Promotions is designed for the portable sanitation industry.

The flexible vinyl is designed to contour to textured and uneven surfaces. "It's a vinyl often used in applications requiring decals to be applied over rivets or mounting hardware, yet it has a very aggressive hi-tack acrylic adhesive that is perfect for low surface-energy plastics," says John Langworthy, president of Dynamic Print + Promotions. "In the portable restroom business, your decals on your restrooms are like having mini-billboards running around town promoting your brand."

According to Langworthy, the decals were developed to answer the need for effective adhesion to heavily textured restroom walls. It has since spread to applications such as truck bed liners, carpet backing, AstroTurf items for golf accessories, textured pool and spa items, fabric structure buildings, and Langworthy says, when applied to a customer's fabric it can be used on tarps for high-stress areas, patching and repairs.

"It took us almost 11 months to develop," he says. "At first, we thought there would be an easy solution, but the adhesive was always too thick and goeey."

As Langworthy explains, portable restrooms require constant pressure washing, and that thick layer of adhesive when exposed to extended hours in the sun and pressure washing, tended to "massage" the adhesive to the outer edges, giving decals a dirty, sticky dirt ring of excessive adhesive. Monster Stick's thinner, but still effective adhesive solves this issue, he says.

"The investment is worth it to not have your logo falling off your restrooms, fabric buildings, rental equipment, propane tanks and anywhere else you want to promote your brand," he says.

Langworthy says that while the original Monster Stick remains popular, an updated product is coming. "We are in the final testing of an updated version that we hope will also allow decals to be put on during cooler weather," he says. "We have clients in northern states and Canada in different industries that have been asking for this benefit. We hope to have this newly tested Monster ready for WWETT 2024." **800-472-0285; www.dynamicprintplus.com** ■

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 - Midwest portable sanitation and restroom trailers, \$1.75mm revenue
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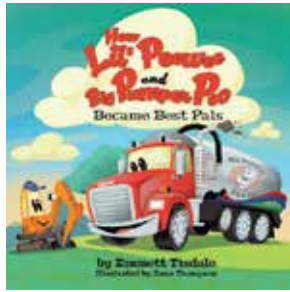
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OI Restrooms offers new services

OI Restrooms now inspects and refurbishes used restroom trailers. The company has more than 100 years of combined experience in the OEM trailer market. OI Restrooms also performs interior and exterior repairs and remodels; system diagnosis; and chassis, axle, tire and wheel inspections. In addition, OI can do third-party pre-delivery inspections and testing for any brand trailer and pre-purchase inspections for used trailers.

Portable Restroom Trailers ranks on the Inc. 5000

Portable Restroom Trailers ranks No. 3591 on the 2023 Inc. 5000, its annual list of the fastest-growing private companies in America. The ranking provides a data-driven look at the most successful companies within the economy's independent, entrepreneurial businesses segment.



Septic pumper publishes new children's book

Emmett Tisdale, owner of South-Carolina based A-1 Affordable Septic Tank Service, published a new children's book, *How Lil' Peewee and Big Pumper Poo Became Best Pals*. Tisdale and his wife Heather's grandsons, Banks and Easton, inspired the writing of the new book. ■

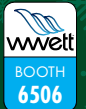
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