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Back to Basics

FOR 2011, CLASSY TRUCK OWNERS RETURNED TO WHAT MADE THEIR BUSINESSES SUCCESSFUL IN THE FIRST PLACE: SOLID PERFORMANCE, RELIABLE VACUUM AND TRADITIONAL GOOD LOOKS

By Jim Kneiszel, Editor

A few years ago, our annual *Classy Truck* roundup featured some out-of-this-world rigs ... What comes to mind were extreme use of chrome accents, way-out retro interiors and one service truck with a wild purple and yellow paint job and custom vertical-hinged cab doors. Some pumpers were tricking out their work trucks to the same detail that they restored that 1968 Pontiac GTO muscle car they prized for Sunday joyrides.

Did the hot economy of the times play a role in how pumpers were spec'ing out their new trucks? Maybe. Riding the housing boom in the mid-2000s probably made the cool factor of those vertical doors a little harder to pass up.

For whatever reason, the theme for the 2011 crop of *Classy Trucks* could be called *Bold and Basic*. What these rigs may give up in bling they make up for in handsome detailing and pure functionality on a work site. They utilize the best in paint and graphics, as well as superior vacuum tank and pump technology to get the job done efficiently.

CHOOSE YOUR FAVORITE

Inside this issue, we've prepared the 6th annual *Classy Truck of the Year* competition, and we invite you to take part in the fun. Simply review all the photos and information about the 12 trucks, choose your favorite, and then go online at www.pumper.com and vote. Reader votes, along with judging from members of the COLE Publishing staff, will be used to pick the winner.

Just as in past years, the winning truck will be featured on the cover of the February 2012 issue of *Pumper*, which will be distributed at the Pumper & Cleaner Environmental Expo International in Indianapolis. It's fitting to showcase the industry's top truck at the Expo, where the concepts behind some of the best rigs are born.

What is interesting is that even during what some still consider a lagging economy, we're receiving more *Classy Truck* submissions than ever. I'm hopeful this is a sign that an economic recovery is indeed under way. I also think it's a sign that, even in tough economic times, the work pumpers do is important and essential to a clean environment.

Pumpers are seeing heightened demand for their services to justify replacing or refurbishing service trucks. They know rotating newer trucks into the fleet and rebuilding their rides regularly improves efficiency. They also know that good-looking service trucks are a sign of a successful and well-run company.

KEEP 'EM COMING

Congratulations to all the pumpers who sent photos of their trucks over the past year. Your willingness to share the photos and details about what went into building the trucks serves to help raise the quality of septic service trucks nationwide. And thanks go out for all of the *Pumper* readers over the years who've taken the time to view the contest and vote for their favorite trucks.

And for all of you who are planning on adding or rebuilding a truck in 2012, please consider sending photos of your new rig to be considered for the next *Classy Truck of the Year* contest. It's as easy as snapping some photos and sending them, along with details of your latest truck, to me at editor@pumper.com. ■

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With nowhere to turn for municipal dumping, Sierra Septic Services took advantage of a sloping property and the bright California sun to build its own super-efficient treatment plant. **On the cover:** Dean Trevaskis is shown with a Sweet Pea Septic Services truck at his treatment plant. (Photo by Jim Kneiszal)



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By Jim Kneiszel



A 14 kw solar panel array and gravity feeding system provide all the power needed to run the Sierra Septic Services processing plant near Sutter Creek, Calif. (Photos by Jim Kneiszel)

Dean Trevaskis remembers a fateful call he got from the county that threatened the future of his pumping business, Sweet Pea Septic Services, located in the foothills of the Sierra Nevada Mountains in Northern California.

"Your disposal site is closed. You'll have to figure out something else to do," Trevaskis said, repeating the blunt message. He hauled loads of septage three hours one way to find a receptive facility, but that treatment plant raised fees regularly already, making it clear they didn't want to take his waste.

"I talked to the three counties where we worked and asked them if they were interested in building a local facility. They said 'no' and suggested that I might want to look at that myself," Trevaskis said.

ALL'S WELL THAT ENDS WELL

In 1999, necessity drove Trevaskis to open a private processing plant within eyeshot from Sutter Creek in the state's gold mining and wine country. Today, his upgraded plant – built into the side of a hill – has intelligent design putting gravity to use to move sludge through the treatment train. It's also powered almost exclusively by a rooftop solar array, keeping operating costs to a minimum.

Trevaskis opened his processing business, Sierra Septic Services, for a tour in October as part of the joint California Onsite Wastewater Association/National Association of Wastewater Transporters Education Forum and Technology Exhibit held in Jackson, Calif. Following a Septage/Grease Waste Treatment Workshop given by NAWT, participants spent

an afternoon following a load of septic waste through the entire Sierra Septic treatment process.

After 12 years in operation, the plant built to keep Trevaskis' four trucks pumping residential septic and commercial grease trap waste now processes 300,000 gallons monthly in serving his business and three other area pumpers. The plant turns a profit, and Trevaskis sees a lot of potential for growth and may one day move away from pumping and concentrate solely on the processing business.

The pumper said he was excited to share what he's learned in developing the plant in hopes that it helps others in the industry who are threatened with having no place to turn with their own loads, whether it's due to diminishing capacity at local plants or starkly rising costs, or both.

(continued)

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“People helped me a lot when I went into this. I learned from other people’s mistakes instead of having to make them myself,” Trevaskis said during the California workshop. “So I don’t have a problem sharing what we’ve learned with others.”

HOW IT WORKS

Sierra Septic is built on a 2.5-acre property with a steep grade that was the resting spot of gold-mining tailings. Trevaskis’ first step was to excavate two terraces in the hill, the lower flat area for the treatment plant and the higher area for a septage receiving facility. He started the tour by taking 50 to 75 visitors up the grade to watch a load of septage being dumped into one of several 5,000-gallon concrete pits elevated about 15 feet above the plant.

Gravity first moves the waste through piping into twin 40,000-gallon rubber-lined metal holding tanks, both recycled industrial tanks – one from a brewery and one an ice-storage tank. From the holding tanks, the sludge continues downhill into the plant, where a stainless steel roto-strainer removes trash and deposits it in bags recycled from

another part of the process. When full, the bags are hauled to a landfill with cake produced from dewatering.

The strained wastewater is piped first to a 2,000-gallon grit tank, then into a 20,000-gallon underground holding tank (a recycled gasoline storage tank), where it is constantly churned to prevent settling, then sent on through the process by a pair of Vaughan chopper pumps from Rockwell Engineering. The pumps are equipped with cutter blades and adjustable recirculating nozzles to ensure optimal mixing.

The chopper pumps are the only pumps in the entire process, as they push the sludge into polymer mixing tanks, where plant manager Bob Hess typically mixes one part polymer to 10 parts wastewater. The blended wastewater is sent to either a 20,000-gallon dewatering box from Consolidated Fabricators or a 6-foot diameter by 9-foot-long Alar Engineering Corp. vacuum drum machine. When the dewatering box is used, it takes 6-8 hours to fill the box and about 24 hours to drain the cake to 20-percent solids mix.



A fresh load of septage waste is dumped into a 5,000-gallon receiving pit up the hill from the Sierra Septic Services plant. It will take about 15 minutes for the load to filter down to the treatment system.

Owner Dean Trevaskis (upper left) watches a load of septage empty into a 20,000-gallon Consolidated Fabricators dewatering box.



This trash strainer provided by Alar Engineering Corp. is the first step in the treatment process. Filled bags of separated solids are transported to a landfill.

(continued)

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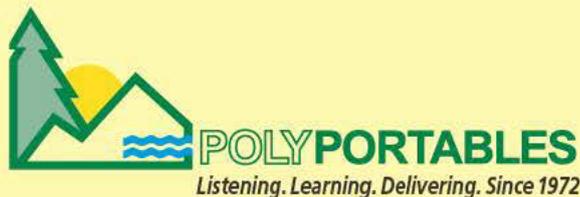
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Plant manager Bob Hess prepares to mix filtered septage at a 10-1 ratio with polymer solution.

Hess checks the quality of dried solids as they come off the Alar drum.



Sierra Septic's treatment plant is large and roomy, and features a central Alar Engineering Corp. vacuum drum machine. Dewatered solids run up a conveyor and into a container for transport to a landfill.



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Dean Trevaskis

The drum machine is usually used to process more waste. A second 30,000-gallon Consolidated Fabricators box kept outside is used as a backup for periods of heavy flow.

To coat the Alar drum, an elevated baghouse is used to mix water with diatomaceous earth, with the slurry pushed through a screw conveyor into a 2,000-gallon plastic tank of water for further blending. The mix flows to the drum, where it is coated to 2 to 2 1/2 inches, at which point the wastewater is picked up by the drum, dried to 40-percent solids and knifed off onto a conveyor belt. The dried cake drops into interchangeable 20-yard rolloff containers that are switched when filled.

The cake is trucked once or twice a week to a landfill about an hour away. The filtered water is sent to an aerated 30,000-gallon tank and treated

with a BOD reduction additive from Probiotic Solutions. The treated water typically has about 30 parts per million TSS and less than 400 parts per million BOD. The clear water is released at a slow rate - usually overnight - into Sutter Creek's sewer system.

USING THE SUN

Early on, Trevaskis decided solar power would be a good way to offset his electric bill for the plant. Installing a 14 kw solar array on the south-facing roof of the metal building and with 300 days a year of California sun, he has been able to wipe out a \$1,200-per-month power bill. At times the plant creates more energy than it uses, which the Pacific Gas & Electric utility banks for future use at the plant. A law is also in the works to require the utility to pay customers

cash back for the excess solar power they generate, he said.

With generous rebates from government and utility sources, the solar array cost about \$140,000 and Trevaskis expects it to be paid off in seven or eight years based on power savings. While he said the payback might not be as fast for pumpers in other regions, solar makes sense in his part of California. And just like he expects municipal treatment plant disposal fees to increase in the future, Trevaskis sees more savings as electric rates rise.

GO FIGURE

The expert advice to most pumpers considering starting their own treatment plants is that they need to be able to lower per-gallon disposal costs significantly before making the

(continued)



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THE PUMPERS' PERSPECTIVE

The California Onsite Wastewater Association teamed with the National Association of Wastewater Transporters for an education forum-technology exhibition in October in Jackson, Calif. The event included a Regulators Outreach Forum, a Wastewater Treatment Technology Exhibition and a Septage/Grease Waste Treatment Workshop. Here's what a few of the pumpers who attended had to say about industry developments:



Tom Frank, past president of NAWT, who with his son, Todd, presented a new NAWT cost of service spreadsheet.

"We're still working on it and tweaking it before we present the spreadsheet big time in Indianapolis (On Education Day at the 2012

Pumper & Cleaner Environmental Expo)," Frank said of the cost assessment tool developed by his son, Todd. "We're really excited about the way it's turning out and we hope it will be a big benefit to our members."

The younger Frank, a business student in college, is wrapping up an internship with NAWT where he designed the spreadsheet. The tool will allow pumpers to plug in the cost of equipment, labor, depreciation and the weighted average cost of capital to determine if building a private treatment plant is feasible.

Frank said the time is ripe for this kind of tool and said pumping contractors more and more will need to take a serious look at finding their own disposal solutions.

"Disposal rates are always going to go up. Regulations on discharge are going to get tighter," Frank said. "The first guys who are (going to be turned away from municipal plants) are usually the pumpers hauling septage."



Alex Mauck, owner of Goodman Sanitation, Troutville, Ore.

Mauck said the NAWT cost-of-service spreadsheet will be a difference-maker for many pumpers.

"I think a lot of us small guys really don't know what our true operating costs are.

At the end of the month if we have enough money in the bank, great," he said. "The spreadsheet NAWT is working on is a real benefit to anybody thinking about going down that road (building a treatment plant)."

Mauck currently relies on land application of septage, but says that is becoming more problematic all the time, especially for pumpers in more densely populated areas. He participated in the waste treatment workshop because he's considering adding a dewatering box to his operation.

"Contractors are having to ship their waste farther and farther. One contractor in California

is hauling solids all the way to Nevada," he said. "And I'm pretty sure we're going to have more regulations before we have less regulations."



David Wilson, owner of All Septic Service Co., Sonora, Calif.

Wilson attended the technology exhibit to look for better tools to address replacement and repair of older septic systems, a growing part of his business that includes point-of-sale inspections.

"We've got a lot of areas that were built up in the 1950s and '60s, vacation cabins that were used once or twice a year for two weeks and had small septic systems. Now the owners are selling to people with four kids and they're permanent residents," he said. "I've come here to see what's new and better to help us make the environment better."

Just like the older septic systems are no longer sufficient to handle the flow, Wilson sees that municipal treatment facilities also are beginning to be inadequate to handle increased demand. That's why he was anxious to tour the Sierra Septic Services plant.

"We're overtaxing the system," Wilson said. "We need better places and cheaper places to haul to. It's quite expensive hauling to the treatment plant. They have to get more money to build new systems."

investment. A major cost savings was not the biggest factor for Trevaskis, who said he needed to process his own waste because nobody else would. He hasn't calculated his actual cost of disposal, but Trevaskis said self-reliance and avoiding high transport costs made his plant a smart move.

What advice does he give others considering treating their own waste?

"I wouldn't look at your needs for today. I'd look at down the road. Where do you propose to be in 10 years?" he said. "We could have built smaller. We're running at about one-third capacity. But you can't just add on to these machines. It's not that simple. It's expensive to go back and retrofit."

While it was a clear-cut decision for Trevaskis, he said contractors who already pay a reasonable disposal fee and have short dumping commutes should proceed cautiously with plans for a treatment plant. "If you're not going to make money at it, I wouldn't do it," he said.

An advantage of building bigger is that it leaves Trevaskis with a lot of room to grow the business, which could be key if disposal options continue to tighten across his part of the state. He currently serves three pumpers, who pay 17 cents per gallon to treat both septage and grease, and they represent a very small percentage of his revenue. But he's banking on the demand for his processing services growing, and he's contemplating maybe concentrating only on the processing end eventually.

"One man operates it, and once it's established and up and running, it's a fairly simple operation," he said. "As opposed to pumping, installation and repair business, which is more labor intensive." ■



Dean Trevaskis explains how dual Vaughan chopper pumps from Rockwell Engineering are used to recirculate wastewater and push it on to a polymer mixing station.

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Some Good Letters to Remember

SCORE, SBDC PROVIDE VALUABLE FINANCIAL ADVICE AND BUSINESS PLANNING SERVICES TO SMALL COMPANY OWNERS

By Paul Holley

As a small business owner, you can find yourself wrapped up in day-to-day operational details – and overcoming day-to-day challenges. But what about issues like financing options, long-range planning, marketing strategy and developing new services? Those efforts might fall to the background because you don't have time to handle them yourself, the funds to hire someone else to handle them, or even the connections to find someone qualified to help you.

But there's no reason for you to go it alone. Expert, free advice is available throughout the country from SCORE and SBDC.

LEARNING THE SCORE

SCORE is a nonprofit association in which more than 11,200 retired and working business professionals volunteer to help entrepreneurs. SCORE was started in 1964 as the Service Corps of Retired Executives. Today, its name and acronym are one in the same, and the organization operates 370 offices in cooperation with the U.S. Small Business Administration.

SCORE counselors come from varied backgrounds and real-world experience. Some have been executives or managers at major corporations while others have owned their own businesses. Areas of expertise include finance, accounting and sales. All have been trained by the organization. SCORE volunteers donated more than 1.4 million hours to serve 444,723 new clients in the fiscal year ending in September 2010.

So, how does this work?

Let's say you've had success with septic service or industrial cleaning and you'd like to diversify into portable sanitation or pipe-bursting. Trouble is, you're not sure if you can take the financial leap to get the equipment and staff necessary to add new services.

Through SCORE, you can arrange a face-to-face session with a counselor for advice on things like cash flow management and financial projections. You also can submit questions via the organization's website (www.score.org) where they will be reviewed and answered by an expert within 48 hours. The service is free and all information discussed is strictly confidential.

OTHER OPPORTUNITIES

In addition to counseling, local SCORE offices host workshops and seminars aimed at new and existing small businesses. Fees are generally \$20 to \$75. The programs, scheduled throughout the year, cover an array of topics. For example, the Western Massachusetts SCORE office held a workshop on "Business Planning and Cash Flow." Meanwhile, Portland, Ore., SCORE workshops covered time management, website marketing and finding new customers.

SCORE also has an online community (www.scorecommunity.org) to bring together small business operators. Participants can join discussions, post business opportunities, search for vendors, read how-to articles or list their information in a business directory.

More than 2,000 pages of content, including business articles, templates, workbooks and other self-help tools are available on the SCORE website. To find a local SCORE office, call 800/634-0245, visit www.score.org or email the name of your city and state to contact.score@sba.gov.

TO SCHOOL WITH SBDC

Small Business Development Centers (SBDC) are hosted by colleges,

universities and state economic development agencies. The 1,000 centers located in all 50 states provide free business consulting and low-cost training. Overall, SBDC offices serve a million small business owners each year.

Your local SBDC is a good place to turn if you'd like help writing a business plan, locating new sources of capital or getting details on your state and local business regulations.

THROUGH SCORE, YOU CAN ARRANGE A FACE-TO-FACE SESSION WITH A COUNSELOR FOR ADVICE ON THINGS LIKE CASH FLOW MANAGEMENT AND FINANCIAL PROJECTIONS. YOU ALSO CAN SUBMIT QUESTIONS VIA THE ORGANIZATION'S WEBSITE (WWW.SCORE.ORG) WHERE THEY WILL BE REVIEWED AND ANSWERED BY AN EXPERT WITHIN 48 HOURS.

For example, if you're considering expansion through offering a new service or acquisition of a company, you can schedule a free face-to-face meeting with a local SBDC staff member. The SBDC staffer can suggest strategies you can use, put you in touch with experts who have faced the same challenges as you, or recommend courses or workshops.

SBDC focuses on education. Seminars and workshops on many topics are offered through the SBDC offices. Prices for half- and full-day seminars generally run from \$40 to \$100.

A recent review of local SBDC calendars includes a construction cost seminar in San Antonio, Texas; a QuickBooks workshop in Duluth, Minn., and a workshop on marketing and networking strategies in Lewisburg, Pa. The seminars and workshops are held on campuses, at government offices and other easily accessible locations.

The SBDC education focus carries through to its national website (www.asbdc-us.org) where visitors can read the *Small Business Digest* containing articles by business experts, view webinars and find links to dozens of business-related websites. From the main page, click on "Resources."

American's Small Business Development Center Network is the starting point for developing working relationships with all local offices. Visit the SBDC website and enter your ZIP code to locate an SBDC near you.

GETTING STARTED

Of course you can't present a SCORE volunteer or SBDC staff member with a laundry list of business chores and expect to tackle them all at once. Select one long-range issue – a company marketing strategy, for example – and present it to a representative from one of these organizations. They will guide you through the process and once the goal is met – and you know how you will be spending your advertising dollars for the next three years – you'll feel such a sense of accomplishment and relief you'll have them bookmarked as your go-to team for answers to all your long-range planning issues. ■

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Rules and Regs is a monthly feature in Pumper. We welcome information about state or local regulations of potential broad interest to onsite contractors. Send ideas to editor@pumper.com.

Texas Counties Set Rules Requiring Licensed Contractors for Aerobic System Maintenance

Effective in September, Grayson County, Texas, homeowners with aerobic onsite systems must have a maintenance contract with a licensed service provider or complete a course to inspect and maintain the systems themselves.

In Parker County, Texas, commissioners overruled recommendations by the county health department and adopted less stringent state standards for monitoring aerobic systems. The department had proposed annual maintenance contracts with licensed contractors and quarterly inspections. The changes also allow the 7,500 homeowners to opt out of the mandatory six hours of training to do the inspections themselves. The Texas Commission on Environmental Quality must approve the changes.

RHODE ISLAND

An attorney sued the town of Portsmouth and Wastewater Management Commission members for selecting properties for onsite inspections based on their likelihood of passing. Homeowners must pay for the inspections. The town passed the Wastewater Management District ordinance requiring onsite inspections, but commissioners selected only new homes or those with systems less than 10 years old.

The suit relates to the Department of Environmental Management Notice of Violation against the town, filed in 2010 to prevent the discharge of sewage

from stormwater pipes. The agency fined the town more than \$186,000. The attorney contends that the inspection ordinance is a misguided attempt to concoct a defense to the notice.

NEW YORK

The Long Island Pine Barrens Society filed a lawsuit to reverse a bill that allows Suffolk County to take 37.5 percent of \$157 million from its Drinking Water Protection Program to help balance the county's \$150 million budget gap. The money would come from a budget line slated for upgrading onsite systems near impaired waters and stabilizing the sewer tax rate. In 2007, county residents voted to approve a quarter-penny sales tax to support the drinking water program.

NORTH CAROLINA

A state appeals court upheld a \$28,000 award to a couple over a bogus septic tank permit issued by a government health inspector. Authorities say the inspector falsified records to issue permits and has pleaded guilty to bribery. The state must pay the couple for the cost of another lot and the pumping system they bought to service the original lot.

COLORADO

A program developed by the Tri-County Health Department requires residents of Adams, Arapahoe and Douglas counties to obtain an onsite system Use Permit before selling their property or modifying their home. The program will locate unrecorded systems, identify those in failure and establish uniform inspection requirements for licensed inspectors.

WASHINGTON

Clark County commissioners, in their role as the Board of Health, considered two proposals on onsite system operation and maintenance fees. One would eliminate the county inspection and tipping fees and impose a \$21 flat fee on property taxes of the 34,000 residents with onsite systems.

The other would increase the county's tipping fee from 6 to 11 cents per gallon pumped and increase the reporting fee from \$20 to \$28. Health department calculations show the flat fee would increase revenue by \$194,458, of which \$9,791 would be used for the billing service. The proposal to increase the inspection and tipping fees would bring in an additional \$184,667. ■

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Priceless ADVICE

Breakfast Roundtable Discussions give business owners and managers a chance to network with peers and share ideas on a host of topics *By Jim Kneiszel*

For Kenney Lee, there's no better way to get a business boost than to network with fellow attendees at the Pumper & Cleaner Environmental Expo International. And his favorite way to hook up with industry peers is the Expo's Breakfast Roundtable Discussion.

You'll be sure to find Lee, owner of Metro Septic in Cartersville, Ga., at the restaurant area of the Indiana Convention Center on Thursday, March 1, 2012, as he intently listens to the advice of other industry professionals. Lee says the small group sessions are a great way to test new ideas for his business. Running from 8 to 10 a.m., the roundtable discussions will feature topics of interest to a variety of Pumper & Cleaner Expo attendees.

"To sit at a table and talk with guys who've been doing this work for 40 or 50 years, and with their sons who have been working 20 to 30 years, you can't really put a price on that. It's priceless," Lee says. "In the future, my company will be a better and stronger company from what I learn at these roundtable discussions."

FREE TO SHARE

The roundtable discussions are indispensable because they link contractors from across the country to share best business practices and industry-specific technologies, Lee explains. Because Lee and his breakfast tablemates aren't direct competitors, there is a free flow of information and advice that proves invaluable.

For example, Lee went into the 2011 Expo Roundtable Discussions with a plan to start processing the septage he collects. Talking to contractors who had set up their own dewatering facilities, Lee was steered toward a system that ended up costing a fraction of what he was expecting to pay. He also

collected business cards from several other business owners who offered follow-up help in putting the system together.

"TO ME, PEOPLE WHO GO TO THE EXPO ARE THE LEADERS OF THE INDUSTRY. THEY RECOGNIZE HOW MUCH THE EXPO HELPS THEM AND THAT'S WHO'S AT THESE ROUNDTABLES."

Keith Kirkman

"I could have spent thousands of dollars to figure out how to make the processing work. But you don't have to spend thousands of dollars when somebody tells you how to do it for free," Lee says. "I could sit down with somebody who was in my shoes and told me the best way to do it."

Keith Kirkman, of Kirkman's Plumbing & Eel Service, Inc., Greenville, Ohio, says the informal setting is what makes the roundtable discussions so successful. Participants feel freer to chime in with their opinions than they do in larger group seminars. Contractors are able to bring up any topic that interests them.

"They aren't afraid to stand up and say something that they might not say to a full room," Kirkman says. And when folks at the Expo talk, Kirkman says he's going to listen.

"To me, people who go to the Expo are the leaders of the industry," Kirkman says. "They recognize how much the Expo helps them and that's who's at these roundtables."

Leading up to the Expo, organizers will gather topics of interest to roundtable participants. These may run the gamut from marketing through websites to use of a variety of technologies across the wastewater industry. Tables will be organized by topic and attendees will be able to rotate from one table to another to take part in a variety of discussions. Each discussion will be moderated by a table leader who will take notes and summarize the comments at the end of the roundtable.

PRACTICAL KNOWLEDGE

Jim Anderson, the education coordinator for the National Association of Wastewater Transporters, moderated a roundtable discussion on customer service in 2011. He was impressed with the free exchange of ideas and thought the participants walked away with a lot of practical knowledge about what works and what doesn't.

Anderson said the give-and-take was significant compared to the feedback he gets as an instructor in more formal education settings.

"If you think about Education Day, there's 150 to 300 people in a session. To stand up in the middle of that and share is very difficult for most people," Anderson says. "But when you're sitting over breakfast, you just talk about those things that are important. It's really a good way to talk to the folks who are struggling with the same questions and challenges you are and hearing how they're dealing with them."

Like every year, Lee is going to walk the Expo exhibit floor and marvel at the latest trucks and greatest technology the industry has to offer. He'll attend Expo Education Day and learn as much as he can to improve his business. And you can bet the young business owner will be at the breakfast roundtable discussions, bright and early.

"I hope to be one of those guys in 20 years sharing my advice," Lee says. "I'd like to be able to tell them how I built an empire from what I've learned here." ■

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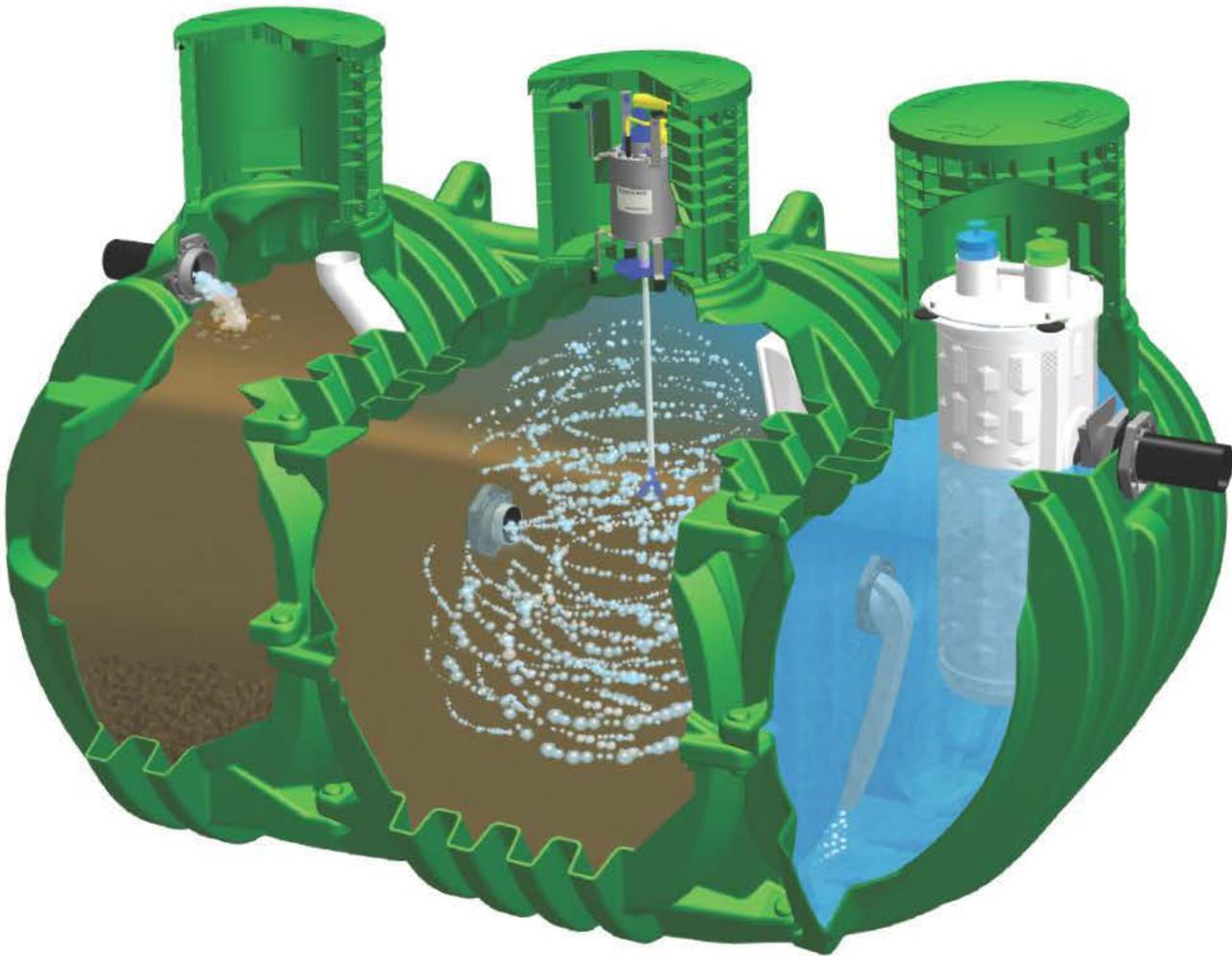


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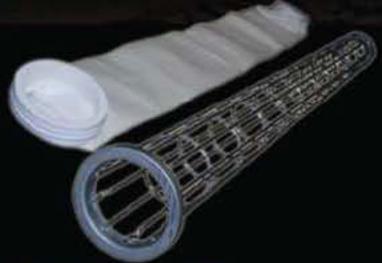
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Macy's Services technician Robbin Hincks prepares to pump a residential tank near Jackson Hole, Wyo. Septic pumping is one of a variety of industrial services provided by the company. (Photos by Catherine Coe)

The BIG

WYOMING'S MACY'S SERVICES FINDS THE BEST SMALL-TOWN STRATEGY IS TO DIVERSIFY, DIVERSIFY, AND THEN DIVERSIFY SOME MORE

By Ken Wysocky

Profile

**Macy's Services,
Jackson, Wyo.**

**Owners: Dwight
and Bobbie Reppa**

Founded: 1993

Employees: 10

Service Area: 75-mile radius of Jackson

Services: Septic system pumping and rejuvenation, portable sanitation, grease trap service, sewer jetting and inspections, hauling potable water.

Affiliations: Portable Sanitation Association International, National Association of Wastewater Transporters

Website: www.macysservices.com



Small communities in remote locations often need a go-to company – a local business that's willing to keep expanding to fill the needs for essential services. In Jackson, Wyo., one of those companies is Macy's Services, which prospers through this diversification-by-demand formula.

Multi-tasking has been the company's hallmark ever since Jim and Lee Macy started the business as Macy's Inc. in 1983. At that time, the company's services included hauling materials with a dump truck for local contractors and Teton County, dust abatement with a water truck and repairing heavy-duty equipment. And when local officials and other residents started asking who among them could pump septic tanks, the Macys agreed to give that a go, too.

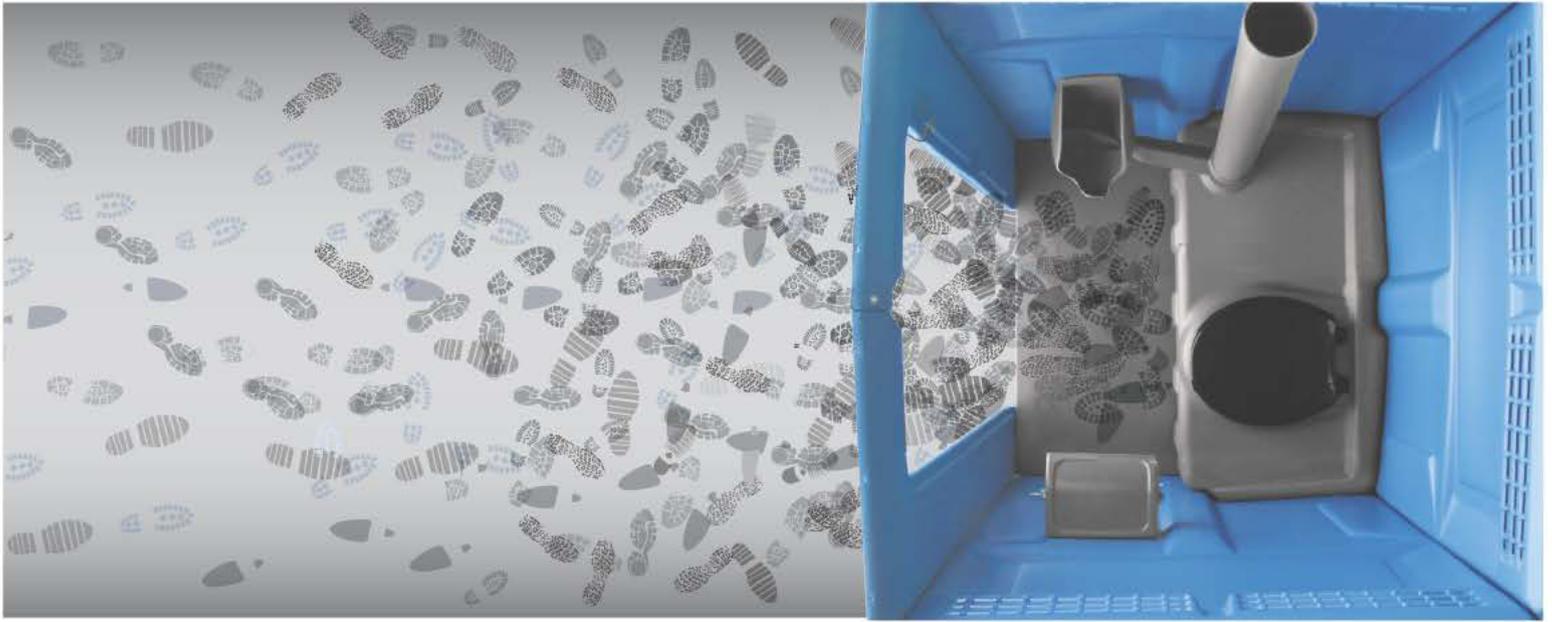
WE'LL DO IT

So the couple invested in a 1979 Chevrolet vacuum truck with a 1,800-gallon steel tank. In 1999, the Macys sold the company to Bobbie and Dwight Reppa, their daughter and son-in-law. The Reppas quit careers in property management to buy the company, renamed it Macy's Services and carry on the diversification tradition.

"When we see an opening for something we can do, we try to accommodate that need,"

(continued)

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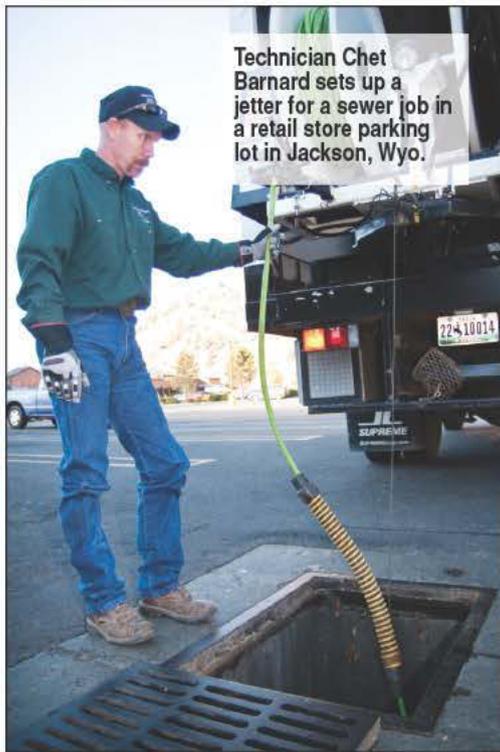
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Technician Chet Barnard sets up a jetter for a sewer job in a retail store parking lot in Jackson, Wyo.

and hauls potable water (a service prompted by the area's rocky soil, which makes drilling wells difficult). Septic system, grease trap and jetting work represent about 60 percent of the business volume, with the balance generated by portable sanitation (which, in turn, breaks down to about 90 percent construction placements and 10 percent special events).

"Diversity is very important to us," Dwight notes. "If we just did portable restrooms or septic or sewer jetting, I don't see how we'd survive. The (business) volume in a small community just wouldn't be there.

"Septic tank pumping, for example, is almost non-existent in winter around here, except in an emergency," he continues. "And portable restroom rentals usually drop off in winter. But we get frozen lines and sewer jetting picks up. Or we haul potable water to resorts where the wells can't satisfy the demand. And cleaning restaurant grease traps has become a year-round business that fills in winter-time revenue gaps."

DEMAND FOR RESTROOM TRAILERS

One area the Reppas expanded into was special event restroom service. As they did so, they noticed more and more demand for restroom trailers fueled by outdoor weddings and high-end fundraising events.

"We were using standard restrooms, but more and more customers didn't want to use them, especially the ladies, who are out there in nice dresses and high heels," Bobbie says. "Then a special-event planner started to bring in rest-

room trailers from Colorado, which raised a red flag. We'd just as soon not have other companies operating here in the valley. So we decided it was a service we'd like to provide."

In 2001, the Reppas purchased a 24-foot trailer from Advanced Containment Systems Inc., featuring oak trim throughout, air conditioning, a stereo system, porcelain toilets and urinals and simulated marble interior walls. The trailer cost about \$54,000, which Bobbie admits gave her and Dwight pause.

"But we didn't have a lot of other debt, and we figured we could pay it off in a reasonable amount of time, which we did," she explains. "It definitely has paid for itself - it was a good investment. People still hold fundraisers even if the economy is bad, and they don't want to skimp on something like that." Bobbie says she consulted with wedding planners and restroom trailer sales representatives to determine a fair price for the rentals.

Today, Macy's owns about 400 restrooms (including 20 handicapped-accessible units), mostly made by Satellite Industries Inc. and PolyJohn Enterprises Corp.; and three other restroom trailers: a 12- and 15-footer made by JAG Mobile Solutions Inc. and an 8-foot unit they put together.

SEPTIC SYSTEM UPGRADES

Macy's Services also has expanded into septic system upgrades, prompted by the increasing number of failures of older systems in the region. Regulations require four feet of separation between leachfields and the nearest,

(continued)

Bobbie says. "If it's a necessary service, someone needs to do it."

"We expanded on an already great business," Dwight says. "Whatever Jim and Lee did, we took it to another level. They were tired when they sold the business and we were eager to get into it ... and take things a step or two further."

Macy's now cleans septic tanks and grease traps, rejuvenates septic systems, cleans and inspects sewer lines, services portable restrooms

Dwight Reppa responds to a residential septic service call with one of the company's vacuum trucks, this one with a 2,300-gallon aluminum Progress tank.



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The Macy's Services crew includes (standing, left to right) Bobbie Reppa, Anita Nilsson, Jerry Despain, Hadley Bray, Shannon Jones, Robbin Hincks, Chet Barnard, Dwight Reppa and David Jiminez. Kneeling, left to right are David Reppa, Mark Seaton and Eduardo Roldan.

“DIVERSITY IS VERY IMPORTANT TO US. IF WE JUST DID PORTABLE RESTROOMS OR SEPTIC OR SEWER JETTING, I DON'T SEE HOW WE'D SURVIVE. THE (BUSINESS) VOLUME IN A SMALL COMMUNITY JUST WOULDN'T BE THERE.”

Dwight Reppa

highest groundwater. Over the years, fewer and fewer systems meet that requirement, Dwight says. The answer has often been mound systems.

Dwight also is a big proponent of installing risers because the area's rocky soil makes excavations difficult. “To dig down 12 inches to a lid could take 30 minutes or more,” he says. “We recommend risers, which are especially helpful if

there's a problem in winter. In most cases, people agree. It's a nice add-on service. It saves us time on service calls, and we don't have to mess up someone's yard. And it's cheaper for customers if we don't have to excavate.”

IN THE GARAGE

To service septic systems, Macy's relies on a 2004 Peterbilt 330 with a 2,300-gallon aluminum tank; a 2001 Freightliner FL70 with a 2,300-gallon Progress (New Progress LLC) aluminum tank, built out by TOICO Industries; and several vehicles built out by Macy's, including a 2002 Freightliner FL70 with a 2,000-gallon steel tank; a 1991 International 4900 with a 2,300-gallon steel tank; a 1989 Kenworth T800 with a 3,400-gallon steel tank; and a 1979 Chevrolet C60 with a 1,800-gallon steel tank. Most of the trucks use Masport pumps.

Macy's also owns a Terralift drainfield rejuvenation machine, made by Terralift International Family of Companies.

To service restrooms, Macy's owns 2007 and 2006 Ford F-550s, both with 700-gallon waste/500-gallon freshwater aluminum Progress tanks and built out by TOICO; a 2003 Ford F-550 with a 600-gallon waste/400-gallon freshwater steel tank; a 2000 Ford F-550 with a 1,000-gallon steel tank; a 1999 Ford F-350, outfitted with a 300-gallon waste/100-gallon freshwater steel slide-in tank from Imperial Industries Inc.; a 2002 Ford F-550 with a 300-gallon waste/200-gallon freshwater steel tank; and a 1995 Hino FA1415 with a 400-gallon waste/300-gallon freshwater

steel tank, both built by Macy's. All the trucks use Masport pumps.

The company also owns a 2008 Mitsubishi FK260 jetting truck, outfitted by the Sewer Equipment Company of America with two waterjetters (4,000 psi at 18 gpm and 4,000 psi at 25 gpm); a 1990 International 4700 outfitted with a water-jetter (2,000 psi at 60 gpm), built by Aquatech (Hi-Vac Corp.); two SeeSnake video inspection camera systems, made by RIDGID; three drain-cleaning machines made by General Pipe Cleaners; and a 1977 International F4370 with a 4,400-gallon steel tank and a 1991 Peterbilt with a 4,000-gallon steel tank, both used to haul potable water.

“Most of the equipment we've bought in the last eight years or so has been brand new,” Dwight notes. “With something new, I'm not doing major repairs for five or six years. We have an informal replacement schedule so that in theory, we phase out older equipment to minimize downtime. We have more than 20 vehicles, so if we didn't phase out, we'd need four full-time mechanics to keep up with everything.”

DISPOSAL CHALLENGES

Macy's disposes of septage at a town of Jackson dumping station. The waste is dumped into a trough connected to a main sewer line. The company used to dump grease-trap waste there, too, until the town stopped accepting it about 10 years ago.

“For a while, we hauled it to Pocatello, Idaho, which is about 100 miles away one-way,”



Dwight Reppa prepares to inspect a septic system at a home near Jackson, Wyo.

On the job at a residential septic tank are Dwight Reppa, left, and Robbin Hincks.



Dwight says. "It was an issue at times during winter because the grease would freeze, not to mention the transportation costs. So we looked for a better way."

The Reppas examined several treatment processes while attending the Pumper & Cleaner Environmental Expo International and ended up buying a 12-yard dewatering box in 2003 made by Flo Trend Systems Inc. The system, set up in a Macy's garage to contain odors, separates liquids from the grease-trap waste. Macy's has permission to direct the liquids into the municipal sewer system, and the "cake," or dewatered grease waste, goes to a landfill, Dwight says.

"The dewatering box has paid for itself over the years," he says. "Back in 2000, we only pumped about a half dozen grease traps a month, but now we devote two full days each week to pumping traps. They range in size from

20 to 100 gallons. We clean larger interceptors of 1,000 or more gallons - up to 4,000 gallons at one place - quarterly or twice a year."

COMPETITION HEATS UP

While diversity has helped Macy's stay busy during the recession, it hasn't completely protected the company. The construction downturn forced Macy's to lay off an employee last fall for the first time, and the recession also spawned an unexpected threat: more competitors as distant companies search farther afield for business.

"We have more competition than ever before, and they're undercutting us on price," Dwight notes. "In response, we emphasize service ... we hope we can weather it by keeping our standards high."

And maybe adding another service or two. ■

more info

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HE RELISHES TROUBLESHOOTING ROLE

When Dwight Reppa worked as a property manager in Jackson, Wyo., he often relied on the expertise and services offered by a local company called Macy's Inc. Now the tables are turned, as he and wife, Bobbie, own the company founded by her parents, and he's the troubleshooter locals rely on when they're in a fix.

"Whatever people need, they know they can call Macy's and Dwight will figure out a solution," Bobbie says. "Sometimes we might not have the exact equipment a customer needs, but we figure out a way to make it work for them."

A good example occurred when a subdivision homeowner's association found curb stops filled with rocks, which prevents workers from accessing main water-line shutoff valves. A 3-inch vacuum truck hose wouldn't fit into the stop, so Dwight improvised by using a reducer to attach a 2-inch-diameter, 6-foot-long piece of PVC pipe.

That enabled the vacuum truck to pull smaller rocks through the pipe. Workers removed larger rocks individually after they got sucked up against the bottom of the pipe.

In another instance, smoke from a chimney at a local resort escaped into some of the rooms. To find the source of the leaks, Dwight lowered a sewer-inspection camera down the chimney pipe, accessed through holes drilled into chase walls.

"We started up high and dropped the camera down the chimney pipe while someone set off smoke bombs," Dwight explains. "We found where the smoke was escaping. That was a pretty unique application."

Dwight says he's also used an inspection camera to find dead animals in heating ducts without having to tear out an entire duct system.

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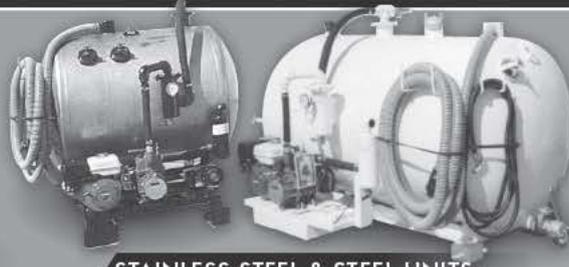
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By Ed Wodalski

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The STB2712H trailer-mounted sewer and drain jetter from **Cam Spray** delivers 2,700-psi operating pressure and 11.5-gpm flows. Powered by a 27-hp Honda engine, the jetter can clean lines up to 10 inches in diameter. Features include a 400-foot by 1/2-inch hose on a DC-powered reel with 2:1 drive system, foot-control switch, 300-gallon water tank and low-water shutdown. Other features include powder-coated trailer with 5,000-pound axle, four nozzle set and wash-down gun and hose. **800/648-5011; www.camspray.com.**

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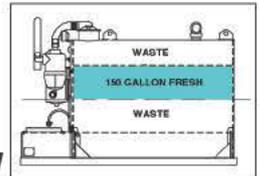
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Cua Claws

Cua Claws

Transporter wheels from **Cua Claws** are designed to increase camera footage in slippery PVC pipes. Made of 16-gauge steel, the wheels are available in four sizes (2.5 inch, 4.0-inch narrow, 4.0-inch wide and 5.5-inch wide) and feature a furnace-brazed coating of 16-grit carbide chips for traction and extended wheel life. The pre-drilled wheels fit most transporters and require no equipment modification. 714/697-8697; www.cuaclaws.com.



CUES

CUES

The QZ2 lightweight, pole-mounted, portable video inspection system from **CUES** is designed to perform swift inspections and surveys of pipelines, wet wells, manholes, wastewater treatment plants, steam generators, tanks, vessels and other difficult-to-reach areas. Mounted on an adjustable, carbon-fiber telescopic pole that can extend up to 24 feet (34-foot pole available), the camera features 420:1 zoom with built-in image stabilization, automatic focus and self-contained, waterproof lighting (two high-intensity discharge lights) for enhanced viewing of cracks, breaks, pipe separations, scale and various defects. It also can be used to identify blockages at manholes, access ports or other entry points. 800/327-7791; www.cuesinc.com.



Duracable Manufacturing

Duracable Manufacturing

The DM55 sled drain-cleaning machine from **Duracable manufacturing** features a maintenance-free 10:1 gearbox and 175-rpm 3/4-hp motor. The unit has a gearbox cantilever weight capacity of 900 pounds and fully enclosed polyethylene reels in a variety of sizes. The Power Cable Feed and Return feeds and returns cable automatically and at a steady pace. Applications include main lines, industrial, commercial and residential jobs, including overhead and wall cleanouts, flood drains, grease and roots. 877/244-0556; www.duracable.com.



Electric Eel Mfg. Co. Inc.

EasyCam LLC

The EasyCam II inspection camera from **EasyCam LLC** comes with replaceable modular components, color camera, digital on-screen footage counter and 512 Hz transmitter. The camera works with any off-the-shelf monitor, DVR, DVD or laptop. Cable is available in 150- or 200-foot lengths. 239/260-2056; www.easycamllc.com.



EasyCam LLC

Electric Eel Mfg. Co. Inc.

The D-5 drain and sewer cleaning machine from **Electric Eel Mfg. Co. Inc.** can clean up to 100 feet of 3- to 10-inch diameter lines. The rust- and dent-resistant, high-density polyethylene drum and belt guard holds up to 100 feet of 3/4-inch diameter Tri-Max cable. Three sealed, heavy-duty ball bearings support the drum and wall guide tube. Powered by a 1/2-hp capacitor-type motor, the unit features 10-inch solid wheels for easy maneuvering and stability, 1 1/4-inch steel tubular frame, five-position handle height adjustment with built-in loading wheel, wheel brake, continuous belt skids, GFCI on 20-foot line and air-operated foot switch. 800/833-1212; www.electriceel.com.



Envirosight LLC

Envirosight LLC

The ROVERX crawler from **Envirosight LLC** features steerable six-wheel drive and 1,000-foot crawling range (options to 1,650 feet). The portable, three-piece crawler has a WinCam-compatible touch-screen control pendant with digital recorder that captures a day's worth of MPEG video and JPEG images and logs observations for direct upload to WinCam. The pendant accepts USB media and connects via ROVER-link for remote diagnostics and firmware updates. Other features include twin multifunction joysticks, detachable remote-operated camera lift, three illuminated onboard cameras (forward, pan-tilt-zoom, cable view and elevated rear-view), integrated sensor package (sonde, dual lasers, inclination roll) and current control for all system functions. The crawler has a high-power, high-torque drive train, proportional steering and zero-radius turning. To maximize range, the reel uses 0.03 lb/ft cable with 1,000-pound break strength and continuously monitors cable tension to minimize drag. A bolt-on carriage is available for inspecting 6- to 48-inch lines. 866/936-8476; www.envirosight.com.

Gamajet Cleaning Systems Inc.



Gamajet Cleaning Systems Inc.

The E-Z8 rotary impingement tank cleaner from **Gamajet Cleaning Systems Inc.** cleans wet wells, lift stations and manholes. The dynamically balanced machine can be lowered into any vessel for rapid cleaning. The fluid-driven unit creates two high-impact jets that scour the tank interior in a global indexing pattern, ensuring all surface areas are cleaned. Made of 316 stainless steel, the machine operates at between 20 to 1,000 psi and 25 to 130 gpm and comes with a 2-inch camlock. Capable of creating 401 pounds of impact at a distance of 25 feet, the unit can turn grease build-up in a wet well or lift station into a fine slurry for pump-out. Depending on the level of residue, cleaning time takes eight to 20 minutes without additional scraping or chemicals. 877/426-2538; www.gamajet.com.



General Pipe Cleaners

General Pipe Cleaners

The JM-3000 waterjet from **General Pipe Cleaners** is made for clearing grease, sand and ice from feet of 4- through 8-inch lines. A removable 300-foot capacity hose reel is mounted on the heavy-duty tubular frame with four pneumatic tires and wheel brake. The 3,000-psi, 4-gpm pump is driven by a (13-hp) electric-start Honda engine with 2:1 gear reducer for longer pump life. Vibration on demand helps the hose slide down long runs and around tight bends. Safety features include a thermal relief valve to protect the pump from heat damage, along with a backflow check valve and inlet filter. The unit comes with toolbox, spray wand and chemical injector. 800/245-6200; www.drainbrain.com/jets.

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Gorlitz Sewer & Drain Inc.

The GO 68HD, heavy-duty drain-cleaning machine from **Gorlitz Sewer & Drain Inc.** is available with either an open-steel reel or enclosed polyethylene drum and can be outfitted with an optional power feeder. The standard unit includes 150 feet of 11/16-inch, hollow-core cable. Weighing 185 pounds, the machine cleans 3- to 8-inch diameter pipes. 562/944-3060; www.gorlitz.com.

Hannay
Reels



Hannay Reels

6200 Series industrial jetting hose reels from **Hannay Reels** are engineered with a direct-drive hydraulic motor that allows precise payout of hose without maintenance. With a capacity of 500 feet of 1-inch hose, the series features a swinging hose guide arm with roller and operator handle; an external hose connection that allows access without removing all the hose from the spool; and a heavy-duty ball-bearing swivel base. 877/467-3357; www.hannay.com.

Hi-Vac Corp.



Hathorn Corp.

The Optimum HDD12.1 video inspection system from **Hathorn Corp.** features a 12.1-inch HDMI monitor, adjustable lighting, 512 Hz sonde, 16 pages of text writing, 8X zoom, voice recording, spill-proof keyboard, on-screen footage counter, multiple reel selections (including other brands) and three-hour battery pack with built-in smart charger. Data can be recorded to a 320 GB hard drive or directly to a USB stick. Files can be transferred to a computer via USB cable. Reel types include a 200-foot standard with a self-leveling camera, 200-foot mini with a color mini camera and 200-foot micro with 7/8-inch color camera. 905/886-2835; www.hathorncorp.com.

Hathorn Corp.



HotJet USA



Hi-Vac Corp.

O'Brien cart jetterson (available in three models) from **Hi-Vac Corp.** clean up to 8-inch residential and commercial sewer lines. An optional lateral cleaning kit allows users to leave the engine outside the building while cleaning an inside line. The automatic throttle valve enables the engine to respond to water usage, revving up to increase flow and idling down to reduce noise, pump and engine wear. The 1220-J electric jetter cleans 4-inch or smaller lines, while the 2511-J has an 11-hp, electric-start gasoline engine and triplex pump that delivers 4 gpm at 3,000 psi. The 13-hp 2513-J jetter has a manual-start gasoline engine and triplex pump that delivers 4.8 gpm at 3,000 psi. 800/752-2400; www.obrienmfg.com.

HotJet USA

The base model HJ2TA8536 hot water jetter from **HotJet USA** (Powerline Industries Inc.) can clean 2- to 12-inch pipes plugged with ice, frozen grease or dirt buildup, delivering 8.5 gpm at 3,600 psi. The twin-engine model HJ2TA1736 cleans up to 24-inch lines, delivering 17 gpm of water up to 180 degrees F at 3,600 psi. The jetterson can deliver either hot or cold water (adjustable temperature from 100 to 180 degrees) and can operate as high-pressure washers with fully adjustable pressure. Power options include 26-hp Kohler diesel, 35-hp Vanguard or 34-hp Kohler gasoline engines. 800/213-3272; www.hotjetusa.com.

Hurco Technologies Inc.



Hurco Technologies Inc.

Power Smoker and Power Smoker2 smoke testers from **Hurco Technologies Inc.** can locate leaks in sewer and plumbing systems that contribute to inflow and infiltration or ensure against leaks in new installations. The units also detect the source of sewer gas odors. Hurco's LiquiSmoke is laboratory-tested safe for indoor use and will not harm people, pets or stain home furnishings. 800/888-1436; www.gethurco.com.

Image
Inspection
Services Ltd.



Image Inspection Services Ltd.

The mini pan-and-tilt camera from **Image Inspection Services Ltd.** can be pushrod or crawler mounted and negotiate 90-degree bends in 4-inch pipe. Designed to provide close-up views of sewer pipe walls and lateral entrances, the color unit delivers up to 2,000 feet of digital signal cable in sanitary and storm sewers. The chassis can withstand shocks and vibration normally sustained while being pushed, pulled or crawling. Joystick control features include remote focus, 360-degree rotate, adjustable close-up lighting and return-to-center control. The auto, self-leveling camera includes automatic system diagnostics and pipe inclination display. The 70-degree lens offers 300-degree viewing and 70-degree reverse-viewing angle. Steerable crawlers are available for pipes 4 inches and larger. 800/667-6670; www.image-inspect.com.

Jameson LLC



Jameson LLC

Duct Hunter detachable rodders from **Jameson LLC** feature copper wire in the rod to trace underground conduit or pipe, including water lines and sewer laterals, without digging or trenching. The 5/16- (for tracing 2- to 4-inch conduit) and 7/16-inch diameter rod (for 4-inch or larger conduit) is available in 300- to 1,000-foot lengths and can trace up to 10 feet deep. Designed for one-person operation, the user connects a signal transmitter to energize the unit with a specific frequency of alternating current that radiates through the soil to the surface. A signal receiver detects the frequency applied by the transmitter. 800/346-1956; www.jamesonllc.com.

Jamko Technical
Solutions Inc.



Jamko Technical Solutions Inc.

The INUV portable inspection system from **Jamko Technical Solutions Inc.** is designed to inspect multiple-angled pipes and confined spaces. The unit comes with 25 feet of flexible spring cable. Its 0.9-inch camera head allows for easy inspection of pipes 1 inch or larger, including drain lines, heating ducts, house laterals, septic lines, interior walls and vent stacks. 315/871-4420; www.jamkocorp.com.

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Jettters NorthWest

The Bruiser-PLUS 6.0-gpm, 4,000-psi jetter from **Jettters NorthWest** provides strong impact and flushing as well as grease and root-cutting power, especially when connected to the optional Warthog jetting tool. Features include a sturdy and compact roll-cage design with built-in 7-gallon fuel tank, 630 cc, twin-cylinder, key-start engine and Coxreel with 200 feet of hose. The jetter can be used on a portable cart or a skid for van/truck mounting. **877/901-1936; www.jetttersnorthwest.com.**



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LMK Technologies



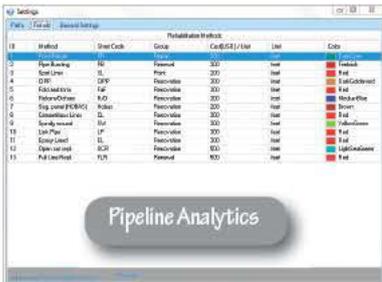
LMK Technologies

The Schwalm Rehabilitation Robot, manufactured by Schwalm Robotics of Germany and distributed in North America by **LMK Technologies**, is a self-propelled, remote-operated cutting tool, engineered to remove protruding taps and trim offset joints prior to CIPP lining. Features include pan-and-tilt camera with lens washing device that enables the unit to perform work from a single manhole and ensures the operator has a clear view of the work performed. The robots can cut straight forward through collapsed cured-in-place pipe linings and are equipped to insert/remove mechanical plugs into service lateral connections. In addition to grinding, trimming, reinstating, chiseling and video inspecting, the robots can install LMK's main-to-lateral Shorty and Stubby CIPP connection sealing systems. **815/433-1275; www.performanceliner.com.**

1275; www.performanceliner.com.

Pipeline Analytics

The WinCan GIS software mapping module from **Pipeline Analytics** manages water, stormwater and sewer infrastructure. Users can click-and-drag or query a map to create projects with prepopulated section data, automatically create linked map elements from observations, dispatch inspection and rehab crews and augment GIS data with infrastructure detail. The program enables users to plot observations with links to videos and photos, highlight GIS and WinCan data differences, create reports and export data to Excel, utilize observation data to create pipe-specific repair strategies, review WinCan data outside of WinCan, and create subsets of data for pipes to be inspected. **877/626-8386; www.pipelineanalytics.com.**



Pipeline Analytics

PipeLogix Inc.

MuniXS data collection software from **PipeLogix Inc.** features the PACP survey mode and has been certified to the NASSCO version 6.0 standard. The software interfaces with most CCTV controllers and guides the user through creating a survey and filling in the required entry fields. The program records digital video files in the WMV format using a USB 2.0 recording device. Still photos can be captured from live or previously recorded video. A built-in CD/DVD burner provides for quick distribution of surveys. Users can import/export to the PACP standard and print basic reports that can be saved in PDF file format for sharing and email distribution. The program also enables users to prioritize capital expenditures by implementing a selective repair and replacement program based on the actual condition of individual pipes. **866/299-3150; www.pipelogix.com.**



PipeLogix Inc.

Prototek Corp.

The LineFinder LF2200 locator from **Prototek Corp.** locates any frequency sonde or transmitter box between 16 Hz and 100 Hz. The locator features pre-set support of 16 Hz (steel or ductile iron as well as cast iron and nonmetallic), 512 Hz (cast iron or nonmetallic) and 8 Hz (nonmetallic only) sondes and traces underground metallic lines at four built-in industry standard frequencies using an external transmitter box (other frequencies can be sniffed as well). The unit passively locates underground power at 50 or 60 Hz and displays power frequency as well as scaling in English or metric units. A series of LCD screens with automatic backlight compensation guide the user through locating sondes and lines. Locating is enhanced by handle vibration and LED feedback at key locating points, in addition to on-screen imagery. The unit is powered by six AA batteries. **800/541-9123; www.prototek.net.**



Prototek Corp.

Radiodetection



Radiodetection

The RD5000WL locator and RD5000WLT transmitter kit from **Radiodetection** can trace a target pipe (or cable) through congested underground utility networks, including jointed pipes that often pose a challenge due to seals between sections and plastic pipes with tracer wire. The locating unit features ClearTRACK, a digital signal processing engine that automatically rejects signals from adjacent conductors. Other features include single-button operation, visual and audio guidance. **877/247-3797; www.radiodetection.com.**

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2007 Freightliner Columbia, Detroit 455HP, jakes, 8LL, 18# fronts, 46# rears, pusher axle, new 4200 gallon steel vac tank, new Masport HXL-400 liquid cooled vac pump.

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RapidView IBAK North America

RapidView IBAK North America

The ORION 2.5 camera system from **RapidView IBAK North America**, designed for 4-inch pipes and larger, offers pan, tilt and zoom functionality with a wide-angle view. The 2.36- by 4-inch camera rotates automatically around pipe joints, providing a picture that is always right-side up. Low-light technology enables the compact camera to inspect pipes over 60 inches in diameter. The camera can be used on a pushrod, mainline tractor or as the launch camera on a lateral launching system. Features include 40 white adjustable LED lights, remote focus adjustment, automatic electronic shutter and a pan range of plus/minus 120 degrees and 300-degree angle view. The onboard laser system measures defects, diameter and pipe deformation. **800/656-4225; www.rapidview.com.**



Ratech Electronics Ltd.

Ratech Electronics Ltd.

The FAST PEEK all-in-one pipe inspection camera from **Ratech Electronics Ltd.** includes push cable, camera, 7-inch LCD monitor and ergonomically designed cable reel with rubber wheels for easy transportation. The system features a built-in SD card recorder that stores JPEG and MPEG video to an SD card or USB thumb drive. The monitor and sunshield are adjustable. Also included are 200 feet of Gel-Rod cable (longer lengths available), a waterproof keyboard and on-screen display overlay that provides electronic distance counter, time, date and eight pages of memory. High-density LED lights, condenser microphone, variable light intensity control and 1.375-inch self-leveling color camera with scratch-resistant sapphire lens complete the system. An internal battery pack is optional. **800/461-9200; www.ratech-electronics.com.**



Reelcraft Industries Inc.

Reelcraft Industries Inc.

Series CT hose reels from **Reelcraft Industries Inc.**, available for up to 100 feet of 5,000-psi hose, feature a balanced brass swivel and friction brake assembly attached to the main shaft that eliminates de-spooling when the reel is not in use. The inlet hose connects to the swivel through the tubular base. The reel is powder coated prior to assembly for maximum corrosion resistance. **800/444-3134; www.reelcraft.com.**



RIDGID

RIDGID

The KJ-3100 portable waterjetter from **RIDGID** has a working pressure of 3,000 psi, delivering a blast of concentrated water that can shear root obstruction from drain walls. Capable of clearing lines up to 10 inches in diameter, the jetter can enter access points in 2 1/2-inch lines. The unit comes with 200 feet of hose. **800/769-7743; www.ridgid.com.**

Sewer Equipment Co. of America



Sewer Equipment Co. of America

The 800-HPR ECO truck jet from the **Sewer Equipment Co. of America** features hydraulic technology that enables the unit to operate at a reduced engine speed while still generating peak gpm and psi. The lower engine speed reduces fuel consumption by 33 percent and noise by 30 percent at three feet and 50 percent at 25 feet. The hydraulic system offers the option of using environmentally safe biodegradable fluid. Other features include the 3/4-inch, baffled water tank for longer life. **800/323-1604; www.sewerequipment.com.**

Spartan Tool LLC



Spartan Tool LLC

The model 1065 Sewer Raider drain-cable machine from **Spartan Tool LLC** is made to clear sewers clogged with roots. Weighing 142 pounds, the unit features a 120-volt, 4/10-hp motor with watertight switch and sensor that determines the need for more power when encountering a difficult blockage. Other features include an independent rotating inner drum that prevents cable kinking and outer drum to keep out dirt, air-operated foot switch and 250 feet of SparShine cable for cleaning 3- to 10-inch lines and 25-foot power cord. The complementary toolbox provides storage for blades, cutters and accessories. **800/435-3866; www.spartantool.com.**

Rycom Instruments Inc.

Rycom Instruments Inc.

The Stick locator from **Rycom Instruments Inc.** can locate sondes and camera heads operating at 512 Hz or 33 Khz. Its linear design and recessed keypad allow for greater protection and eliminates knobs and exposed controls that can break from heavy use. As a kit, the locator comes with either a 512 Hz or 33 Khz sonde and line transmitter. Engineered to locate gas, telecom, water, cable television and power lines, the locator can withstand years of field use without periodic calibration, adjustment or repair. The compact and lightweight locator features frequency flexibility for pairing and incorporates Pathfinder SAF Technology. **800/851-7347; www.rycominstruments.com.**





Superior Signal Company LLC

Superior Signal Company LLC

The 8-pound, 5E electric smoker from **Superior Signal Company LLC** is available in 110 VAC or 12 VDC models. Featuring a heavy-duty, industrial-grade flexible hose, the smoker takes minutes to set up and seconds to view the results. The unit connects to any building cleanout or vent. Using an appropriate size Superior smoke candle, the blower forces smoke through cracks, leaks and hard-to-find plumbing faults, taking from 30 seconds to three minutes to complete a residential or commercial test. **800/945-8378; www.superiorsignal.com.**

UEMSI

The portable mainline reel from **UEMSI** features a built-in, 120 VAC power rewind motor operated by the variable speed controller and automatic levelwind that evenly winds the video cable. The reel incorporates a direct-drive clutch for releasing the power rewind so a tractor can pull out the video cable. The unit has a heavy-duty steel frame and aluminum, diamond-plate top. The reel can be used as a workbench or to house a power control unit. **800/666-0766; www.uemsi.com.**

UEMSI



Vector Manufacturing

The truck-mounted Ramjet with Jet Rodder water pump from **Vector Manufacturing** is made to break up blockages in sanitary lines and flush out debris. Carrying 2,500 gallons of water in a stainless steel tank, the jetter delivers flows of 60 to 100 gpm at 2,000 or 2,500 psi. The unit features a single-piston, hydraulically driven, dual-acting pump that delivers a jack-hammer action water flow that can break through caked-on debris from pipe walls. The jetter can be configured with either a front- or rear-mounted hose reel with auto-wind hose guide that allows for hands-free operation from the control panel. **800/627-3171; www.vector.com.**

Vivax-Metrotech

The vLocCam2 Sonde and Camera locator from **Vivax-Metrotech** is a lightweight, durable locator with a dual-core processor, color display, and USB interface. The "compass" feature actually points you in the direction of the sonde or camera below ground and eliminates any guesswork about false peaks or ghost signals. Push button depth displays your depth of cover in feet and inches. The vLocCam Receiver comes standard with sonde/camera frequencies of 8 kHz, 33 kHz, 512 Hz and 640 Hz. This frequency range also provides versatility for locating both metallic and nonmetallic pipes, drains and ducts. The range of transmitting sondes comes in different sizes rated to depths from 12 feet to 20 feet. The vLocCam receiver is equipped with two "passive" locate modes of Power and Radio which will detect the presence of power lines, CATV, telephone and some metallic pipes which radiate 60 Hz from nearby or overhead power lines and VLF signal from nearby broadcast towers. **800/446-3392; www.vivax-metrotech.com.**



Vector Manufacturing



Vivax-Metrotech



Wohler USA Inc.

Wohler USA Inc.

The VIS 340 inspection camera set from **Wohler USA Inc.** is made to analyze defects in water pipes, inspect flue-gas lines, chimneys, air-conditioning lines, heating lines, ducts, welding seams, gaskets, manholes and more. The system is housed in a self-contained carrying case and features a miniature, waterproof camera head equipped with 360-degree pan, 180-degree tilt and bright LED light that can negotiate 90-degree bends. Other features include TFT color monitor and digital distance indicator to pinpoint trouble spots. Inspections can be recorded, saved and replayed for customers. **978/750-9876; www.wohlerusa.com.**

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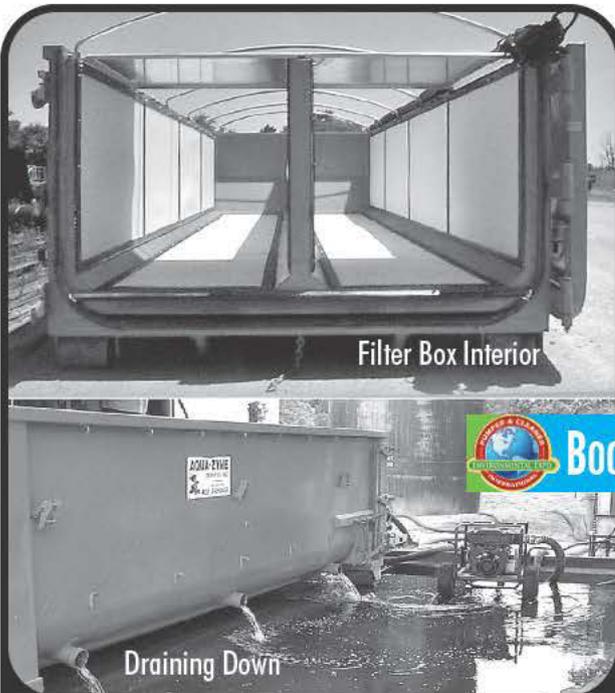
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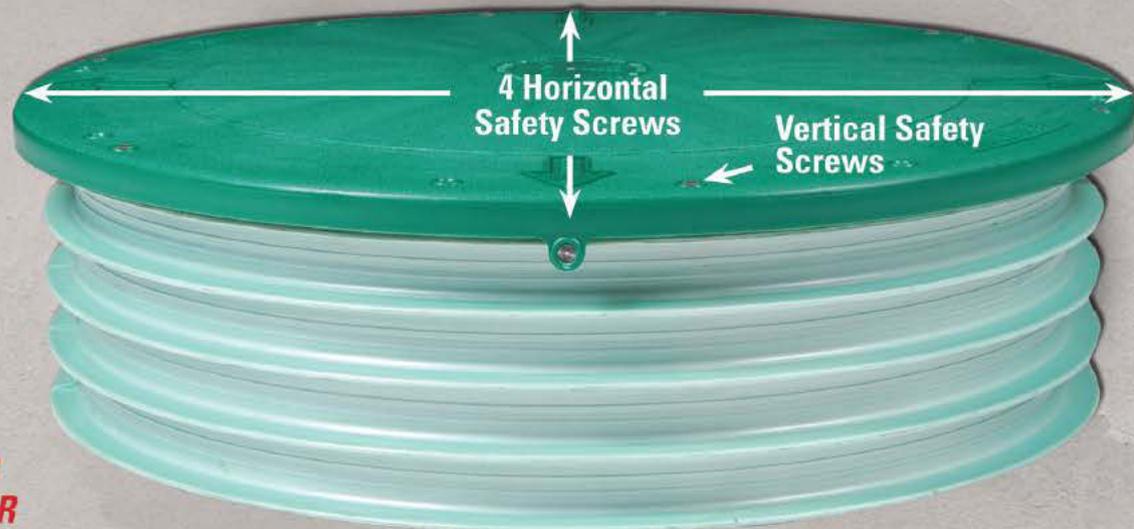
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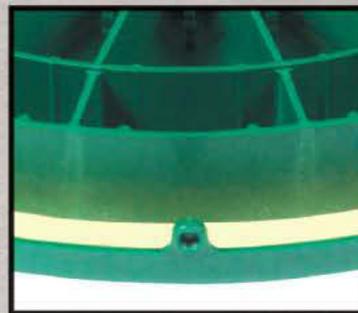
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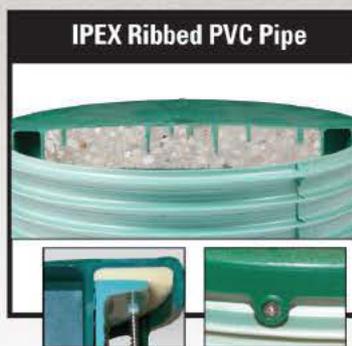
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2011 Classy Truck of the Year

By Jim Kneiszel

Another calendar year has flown by, and it's time once again for the equivalent of *Top Gear* in the world of vacuum trucks. It's a beauty pageant of steel and internal combustion engines. Welcome to the 6th annual *Classy Truck of the Year* competition.

The past year brought a parade of beautiful and highly functional vacuum trucks into the *Truck Corner* garage, where we peered under the hood, crawled through the cab, checked out the creature comforts, and generally gave the "white glove" treatment to the *Pumper* readers' best rigs.

They passed with flying colors. Fancy two-tone paint jobs, crisp graphics and a mirror-like finish on the painted steel, aluminum and stainless steel tanks. The roster of new and refurbished rigs published in these pages throughout 2011 had it all. The entries came from far and wide, out East in Rhode Island, up North in Wisconsin, South in balmy Florida and West to the *Show-Me State* of Missouri.

Which of the monthly Classy Trucks from the past year is the best? That's up to you!

We've parked all the trucks here so you can take a good look. Size them up for handy work features, power and capacity, and looks that turn heads as they rumble down the road. Just like the past five years, your vote will help determine which of 2011's best vacuum trucks lands on the cover of our February 2012 issue ... the prestigious spot fronting the magazine distributed at the Pumper & Cleaner Environmental Expo International.

When you've had a good look, proceed to the voting booth at www.pumper.com and cast a ballot for your favorite truck from the Class of 2011. You have until Dec. 23 to make your vote count. Now go kick some tires!

JANUARY

Johnson Septic Tank Inc. Cantonment, Fla.



This red, white and blue 2005 Mack Vision with 3,600-gallon U.S. Tank steel tank was built for owner Billy Johnson by National Truck Center. Powering the rig is a 330 hp E7 engine tied to a 10-speed Eaton Fuller transmission. Vacuum is provided by a Jurop LC 420 water-cooled pump. The truck features a hoist system and work lights, and is used for residential septic and commercial grease trap work.

FEBRUARY

Williams & Bay Pumping Services Cedar, Mich.



Joe Williams' latest septic service truck is a red 2011 Freightliner M2-112 with 5,200-gallon aluminum tank and NVE 607 Challenger pump built out by Imperial Industries Inc. It's powered by a Mercedes-Benz MBE 4000 450 hp engine tied to an Eaton Fuller 9-speed transmission. Quad axles distribute the weight of multiple residential septic tank cleanings performed by driver Shaun Smedley.

MARCH

Tillman Septic Pumping Services Jacksonville, Fla.



Owner Kathi Tillman uses this all-black 2005 Mack Vision from 27th Trucks Inc. to service residential and commercial customers. Powered by a 380 hp engine and 10-speed transmission, the truck carries a 4,000-gallon steel tank and Jurop LC 420 425-cfm pump. The paint job matches the trucks Tillman owns for a construction company.

APRIL

Fimple Septic Service St. Joseph, Mo.



Owner Mike Fimple's newest service truck is a 2002 Freightliner FL70 rebuilt in 2008 by Michigan Vacuum Trucks Inc. The rig is powered by a 3126 Cat engine tied to a 6-speed manual transmission. The working end of the truck includes a 2,500-gallon steel tank, with suction from a Masport HXL 400 cfm pump. The truck performs mostly residential septic and restaurant grease trap service.

MAY

Yoooper Septic & Waste Rapid River, Mich.



Owner John deVeaux started his new septic service business with this red, white and blue 2004 Freightliner M2 rig built out from a generic box truck by Imperial Industries Inc. The truck has a 2,300-gallon steel tank, Masport 360 cfm liquid-cooled pump, and is powered by a Caterpillar 3126E 230 hp engine tied to a Fuller 6-speed transmission. The truck is used for septic and portable sanitation pumping.

JUNE

Pete's Pump Septic Service LLC Tomahawk, Wis.



Owner Tracy Van Ryen-Kiefer's 2011 International 7500 rig with MaxxForce Diesel engine and Eaton Fuller 10-speed transmission was bought from Mid-State Truck Service and built out by Imperial Industries Inc. with a 3,800-gallon tank and NVE 360 Challenger pump. Happy with the gray-and-white paint scheme, Van Ryen-Kiefer plans to have the rest of the company's fleet painted to match.

Stremme Septic Services Inc.
Sumner, Ill

JULY



In 2010, Doug Stremme bought this 2003 International 4400 septic service truck and had it refurbished by Allan's Welding & Machine Inc. The frame was shortened and a 2,300-gallon Lely Mfg. steel vacuum tank was transferred from another truck in Stremme's fleet. The septic and portable sanitation rig gets power from a DT 466 230 hp engine and 6-speed transmission. Vacuum is provided by a Masport HXL 75 230 cfm pump.

A.J. McDonald Company Inc.
Pasadena, Md.

OCTOBER



This 2011 Peterbilt truck with a 3,000-gallon steel tank from Lely Manufacturing Inc. is the latest service rig for owners Jim and Mike McDonald. The truck celebrates the company's 70th anniversary. It's powered by a 350 hp Cummins engine tied to a 6-speed automatic Allison transmission and gets vacuum from a Wittig RFW water-cooled pump. The rig is used for pumping septic and grease trap waste.

Countryside Septic Service LLC
Chippewa Falls, Wis.

AUGUST



Owner-operator Tom Jakubowicz had Imperial Industries Inc. build out a 2009 International 7600 with a 3,900-gallon stainless steel tank and Wittig RFW150 pump. The white truck with green accents is powered by a 425 hp Cummins ISM engine tied to an Allison transmission with auto shift. It's used for residential and commercial septic system and industrial hauling.

Jim's Portable Toilets and Septic Service
Whitefish, Ontario, Canada

NOVEMBER



Jim Sproule owns this red-and-white 2010 International MaxxForce 10 with 350 hp engine and 4,000-gallon steel tank from Transway Systems. With a 10-speed overdrive Eaton Fuller transmission and Fruiland 500 pump with cab controls, the truck is used for commercial and residential pumping jobs.

E-Z Waste Systems
Westerly, R.I.

SEPTEMBER



Chris Beck bought a blue-and-chrome 2006 Peterbilt 379 with a 4,000-gallon aluminum Amthor International tank and National Vacuum Equipment Challenger pump. Powered by a Caterpillar C-15 engine tied to an 18-speed Eaton Fuller transmission, the rig started life as a flatbed car carrier. Driver Rob Beck uses the truck for residential and commercial pumping work.

TSF Co. Inc.
Evansville, Ind.

DECEMBER



Owner Mat Schenk converted a 1995 Kenworth T-600 semi truck for septic service. The rig is powered by a 425 hp Caterpillar engine and 10-speed Eaton Fuller transmission. Schenk replaced the sleeper cab with an aluminum panel, then hired Kennedy Tank to roll the steel tank and dish heads, which were welded at TSF. The 3,500-gallon tank is matched to an H400W Masport pump.

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Information and advice in Overheard Online is offered in good faith by industry professionals. However, readers should consult in depth with appropriate industry sources before applying such advice to a specific business situation.

This question was first posted in 2008, but continues to generate response. So this is Part 2 of the discussion thread:

Question:

Does anyone have ideas on how to get more customers. What do you guys do? I have heard of salesmen, Yellow Pages, fliers, restroom signage and Internet ads. What else is there? Does having a lower price work? Maybe talking about the service works better?

Answers:

Every few years, I bomb the Internet with ads. And things haven't changed one bit, the Net will burn your phone up with callers looking for the cheapest price.



I'm managing and tracking where all my leads come from. I just took over the business, and since 1978 this company has used Yellow Pages as if it were the answer to the new customer prayers, and it was for many years. For the past two years, I've been tracking how much money comes in from Internet advertising versus Yellow Pages and I get as much from the Internet on one-tenth the budget. I manage my own Google AdWords account, and have my domain provider manage another set of ads, but they do not compete with each other since they both link to the same Web page. So for the next round of Yellow Pages advertising, I'm going to scale way back and no longer put my money on that horse. I forgot to mention that the Yellow Pages is netting me a loss every month, whereas my online advertising approaches are all yielding a very nice gain.



We continue to reduce our Yellow Pages presence. We recently had our website overhauled and I keep a Facebook account for the business. I have a couple of videos on YouTube as well. We are thinking of changing our

website to a blog where we can change the content ourselves and keep it fresh and keep pricing current.

Another thing that we do to self-promote is put fliers in our billing. With the portable toilets we send out a lot of bills, so we will put a flier in about our other services. It's amazing how many people tell us they never knew we pumped septic tanks or sold RV deodorizer or whatever.



I just had a website built, and even with the simple (but effective) website we have gotten a lot of business. It is only a year old, but I am going to have it redone because I firmly believe it will drive even more traffic to us.



I used tracking numbers for all my markets. All I can say is the phone book in this area is only a small portion of new customers. It costs me more for the ads than I brought in. Word-of-mouth, nice clean trucks and the Web are the way to go. I have thought about direct mail postcards, but it would have to be very reasonable in price to be worth it. The problem with direct mail advertising is people need to see it constantly. Do a good job all the time and you will get work. Remember, you're only as good as your last satisfied customer.



After I get my website up and running, I'm going to concentrate on the Facebook page and collecting more content (pictures and videos) for both. And I love the idea of a flier with the services you offer.

I JUST HAD A WEBSITE BUILT, AND EVEN WITH THE SIMPLE (BUT EFFECTIVE) WEBSITE WE HAVE GOTTEN A LOT OF BUSINESS. IT IS ONLY A YEAR OLD, BUT I AM GOING TO HAVE IT REDONE BECAUSE I FIRMLY BELIEVE IT WILL DRIVE EVEN MORE TRAFFIC TO US.

One avenue we started this year that has really worked is using a website called Service Pro. We pay per lead they generate for us. A lot of times they match us directly with a customer instead of giving a bunch of names. Sometimes it's just people pricing, but a lot of times people actually want the job to get done. The trick here is to have a nice profile, and to call the person immediately after receiving the lead.

This is not necessarily a plug for the website, and it might not suit your needs (I live in a densely populated area), but it's something to think about. We started off with \$100 a month for our budget and have been steadily increasing it to see if we will hit a plateau.



I beat the phone book drum because it produces the highest-profit jobs for me. I am all over the Internet also. This does make the phone ring, but if I didn't ask where they got my number before I gave them a price I wouldn't have gotten the chance because 9 out of 10 Internet callers are shopping prices and I'm far from being the cheapest and don't hide that fact. But you need to be there in today's market.

But other than the phone book, I get the best-profit jobs from the Better Business Bureau. It doesn't ring your phone off the hook, but they typically aren't shopping for the cheapest prices. After 20 years, I've learned the quality leads will keep you in business.



I actually get very few calls off my website, even though it ranks really well. However, the calls I do get are almost never for pumping, but for new system installations, which are worth more to me than 10 tank pump-outs. I built a spreadsheet to track advertising. Every customer gets asked where they heard about us. I can tell you the percentage of calls from each form of advertising (including referrals and repeats) generates, as well as total number of calls, percentage of gross sales, average job value per call per medium, and so forth. Build yourself one and in one year you'll know where to concentrate your advertising efforts. ■

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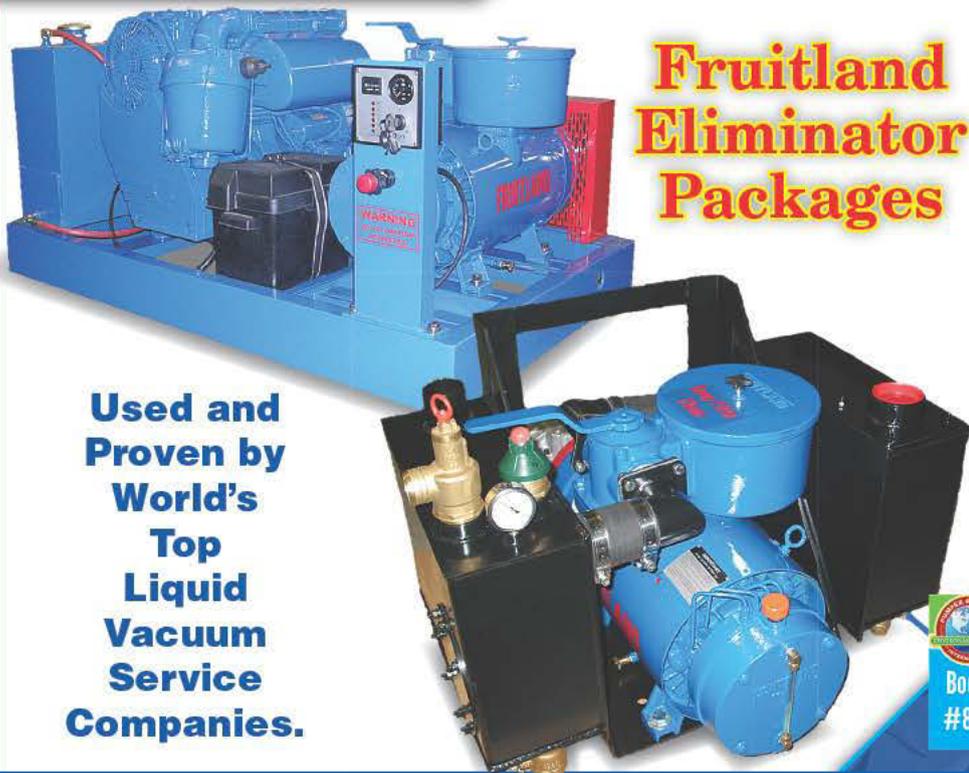
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Education Day

Monday, February 27th

SSCSC

Southern Sections Collection Systems Committee

- 8 a.m. Rust into Gold
- 9:30 a.m. Maintaining Collection System Easements
- 11 a.m. Sanitary Sewer Overflows: What To Do When It Is Flowing Down the Street
- 1:30 p.m. Finding Success and Growth in the Pipeline Cleaning Business
- 3 p.m. Evaluating and Optimizing the Efficiency of a Combination Truck
- 4:30 p.m. CCTV Inspection Essentials

NOWRA

National Onsite Wastewater Recycling Association

- 8 a.m. Aerobic or Anaerobic - Which One Is Better?
- 9:30 a.m. Mound Systems – Not Just for Wisconsin!
- 11 a.m. Dead Bacteria - How Overuse of Cleaners and Household Products KILL
- 1:30 p.m. Onsite Electrical
- 3 p.m. Managing Commercial Wastewater Treatments
- 4:30 p.m. Choosing the Right Float to Control Your Pump

NAWT

National Association of Wastewater Transporters

- 8 a.m. What I Need to Know About Trucking Safety
- 9:30 a.m. Setting the Dose, Establishing the Pump Delivery Rate & Relative Control Sensor Adjustment
- 11 a.m. Certification and Septic System Inspections
- 1:30 p.m. Is There Value in Processing My Own Sludge?
- 3 p.m. Maintenance Frequency Standards and Requirements
- 4:30 p.m. Working with Small Communities: System Management

NEHA

National Environmental Health Association

- 8 a.m. Promoting Competence: What's in It for Me?
- 9:30 a.m. Septic Tank Science
- 11 a.m. Advanced Treatment - What Does That Mean?
- 1:30 p.m. Successfully Dosing Pipe Networks
- 3 p.m. Pump Replacement
- 4:30 p.m. The State of the Industry: The Forecast, The Strategy, The Tools

NASSCO

National Association of Sewer Service Companies

- 8 a.m. Sewer Ops and CMOM - Leveraging the CMOM Process for Operational Benefit
- 9:30 a.m. Larry Keist - Developments in Water Main Linings
- 11 a.m. Culvert Rehabilitation: Have It Your Way
- 1:30 p.m. Manhole Lining: The Secret to a Successful Installation
- 3 p.m. Inspection of Pipelines Under Full Flow Conditions
- 4:30 p.m. Sewer and Industrial Equipment Rental - What are the Options?

BUSINESS TRACK

General Business - Scott Hunter

- 8 a.m. Keeping Employees and Customers Happy - Part 1
- 9:30 a.m. Keeping Employees and Customers Happy - Part 2
- 11 a.m. Keeping Employees and Customers Happy - Part 3
- 3 p.m. How to be Successful and Profitable in Any Economy - Part 1
- 4:30 p.m. How to be Successful and Profitable in Any Economy - Part 2

WJTA

WaterJet Technology Association

- 8 a.m. Accessorizing Your Vacuum Unit
- 9:30 a.m. Good Craftsmen Have Heavy Toolboxes
- 11 a.m. Waterjet Technology: Applications and Equipment

PSAI

Portable Sanitation Association International

- 1:30 p.m. Cost Analysis: Delivery, Removal, Moves and Tip-Overs - Part 1
- 3 p.m. Cost Analysis: Delivery, Removal, Moves and Tip-Overs - Part 2

WASTEWATER EDUCATION

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- 8 a.m. Social Media: Friend or Foe?
- 9:30 a.m. Taking it to the Web, Infinity and Beyond!



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Indianapolis 2012

Tuesday Sessions

February 28, 2012

MUNICIPAL TRACK

- 8 a.m.** Inspecting and Locating Laterals
Edward A. "Digger" Diggs - CUES, Inc.
- 9:30 a.m.** Get Quality Results From Your Inspection Management Program!
Rod Thornhill, Cori Criss - Infrastructure Technologies
- 11 a.m.** Using Chemical Grouts to Protect Mainlines, Laterals, Manholes and Lift Stations
Daniel Magill - Avanti International

SEWER AND DRAIN TRACK

- 8 a.m.** Contractors Need to Improve Jetting Sales
Nick Woodhead, Ken Bryson - US Jetting
- 9:30 a.m.** Lift Station Backup Pumping
Majid Tavakoli - Thompson Pump
- 11 a.m.** Optical Advancements Improve Range and Clarity of Pipeline Zoom Inspection
Richard Lindner - EnviroSight

BUSINESS TRACK

- 8 a.m.** Market Like the Green Bay Packers
Jerard Nighorn - Lenzyme, Inc.
- 9:30 a.m.** Training is the Key to Unclogging a Messy Business
William Raymond - Nexstar Network
- 11 a.m.** How to Make Profits That Drop Straight to the Bottom Line
Jenny Alday - One Biotechnology

PORTABLE RESTROOM TRACK

- 8 a.m.** How Your Portable Toilet Company Can Save Money By Saying "No"
Joel Smith - Clear Computing
- 9:30 a.m.** New Emission Standards for Service Trucks
John Olson - Satellite Industries
- 11 a.m.** New Portable Restroom Products
David Roncadori - J&J Chemical Co.

LIQUID WASTE TRACK

- 8 a.m.** What You Should Know About ATUs and How to Evaluate and Service Them
Doug Dent - Ecological Labs
- 9:30 a.m.** From the Kitchen to the Grease Trap to the Landfill
Dennis Brunetti - FloTrend
- 11 a.m.** The Evolution of Effluent Filters
Theo Terry - Bear Onsite

Wednesday Sessions

February 29, 2012

PIPE RELINING TRACK

- 8 a.m.** Advances in Monitoring Technology Help Ensure Proper Liner Cure
Jake Wells - Pipeline Renewal Technologies
- 9:30 a.m.** UV Cured Fiberglass Pressure Liner
Richard Montemarano - LightStream
- 11 a.m.** New Braunfels Utilities Performs Manhole-to-Manhole Lining in-House
Travis Bohm - Perma-Liner Industries

INSTALLER TRACK

- 8 a.m.** Installation and Operation of Float Switches
Brett Wilfong - SJE-Rhombus
- 9:30 a.m.** STEPPing Up
Dennis Hallahan P.E. - Infiltrator Systems

BUSINESS TRACK

- 8 a.m.** Septic, Sewer & Portable Business Valuation Basics
Jeff Bruss - COLE Publishing
- 9:30 a.m.** Inexpensive Marketing, Promotion & Advertising Ideas for Septic, Sewer & Portable Companies
Jeff Bruss - COLE Publishing
- 11 a.m.** Making the Most of Mobile Marketing
Jeff Bruss - COLE Publishing

GAS, OIL AND MINING TRACK

- 8 a.m.** Vacuum Equipment in the Marcellus Shale Region
Mark Nixon - MORO USA
- 9:30 a.m.** How to Vacuum More Efficiently with a Positive Displacement Blower
Jeff Peterson - Hixon, Inc., a division of Ingersoll Rand
- 11 a.m.** Why Choose Hydroexcavation? Opportunities in the Oil and Gas Exploration Industry
Neil McLean - Hydro Excavation Consulting Unlimited

INDUSTRY SAFETY TRACK

- 8 a.m.** Cross Bores, Deadly but Preventable - Your Actions Can Save Your Life
Mark Bruce - Can Clay
- 9:30 a.m.** Is the Air in Your Manhole or Confined Space Safe to Breathe?
Ed Fitzgerald - Jack Doherty Companies
- 11 a.m.** OSHA: Introduction to Soil Analysis
Gary Hooks



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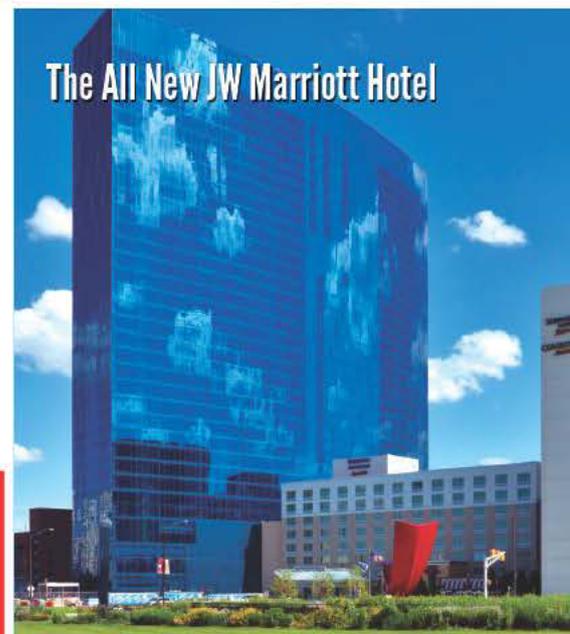
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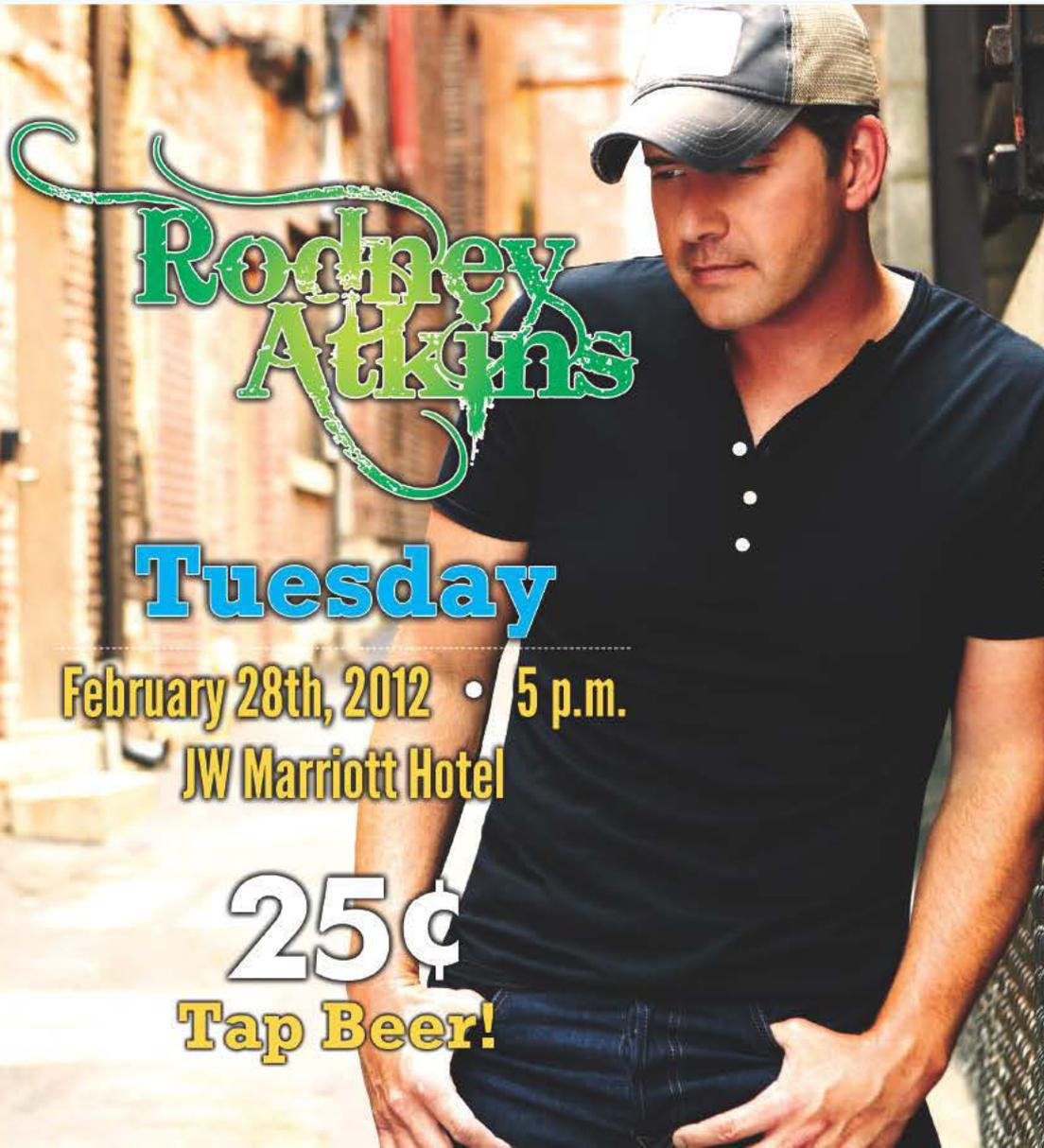


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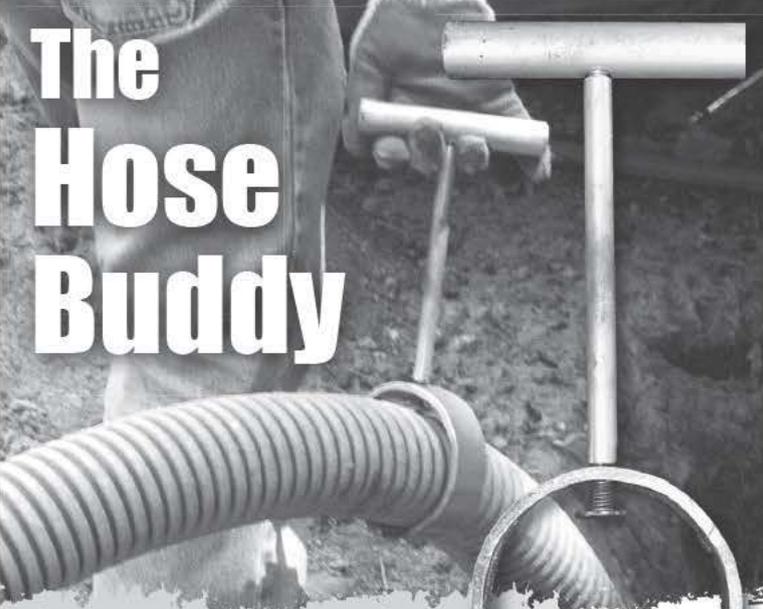
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The museum's collection includes works by Winslow Homer, George Bellows, LeRoy Neiman and Ogden Pleissner. Sports legends represented include Johnny Unitas, Joe Louis, Michael Jordan and Bob Cousy. The museum also includes a few paintings created by celebrities, such as Muhammad Ali.

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By Roger E. Machmeier

QUESTION: I've been in the septic business in southcentral Kentucky for 22 years, and for the most part, the changes I've seen have been positive. We went through an era where serial/drop-box systems were scorned and preference given to equal flow/D-box systems. (I prefer to call them unequal flow) Serial distribution is gaining momentum, thank goodness. Some think D-boxes are OK, but I still always recommend serial distribution.

And now some state officials have made a ruling to ban serial distribution on Group 4 soils, which is pretty bad stuff but is provisionally suitable. And it is virtually impossible to keep a D-box level on Group 4 soils.

When I questioned this Kentucky state edict, I was told that good installers should be able to set D-boxes for equal flow, and equal flow is just

better on Group 4 soils. And I was also told, "In the event of failure with a serial distribution design, the effluent will surface on the lowest line."

Do you have any idea why "equal" flow distribution is superior to serial distribution in Group 4 soils?

ANSWER: There are very few times when I don't quite know what to say or write. This comes close to one of them. I cannot understand the thinking of the officials in your state of Kentucky in regard to effluent distribution on fine-textured soils.

First of all, with a gravity flow system, I will state: "Sequential, or serial distribution as you called it, is far superior to "equal" flow distribution on all soils that are suitable for the installation of a trench system.

I am not familiar with your Group 4 soils, but I fail to understand why they should be treated differently than other soils. I am assuming that sequential distribution can still be used on other soils in Kentucky.

In an Internet search, I was able to find the Kentucky rules for onsite sewage treatment. It is a very detailed document and has some excellent provisions. I was not able to locate any reference to requiring the use of "equal" distribution on Group 4 soils. Apparently this has been a recent action by the state.

I CANNOT THINK OF ANY REASON WHY SO-CALLED "EQUAL" DISTRIBUTION SHOULD BE CONSIDERED BETTER FOR FINE TEXTURED SOILS ... "EQUAL" DISTRIBUTION IN A GRAVITY FLOW SYSTEM IS NEVER SUPERIOR TO SEQUENTIAL DISTRIBUTION. SEQUENTIAL DISTRIBUTION IS FAR SUPERIOR IN MANY WAYS.

The Kentucky rules had some good provisions for Group 4 soils, such as requiring sewage treatment tanks to provide a better quality effluent.

Your Group 4 soils have a lot of clay particles and the required application rate is very low in the Kentucky rules, as it should be. And those soils must have the proper moisture content and be handled with extreme care when trenches are being installed.

The finer textured soil in most soil profiles usually begins at least a foot below the surface. The top 12 inches of the soil profile is where the plant

Roger Machmeier, Ph.D., P.E., retired as a professor and Extension Agricultural Engineer for the University of Minnesota and is a past recipient of the pumping industry's Ralph Macchio Lifetime Achievement Award. He answers reader questions regarding septic system operation and maintenance. Contact Machmeier through COLE Publishing by email at editor@pumper.com, by fax at 715/546-3786; or by mail at P.O. Box 220, Three Lakes, Wis. 54562.



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root system is located and has a better tilth and a better structure. The top portion of the soil profile also has a better porosity so liquid infiltrates more easily into the soil than at the deeper depths.

The major reason that trenches up to three feet wide are much more effective than beds for the treatment of sewage tank effluent is the amount of sidewall area available in the trenches as compared to beds.

And the sidewall effect is the reason that the trench should contain effluent to the very top of the distribution medium for maximum flow and efficient treatment. An effluent level near the top of the trench provides moisture for growing plants and evaporation. This increases the capacity and efficiency of the entire soil treatment system.

If it were possible to load all trenches equally with effluent, and if all trenches had exactly the same soil structure and capacity to treat sewage tank effluent, then the effluent level in the trenches would gradually rise at the same rate. When the effluent level reached the top of all the trenches, the system would be at maximum efficiency, and at maximum capacity. But the first two conditions are not possible.

I cannot think of any reason why so-called "equal" distribution should be considered better for fine textured soils. The flow conditions described in the previous paragraph are never realized in a D-box system.

Consider what happens in a trench system with sequential distribution. The first trench receives all the effluent until it reaches capacity. But when it does reach capacity, the entire sidewall on both sides of the trench is treating effluent. The top portion of the trench is contributing water to the atmosphere through plants and evaporation.

When effluent flows to the second trench, the first trench continues to treat effluent at its maximum capacity. As the second trench fills, it begins to reach maximum capacity. The treatment process and infiltration into the surrounding soil continues until all the trenches using sequential distribution are full of effluent.

I would agree with the Kentucky officials that if a soil treatment system using sequential distribution is overloaded, surfacing will take place over the soil in the last trench. But this is not the fault of sequential distribution; it is the fault of the soil treatment system being too small for the amount of sewage flow.

And this is why I continue to advise that each onsite sewage treatment system should have a water meter installed to measure the amount of sewage flowing into the sewage tank and on into the soil treatment system.

In the real world of onsite sewage systems, each of the trenches in an "equal" distribution system is *not* going to receive the same amount of effluent. In the real world of onsite sewage systems, each of the trenches in a system will *not*

have the same capacity to treat sewage. In the real world of onsite sewage systems, when effluent surfaces from one of the trenches in an "equal" distribution system, there is still treatment capacity available in some of the other trenches.

In the real world of onsite sewage systems, when effluent surfaces from the last trench in a system using sequential distribution, all of the trenches have been used to full capacity. The entire system is at full capacity, and is being overloaded.

To answer your question, in my professional opinion, "equal" distribution in a gravity flow system is never superior to sequential distribution. Sequential distribution is far superior in many ways. ■



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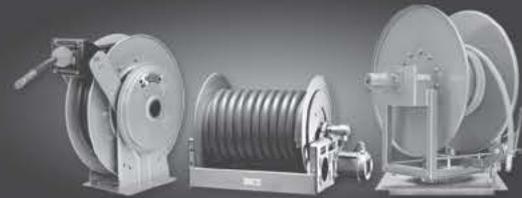
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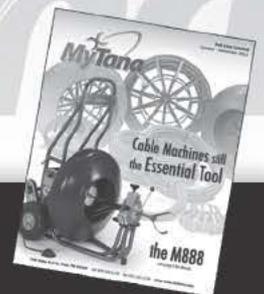
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YEAR-END SPENDING

SOME FOURTH-QUARTER WISE BUYS FOR THE CREW AT WORK MAY ALSO PAY OFF BIG AT TAX TIME

By Judy Kneiszel

The fourth quarter is a great time to consider upgrading your office equipment – both as a magnanimous gesture to your hardworking crew and to bring more efficiency to your operation.

If your business booms in the summer months, chances are you spend a good part of the year focused on keeping up with jobs in the field. But when the weather turns dreary and the work slacks off, it's time to turn your attention indoors and take the time necessary to consider office needs. Consider purchases you can make before the end of the year that will improve working conditions for your staff and also make tax time less torturous.

Ask employees to look back over the year and determine if any items would have made the business more efficient. Solicit input as to what would make their jobs easier and then consult your accountant about how purchasing those items before the end of the year might affect your tax situation.

BUY NEW EQUIPMENT, GET A DEDUCTION

The Small Business Jobs Act of 2010 changed federal income tax code Section 179 to allow businesses to deduct the first \$500,000 of equipment purchased in 2011 from their taxable income. Beyond that new service truck you've been thinking about, basic material goods that generally qualify for the Section 179 deduction include:

- Computers
- Computer Software
- Office Furniture
- Office Equipment such as printers, fax machines, copiers, scanners, etc.

MAKE A LIST, CHECK IT TWICE

Here are some ideas for fourth quarter purchases that can make your company's New Year a happy one:

LAPTOPS ALLOW EMPLOYEES TO TAKE THEIR WORK HOME, ON BUSINESS TRIPS OR AROUND THE OFFICE. A LAPTOP COULD HELP KEEP EMPLOYEES ON SCHEDULE IN WINTER BY ALLOWING THEM TO CONNECT TO THE OFFICE WHEN ROADS ARE CLOSED OR THEY ARE HOME WITH A SNIFFLING CHILD.

Laptop computers. Are your office employees chained to their workspaces because they use desktop computers? Consider purchasing a few laptops. If you haven't looked at laptops lately, you'll be pleasantly surprised at how the prices have come down and are more in line with desktop models. Laptops allow employees to take their work home, on business trips or around the office. A laptop could help keep employees on schedule in winter by allowing them to connect to the office when roads are closed or they are home with a sniffing child.

Cell phones. Cell phones can qualify for a Section 179 deduction if they will be used more than 50 percent for business every year that they are in service. It

gets a little tricky, so be sure and check with your accountant if you need to track usage charges and if cell phones purchased for employees need to be considered part of their fringe benefits for tax purposes.

Software. If employees are having compatibility issues with the outside world as they go about their daily business, maybe it's time for a software upgrade. Or, if they've mastered basic accounting software, perhaps it's time to add payroll software. To qualify for a Section 179 deduction, the software must be "off the shelf" or readily available to the public, rather than custom designed.

Ergonomic gear. Comfortable, healthy workers are happy, productive workers. If people in your office have aching backs, maybe chairs manufactured after the Eisenhower administration are in order. To prevent or relieve other aches and pains, consider providing armrests, ergonomic keyboards or lumbar back supports.

Marketing materials. Stylish new business cards could be a gesture of confidence in your sales team. Or could your company benefit from updated brochures? Does your website need a makeover? Spending money on marketing materials and promotional activities can also be written off during tax season.

Membership dues. Joining the state or national association for your profession provides networking and educational opportunities, and the membership fees are deductible. Subscriptions to trade publications or publications from your association are also costs that can be written off. Your staff will benefit from feeling more connected to peers in their field.

Business-related education. Paying for continuing education shows your staff you want to help them excel in their jobs by learning to use newer technology, mastering more effective techniques or becoming familiar with the latest legislation. Money you spend on classes, seminars, conventions or instructional videos is tax-deductible as long as these expenses are directly related to your business and intended to improve on-the-job skills and knowledge. It may be too late to get people into classes (and get a deduction) this year, but worth keeping in mind for the future.

A WORD OF CAUTION

It may be the holiday season, but please, don't play Santa Claus with a sack full of software. Yes, your investment in equipment may make some employees' days a little brighter, their jobs a little easier, boost their energy and increase productivity. But things purchased for them to use to do their jobs better are not "gifts" and shouldn't be presented as such, unless you want the Ebenezer Scrooge award. Bonus checks and frozen turkeys are gifts. Laptops and cell phones to be used on the job are tools.

And be considerate. Just as some people can't wait to get their hands on the latest gadgets and love the challenge of learning new technology, others are intimidated by it. Be understanding of those employees. Make sure they get the time and training necessary to be comfortable with it, and don't feel bad if your purchase is met with a little grumbling at first from some. And don't say, "I told you so," when slow adapters start to see the benefits of the new equipment or software. ■

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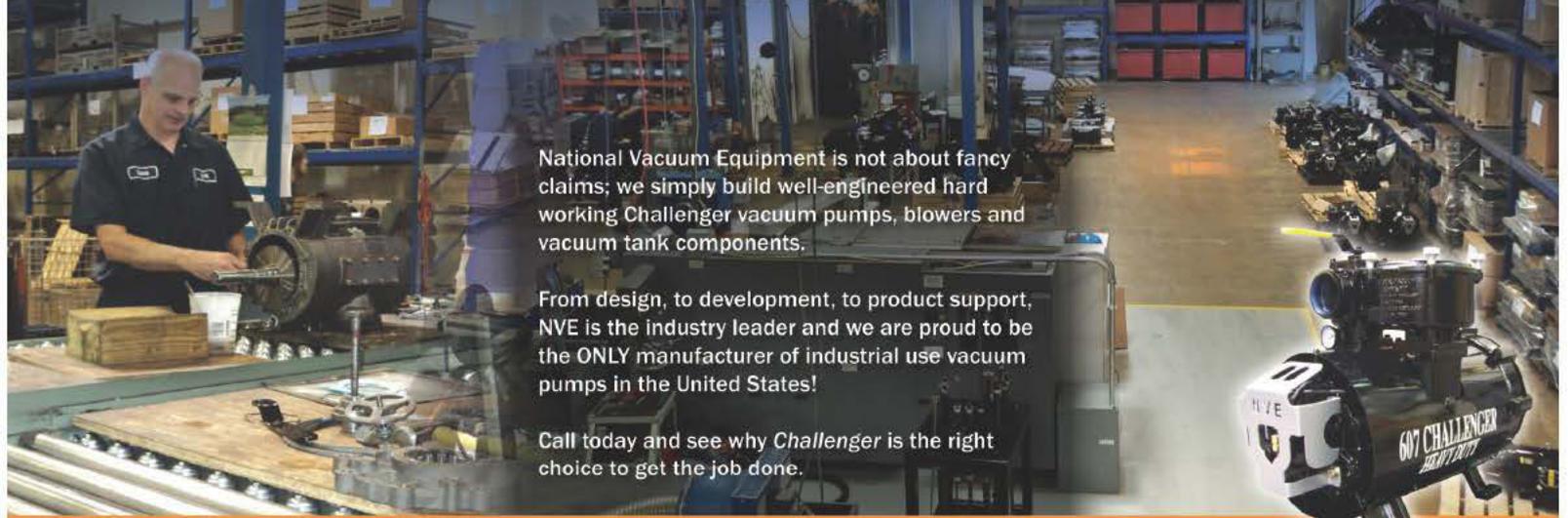


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NAWT Education Subcommittee Proposes Hydraulic Load Test Standard

By Courtney Peterson

During the past nine months, a subcommittee of the NAWT Education Committee has been working on a proposed Hydraulic Load Test Standard Procedure for point-of-sale real estate inspections. This is the first of several national issues the NAWT Education Committee would like to tackle – providing draft standards to promote discussion and hopefully consensus – that results in a nationally accepted procedure. The subcommittee consisted of Bruce Fox from Pennsylvania, Kit Rosefield from California and Robert Wright from Colorado. In addition, they collected input from other inspectors.

There are two major reasons to conduct a hydraulic load test as a part of a point-of-sale inspection. The first is to determine whether the sewage effluent moves through the system the way it was designed, and second, to determine if the final soil dispersal area will accept the effluent delivered to the area. This test should not be confused with hydraulic tests or soil

evaluations associated with determining the design soil loading rate, which is used with the estimated average daily sewage flow rate to determine the size of the soil treatment area. Here the purpose is to inspect an already existing system to determine whether all necessary components are present and operating as they should.

There have been efforts to provide a standardized hydraulic load test for point-of-sale inspections. Probably the most notable is a protocol provided by the National Sanitation Foundation. In addition, some states such as Pennsylvania and Alaska have established protocols to make this determination. Other states have chosen to not provide guidance other than to say the system needs to be evaluated.

NAWT conducts a nationally recognized two-day inspection workshop addressing procedures for point-of-sale inspections. Coming into question is the recommendation that the volume of water introduced to conduct the load test should be 100 gallons or the equivalent of about two consecutive loads of laundry. The 100 gallons should be adequate to determine whether the system will back up into the septic tank, and a system should be expected to accept the equivalent of two loads of laundry to be considered operating properly. However, as indicated above, there are states with different requirements and others recommend the use of the NSF standard.

The subcommittee has drafted a proposed standard operating procedure to be used with the NAWT inspection program. The draft procedure has used the NSF standard, the Pennsylvania Septage Management Association standard, and a standard from Alaska as the basis for the procedure. The procedure is posted on the NAWT website.

The committee welcomes comment and suggested changes to the procedure. Review the procedure at NAWT.org and provide your comments. Based on comments and suggestions, the procedure will be revised and presented as a procedure for adoption. ■

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OF THE MONTH



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Rather than sell off an over-the-road semi truck with 1.25 million miles, owner Mat Schenk decided to convert the 1995 Kenworth T-600 workhorse into a septic service truck. The truck is powered by a 425 hp Caterpillar engine and 10-speed Eaton Fuller transmission. Schenk replaced the sleeper cab with an aluminum panel he fabricated, then hired Kennedy Tank of Indianapolis to roll the steel tank and dish heads, which were welded at TSF. The 3,500-gallon tank with rear and topside 24-inch manways and rear sight glasses is matched to an H400W Masport pump. The inside of the tank and outside at the base of the tank and on the hose trays is painted with Sherwin-Williams Macropoxy 646 epoxy. TSF painted the truck and added lettering and graphics from Signs Now. Added features are a 150-gallon stainless steel freshwater tank for washdowns, rear work lights for nighttime service and a passenger-side tool tray. The retrofit didn't require any changes to the truck frame. Schenk is usually behind the wheel of the truck for residential and commercial septic service. ■

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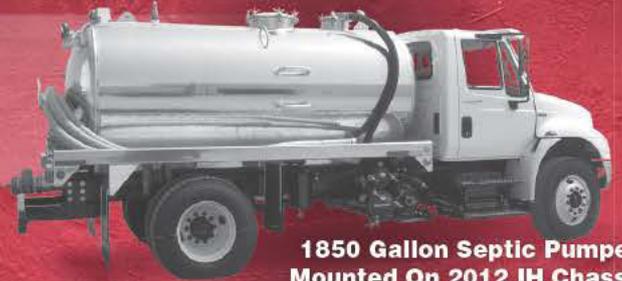


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Product NEWS

in the
SPOTLIGHT
By Ken Wysocky



WALLENSTEIN 1600 Series Rotary Vane Pump

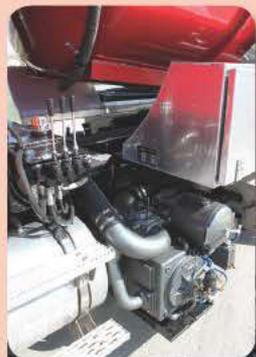
The Wallenstein 1600 series high-airflow rotary vane pump, made by Elmira Machine Industries Inc., combines high vacuum with quieter, low-rpm operation.

Available in both air- and liquid-cooled models, the pump can generate airflows of 800 cfm at 15 inches Hg and 1,000 rpm, and offers rapid vacuum recovery and velocity loading. It is suitable for either a retrofit on an existing truck or for installation on a new truck, says James McKee, sales and engineering manager.

"This pump is capable of full vacuum at low rpm," McKee says. "Compared to a blower, it spins slowly, but still achieves high airflow."

The pump can be angle-gearbox, belt- or hydraulically driven, depending on an operator's preference and available space. "It fits neatly under a truck frame," McKee says.

The pump's design features quick-access end plates for easy maintenance; a 4-inch vacuum/offload valve; and an integrated final filter with an anti-spin check valve. The liquid-cooled model also features air injection, which keeps the pump cool under demanding applications, such as longer lifts or pumping heavy solids or sludges. Depending on customer preference, the unit comes with mechanical piston-pump lubrication or forced-air lubrication, McKee says. **800/801-6663; www.wallensteinpumps.com.**



Mustang Introduces Mid-Size Skid Loader

The 2056 Series II skid-steer loader from **Mustang** features a 68 hp Yanmar Interim Tier IV diesel engine that produces 180 ft-lbs of torque. It can lift 2,050 pounds over 121 inches when equipped with 12.00 tires and optional counterweight. The 59.7-inch-wide loader (offset tire package available) has a tilt-back ROPS, large engine cover for easier maintenance and open-front design for increased visibility. Control options include joystick, hand-foot and dual-hand with standard or high-flow auxiliary hydraulics. **800/628-0491; www.mustangmfg.com.**



2056 Series II skid-steer from Mustang

Markland Offers Handheld Sludge Gun

The handheld Sludge Gun from **Markland Specialty Engineering** can be used to find sludge levels in septic tanks. An audible tone indicates sludge level. It has an average battery life of one year and is designed to be portable, rugged and weatherproof. Sensitivity is adjustable for thick or thin sludges. **905/873-7791; www.sludgecontrols.com.**



Handheld Sludge Gun from Markland

Cecor Offers Combination Sumpcleaner, Dispenser

The Sumpcleaner/Dispenser combination system from **Cecor** features two separate tanks with pump-out, pump-in capability. The Sumpcleaner has an intake filtering system that cleans dirty machine tool fluid and sends it to the holding tank, which empties through a discharge port. The dispenser tank holds clean coolant that can be filled using the onboard pump or through the fill hatch.

Coolant is pumped out through the tank dispensing hose. **800/356-9042; www.cecort.net.**



Sumpcleaner/Dispenser Combination System from Cecor



915 Shark Grinder Package System from Zoeller Pump Co.

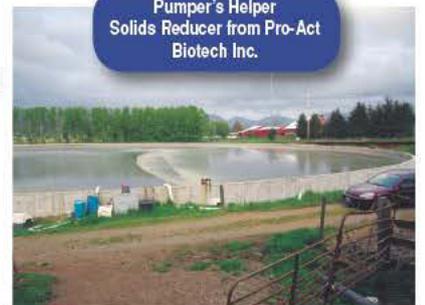
Zoeller Introduces Grinder Package System

The 915 Shark grinder package system from **Zoeller Pump Co.** is designed for new and retrofit package sewage ejectors. The package system, which includes alarm and check valve, reduces installation time and eliminates the need to purchase miscellaneous pieces. **800/928-7867; www.zoellerpumps.com.**

Pro-Act Introduces Pumper's Helper Solids Reducer

Pumper's Helper solids reducer from **Pro-Act Biotech Inc.** reduces solids accumulation and odor in storage tanks, enabling pumpers and haulers to more easily dispose of waste. The product further increases the nutrient value of treated waste and lowers the sulfur content of brown oil in waste, making it saleable to biodiesel companies. **800/772-3775; www.proactbiotech.com.**

Pumper's Helper Solids Reducer from Pro-Act Biotech Inc.



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2000 INTL 2554 Combo Sewer Truck, Intl Dt530E Diesel, Allison 3060 Auto Trans., A/B, Vac-Con V350 OSHA Combo Sewer Cleaner, 3 Fans, 5 Yd. Debris Tank, 6 Ft. Tele Boom, Cummins Rear Diesel, 69,331 Miles, Lot #3016447



\$29,500

1999 Ford Rodder Truck, Cummins ISB Diesel Engine, Standard Trans., A/B, A/C, 66,575 Miles, Vac-Con HS1600A, Meyers Pump, Cummin 3.9L Diesel Rear Engine, 1,635 Gal. Water Tank. Lot #3116780

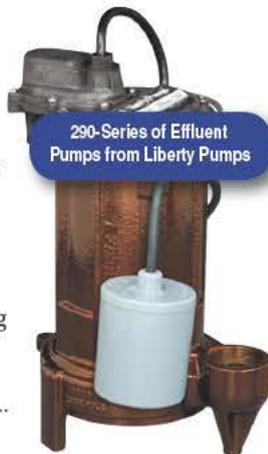


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1998 INTL Combo Sewer Truck, Intl DT466 Diesel Engine, Allison Auto Trans., A/B, Vactor 2103-16 Combo Sewer Cleaner, Hydrostatic Drive, 4 Ft. Tele Boom, 500 Gal Water Tank, Multiflow 35 GPM Water Pump Lot #3116974

Liberty Pumps Introduces 290 Series

The 290-Series of effluent pumps from **Liberty Pumps** features a one-piece, cast iron motor housing and base, stainless steel rotor shaft and permanently lubricated upper and lower ball bearings. The pumps deliver heads to 48 feet and maximum flows of 85 gpm. Features include a 1 1/2-inch discharge and 1/2-inch solids-handling capacity, and cord lengths up to 50 feet, depending on model. 800/543-2550; www.libertypumps.com; Expo booth 4040.



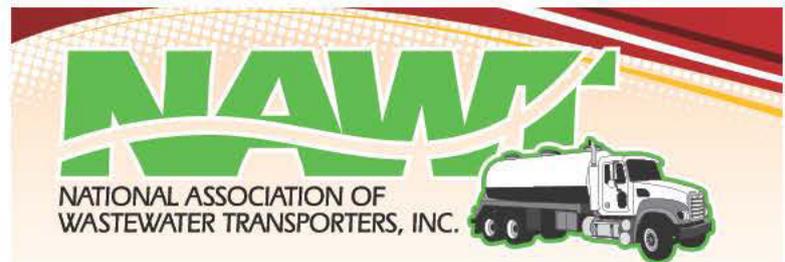
290-Series of Effluent Pumps from Liberty Pumps

Cusco Introduces Omnivac Series of Vacuum Trucks

The Omnivac series of vacuum trucks from **Wastequip's Cusco** features a complete bag house and air cannon pulsation cleaning system. Other features include a secondary system that uses an air-cooled 360 cfm vacuum pump. It also provides a smaller, more efficient source of vacuum for applications that do not require the full 1,400 cfm capability or where blower operations are restricted. The unit has five operating modes: 1,400 cfm wet mode in both vacuum and pressure, 1,400 cfm dry mode in vacuum and 360 cfm industrial mode in both pressure and vacuum. 877/468-9278; www.wastequip.com; Expo booth 2025.



Omnivac Series of Vacuum Trucks from Wastequip's Cusco



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General Introduces Speedrooter 92 Drain Cleaner

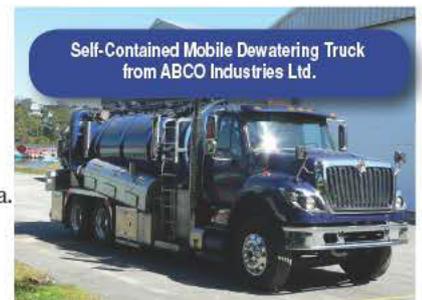
The Speedrooter 92 drain cleaning machine from **General Pipe Cleaners** features the Flexitube spring distributor tube that allows cable to feed and retract more smoothly for enhanced machine durability, even if the frame has been damaged. A cord and foot pedal wrap on the handle makes it easier to store. Made to feed and retract 3/4-, 5/8- and 1/2-inch cable, both large and small drums have a see-through inner cage to determine how much cable remains. Other features include a braced frame, heavy-duty 1/2 hp motor and Flexicore cable. 800/245-6200; www.drainbrain.com; Expo booth 4052.



Speedrooter 92 Drain Cleaning Machine from General Pipe Cleaners

ABCO Introduces Mobile Dewatering Truck

The self-contained mobile dewatering truck from **ABCO Industries Ltd.** conditions incoming municipal and industrial sludge with a polymer, while the onboard filter system separates solids and liquids. Solids are stored in a holding tank on the truck. Liquid filtrate is returned for on-site treatment. Solids can be disposed of at an approved composting or land-application area. Options include a high-pressure jetting system for tank cleanout. 866/634-8821 www.abco.ca.



Self-Contained Mobile Dewatering Truck from ABCO Industries Ltd.

Maine Sewage Tank Deaths Remain Under Investigation

Two workers found inside a pump tank serving a hotel in Kennebunkport, Maine, in September died from inhaling toxic hydrogen sulfide gas and sewage, according to autopsies.

The workers for Stevens Electric and Pumper Service, Monmouth, Maine, were Winfield Studley, 58, and Richard Kemp, 70. Both men had years of experience working in confined-space situations. The U.S. Occupational Safety and Health Administration is investigating the deaths.

According to media accounts, the sewer pump tank at the Lodge at Turbots Creek had been pumped by another contractor before the men entered the 4-foot high, 5-foot wide and 6-foot long tank to work on a submersible pump. Neither was wearing special breathing equipment when they were discovered, according to reports.

The men were discovered in the tank shortly after it was pumped on Sept. 27. The tank was full, leading to speculation that wastewater from a municipal sewer system had flowed back into the private system while the men were working.

"We are deeply saddened by the deaths of our friends and co-workers, Richard Kemp and Winfield Studley," owner Tim Stevens said in a statement at the company's website. "It's a tragedy for two families, two communities and everyone who knew Dick and Win. Our thoughts and prayers are with their families and many friends. It's a terrible day for many people."

PRO Was Among Victims at Reno Air Races Crash

Sharon Olthea Stewart, an event worker for Reno-based Sani-Hut Co. Inc., was among 12 people killed in a crash at the National Championship Air Races in Reno. Stewart, 47, was cleaning in a VIP box area Sept. 23 when a plane flying in the aerial races went out of control and crashed into the nearby tarmac, according to news accounts.

Pilot Jimmy Leeward, 74, of Ocala, Fla., apparently lost control of his World War II-era P-51 Mustang. It nosedived into the tarmac in front of the grandstands, sending shrapnel into the crowd. The victims included the pilot, Stewart and spectators in the VIP section.

Stewart leaves behind a partner of 35 years, Jose Luis "Joe" Cacheux-Ojeda, and four grown children. Sani-Hut was profiled in the April 2010 issue of *Pumper* magazine.

United Site Services Acquires Black Tie Companies

Westborough, Mass.-based portable sanitation provider United Site Services acquired the assets of Black Tie Companies. According to USS, the assets were purchased from three companies including Black Tie Event Services, Black Tie Manufacturing and Black Tie Sanitation Service.

USS announced it would continue to operate the Black Tie trailer fleet nationwide working with other portable restroom operators. USS will continue to manufacture restroom trailers for the sanitation industry and its own use. The company has arranged to sell Black Tie Sanitation Service to Gary, Ind., company Service Sanitation Inc.



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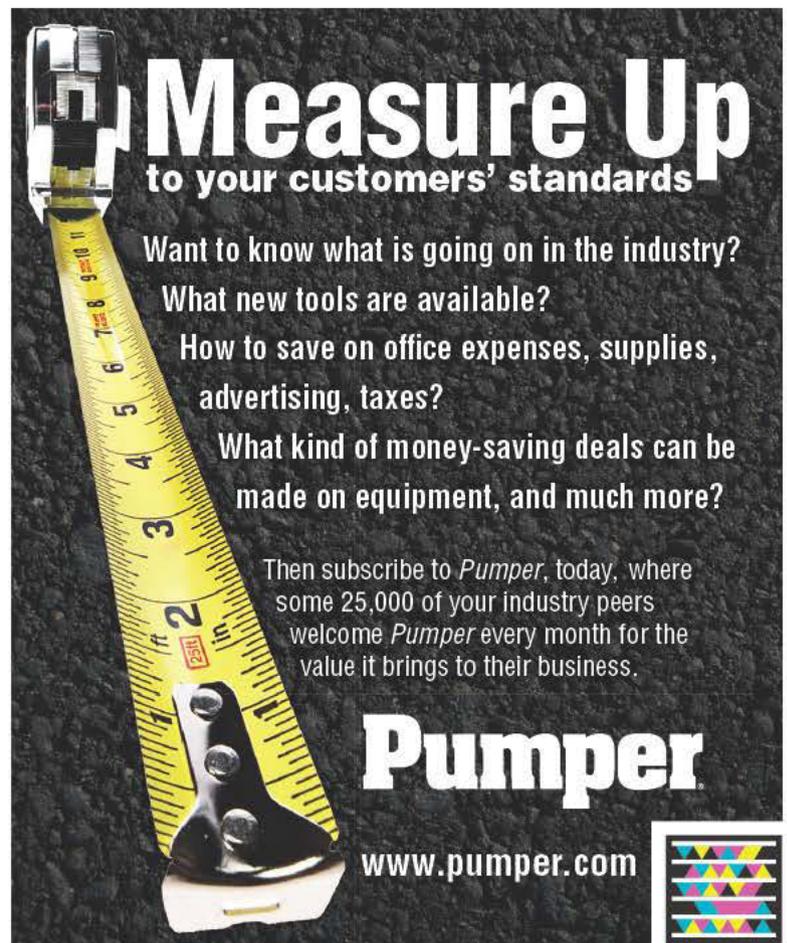
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Dog Saved From Falling in the Septic Tank

A baffle off by 30 degrees and protruding up through a 3-foot-deep outlet manhole saved a German shepherd from falling into a septic tank in Sierra Vista, Ariz. Don Long of American Septic Service was pumping the tank when the dog jumped over the backyard wall and began rolling in the grass next to the tank. Pumper Dawn Long was standing with her back to the tank explaining maintenance to the owner when the dog hit her leg as it rolled past and fell down the manhole.

The baffle broke the shepherd's fall but, being unglued, the baffle snapped off when struck by the dog. Those few seconds gave the animal time to grab the side of the structure with its claws as subcontractor Nik Avitia dove for him just ahead of Don Long. "He was losing his grip when Nik rescued him," Dawn Long says. "The owner said the dog is so special that she would have gone in after him no matter what. We wanted to share the story to stress that pumpers can't be careful enough while a tank is open."

SSPMA Holds Fall Meeting

The Sump and Sewage Pump Manufacturers Association held its fall meeting at Metropolitan Industries, Romeoville, Ill. The member company provided an overview of its various products and projects, including a tour of its green energy and water independent facility. Featured at the general meeting was a new training program for sizing sewage pumps, including a working calculation example that can be downloaded, and a newly designed association website, www.sspma.org.

Bio-Microbics Named Kansas Exporter of the Year

Bio-Microbics Inc. was named 2011 Kansas Exporter of the Year. The award was presented by Gov. Sam Brownback at the company's headquarters in Shawnee, Kan. Founded in 1996 to commercialize wastewater and stormwater technology for decentralized homes and communities, Bio-Microbics is represented in 60 countries. The annual award encourages growth of the state's international commerce by showcasing successful exporters. Winners are chosen based on innovation and contributions to economic growth, as well as community involvement.



FS Solutions Adds Online Courses

FS Solutions added two advanced online training courses to help customers increase job safety, operation efficiency and regulatory compliance. The courses, Estimating the Vacuum Job and Maximizing the

Power of Waterjetting Through Tip and Hose Selection, target experienced professionals seeking training beyond the fundamentals. The online courses include tests that each individual must pass with a grade of at least 80 percent to receive a certificate.

General Pipe Cleaners Redesigns Website

General Pipe Cleaners' new website, www.drainbrain.com, provides quick access and details on drain cleaning machines, high-pressure waterjets, video pipe inspection and location systems, water leak locators, pipe freeze kits, pipe thawing machines, cables and cutters.

Werts Welding & Tank Adds to Sales Team



Andy Ricci



Josh Rule



Mike Evans

Mike Evans, Andrew Ricci and Josh Rule joined the outside sales team at Werts Welding & Tank Service Inc. Evans is responsible for several Midwestern states. Ricci is based at the company's Des Moines branch, responsible for Northwestern and Western states. Rule is based out of the Atlanta branch serving the Southeast. ■

A large advertisement for Pik Rite. The top left features the "pikrite" logo in a stylized font. To the right, it says "Manufacturing & Sales 60 Pik Rite Lane Lewisburg, PA 17837". Below the logo is a list of product types: "Portable Toilet Service Units", "Slide In Units", "Hoisted Units", "Roll Off Units", and "Custom Units". A large white tanker truck is shown in the center. Below the truck, it says "Booths 10003, 10006". At the bottom, there are images of various industrial equipment. A large red banner at the bottom right says "AVAILABLE IN STEEL & ALUMINUM Built by Pik Rite Since 1999!". On the left side, there is a vertical red banner with the website "www.pikrite.com" and the phone number "1-800-326-9763".

By Scottie Dayton

FLORIDA

Florida Association Weighs in on Septic Inspection Law

Bob Himschoot, owner of Crews Environmental and a Florida Onsite Wastewater Association board member, says the organization supports any move that clarifies the state law requiring homeowners to have their septic systems inspected once every five years. "While we support the pump-out and a non-intrusive drainfield inspection, we have problems with the way the state Department of Health was interpreting the legislation and rule making," he says.

FOWA is proposing legislation that would give the inspection reports to local health departments for recordkeeping instead of the state agency. Homeowners also would receive a copy of the report and, if repairs were required, have the opportunity to seek other contractors. "The proposed legislation is a repeal of the strictest form of the bill," Himschoot says. "FOWA is going to offer language."

IOWA

Scholarships Set Record

The Iowa Onsite Waste Water Association awarded a record seven scholarships for a total of 19 since the program began in 2005. Recipients were Melissa Arkfeld, a freshman at AIB College of Business in Des Moines; Jenna Bird, a sophomore at Iowa State University; Maria Deike, a junior at Upper Iowa University; Nick Hennessy, a freshman at Iowa State University; Nathan Harthoorn, a freshman at Iowa State University; Jeffery Schmidt, a junior at Loras College in Dubuque, and Zachary Toben, a freshman at the University of Northern Iowa.

PENNSYLVANIA

Third Party Offers Credits

The Pennsylvania Department of Environmental Protection authorized the Pennsylvania Septage Management Association to take over its classroom-based Sewage Enforcement Officer training program. While the department will still oversee the program, it now offers only Web-based courses for continuing education credits.

MINNESOTA

Septage Storage Hot Topic

The Minnesota Onsite Wastewater Association sponsored forums to find out the need for and quantity of septage storage. The Septage Storage Committee then took the information gathered to Minnesota Pollution Control Agency regulators to draft a plan to give haulers options for temporary storage. The goal is to present a general permit draft to members at the annual conference in February.

The association awarded Tony Ruppert Scholarships to Ashley Akerson, Rebecca Bilbro, Jevne Billiet, Taylor Grant and Zachary Schmiess for their essays on environmental or water-quality issues. The winning compositions are published in the association newsletter.

Training & Education

Revised Manual Available

The University of Minnesota Onsite Sewage Treatment Program updated its *Manual for Septic System Professionals in Minnesota* to coincide with recent rule revisions. Manuals are free online at <http://septic.umn.edu/sstsmmanual>. Print copies are \$40 from <http://shop.extension.umn.edu> or by calling 800/876-8636.

Connecticut

The Connecticut Onsite Wastewater Recycling Association is holding its Installer School on Jan. 12, 19, 26, Feb. 2, 9 and 16 with a snow date of Feb. 23. The COWRA Pumper/Cleaner School is Feb. 16 with a snow date of Feb. 23. Classes are at Wesleyan University, Middletown. Call 860/267-1057 or visit www.cowra-online.org.

Georgia

The University of Georgia's College of Agriculture & Environmental Sciences is offering a Contractors and Pumpers course on:

- Jan. 10 - Contractors and Pumpers, Hazlehurst
- Jan. 17 - Contractors and Pumpers, Griffin
- Feb. 1 - Contractors and Pumpers, Hazlehurst
- Feb. 7 - Contractors and Pumpers, Griffin
- Feb. 14 - Contractors and Pumpers, Griffin

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Calendar

Jan. 11-12

Iowa Onsite Waste Water Association Conference, Polk County Convention Complex, Des Moines. Call Alice Vinsand at 515/225-1051 or visit www.iowwa.com.

Jan. 16-18

Missouri Smallflows Conference, University Plaza Hotel and Convention Center, Springfield. Call Tammy Trantham at 417/739-4100 or visit www.mosmallflows.org.

Jan. 17-18

Ohio Onsite Wastewater Association Conference and Trade Show, Hyatt Regency, Columbus. 866/843-4429; www.ohioonsite.org.

Jan. 19-20

Colorado Professionals for Onsite Wastewater Educational Conference, PPA Event Center, Denver. Visit www.cpow.net.

Jan. 23-24

Pennsylvania Decentralized Wastewater Conference and Trade Show, Lancaster Marriott and Conference Center, Lancaster. Call Stacy Henninger at 717/763-7762 or visit www.psama.net.

Jan. 26-28

Alberta Onsite Wastewater Management Association Convention and Trade Show, Mayfield Inn and Convention Centre, Edmonton. 877/489-7471; www.aowma.com.

Jan. 27-28

Wisconsin Onsite Water Recycling Association and Wisconsin Liquid Waste Carriers Association Joint Convention, Holiday Inn Hotel & Suites, Stevens Point. 800/377-6672; www.wowra.com.

Jan. 30-31

Indiana Onsite Wastewater Professional Association Annual Conference, Camp Camby, Indianapolis. 317/889-2382; www.iowpa.org.

Jan. 30-Feb. 1

Minnesota Onsite Wastewater Association Convention and Exhibitor Showcase, Sheraton South, Bloomington. 952/345-1145; mowacarla@aol.com.

Feb. 6-9

Onsite Wastewater Professionals of Illinois Annual Conference and Trade Show, Gateway Conference Center, Collinsville. Contact Steve Johnson at jswastewatersystems@mchsi.com.

Feb. 8-9

Utah Onsite Wastewater Association Conference, location to be announced. 435/797-3155; <http://uwrl.usu.edu/partnerships/training/uowa.html>.

Feb. 10

Saskatchewan Onsite Wastewater Management Association Conference, Radisson Hotel and Conference Centre, Saskatoon. 877/489-7471; www.sowma.ca.

Feb. 10-11

Oregon Onsite Wastewater Association Conference, Seaside Civic and Convention Center, Seaside. 541/389-6692; www.o2wa.org.

Feb. 21-22

Texas Onsite Wastewater Association Conference, Waco Convention Center, Waco. Call Tim Taylor at 888/398-7188 or visit www.txowa.org.

Feb. 22-24

Kentucky Onsite Wastewater Association Conference, Hyatt Regency, Louisville. 270/314-7110; www.kentuckyonsite.org.

Feb. 27-March 1

Pumper & Cleaner Environmental Expo International, Indianapolis. Call 866/933-2653 or visit www.pumpershow.com.

March 2-3

Onsite Wastewater Management Association of British Columbia, Coast Capri Convention Centre, Kelowna. Call Lesley Desjardins at 877/489-7471 or email lesleyd@shaw.ca.

Oregon

The Chemeketa Community College in Salem has these CEU classes:

- Feb. 15 – Installer
- Feb. 22-23 – Maintenance Operator
- May 23-24 – Maintenance Operator

Call 503/399-5181 or visit www.chemeketa.edu/busprofession/ccbi/customizedtraining/deq/classes.html.

Washington State

The Washington On-Site Sewage Association and Washington State Department of Health in cooperation with Washington State University are offering these certification courses at the training center in Puyallup unless stated otherwise:

- Jan. 4 – Proprietary Systems
- Jan. 12 – Maintenance Basics
- Feb. 8 – Electrical Control Panels, Spokane
- Feb. 15 – Safety Management for Small Business Owners
- Feb. 22 – Design: Matching System to Site Conditions, Mt. Vernon
- Feb. 29 – Maintenance Basics, Port Angeles

Call WOSSA at 253/770-6594 or visit www.wossa.org.

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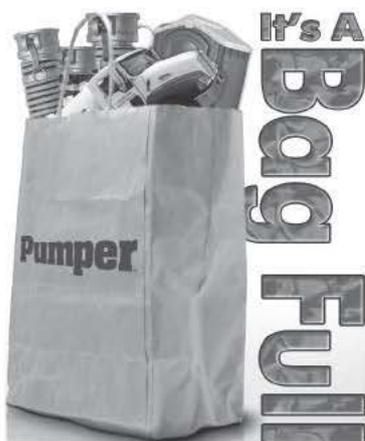
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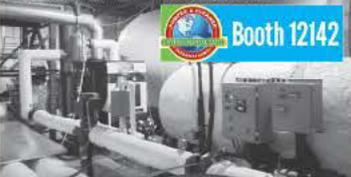
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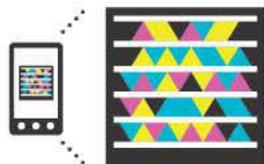
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We buy used portable toilet equipment, toilets, handicaps, handwash stations, trailers, tanks and trucks. Contact Manny 305-970-9837 or email proequip1@yahoo.com. (P12)

PORTABLE RESTROOMS

Construction Condition: 500+ portable restrooms, various manufactures and colors, \$75.00 ea., most are in good usable condition, and some are only good for parts. Located in the Florida Panhandle. Pictures provided upon request. Contact: Jimmy@DisposalServicesllc.com or 850-814-9944. (P12)

150 ea. PolyJohn PolyLift Hi-Rise restrooms, \$250.00 each. Units are in good to excellent condition and are located in the panhandle of Florida. Pictures provided upon request. Contact: Jimmy@DisposalServicesllc.com or call 850-814-9944 for details. FL. (P12)

24 ea. PolyJohn PolyLift Hi-rise restrooms, \$375 ea., 10 ea., Kentucky Tank 300 gal. holding tanks, \$250 ea., 5 ea., Kentucky Tank fresh water tanks with pumps, \$200 ea., 28 ea., Five Peaks K2 gray, good to excellent, \$5000/lot. 3 ea. Satellite Wave sinks, VG cond., \$325 ea. bwyongjr@hotmail.com, 610-587-6159. (P12)

42 PolyPortable construction grade units for sale located in North Central Georgia. \$125 each. Will listen to offers. 706-889-0558. (P12)

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New and used **RESTROOM TRAILERS** available immediately. 8 to 34 foot luxury trailers. Comforts of Home Services Inc. 877-382-2935. (PBM)

2000-2007 restroom trailers, Wells Cargo Units, 1x UltraLav ADA +2, \$24,900 and 1x Comfort Elite (3 unit) \$15,900. NuConcept 4 unit \$23,900 and 2 unit \$14,900. Used in the entertainment industry with extremely light use, excellent condition. Burbank, CA. 949-673-1999. CA. (P12)

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2005 F350 XLT -6.0 diesel, auto, 500/225 tank, masport m-2 pump, great gas mileage, new transmission, 180,000 miles. Price is \$17,000. Call 989-379-3054, MI. (P12)

2003 Ford F550, new motor w/warranty till Aug. 2012. 650/300 gallon tank. \$19,500. Call 1-800-273-5409, WI. (P12)

PORTABLE RESTROOM TRUCKS

2006 Ford F-550, V-8 diesel 4X4. 450 gallon Prime Industrial tank (300 waste/150 water). Tommylift capable of hauling 4 units. In daily use, approximate mileage 138,000. New truck coming. \$26,500 OBO. Call for more information, Joe 970-835-8886 or 970-234-1643, CO. (P12)

2007 International 4100, under CDL, 109k miles, 350 fresh/750 waste Crescent tank, dual side service, carries 8 toilets, pressure washer, lift gate, new Masport pump, excellent condition. www.pumpertrucksales.com. Call Mike @ 303-478-4796 or JR. @ 720-253-8014, CO. (P12)



2 trucks, 2003 Ford F550: 146,000 miles, 6.0 liter deisel, 6 speed manual, satellite built. \$8,000.00 each.
910-484-6868
afforportabl@aol.com P12

2002 Int. 4300, \$27,500; 2001 Int. 4700, \$27,500; 2000 Int. 4700, \$20,500; 1995 Rolloff, \$19,500. 200 restrooms, \$125 - \$300 each. Call 256-757-9900 or visit www.pbsos.com for more info and pictures. (PBM)

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New water end barrel for Vactor water pump, \$1,250.00. 714-381-4141. (PBM)

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Fabulousfungi@gmail.com
or 1-800-717-8807 IL P12

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FOR SALE: 1992 Freightliner, 10 wheeler, 3200 gallon, wastewater tank, 250 gallon fresh water tank, 13 speed transmission, CAT 3306 motor, masport 400 vacuum pump. \$23,500. Call Steve or Dean @ 209-295-7234. (P01)



2006 Peterbilt 357: ISM 470 hp, 10 speed, 141,378 miles, new heavy duty 110 barrel (4620 gal.) U.S. tank with 5 yr. warranty, Jurop LC-420 liquid-cooled pump (425 CFM) with 1 yr. warranty, new custom paint, aluminum wheels, aluminum host trays, new butterfly valves, heated collars, full length sight tube, rear work lights, 20,000 lb front axle, 46,000 lb full locking rears, large 12 gallon cyclone secondary, chrome front bumper, dual rear aluminum toolboxes, heavy duty rear bumper with tow hooks & drip tray, factory double framed chassis, 1yr./100,000 mile engine warranty nationwide. See dealer for more details.\$135,000.00

Call George 954-558-0816
or Mike 786-554-0892. P12



2012 Peterbilt 365: Brand new truck! Cummins ISX 485 hp, 8LL, new heavy duty 110 barrel (4620 gal.) "saddle tank" built by U.S tanks with 5 year warranty, Jurop LC-420 liquid-cooled pump (425 CFM) with 1 year warranty. rear work lights, new butterfly valves, aluminum toolbox, all aluminum 22.5 wheels, aluminum host trays, full length sight tube, heated collars, factory double-framed chassis, interior epoxy coated in tank, new custom paint, large 12 gallon cyclone secondary, full float tires (425), 20,000 lb front axle, 13,000 lb steerable tag axle, 46,000 lb full locking Hendrickson Haulamax rear suspension, heavy duty rear bumper with tow hooks & drip tray, chrome front bumper, full factory warranty. (F.E.T included). See dealer for more details.\$180,320.00

Call Mike 786-554-0892
or George 954-558-0816 P12

SEPTIC TRUCKS



2007 Kenworth T-800: Cat C-13 475 HP, 8LL, 297,656 miles, new heavy duty 110 barrel (4620 gal.) U.S tank with 5 year warranty, Jurop LC-420 liquid-cooled pump (425 CFM) with 1 year warranty, rear work lights, new butterfly valves, heated collars, aluminum wheels, dual rear aluminum toolboxes, full length sight tube, aluminum host trays, factory double framed chassis, new custom paint, large 12 gallon cyclone secondary, full float tires, 20,000 lb front axle, 13,000 lb steerable tag axle, 46,000 lb rears, heavy duty rear bumper with tow hooks & drip tray, 1 yr./100,000 mile engine warranty nationwide. See dealer for details. \$139,000.00

Call Mike 786-554-0892
or George 954-558-0816 P12



2003 International 4300: DT-466, 245 HP, 6 Spd, 236,602 miles, heavy duty 2,200 gallons U.S. tank, new Jurop R260 (363 CFM) pump with 1 year warranty, new valves & camlocks, aluminum hose trays, sight glasses, new custom paint, 1 yr. or 100,000 mile engine, warranty nationwide. See dealer for more details.\$49,000.00

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or Mike 786-554-0892. P12



2000 Freightliner FLD120: Detorin 60, 525 hp, 10 speed, eaton 2 drop axels, 2005, 4800 gallon aluminum tank, 05-400 WC-Masport.\$66,000
928-727-6561 AZ P12

SEPTIC TRUCKS



2001 Mack CH-613: E-7 330 HP, 10 Spd, 323,594 miles, New, 3,600 Gallon U.S. tank with 5 year warranty, double framed chassis, Jurop LC-420 liquid cooled pump (425 CFM) with 1 year warranty, heavy duty rear bumper, aluminum hose trays, new custom paint, aluminum wheels, aluminum toolbox, all news valves, rear work lights, large 12 gallon cyclone secondary. See dealer for more details.\$69,000.00

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1999 International 4900, DT466, non-CDL, 6-spd. w/o-hole, 230 hp, new 1850 gal. Colt tank, new PN84 Jurop pump. www.pumpertrucksales.com. Call Mike @ 303-478-4796 or JR. @ 720-253-8014, CO. (P12)

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2004 Freightliner, 210 cab, 6 plus 1 trans., double frame, new 2,000 gallon tank, under CDL, new Jurup pump. www.pumpertrucksales.com. Call Mike @ 303-478-4796 or JR. @ 720-253-8014, CO. (P12)

2005 International, 7400 DT 466, 300 HP, double frame, 127,000 miles, new 3360 vac tank with Masport 400 8LL trans. www.pumpertrucksales.com. Call Mike @ 303-478-4796 or JR. @ 720-253-8014, CO. (P12)

2006 Chev 8500, 2,500 tank, 6 speed, massport vac pump, 89,000 miles, AC, AB, air ride seat, nice truck, \$48,000.00 OBO. Call Barry @ 256-832-7867, AL. (P01)



1993 International 4900: DT466 engine, 6-speed, 2,500 gal tank, Jurup 260 pump, 215,767 miles, 26,500 GVW.\$25,000
772-201-2086 FL P12

1995 IHC DT300E 387,000, Complete Overhaul of engine, 4200 gal Imperial tank (1998). Tri-axle, new steers, drives. \$25,000 Call 800-483-3674. (P12)



1989 International: Eagle 400 Cummins Jake brake, 13 speed, 1997 3,300 gallon tank, MEC 800/PD pump, new 5/5/05. Asking.....\$22,000
231-947-5939 MI P12

1997 Freightliner L80, 3500 tank, 9 speed AB, Air Ride seat, tanden axle, nice truck, new paint, \$40,000.00 OBO. Call Barry @ 256-832-7867. (P01)

1998 Volvo WG64 quad axle roll-off truck with new 4500 gal. vacuum tank, new Fruitland 500 vac. pump with hyd. drive, full auto. tarp and 75K hoist. Cummins 400 HP. All new tires, brakes. In excellent condition. 80,000 GVW. Work roll-offs and vacuum tank with the same truck. Must see. 617-909-9044. KLM Companies. MA. (P12)

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1-800-826-2308 WI P12



1999 International DT-530: 47,000 miles. All new hydraulics, new pump, new pto, new cylinder, everything new.\$48,000
601-906-9396 MS P12



1993 Volvo: Cummins, 9-spd., 1996 3000 gallon tank, Mec 8000, 3" inlet, 6" heated with air control.\$24,900
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1989 International septic truck. 4000 gallon vacuum tank built 1997. fruitland pump 2 years old. 400 hp Cummins motor with 100,000 miles on rebuilt motor. 4" inlet 6" dump. GOOD WORKING TRUCK, VERY RELIABLE. \$12,500 Call 302-436-5047. (P01)

1993 International 4900 DT466, 6+ transmission, Fruitland pump, right angle gear drive, air brakes, 2100 gal tank with Armstrong digital gauge. Non-CDL. 226K miles. \$17,500. 409-313-0327, dkptoo@aol.com TX. (P01)

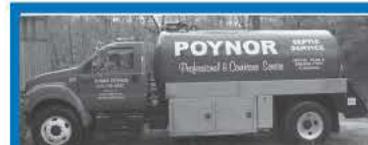
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1993 White GMC vacuum truck, triple axle, 2875 gal. tank, 176,585 miles. \$19,500 OBO. Lenny 818-612-5148 CA. (PBM)

1987 Mack truck, 3,500 gallon, steel tank, heated valves, 300 motor with 10 speed Eaton Fuller trans., dyno tested at 290 horse, oil tested good. Truck needs a little tlc, runs everyday, free delivery depending on location. Contact Kevin at 508-454-8265. Asking price \$ 13,000.00 OBO. (P12)



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2008 Dodge 4500: New steel tank, 750 waste/300 fresh, 36,000 miles.\$54,000.00
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407-647-2002 FL P12



2001 Sterling: 250 hp Cat, Fuller 9-spd. trans., Imperial 2670 gal. vac tank, Jurup pump. Sharp truck.
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RETIRING: 1984 Freightliner, Cummins, 4-axle, vacuum truck. Thompson pump, Thompson 3800 gal. tank. \$18,000 OBO. Jim 951-545-9604, CA. (P03)

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