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20 Tough Start. Fantastic 50.

- Steve Lund

The first truck at Danbury Septic Tank Service went up in flames, but the small family pumping business recovered and has enjoyed a long, satisfying ride.

ON THE COVER: Connecticut's Danbury Septic Tank Service has been pumping tanks and solving homeowners' onsite issues for more than 50 years. Richard and Carole "Muzzy" Chiarella are shown with a Peterbilt truck from Transway Systems carrying a 4,000-gallon tank and Masport pump. (Photo by Kevin Blackburn)

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Jake Brake, New 3600 Gal. U.S. Tank,
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Jim Kneiszel, Editor



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Today's McMansions Are Flush With Bathrooms

It seems like every occupant in a home these days needs a private privy. And at the same time, homeowners have less of an understanding of how their septic system works. **By Jim Kneiszel, Editor**

A few stories I've read recently remind me of the challenges pumpers and onsite system inspectors face today and how, in some ways, it seems like common sense has gone out the window. Read on and let me know if you agree.

A bathroom for every day of the week

The Wall Street Journal published an interesting report recently explaining that homes today are being built with many more bathrooms than in the past, and the change is causing problems for septic system designers. The story quoted Realtor.com statistics that since 2010, almost seven in 10,000 U.S. homes have 10 or more bathrooms. That figure was one in 10,000 homes in the 1970s.

The story quoted a New York Realtor who says average homes used to have one to two bathrooms but that today families feel like each child has to have his or her own bathroom. And the Realtor reports that most of the high-end estates he sells today have 10 or more bathrooms.

What's driving the race to add restrooms? Professor Nick Haslam of the University of Melbourne in Australia explains the phenomenon in his book, *Psychology in the Bathroom*. "I think many people are becoming more disgust-prone, not less, and as human waste is a primordial object of disgust and other people's waste is more disgusting than one's own, this motivates a desire to have separate rooms," he states in the book.

Realtor John C. Kean had this to say to *The Wall Street Journal* about the onsite problem homeowners face with so many bathrooms: "You're going to lose power, lose the pump, people aren't there for six months and you'll have no idea the pump isn't working so you can't flush any toilets ... 75 percent of these bathrooms are never being used except for Thanksgiving and the Fourth of July."

Tell pumpers something they don't know.

Yes, pumpers realize people view human waste as disgusting, and they certainly have learned that other people's waste is more disgusting than their own. But what do many pumpers say about the odors they encounter on the job? "That's the smell of money!"

LEAVE NO TRACE

Seriously, though, there is truth in the complexity of caring for systems in these McMansions with so many bathrooms. Owners of these big estates may often fail to understand that septic systems have flow-capacity limits. They are not used to having someone suggest curtailing their activities — for instance watching the amount of flushing during a big weekend affair — or

There is truth in the complexity of caring for systems in these McMansions with so many bathrooms. Owners of these big estates may often fail to understand that septic systems have flow-capacity limits.

the consequences of inviting 50 visitors to stay overnight and they all take long showers at once in the morning.

Estate owners also may not understand what it takes to replace or repair tanks or drainfields. I've heard many a pumper say the wealthiest clients want massive onsite projects completed without any evidence that a blade of grass was out of place. They say landscaping interruptions are out of the question.

And the dynamics of following the underground route of the tanks and field lines escapes the high-end homeowner. They are dead sure you can do all that work without disturbing the swimming pool or tennis court. Also, if you start on a Monday morning, you can certainly be done by their Wednesday afternoon book club meeting. Oh, and about the noise; there can't be any. And, of course, your crew can't use their bathrooms during construction, but there is also no way they will allow an unsightly portable restroom in their yard.

I remember growing up in a house where six of us shared one bathroom. I guess there are some places in the world where one person now has six bathrooms. These are both extremes and it's true that most families have found a happy medium when it comes to the number of bathrooms in the home. Have you worked on any of these large estates and encountered challenges? Let me know about it and I'll share your story with *Pumper* readers.

Slacking off on onsite rules is OK: The Health Department

In Indiana's Allen County, near Fort Wayne, county commissioners recently sent the wrong message about timely reporting of forms associated with septic system inspections. And in this case, it's doing nothing to help homebuyers, home sellers or pumpers who are concerned about keeping the environment clean.

Regulations for several years have required homeowners to submit a form proving they told prospective buyers about their right to seek a time-of-sale inspection by a certified septic system evaluator. According to *The*

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For More Information Contact

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Journal Gazette newspaper, real estate agents handling property sales were dragging their feet and failing to submit these disclosure forms within 30 days of closing as required.

So the county Health Department is going to reinforce the rules and insist these documents are filed on time to prevent misunderstandings about an important and potentially expensive issue for property transfers, right? Wrong. A Health Department administrator proposed eliminating a \$25 fine for nonreporting, telling commissioners that the real estate sales community found the fine was punitive.

THE WRONG APPROACH

Punitive? A \$25 fine for failing to prove an inspection disclosure to homebuyers? Ask the homebuyers. They wouldn't likely agree with that assessment. They wouldn't want to give up any protections the Health Department regulations afford them to ensure a functioning system upon move in.

And neither would pumpers who serve the county. Septic system professionals too often find themselves in the middle of messy disputes between buyers and sellers because of lax or absent time-of-sale rules. When systems fail, they get the call to provide emergency service — which it seems always comes on a weekend or holiday. They are the ones who are asked to blame either the new or previous owner for problems discovered after the sale. They get to hear the criticism when homeowners and government officials unfairly charge that these failures indicate decentralized wastewater treatment is inferior to municipal sewer systems.

There is no excuse for giving responsible parties a pass when failing to file the appropriate onsite reporting forms. This situation is like forgiving a speeding ticket because the motorist decided not to pay it on time. We know that would never happen. ■

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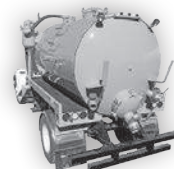
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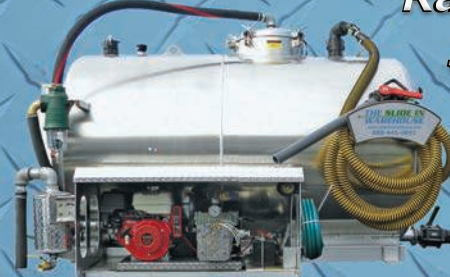
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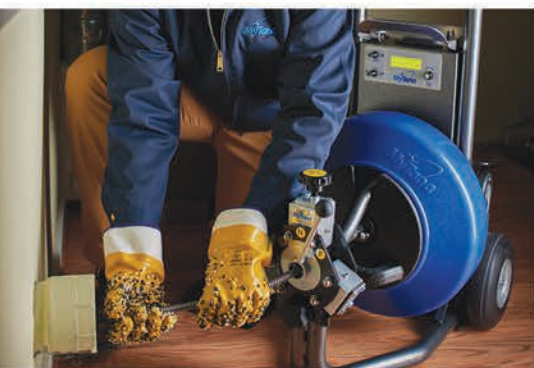
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industry comes together

Heavy rainfall and rapid snowmelt in mid-March triggered catastrophic flooding in Iowa, Wisconsin, Nebraska and Missouri, forcing thousands of people from their homes. The fast-rising floodwaters left long-lasting effects. Thousands of homes and businesses have been lost, along with crops, livestock, roads and other critical infrastructure. In this online exclusive, read about how septic pumpers and portable restroom operators are helping each other and their communities.

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effects on septic systems

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Chad Johnson, owner of G&L Septic in St. Charles, Illinois, speaks highly of his 2018 International 7500 — right now the only truck in his fleet. And it's served him well as he pumps mainly residential septic tanks in a 30-mile radius in the city roughly 40 miles west of Chicago. Previously, Johnson had run trucks with 3,600-gallon tanks, so his current 4,200-gallon aluminum tank is an upgrade that allows him to get three loads per dump run.

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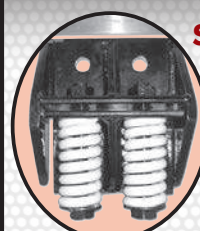
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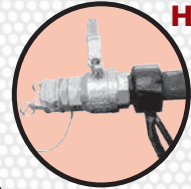
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The Danbury Septic Tank Service family includes Richard and Carole “Muzzy” Chiarella, son Richard “Richie” Chiarella II and grandson Drew. (Photos by Kevin Blackburn)



TOUGH START. FANTASTIC 50.

The first truck at Danbury Septic Tank Service went up in flames, but the small family pumping business recovered and has enjoyed a long, satisfying ride

By Steve Lund

Danbury Septic Tank Service celebrated 50 years in business in 2018, which would be impressive for any business, but it’s even more impressive for a company that suffered a disaster in its second year. The young company’s first truck went up in flames on July 1, 1970.

Carole “Muzzy” Chiarella — who with her husband, Richard Chiarella, owns the company — recalls the day vividly.

“My husband was coming up out of Ridgefield (Connecticut), pulling a hill. It was an older truck we had to put oil in just about every day. The truck backfired, the motor caught on fire and the flames came right up through the cab,” she recalls. “My husband jumped out and the whole truck was lost, right in the middle of the hill. He got out with his shirt burning.”

Richard Chiarella had another shirt in the cab of the truck that had \$60 in the pocket. He briefly considered going in to get the money, but he thought better of it.

“We lost it, but that’s better than losing his life,” Carole Chiarella says. “The fire even melted the steering wheel. There was nothing there but a metal frame, no seats. That was our first downfall, but we ran out and got another truck, got back on the road and just kept on going.”

(continued)

Danbury Septic Tank Service Danbury, Connecticut

OWNERS: Carole “Muzzy” and Richard Chiarella

EMPLOYEES: 4

SERVICES: Septic pumping, repair and maintenance, real estate inspections, grease trap service, onsite installations

SERVICE AREA: 30-mile radius of Danbury

WEBSITE: www.danburyseptic.com



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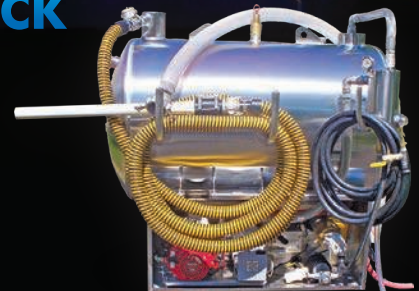
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Right: Mason Cleveland, left, and Richard “Richie” Chiarella II pump a commercial grease trap at a local restaurant using a Peterbilt truck from Transway Systems with a 4,000-gallon tank and Masport pump.

Below: Richie Chiarella returns the suction hoses to the service truck after a residential septic pumpout.



50 YEARS OF TRUCKS

Kept on going and then some. The original truck, a REO Diamond T that was a converted oil truck with a 2,800-gallon tank, was replaced with a 1967 Ford F-750 with a 1,600-gallon tank. Now Danbury Septic Tank Service is operating with truck Nos. 15 and 16, although there never was a truck No. 13. Richard Chiarella just skipped that number. That kind of superstition is understandable for someone who had such bad luck with truck No. 1.

The company has two large frames in the office with photos of all the trucks Danbury Septic Tank Service has used over the years.

The current fleet includes a 2006 Peterbilt with a 4,000-gallon steel tank. It was built out by Transway Systems and has a Masport pump. The other truck is a 2007 Freightliner with a 2,500-gallon steel tank built out by Amthor International with a Jurop/Chandler pump.

Carole Chiarella’s family has four generations in the septic pumping business. Her grandfather started a septic pumping business, D and S Septic, in Norwalk during the early 1900s. Her father started M and M Septic in Danbury in 1950. Richard Chiarella and her brother, Phil Mazzucco, started Danbury Septic Tank Service together.

In the early 1970s, Carole Chiarella’s brother and Richard Chiarella split the company, with her brother taking the installation part and Chiarella taking the pumping.

The Chiarellas’ sons Richard “Richie” Chiarella II and Phil Chiarella also work for Danbury Septic Tank Service. Richie Chiarella joined the company right after graduating from high school. The younger son, Phil Chiarella, went to culinary school, became a chef and owned a restaurant for five years before joining the family business.

There is potential for a fifth generation in the business. The younger Rich-

ie Chiarella and his wife, Halaia, have a son, Drew, 8, close to the age the boys started helping their father on the pump truck during summer vacations.

DIVERSIFICATION

Now both Richie Chiarella and Phil Chiarella have also started companies of their own. Richie Chiarella, 49, operates Hard Rock Contractors, which installs and repairs septic systems and does stump removal and other site work. Phil Chiarella, 42, operates PJ’s PortaJohns and Septic Service. Chiarella and his girlfriend, Toni Coladner, have a dog named Jewels that rides with Chiarella in the service truck and is well-known to customers.

All three companies operate from the same property in Danbury.

At one point, both sons were working full time for Danbury Septic Tank Service and the company was operating three trucks. Only two are needed now since PJ’s PortaJohns and Septic Service has become a full-time occupation for Phil Chiarella, although he is available to help out when necessary. Richie Chiarella works full time for Danbury Septic Tank Service and operates his contracting business as a sideline.

PJ’s PortaJohns and Septic Service has grown from one used truck and eight portable restrooms in 2006 to three trucks with more than 200 portable restrooms (mostly Poly-John) and three JAG Mobile Solutions restroom trailers.

“ The truck backfired, the motor caught on fire and the flames came right up through the cab. My husband jumped out and the whole truck was lost, right in the middle of the hill. He got out with his shirt burning. ”

CAROLE “MUZZY” CHIARELLA

Phil Chiarella’s most-used trucks are a 2016 Ram 5500 with an 800-gallon wastewater and 350-gallon freshwater aluminum tank built by Amthor International with a National Vacuum Equipment pump and a 2011 Ford F-350 built out by Robinson Vacuum Tanks with a 400-gallon waste and 200-gallon freshwater aluminum tank and a Conde (Westmoor) pump. He also uses a 2008 Ford F-750 with an 1,800-gallon waste and 400-gallon freshwater Amthor International steel tank and Jurop/Chandler pump. Often PJ’s Por-

(continued)

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Right: Working with a waterfront scene in the background, Richard “Richie” Chiarella II removes tank lids while Mason Cleveland pulls hose to the tank.

Below: Richard and Carole “Muzzy” Chiarella review the jobs for the day at the Danbury Septic Tank Service shop.



taJohns and Septic Service’s workers will empty the smaller trucks into the 1,800-gallon tank so they don’t have to make so many trips to the wastewater treatment plant.

The elder Richard Chiarella, 73, has had two knee replacements and is semiretired now. Carole Chiarella, 74, handles the phones, bookkeeping and scheduling, as she has the entire 50 years. There were times she went out on the truck with her husband in the early days.

“I can’t afford her now,” Richard Chiarella says.

The company has had many workers who were not family members.

“There have been many employees over the years. Basically, it was a helper for each truck,” Carole Chiarella says. “It’s hard work dragging hoses, running the pumps, digging.”

MORE COMPLEX CHALLENGES

That part of the business — the hard work — hasn’t changed in 50 years, but lots of other things have.

“We used to go down to the local landfill in Danbury and they had a great big lagoon,” she recalls. “You’d back up to the lagoon and empty your truck and drive away, and it was probably \$20. Now you’ve got the sophisticated sewer plant, and it costs you \$80 to \$90 per thousand gallons just to empty the truck, so if you got 3,000 or 4,000 gallons on there, you’re talking \$300. Things have changed considerably as far as the dollars go. The regulations have increased on the septic systems and how they are installed and the sizes, and now they have filters on them. Everything just got a little more complicated.”

Septic inspections for real estate transactions have become a substantial part of Danbury Septic Tank Service’s business. Such inspections are not

(continued)

One sideline after another

It’s not unusual for entrepreneurs or anyone else to have a sideline business — sometimes called a side hustle. It’s the same for almost everyone at Danbury Septic Tank Service — Richard and Carole “Muzzy” Chiarella along with their two sons, Richard “Richie” Chiarella II and Phil Chiarella.

Two of the sidelines, septic tank installations and portable restrooms, are not unusual for people in the pumping business, but along the way, the Chiarellas also acquired a duplex that they remodeled and are now renting. That’s become Carole Chiarella’s side hustle. The duplex was part of the package when Danbury Septic Tank Service acquired the property of another pumping business in 1997.

Over time, the Chiarellas fixed the roof, the windows and kept remodeling as rental income came in. They’ve had good luck keeping tenants, Carole Chiarella says. Son Phil Chiarella, when he came back home to work in the family business after five years running a restaurant, lived in one of the units for 12 years.

“As each one of them moved out, that gave me the opportunity to make more improvements, because let’s face it, you can’t rip out a bathroom or rip out a kitchen when someone is living there,” Carole Chiarella explains. “When the units changed hands, I would go in and remodel a little bit more or paint a little bit more or do something to make it homey.”

In 2006, Phil Chiarella started a portable restroom operation, PJ’s PortaJohns and Septic Service. At first he split his time between that company and Danbury Septic Tank Service, but now his side hustle has become a full-time job. Danbury Septic Tank Service, where he still helps out if he’s needed, has become his sideline.

In 2008, Richie Chiarella started Hard Rock Contractors, which installs and repairs septic systems and does stump removal, site work and rototilling.

The success of those side businesses makes their mom and dad extremely proud.

“The biggest thing for me was to see the accomplishment of both of my sons expanding their businesses,” she says. “Now we have excavating, portable restrooms and septic cleaning. That to me is very important because it’s all family.”

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required by the state in Connecticut, but Chiarella says most banks require them. Even customers who don't require bank financing usually want a septic system inspection, she says, especially if it is an older home.

The company grew substantially in the 1990s, first with the acquisition of another septic pumping business and the next year with the acquisition of that company's property. The property is a 6-acre tract in Danbury in a mixed commercial-residential area. Danbury Septic Tank Service is the third septic pumping business to occupy the property.

The Chiarellas tore down some of the existing buildings and erected a 40-by-60 steel building that houses all three of the family's businesses.

The expansion has been a good move from the very beginning, although it was almost too good at first. Just before the business sale was completed, Carole Chiarella mailed out her monthly reminder postcards to Danbury Septic Tank Service customers whose service dates were coming up. The previous owner of the purchased business had done the same.

"About a week after we purchased the business, we got 38 pump jobs in one day," Chiarella recalls. "My husband and I were going crazy answering the telephone. We had our customers calling us, plus their customers calling us."

DITCH THE INDEX CARDS

Richard Chiarella, who holds the third septic cleaning license issued by the state of Connecticut, 000003, says the biggest changes in the pumping business since he started are the vacuum pumps that empty tanks a lot faster than the diaphragm pumps that were on Danbury Septic Tank Service's first two trucks. Another big change, he says, was regulatory: The state decided that septic tank access should not be more than a foot below the surface, to make sure they are still accessible even if the ground freezes.

"We are obligated to tell the homeowners when we get there that their tank is too deep and they are going to need a riser," Chiarella says. If they do

need a riser, Danbury Septic Tank Service custom makes them from high-density polyethylene pipe from Advanced Drainage Systems. Danbury Septic Tank Service buys the HDPE pipe in 20-foot lengths and cuts them to size on site.

Carole Chiarella takes care of the company's scheduling. After every routine pumping, the company calculates, based on the size of the system and how many people are in the house, whether it should be two or three years before the next service call. Chiarella maintains the information in a database and uses it to send out reminder postcards to the customers.

"When we first started in the business, we did all of this on index cards," Chiarella recalls. "And

then we would file them downstairs. When a customer would call, I would go downstairs and look through the file, pull the card and see the last time and the size and so forth. I've been in bookkeeping all my life. Back in the '80s I decided it was time to learn the computer, so I took some computer courses at the local high school. And then I took another computer course from some company. I'm not the best at it, but I poke along."

She uses QuickBooks for the bookkeeping and Microsoft Works to maintain her database. Danbury Septic Tank Service's website designer gives her technical assistance if she needs it.

Chiarella also handles marketing, which is through the phone book, Google and, to celebrate the 50th anniversary, an advertising campaign on the local radio station.

"Being in business 50 years, we're very well-known, so we get a lot of referrals from customers," she says.

She says their usual service area is a 30-mile radius from their shop in Danbury, but they have one large account, an auto racetrack, that is more than 40 miles away.

GREASE SERVICE

Chiarella's recordkeeping and scheduling skills also get tested with grease pumping, another one of the company's services.

"Grease is a big issue here because a lot of towns won't take it," Chiarella says. "Danbury does take the grease, but I'm only allowed certain days. I can take 3,000 gallons twice a week. I have to figure it out — that I can do so many restaurants this day and this many that day — because I cannot go over 3,000 gallons."

She says she can normally serve all the customers with two days a week, but she is always close to the limit of what the local treatment plant will accept. If she can't dispose of the grease in Danbury, the options are treatment plants in New Milford and Torrington, both more expensive and farther away.

Chiarella is well-aware that it is impossible to please everyone, but she tries. The company's slogan is "Service is our last name."

"We give everybody a two-hour window. We say we'll be there between 10 and 12, or something like that, but 99 percent of our customers are very happy with that. We do try to accommodate everybody we can as quickly as we can, and we give everybody very good service. In my office I have a folder with letters from customers thanking us for the good service and saying the boys are polite. I keep those letters."

Another letter she has kept is from the mayor of Danbury congratulating the Chiarellas on their 50th anniversary. It is in a frame in the office, near the photos of 50 years' worth of trucks. That's one way the Chiarellas have celebrated their anniversary.

Another way is visible to everyone who drives past their property in Danbury. There is a big sign out front that reads: "Thanks for 50 great years to all our customers and friends. The Chiarellas." ■

“ We give everybody a two-hour window. We say we'll be there between 10 and 12, or something like that, but 99 percent of our customers are very happy with that. We do try to accommodate everybody we can as quickly as we can. ”

CAROLE "MUZZY" CHIARELLA

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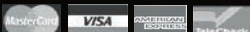
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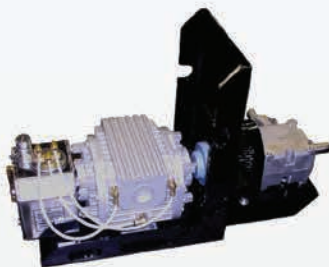


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Based in Racine, Wisconsin, Erik Gunn writes for magazines on business and other topics.

When Should You Consider Sharing the Company With Your Crew?

Employee ownership comes in many forms. Is one of them right for your operation? **By Erik Gunn**

Are you looking for a way to foster a stronger sense of team spirit among your employees? Are you nearing retirement and wondering about your exit plan? Do you have a family-owned pumping company and no family members interested in picking up the reins when you're ready to hand them over?

Any or all of those situations — and perhaps a few others — might offer a reason to consider a novel approach to restructuring your business: turning it over to your employees.

As a concept, employee ownership goes back decades. Legislation passed in the 1970s created tax incentives to encourage it, and an estimated 7,000 companies have some form of employee ownership, according to the National Center for Employee Ownership (www.nceo.org), based in Oakland, California. But it's still unknown to many.

Employee ownership may be ready for a second look, however. Tucked into the national defense bill President Donald Trump signed in August 2018 are provisions making it easier for small businesses to establish certain kinds of employee ownership arrangements.

Company owners who decide to convert their businesses to employee ownership do so for several reasons. "The primary motives are, first, to take care of the workforce," says Loren Rodgers, executive director of the NCEO. Ownership gives employees an opportunity to reap greater rewards if the business is someday sold to another company.

Employee-owned companies, Rodgers continues, also find that the workforce benefits even if the business never changes hands — "they can continue to grow, with everybody pulling in the same direction."

VARIATIONS

The most common form of employee ownership is called an employee stock ownership plan. Federal tax laws create incentives for employers to create ESOPs, allowing capital gains taxes to be deferred when the plan is established.

ESOPs tend to favor larger businesses established as C-corporations or S-corporations. Rodgers estimates that a company has to have at least 30 employees before the benefits offset the costs of establishing an ESOP in the first place.

The good news is that ESOPs aren't the only form of employee ownership.

Smaller businesses are most often structured as limited liability corporations. And for LLCs, Rodgers notes a couple ways to set up some form of employee ownership plan.

And while they lack the tax incentives that promote ESOPs, these plans can produce the other advantages that many employers find with employee ownership — a means of sharing the rewards of success with their workers and, as a consequence, a more unified and productive workforce.

"INTERESTS," NOT STOCKS

Unlike S- or C-corporations, LLCs don't issue stock, the NCEO explains. They can't offer ESOPs, and they can't offer other forms of stock-based compensation — such as stock options, restricted stock or conventional shares, according to the NCEO.

But they can still give employees an equity stake in the company in the form of "member interests," Rodgers says.

“A lot of our member companies find that it's just a lot more fun to work in a company where everybody feels like they're members of the same team. There's a conceptual shift in what it means to be an employee-owner as opposed to just an *employee*.”

Loren Rodgers

These member interests take two forms. One is called "capital interests." Rodgers compares capital interests in an LLC to a stock option grant in an S- or C-corporation. An employee is awarded part ownership in the LLC in the form of capital interests. Over time, as the value of the capital interests goes up (assuming the company is successful and grows), it's similar to holding stock that rises in value.

In essence, the capital interests form of ownership is a retirement benefit, with the value realized only when the employee leaves or retires and sells back the interests in the company.

Rodgers says most LLCs opt for the other form of employee ownership, however, called "profit interests."

As with capital interests, employees who are issued profit interests will share in the increase in the equity value of the

interests over time. And as with capital interests, they won't actually benefit from that increased value until they leave or retire and sell the interests back to the company.

But profit interests also enable employees to get a distribution of profits from the LLC over the course of their employment — similar to a profit sharing program, but directly because they own part of the business. The profit distribution is taxed as ordinary income.

A business opting for one of these plans has a choice about how to treat the initial award of interests to employees. Some may have employees purchase the interests, but most don't, Rodgers says. Instead, the interests are awarded as a form of compensation.

Businesses usually buy back the interests when employees leave or retire at a price that reflects the gain in value of the company over time.

Since they are a form of compensation, an employee would typically pay tax on the value of the interests at the time they are awarded. Upon leaving or retiring, the employee would sell the capital interest, paying a capital gains tax assuming that the interests are sold at a higher price than they were worth at the time of the original award.

Businesses with these sorts of plans typically have a vesting schedule that spreads out the total units of interests an employee receives over a couple of years or more. That provides an incentive for employees to stay longer, Rodgers explains.

PHANTOM PLANS

Still another approach employers can take that is similar, but not quite the same as employee ownership, is called a "phantom plan." That is the equivalent of stock appreciation rights in the company, and the awards are taxed like a profit sharing bonus, Rodgers says. The difference is "There's no legal ownership; it's purely contractual."

Unlike conventional profit sharing systems, however, phantom plan formulas take into account the growth in the equity value of the company.

GET MORE INFO

As complex as these arrangements can be, getting thorough information is important. Any business owner looking to make such a dramatic change must also get appropriate advice from a professional who knows the ins and outs of your specific business and circumstances.

Rodgers suggests companies interested in employee ownership first research the subject as thoroughly as possible to become familiar with the process and details. The NCEO publishes its own guide to the subject, *Equity Compensation for Limited Liability Companies*, which includes sample plan documents in Microsoft Word formats.

Legal advice is still essential, but Rodgers suggests learning as much as you can before selecting a lawyer. And when you do retain an attorney, choose one who works with and understands the laws relating to LLCs.

Perhaps by now you're feeling a little intimidated by the whole idea and ready to say, "Why

bother?" That's understandable, but this isn't entirely uncharted territory.

Many businesses that have opted for employee ownership report a genuine payoff, and so do their employees, Rodgers observes. An offshoot of the NCEO, www.ownershipconomy.org, spotlights research showing employee ownership's benefits across the board.

Employee ownership helps align the interests of the company and its employees, spurring motivation and productivity. It gives people a reason to stay, and in a tight labor market, it can

give them "a reason to join the company in the first place," Rodgers says.

"A lot of our member companies find that it's just a lot more fun to work in a company where everybody feels like they're members of the same team," he concludes. "There's a conceptual shift in what it means to be an employee-owner as opposed to just an employee."

Has your pumping business explored or implemented an employee ownership program? How did it work out? Share your story with Money Manager by emailing editor@pumper.com. ■



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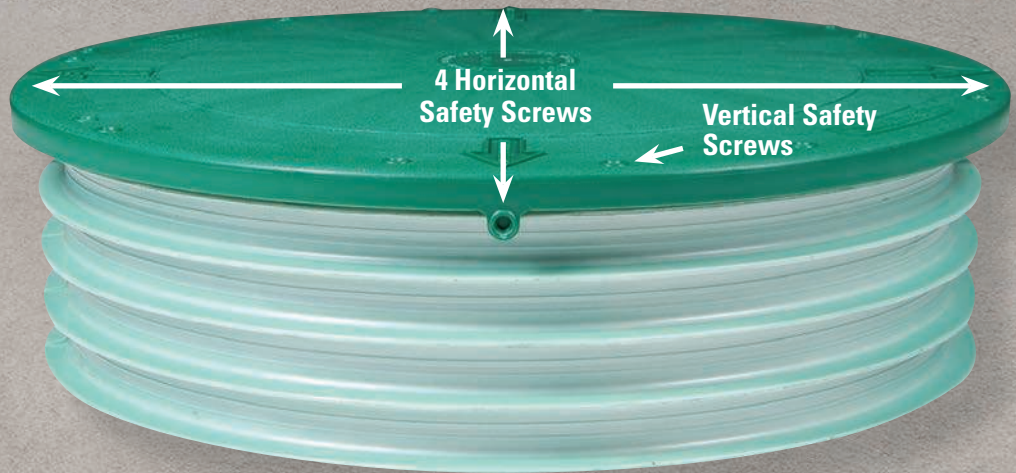
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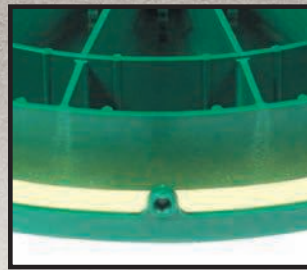
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Brian J. Greenberg is an e-commerce and marketing specialist and author of *The Salesman Who Doesn't Sell*. To learn more, visit www.brianjgreenberg.com.

Follow These Three Tips to Pick Up the Sales Pace

Tactical use of online reviews, reputation-building techniques and automation of systems will bring customers to your door faster **By Brian J. Greenberg**

In a recent Gallup Poll, sales professionals were ranked lower on honesty than members of Congress. This exemplifies why consumers are increasingly looking to their peers, rather than companies, “gurus,” and other experts for advice on what to buy, eat, listen to, read and watch.

Amazon, for example, can attribute much of its success to mission-critical consumer reviews — raw peer-to-peer interaction that carries an enormous amount of weight in the hearts and minds of wary consumers.

As more people participate and contribute to social media, consumers are getting savvier by the day. The companies that thrive in this extreme vetting environment are the ones who boast salespeople who don't actually sell. So many success and marketing books are published each year, and most of them are fluffy and useless. When added to the thousands of marketing articles that also come out annually, there is a ton of information to sort through to the point of information overload.

This as online entrepreneurs and business owners face a tremendous number of obstacles when it comes to marketing their companies. I know because I've been through them all and, in working through these adversities, I have developed a precise method to achieve long-term marketing success.

Here are three methods you can use right now to start to close sales without actually selling:

1. Garner reviews on both your website and third-party websites that you do not control.

From my experience, people have an aversion to asking for reviews from customers. It is an uncomfortable part of the conversation if not handled correctly. There is a right way and a wrong way to do it. The most critical key is timing. The best time to ask for a review is after the service is complete and the customer is entirely satisfied and happy with the product or service. Customers appreciate the question; it shows them you care about their happiness.

After they have confirmed they are happy, it's time to ask for a review. There is no need to be pushy about it. Plant the seed and let them know you will send them an email with a link to where they can post their feedback. It is as simple as asking: “Is it all right if I send you a feedback email?” After the customer confirms, you have a commitment.

When sending the feedback request email, include a link directly to the URL where the customer can post a review. Make it as easy as possible.

It is best to get feedback on your website first because it is feedback you control and have the option to not make public. If the customer provides a five-star review in your review system, then email them again with the exact comment they posted, and include links to third-party sites like Yelp, the Better Business Bureau and Google Business.

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

2. Leverage your online reputation for building trust with potential customers.

If you have garnered reviews on your website and third-party websites, you are halfway there. It pains me to see companies with great reviews not make them visible on their sites. I think people consider it a form of bragging to display reviews. It is certainly not. From my testing, the last thing a customer does before making a purchase is a Google search for your company name followed by “reviews” or “complaints.” People want to verify that you run an honest business.

I have found that displaying links to third-party review sites on your website shortens the sales process. People do not need to spend time searching your company online or contacting references. Potential customers will know you value your reputation. By leveraging your online reputation, you have built trust and conveyed accountability. This is the cornerstone of becoming a salesperson who doesn't sell.

3. Delegate, systematize and automate so you can shorten the sales process and sell while you sleep.

You have built up reviews and have them prominently displayed on your website. To keep the reviews coming in, it is vital to make obtaining five-star reviews a companywide initiative that you can delegate. We have all our salespeople and customer service representatives ask customers to leave feedback. We have found it helps to incentivize employees with bonuses tied to reviews they bring in.

Reviews are a big part of shortening the sales process, though there are other sticking points. Make your frequently asked questions and terms and conditions visible to potential customers. Systematically answer their questions and concerns. What is the time frame for providing service? Who do I contact for problems?

To reduce resources needed in landing new customers, automate as much as possible. Email software such as ActiveCampaign can send out a drip of emails. Upload sales data to QuickBooks accounting software. Utilize a ticketing system like Zendesk to answer customer service requests. A mul-



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titude of software solutions are available to businesses to make the process more manageable.

BUILD THE ASSETS

Establishing an online reputation is like building assets that produce dividends. Every time you contribute to your assets, you are adding to a foundation that will continue to bring in revenue for the long haul. I have two golden rules: The first is to treat your customers with the same quality of service that you would like to receive, and the second is that happy employees mean happy customers.

With these fundamental concepts, businesses can build lean enterprises that will serve their customers, employees and profits in the most successful manner. ■

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Betty and Raymond Daniels are shown with their latest truck addition, a 2011 Freightliner with a 3,600-gallon aluminum tank from Imperial Industries and a National Vacuum Equipment pump. (Photos by Amy Voigt)

SERVICE AND SUCCESS

Michigan's Raymond Daniels is dedicated to helping his customers, improving his industry and becoming an effective citizen legislator By Ted J. Rulseh

Raymond Daniels just plain gets things done. That's true whether he's building up his family's septic pumping and portable restroom business, advocating for his industry as a Michigan Septic Tank Association board member or serving on the Arenac County Commission or Clayton Township Board.

The business, Daniels Septic Service, operates in a rural area around the community of Sterling (population about 550), in eastern Michigan about an hour north of Saginaw and a few miles inland from Lake Huron's Saginaw Bay.

But Daniels has an impact statewide, working with MSTTA colleagues to influence laws and regulations that benefit the industry, customers and the environment. As a fixture in local government, he sets aside partisanship and concentrates on solving problems and delivering high-quality services.

"If you don't want to voice your opinion in public, then don't sit back and complain about what's going on around you," says Daniels, who runs the business with Betty Daniels, his wife of 43 years. "When you have the opportunity to make a difference, you should take it."

(continued)

Daniels Septic Service Sterling, Michigan

OWNERS: Raymond and Betty Daniels

YEARS IN BUSINESS: 42

EMPLOYEES: 6

SERVICE AREA: 30-mile radius

SERVICES: Septic system pumping, portable restroom rental

AFFILIATION: Michigan Septic Tank Association

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HUMBLE BEGINNING

Raymond Daniels went into business at the tender age of 21, leaving a job at a grain elevator and buying the company from cousin Claude Daniels in 1977. Back then, the business consisted of a customer list and a 1968 single-axle vacuum truck with a 1,200-gallon tank. “It had what we called a surge vacuum pump,” Raymond Daniels recalls. “It would create about 14 to 15 inches of vacuum on a good day. The pump had a gasoline motor with a pull rope for a starter.”

On his cousin’s advice, he bought an electric cable machine to clear homeowners’ sewer lines so that on finishing a job he could be sure the toilet would flush. The early years were lean at times: “Years ago it was pretty typical in the winter to go a few days without pumping a tank. We took on a paper route in the middle of one winter for a little extra income.”

From there, the business evolved slowly but steadily. In 1983 he bought the company’s first portable restrooms — eight units that company founder George Harding helped Daniels assemble. In the late 1980s, he bought a new 2,200-gallon tank and mounted it on a used chassis. “We were servicing a lot of 1,000-gallon septic tanks, and with a 1,200-gallon tank, we could pump one tank and that was all,” Daniels recalls.

“One thing we learned years ago is that your competitor is not your enemy. If you can get along with your competitor, it’s a lot better for you and for them.”

RAYMOND DANIELS

Today the company operates two vacuum trucks to pump tanks mostly within a 30-mile radius of home base. The newest truck is a 2011 Freightliner purchased from Istate Truck (formerly V&H Trucks) with a 3,600-gallon aluminum tank (Imperial Industries) and water-cooled vacuum pump (National Vacuum Equipment). The other truck is a 2007 Kenworth with a Battioni vacuum pump and a 2,000-gallon aluminum tank (also Imperial Industries).

The restroom fleet numbers 150 and includes Tufway and Maxim 3000 models from Satellite | PolyPortables and Fleet models from PolyJohn, along with sinks from Satellite | PolyPortables.

Two flatbed trucks perform double duty for hauling and servicing units. A 2015 Ford F-550 has space for six restrooms and carries a portable vacuum unit supplied by National Vacuum Equipment with a Battioni pump. It carries a stainless steel tank from Northeastern Mfg. (400 gallons waste, 300 gallons freshwater). A 1996 International 4700 is equipped with a PTO-driven Jurop/Chandler vacuum pump, also with a stainless tank, 400/300 gallons. It carries 10 restrooms.

A VERSATILE TEAM

A small and close-knit team keeps the business running smoothly. Betty Daniels, a semiretired registered nurse, works part-time in the office. Joy

(continued)

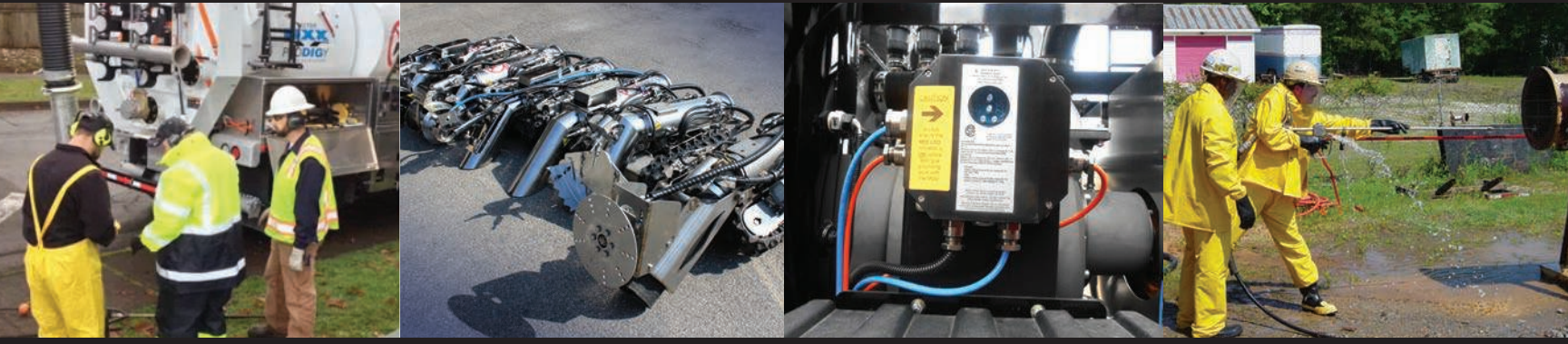


Above: Betty and Raymond Daniels are flanked by members of the Daniels Septic Service crew, from left, Jack Dunn, Joy Landosky, Bryan Daniels and Roger Saddler. They carry 150 restrooms from Satellite | PolyPortables and PolyJohn.

Left: Technician Jack Dunn loads a Satellite | PolyPortables restroom onto a 2015 Ford F-550 flatbed truck carrying a vacuum unit supplied by National Vacuum Equipment with a tank from Northeastern Mfg. and a Battioni pump.



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Landosky is office manager. Daniels' son Bryan Daniels delivers and services restrooms along with Jack Dunn and handles land application of septage. Roger Saddler pumps septic tanks.

The septic pumping business thrives on repeat business and word-of-mouth, augmented by a few signs posted along highways and a presence on the internet. "The Yellow Pages are just about a thing of the past," Raymond Daniels says. "People seem to look to Google for everything. A lot of people want us to put them on a list and call them in three years or five years. We send those people postcard reminders and give them a little discount.

"One thing we learned years ago is that your competitor is not your enemy. If you can get along with your competitor, it's a lot better for you and for them. Don't get into a price war — nobody wins. You both end up losing money." As an example of cooperation, Daniels points to a competitor on the restroom side: "She uses one of our trucks sometimes, I get toilets from her, she gets toilets from me. It works out a lot better that way."

A challenge on the septic pumping side of the business is locating drivers who have a CDL. "Part of it is that some people don't care to go through the scrutiny of being drug tested," Daniels says. Others who have a CDL can work on road construction for a higher wage than a septic pumper can support. To counteract that, Daniels provides substantial flexibility in time off for personal and family matters.

On the plus side, the smaller of the company's two pump trucks has a 26,000-pound gross vehicle weight, the heaviest that can be operated without a CDL. The portable restroom truck drivers only need a chauffeur license.

Restroom rentals tend to be small and scattered. There are no big events requiring 20 or 30 units. The bulk of the market is in home residential construction. Several builders rent units year-round; one contractor typically has three houses in progress at any given time.

Other rentals come from weekend parties at homes using one or two units at a time, and from campers. "We have one large campground that has two nice bathhouses," Daniels says. "But a lot of people who camp there want their own portable toilet. On some weekends, we end up renting six to eight units at different campsites."

Daniels finds training for team members easier on the restroom side because the work is repetitive: "You power-wash the toilet, deliver it to a site, add water and chemicals, put the hand sanitizer in. It's always the same

On the airwaves

In September 2017 during SepticSmart Week, declared by Michigan's governor, Raymond Daniels became a bit of a celebrity. WNEM-TV out of Saginaw included him in a news segment about the potential harm to water resources caused by failing septic systems and the importance of septic system maintenance.

"The TV station called and said, 'We'd like to talk to you about SepticSmart Week,'" Daniels says. "They had received a news bulletin talking about clean water in Michigan and people along the coastal highways who have septic systems."

The Saginaw Bay Watershed Initiative Network cited an analysis indicating that 6,000 to 15,000 septic systems in a five-county study area were likely failing, releasing up to 1.26 billion gallons of sewage annually. "Three of the counties were places on the shore of Lake Huron where we do business," Daniels says.

Filmed standing beside one of his pump trucks, he told the interviewer, "I tell people all the time: The only way to know for sure (if a septic system is functioning) is to open the tank and look at it. That will give you all the answers."

He says part of the problem is people living full time in homes with septic systems built for weekend seasonal cottages. The key to avoiding problems, he says, is education: "It's not that complicated to maintain a septic system. The cleaner the water going out of that septic system, the better for the environment. The DEQ and the Health Department are educating the pumpers much more than they ever did before. In turn, we can educate the homeowners."

To this day, he's not sure how the TV station chose him for the interview: "They may have just happened to call and catch me and I was willing to talk to them. They drove an hour to get to my place, and they drove by four or five other pumpers to get to me."



Above: Raymond Daniels probes to locate the access lid on a tank at a residential septic system.

Left: Technician Roger Saddler, left, and Raymond Daniels prepare to pump a tank at a campground in Sterling, Michigan. The vacuum truck is from Imperial Industries and carries a National Vacuum Equipment pump.



things.” On the other hand, for septic truck drivers, every property is different. They may have to locate the tank in the yard, find the tank opening, dig up the tank and be alert for problems and defects.

Raymond Daniels talks to son Bryan Daniels (driving the Allis-Chalmers tractor) as they prepare to pull a 6,700-gallon Du-Mar trailer tanker used for land application of septage on 80 acres of farmland.

MANAGING SEPTAGE

Septage management has been a chronic issue in rural Michigan. Daniels Septic Service land-applies the material and in 2002 installed a 400,000-gallon tank for winter and wet-weather storage.

“We were probably the first in Michigan to put in a tank of that size,” Daniels says. “It works out great. Years ago, in the middle of winter you could apply septage on top of the ground, and then there were problems with runoff. People at the Department of Environmental Quality say that since storage tanks have come into play, they have a whole lot less problems.”

Daniels has about 145 acres, mostly his own land, permitted for application; after setbacks and other considerations, only about 80 acres actually receive septage. “Everything is injected,” he says. “We use a 300 hp 1980s Allis-Chalmers articulating tractor. We pull a 6,700-gallon tank (Du-Mar Tank) behind with nine injectors.”

Septage is injected 6 to 8 inches deep so that it won’t bubble to the surface but still makes the nutrients available to the crops. Daniels farms the land for cash crops as animal feed, a good secondary source of income. He mainly rotates soybeans and wheat but occasionally plants corn.

INDUSTRY ADVOCATE

It was septage management that first drew Daniels into the policy arena as an MSTA board member. Michigan passed a law requiring any pumper within a 25-mile radius of a wastewater treatment plant to take septage there.

That posed a problem for pumpers who had no treatment plant nearby and had invested in storage. The concern was that a small community treatment plant could decide to take septage, and then pumpers within 25 miles of that facility would have their storage investments negated.

“I made several trips to Lansing with a couple of other folks from the MSTA board,” Daniels says. “We did a lot of negotiating with the DEQ. We reached an agreement where if

you’re within 25 miles of a treatment plant, you have to take it there — unless you had your storage in place before that plant started accepting septage. That provision has no sunset on it. We can use our storage for as long as we’re in business.”

The MSTA doesn’t always win. Last summer a bill passed with support from the Farm Bureau allowing farmers to own portable toilet trucks, clean their toilets and haul the toilets without first pumping them, all without being licensed by the DEQ. That cut into restroom operators’ businesses. “We fought it hard, but the bill got passed and that’s what we have to live with,” Daniels says.

There’s another issue on the horizon: Some wastewater treatment plants in rural areas have turned to taking septage only three days a week. That’s a major problem for pumpers in those areas who can’t or prefer not to land-apply, Daniels say. “Even if they had storage tanks, the treatment plant will only take so many gallons. One of our board members said this opens the door for people to open private treatment facilities.”

ON THE BALLOT

Daniels takes an interest in government affairs outside his industry, serving his county and township. “I was a Clayton Township trustee for 18 years, and in 2007 I decided to run for Arenac County commissioner,” he says. “We have five commissioners in our county, and in that year, all five of them were not re-elected, so we had five new commissioners.

“We showed up at the first meeting and none of the other four had ever served on a township board. They said, ‘Well Ray, I guess you’re chairman.’ They were all Democrats and I was a Republican, and they still voted me in as the chair. That’s how politics should be.”

Today, as Clayton Township supervisor, he is in theory the head of a board that also includes the clerk, the treasurer and two trustees. Daniels sees it differently: “We’re all equal — we all get one vote.” Whatever it takes to get the job done. ■

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To learn more about Daniels Septic Service, take a look at a video profile of the company at www.pumper.com.

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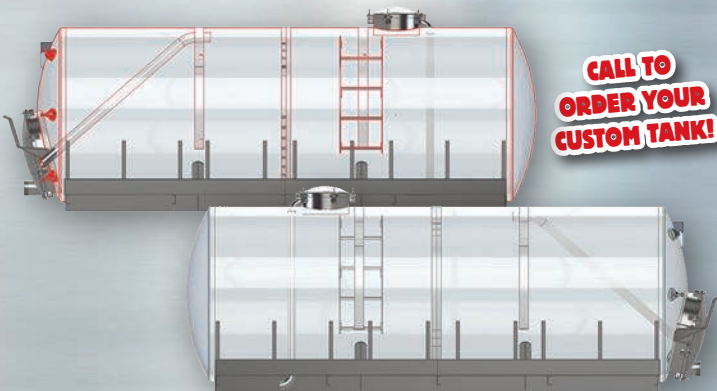
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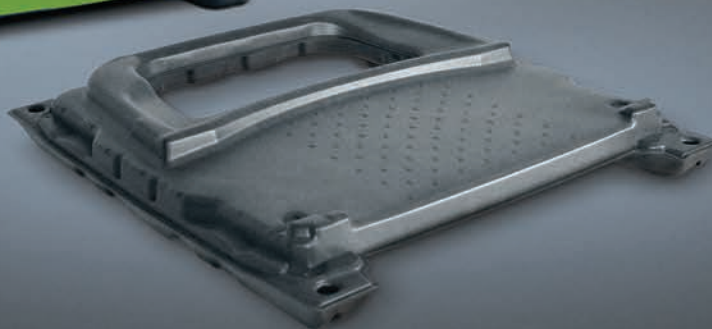
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Florida's Governor, Legislature Push for Onsite System Oversight, Periodic Inspections

By David Steinkraus

New Florida governor Ron DeSantis made recent water policy announcements.

During a trip around the state, DeSantis announced a multipoint executive order to address some of the water-quality issues plaguing the state. One part of the order instructed the state Department of Environmental Protection to establish a septic tank remediation program that would include a requirement for local government matching funds. DeSantis told the DEP to identify opportunities to invest in green infrastructure, such as wetland treatment systems, and he told the department to create an outreach campaign about the importance of conservation and reuse.

DeSantis also ordered the DEP to assemble a task force on the state's problem with blue-green algae blooms, participate in the state Fish and Wildlife Conservation Commission Harmful Algal Bloom Task Force, continue to explore options to stop Georgia's water use from affecting the Apalachicola River and Apalachicola Bay, and appoint a chief science officer who would prioritize the collection of data to support research work on current environmental concerns.

Republican DeSantis won his position by a close margin following a recount in his race with Tallahassee Mayor Andrew Gillum. Environmental issues were among the top priorities discussed during the campaign. Over the past couple of years, state news organizations have spent considerable time reporting on algae blooms and water-quality problems that threaten public health and the state's vast tourism industry.

A study published by Miami-Dade County warned of increased danger to onsite systems because of sea-level rise associated with climate change.

About 108,000 properties in the county use onsite systems, the report says. Rising sea levels push groundwater higher, reducing the distance from groundwater to drainfield and thus reducing the ability of soil to provide effluent treatment. More than half of the county's 105,000 residential onsite systems have annual issues now, the report says.

Removing every tank and installing connections to the municipal sewer system would cost about \$3.3 billion, the report says. At the moment, people who want to connect must cover the cost themselves. Although the average cost is about \$15,000, a county official says in some areas the cost would be about \$50,000 per property.

Other water action is happening in the Legislature.

House committees have HB 85, which, among other things, would require onsite systems to be inspected at least once every five years unless the system is covered by an operating permit.

In the Senate, the Agriculture, Environment and General Government Appropriations Subcommittee heard testimony from a researcher who claims failing septic tanks are the biggest source of nutrient loads in state waterways and should be the priority in solving water-quality problems.

Brian Lapointe, from Florida Atlantic University, says the state needs to go to war on blue-green algae and do that by focusing on septic systems, not the Everglades reservoir. The reservoir is intended to trap nutrient-rich water flowing off agricultural fields, and it was a topic for DeSantis. In his executive order, he instructed the South Florida Water Management District to immediately start designing the next phase of the reservoir, formally called the Everglades Agricultural Area Storage Reservoir Project.

Lapointe's testimony began with a video funded by the Florida Chamber of Commerce, which initially opposed the reservoir, writes the *Tampa Bay Times*.

Julie Wraithmell, executive director of Audubon Florida, faults Lapointe's presentation and tells the *Tampa Bay Times* she doesn't understand why onsite systems should be blamed for most nutrient problems.

"There is no smoking gun for our water-quality issues and no silver bullet," she says. "It's unfortunate because while (onsite is) part of the science, it's not all of the science, and for decision-makers to make good decisions, they need all the information."

Montana

Ravalli County in the western part of the state sees a problem developing with onsite systems and is trying to get ahead of it.

"We've seen requests to replace septic systems from the late '70s and early '80s coming in. It's only a matter of time before those installed in the late '80s and early '90s will begin to fail," says county Environment Health Director John Palacio, according to the *Ravalli Republic* newspaper. "We want to have a policy in place so we can act quickly, not just for the landowner, but also for neighboring properties that might be impacted."

So the county is formulating a set of guidelines to govern replacement of unpermitted systems. There was no permitting system before 1972, yet some homes built between 1972 and 1982 also do not have permits, and the county records for that period are sketchy.

The proposed policy would declare systems installed from 1972 through 1982 to be pre-existing systems, and replacing them would require an installation permit. No expansions would be allowed.

Replacements for systems installed between Jan. 1, 1983, and April 29, 1993, would have to meet current regulations, but again, there would be no expansion allowed to accommodate a change of use at the property. Any system installed after April 29, 1993, would also have to meet current regulations.

In other Montana news, a grant from the state Department of Natural Resources will help Lincoln County residents get low-interest loans to fix onsite system problems or connect to municipal sewer lines. The department is providing \$40,000 that will create a revolving-loan fund. Interest on money not loaned out will be plowed back into the fund.

To be eligible, people must provide a letter from a bank showing they have been denied personal loans to fix problems, reports *The Western News* based in Libby. No other financial information will be required. Interest will be 4 percent. Property owners would have to get bids from two installers.

Lincoln County forms the northwestern corner of Montana at the Canadian border.

California

San Diego County supervisors waived impact fees in order to encourage people to build “granny flats” on properties in unincorporated communities. Onsite wastewater impact fees are waived along with fees for roads and infrastructure, parks and drainage improvement. The program is a five-year trial and will cost the county \$11 million to offset the lost fee revenue.

San Diego County allows granny flats to be up to 1,200 square feet. They may be free-standing or attached to existing homes and may include kitchens, bathrooms, living areas and private entrances. They may not be sold as individual homes but may be rented or may provide living space for family, friends, students, the elderly, the disabled or in-home caregivers.

A state law easing restrictions on granny flats took effect in 2018. Both the state and local actions are intended to help ease the shortage of affordable homes in California.

Colorado

Montezuma County commissioners put a six-month hold on a new rule requiring onsite system inspections when a property is sold. The rule took effect for 2019.

After complaints from property owners and the real estate industry, one of the commissioners who supported the rule changed his mind about it. He now says it is government overreach and imposes burdensome costs, according to *The Journal* newspaper in Cortez.

Point-of-sale inspection requirements are an option allowed by the Colorado Department of Public Health and Environment, and 22 counties have such programs. Chuck Cousino, a water-quality official with the department, says the concerns aired by citizens in Montezuma County are common when inspection programs begin. Objections fade as initial glitches are solved and people adjust, he says.

Alaska

Because of the prevalence of steel tanks in Anchorage, the state’s largest city has new rules in place to govern the installation of tanks.

Starting last fall, inspectors were required to measure the liquid level in tanks to determine whether they may be leaking. If a tank is 20 to 30 years old and the liquid level is normal, owners are advised the tank may be approaching the end of its life. A tank 30 or more years old should be replaced or at a minimum exposed so it can be examined for deterioration.

Starting this month, only steel tanks coated on the inside and outside with polyurethane will be allowed for installation. Also, tanks must have an access opening in the first compartment that is at least 20 inches in diameter. Other compartments must each have an access pipe of at least 4 inches in diameter with an airtight cap.

Wisconsin

After several delays of deadlines, this year Douglas County must comply with the state onsite inspection tracking rule passed in 2000. The county recently began mailing the first set of notices to property owners telling them their systems must be inspected once every three years. Systems installed since July 2000 have already been required to have a maintenance plan.

If a system is failing, the property owner will have 12 months to fix or replace it unless there is an imminent threat to public health, reports the *Superior Telegram* newspaper. The county is at the northwestern tip of Wis-

consin, and it touches the southwestern end of Lake Superior.

In central Wisconsin, a septic pumper in Bloomer must pay \$20,661 in fines and another \$9,839 in court costs and fees after pleading guilty to improper disposal of sewage, failing to leave fields litter-free, improper record-keeping and failing to properly treat the soil.

The state filed charges against Jonathan Bischel and Bischel’s Septic Service after an investigation that lasted several years, reports the *Leader-Telegram* newspaper of Eau Claire. Court records say Bischel bought an old gravel pit and illegally dumped sewage in it. Investigators from the state Department of Natural Resources installed a GPS tracker on one of Bischel’s trucks, and it showed he disposed of wastewater at the gravel pit 35 times from August to September 2014.

State conservation wardens also found litter, such as tampon sleeves and pieces of clothing, in sludge Bischel spread on fields.

Idaho

Blaine County commissioners are beginning the process to relax the county’s onsite rules in order to spur development.

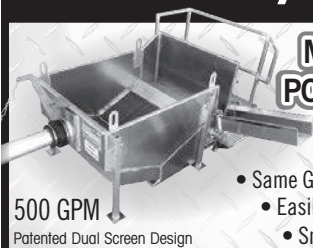
The changes will address a continuing concern from developers who face a local rule requiring lots be at least 1 acre in size if a home will not be connected to municipal sewer lines. The land area restriction is intended to provide room for a drainfield, reports the *Idaho Mountain Express* newspaper. Kathy Grotto, the county’s land use deputy administrator, tells commissioners she favors broad language to allow any type of wastewater system that regulatory agencies can approve. That would allow the use of new or different technologies, she says.

Blaine County is in the central part of the state and includes the ski resort area of Sun Valley. ■

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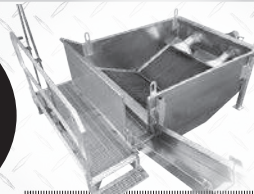
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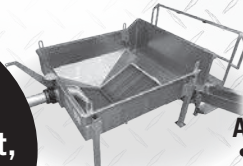
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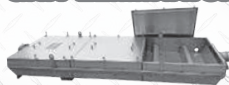
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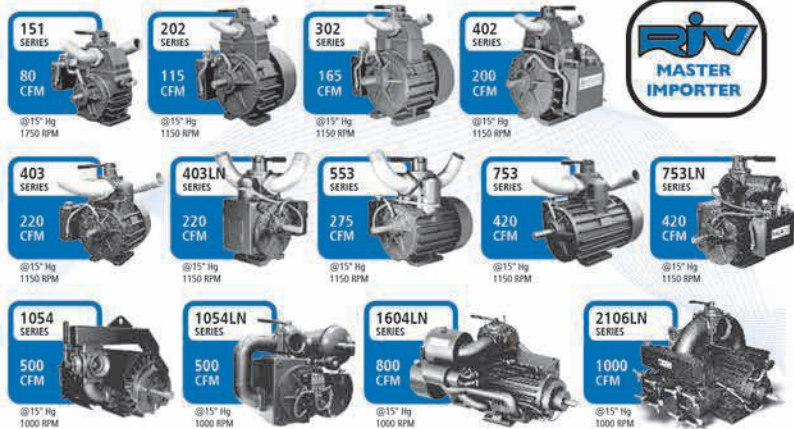
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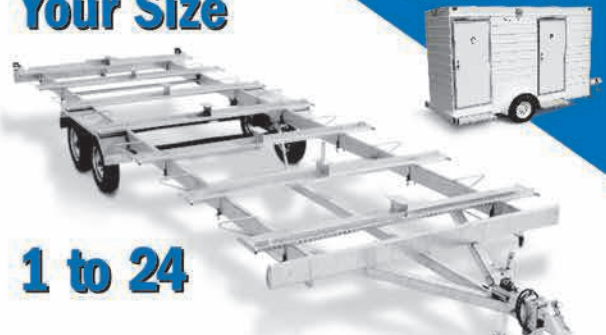
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Jim Anderson, Ph.D., is an emeritus professor at the University of Minnesota Department of Soil, Water and Climate and recipient of the pumping industry's Ralph Macchio Lifetime Achievement Award. Email Jim questions about septic system maintenance and operation at editor@pumper.com.

You're Not Just a Pumper. You're a Teacher!

Service is more than pulling a lid and pumping a tank. Take time to educate the customer to encourage better care and longer life for their septic systems. **By Jim Anderson, Ph.D.**

As a septic system professional, your responsibilities start with the interaction and communication with the consumer. I always find it interesting to listen to my neighbors and friends around the lake I live on talk about their service provider. Since they have no idea — for the most part — about my industry connections, what I get is totally unfiltered.

Two things become clear from the outset: They complain about the lack of communication, often meaning callbacks when they make a service appointment, and a failure to explain what the technician is going to do and what has been done on site. Sometimes this information is included on the bill presented by the contractor, but sometimes it is not. Secondly, after the service provider leaves, homeowners don't know any more about their system's performance or operation than they did before the visit.

OPPORTUNITIES LOST

Since you are reading this column, you are probably not one of the providers they are talking about. I know a lot of you spend a lot of time on customer service, letting clients know what's going on with their systems and what they can do to make them perform better. If we don't take the time to educate customers, we miss an opportunity to get them involved in the care of these systems and system performance will not improve. I say this based on all the discussions I have when conducting an industry class and hear about the "dumb" things you see homeowners doing to the extreme detriment of their systems.

Discussions with the homeowner should begin by making them understand what their system does and the role each component plays in protecting human health and the environment. They need to know their system was properly designed, sited, and installed and that it is their responsibility to use and maintain it correctly so it functions indefinitely. As a service provider, if you see a system is not installed or working properly, you need to share how to fix the problem or provide advice on where to find a solution.

Assuming you are servicing a "good" system, discussion with the homeowner should address what they can or need to do to prevent problems in the future. Highlight the three most common causes of system failure: 1) overuse of water in the home, 2) using harmful products and 3) improper or lack of maintenance. Each of these contributing factors can be reduced or eliminated by the homeowner.

STUDY THE FLOW

Homeowners need to be aware their system has a finite capacity based on the size of the house, number of occupants, and soil and site characteristics. If the system is used at or above this capacity for an extended period,

the system will fail. Impress on them that limiting use and conserving water will keep their systems functioning properly for a long time. Give them some examples of how to limit use. Suggest they use low-flow toilets and showerheads, do not let the water run while brushing teeth or washing vegetables, use high-efficiency clothes washers and dishwashers, and spread flow out during the day and week whenever possible.

Explain that clean water sources can also cause system failure and they should be kept out of the system. Clean water sources are water conditioning devices such as softeners and iron filters. Floor drains and foundation drainage water should not be routed through the system. Hot tubs, therapeutic bathtubs and the like should be drained through separate plumbing and not through the septic system.

Discuss with the homeowner how overuse or introduction of some products to their system can affect how organisms break down and treat waste. Products they should use sparingly or avoid include automatic toilet bowl cleaners, bleach, antibacterial soaps and cleaners. Excessive use of these products can reduce or eliminate bacterial activity in the septic tank and drainfield.

Other products that should be kept out of the septic system are unused medications (consult with your pharmacist on how to dispose or recycle them), solvents, paints, antifreeze and pesticides. Ask if they are using regular medication. Tell them this may mean their system will need more routine maintenance.

IT'S A TOILET, NOT A TRASH CAN

Encourage a variety of best practices (offer these as suggestions that will help; don't overwhelm or embarrass them). Practices include using liquid instead of powdered laundry detergents, not to use the toilet as a trash can for baby and antibacterial wipes, not to use a garbage disposal, and to repair leaky faucets or toilets immediately. Have them consider installation of a water meter to track water use and make changes if necessary.

Impress on them the need for a regular maintenance schedule. Walk through the necessary items to be maintained for their system and the frequency of visits or activity necessary to complete this. From my perspective, having a contract that spells out the what and when of a maintenance schedule is ideal.

Along these lines when a new system is installed or when a service provider is doing a maintenance contract, providing the homeowner with a system management plan tailored to their situation will help users understand the workings of their system and encourage them to take ownership for system care and maintenance. This is something required in Minnesota, so something you may want to encourage for your state. ■



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Delaware Nonprofit Group Monitors Community Onsite Systems

EDEN Delmarva takes on problem of developers abandoning cluster septic systems and leaving no way to ensure they continue to operate properly **By David Steinkraus**

The state of Delaware may sit in the heavily populated and sewered East Coast, but the rural areas are still dominated by decentralized wastewater systems. And many individual and community onsite systems are failing or not well-maintained.

Some residents of Delaware are experimenting with a new solution. D.C. Kuhns, executive director of the environmental group EDEN Delmarva (Energize Delmarva Now), helped form Clean Water Solutions, the first private, nonprofit water and wastewater utility in the state. If the fledgling project proves out, it could become a model for other communities in Delaware and other states.

Pumper: Why did you pursue this solution?

Kuhns: We took on a 25-year-old problem created by development rules. In the state of Delaware, when a developer has sold 51 percent of the sites in a subdivision, he can tell the homeowners association that he's out, and they're on their own for maintaining the community wastewater system. If there's no reserve fund, the first time something breaks, the members of the community — who have a board if they're lucky — have to levy a tariff on themselves to fix the problem.



D.C. Kuhns may be reached at dckuhns@earthlink.net.

Pumper: Are many rural subdivisions in Delaware in the same situation?

Kuhns: Estimates are that maybe 15 to 25 percent of these systems are broken or out of compliance with the Department of Natural Resources and Environmental Control. But we don't know exactly how many of these cluster communities exist because there are no records. When I say "cluster community," I mean homes beyond the reach of sewer pipes that depend on collection pipes leading to a central treatment system. We know there are 80,000 septic systems in the state of Delaware. We estimate there are between 80 and 120 of these cluster communities in Sussex County where I'm located and where we are focusing our initial efforts.

Pumper: How did you get involved?

Kuhns: We were contacted by the U.S. Department of Agriculture. They said they would like us to respond to a request for proposal they were sending out, and they asked whether we would be willing to work with others. We said, "Put us all in a room, and let us work it out." (Note: The USDA is supplying some of the funding for Clean Water Solutions. Money is also coming from the Delaware Community Foundation and Discover Bank.)

Pumper: Who is involved in the Clean Water Solutions partnership?

Kuhns: There's EDEN Delmarva, which provides financing. There's Diamond State Sustainability Corp., which provides utility wastewater and water operation. Diamond State Sustainability Corp. was established only last year and is the entity that deals with the Public Service Commission, which has purview over all utility service in the state of Delaware. And there's the Southeast Rural Community Assistance Project. That's the oldest member of the group. It's been around since the 1950s and provides advice, outreach and education to low- and moderate-income people in rural parts of the state. As a result, they also represent a lot of homeowners associations that are struggling to stay in compliance with state wastewater regulations.

Pumper: Does Delaware require licensed operators run community onsite systems?

Kuhns: Yes, that's come about in the last five or 10 years. The state has become very aggressive on two things. One is inspections. If you're a system owner, you must have your system inspected once every three years. The other thing the state has been aggressive about is outlawing certain types of treatment, for example cesspools.

Pumper: What's the status of your effort to form a utility?

Kuhns: It took a year and a lot of meetings, but the Delaware Public Service Commission approved Clean Water Solutions as a nonprofit wastewater and water utility for Sussex County. We now have five communities in our pilot project, and each of them has a copy of the contract with us. They've had their

lawyers look it over, and all they're waiting for before they sign the contract is for the certificate of public convenience and necessity issued by the Public Service Commission. So far we have only one contract, and that's with a community called Country Glen II.

Pumper: What will you do for the communities?

Kuhns: Initially we assess their septic system and report back to the board of directors — and also to the Department of Natural Resources and

“Estimates are that maybe 15 to 25 percent of these systems are broken or out of compliance. ... But we don't know exactly how many of these cluster communities exist because there are no records.”

— D.C. Kuhns

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Pumper: What are you doing now while you're waiting for the certificates from the Public Service Commission?

Kuhns: We're writing grants. It's up to EDEN to raise all the money.

Pumper: Do you have plans beyond these five communities?

Kuhns: As soon as the last of our initial five communities is in place, we'll start a second pilot project. We want to expand, but we also have to prove to the Public Service Commission and our funders that this model is sustainable. If we were a for-profit utility, the rates would be three times higher, and the operations on the cluster community systems would not be sustainable. That's why we developed our proposal for a nonprofit, and the spreadsheets we prepared show we can make this work with the rates approved by the Public Service Commission. We're going to exhaust the number of cluster communities in Sussex County before we go elsewhere. That's probably five years of work.

Beyond that, since 90 million people out of the 330 million in the U.S. treat their wastewater with onsite systems, the opportunities for Clean Water Solutions and other nonprofits are astonishing. ■

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Nova Scotia Wastewater Pros Working Closely With the Department of Environment

More residents in this lightly populated province utilize onsite systems than municipal wastewater treatment, so customer education is an important job for local installers and pumpers

In States Snapshot, we visit with a member of a state, provincial or national trade association in the decentralized wastewater industry. This time we learn about a member of Waste Water Nova Scotia.

Name and title or job description: James Baxter, operations manager

Business name and location: Baird's Septic Tank Pumping, Upper Onslow, Nova Scotia

Age: 60

Years in the industry: 18

Association involvement: We've been members for quite some time in Waste Water Nova Scotia. Our owner, Allan Baird, and a couple other gentlemen had formed the Septic Pumpers Association of Nova Scotia in 1992. I was secretary and treasurer for many years. About 2008 we merged with Waste Water Nova Scotia, which was a much bigger organization and had a longer reach with the Department of Environment.

Benefits of belonging to the association: The association works closely with the Nova Scotia Department of Environment. It has a very good website. And it gets any news back to us faster than waiting for a letter from the department. We were probably the first province to require certification for every pumper and portable restroom operator.

Biggest issue facing your association right now: There are a couple issues — keeping up with the changes in regulations and inconsistencies with the various regional (Department of Environment) offices. What you can do in one region may not be accepted in a different region. It's definitely something getting worked on. Another problem is people doing things "off the books" and not complying with regulations.

Our crew includes: Allan Baird, owner; Deanna Baird (Allan Baird's daughter-in-law) in the office; Rob Mont, who handles portable restrooms; and septic drivers Derek Reynolds, Brian Allan, Virginia Blondon and Calvin Schellenberg

Typical day on the job: I'm usually at the office by 7 a.m., checking the phone for messages. If I feel real ambitious, I'll even go onto the computer and look at the emails, but I usually wait for Deanna Baird to do that. And then I work on the assignments for the day before the drivers arrive — who's to do what, where do they go, seeing which vehicles will be required. Then when Allan Baird is not around, I take his disabled 40-year-old daughter to and from work. During the rest of the day, I will answer the phone, do the bookkeeping, prepare checks, pay bills and troubleshoot problems that come up. I also help customers who call in with issues.



James Baxter

Helping hands - Indispensable crew member: As far as I'm concerned, everybody is indispensable. We all carry our weight; we all know what needs to be done and we make sure it gets done. It's that simple.

The job I'll never forget: Sometimes people don't think before they do expansions or modifications to their property. There was a job where the owners had put an extension onto their house at ground level, and when the septic tank needed to be pumped, it was found underneath the bed in a bedroom. We had to move the bed, cut a hole in the floor and put the hose in through the window.

Most challenging site I've worked on: Coming up to spec for the updated Department of Environment regulations was a challenge. Everybody with a lagoon for disposal, whether private or municipal, had to come up to the new spec by the end of 2010, which meant a lot of upgrading for most everyone. It took us three years. That included building a completely new lagoon system to accept the material. We built it adjacent to our existing lagoon. The main change was size. It was double what we were used to.

We did the lion's share of the work ourselves but did contract with people to bring in the gravel to build our drying pad and do the excavating and dozing. It was a juggling act because we knew people were down there working and we had to make sure we didn't disrupt the flow of that work when we had to get into our existing disposal site. Our septic lagoon was the first one that has a discharge that goes through a natural filter system — cattails — through a maze. It was Allan Baird's idea. He tossed it to an engineer who figured it out. The success of it was good enough that there have been four more installed in the province.

Allan Baird, owner of Baird's Septic Tank Pumping, looks over the company's settling lagoon where cattails filter wastewater. (Photos courtesy of James Baxter)





The craziest question I've been asked by a customer: A lady called to get her septic tank pumped and she asked me: "Why do I even have one of those things? I'm from Calgary and all we did was flush the toilet and it went away." I had to explain what she had and why she had it. It's understandable — Calgary is on a municipal system. In Nova Scotia, approximately 55 percent of the population is on onsite septic systems. I've talked to many people who were brought up on municipal systems and they don't really understand the workings or maintenance requirements of a septic system. And just like when the province started promoting recycling and they put it into the education system and the children educated their parents, we strongly believe septic information should be in the education system and let the children educate their parents.

If I could change one industry regulation, it would be: I don't think I would change anything so much as I want more enforcement. It's all right to have a regulation, but it's no good if it's not enforced. For example, in this province you're not allowed to land-apply unless it's treated but there are some out there who are not exactly keeping up with that. Unless someone files a complaint, the department is not allowed to take any action.

If I wasn't working in the wastewater industry, I would: Before this I worked as a contractor so that's what I know. When people ask me how I got into this business, I always joke that it was the greatest mistake of my life. I read an ad in the paper but it didn't tell me anything other than they needed certain skills, which I had. I came into the yard, I saw what it was and I had to decide: Do I put the brakes on or keep going? I put the brakes on, and it's been the greatest thing that's ever happened to me. It truly is a joy. The people in this industry are so friendly and helpful.

Crystal ball time - This is my outlook for the wastewater industry: I do believe onsite systems will be changing more. They're probably going to go more toward treatment plant-type of ideas as opposed to the traditional field-bed ideas, and more homes tied into one system as opposed to having multiple systems. That would give better control for the authorities. Instead of looking at tens of thousands, they'll be looking at thousands. I think we are going to see mandatory pumping. It exists in Norway and several regions in Québec where homeowners pay for the service in their taxes and the pumper is contracted by the municipality. I think we'll see disposal going more toward dewatering. The problem with that is what do you do with the dewatered material? At a recent (Portable Sanitation Association International) convention in Florida, we went to a wastewater plant that is pelletizing the material into fertilizer, which has tremendous promise. The biggest issue with that is that to sell it, you have to disclose what it is and public perception of human waste is a major issue. ■

Technician Virginia Blondon outside a 2015 Freightliner M2 with a Vacutrux steel tank and Fruitland pump.

- Compiled by Betty Dageforde

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the altar,
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and pain,
Theirs but to do and die without
a falter—
Ours to enjoy the victory and the
gain.
— Elizabeth Robbins Berry*

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www.aowainfo.org; 334-396-3434

Arizona

Arizona Onsite Wastewater Recycling Association
www.azowra.org; 928-443-0333

Arkansas

Arkansas Onsite Wastewater Association
www.arkowa.com

California

California Onsite Wastewater Association
www.cowa.org; 530-513-6658

Colorado

Colorado Professionals in Onsite Wastewater
www.cpow.net; 720-626-8989

Connecticut

Connecticut Onsite Wastewater Recycling Association
www.cowra-online.org; 860-267-1057

Delaware

Delaware On-Site Wastewater Recycling Association
www.dowra.org

Florida

Florida Onsite Wastewater Association
www.fowaonsite.com; 321-363-1590

Georgia

Georgia Onsite Wastewater Association
www.onsitewastewater.org; 706-407-2552

Georgia F.O.G. Alliance
www.georgiafog.com

Idaho

Onsite Wastewater Association of Idaho
www.owaidaho.org; 208-664-2133

Illinois

Onsite Wastewater Professionals of Illinois
www.owpi.org

Indiana

Indiana Onsite Waste Water Professionals Association
www.iowpa.org; 317-889-2382

Iowa

Iowa Onsite Waste Water Association
www.iowwa.com; 515-225-1051

Kansas

Kansas Small Flows Association
www.ksfa.org; 913-594-1472

Kentucky

Kentucky Onsite Wastewater Association
www.kentuckyonsite.org; 855-818-5692

Maine

Maine Association Of Site Evaluators
www.maineese.com

Maine Association of Professional Soil Scientists
www.mapss.org

Maryland

Maryland Onsite Wastewater Professionals Association
www.mowpa.org; 443-570-2029

Massachusetts

Yankee Onsite Wastewater Association
www.maowp.org; 781-939-5710

Michigan

Michigan Onsite Wastewater Recycling Association
www.mowra.org

Michigan Septic Tank Association
www.msta.biz; 989-808-8648

Minnesota

Minnesota Onsite Wastewater Association
www.mowa-mn.com; 888-810-4178

Mississippi

Mississippi Pumpers Association
www.mspumpersassociation.com; 601-249-2066

Missouri

Missouri Smallflows Organization
www.mosmallflows.org; 417-631-4027

Nebraska

Nebraska On-site Waste Water Association
www.nowwa.org; 402-476-0162

New Hampshire

New Hampshire Association of Septage Haulers
www.nhash.com; 603-831-8670

Granite State Designers and Installers Association
www.gsdia.org; 603-228-1231

New Mexico

Professional Onsite Wastewater Reuse Association of New Mexico
www.powranm.org; 505-989-7676

New York

Long Island Liquid Waste Association, Inc.
www.lilwa.org; 631-585-0448

North Carolina

North Carolina Septic Tank Association
www.ncsta.net; 336-416-3564

North Carolina Portable Toilet Group
www.ncportabletoiletgroup.org; 252-249-1097

North Carolina Pumper Group
www.ncpumpergroup.org; 252-249-1097

Ohio

Ohio Onsite Wastewater Association
www.ohioonsite.org; 888-294-0084

Oregon

Oregon Onsite Wastewater Association
www.o2wa.org; 541-389-6692

Pennsylvania

Pennsylvania Association of Sewage Enforcement Officers
www.pa-seo.org; 717-761-8648

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Pennsylvania Septage Management Association
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NATIONAL

Water Environment Federation
www.wef.org; 800-666-0206

National Onsite Wastewater Recycling Association
www.nowra.org; 800-966-2942

National Association of Wastewater Technicians
www.nawt.org; 800-236-6298

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Alberta Onsite Wastewater Management Association
www.aowma.com; 877-489-7471

British Columbia

WCOWMA Onsite Wastewater Management of B.C.
www.wcowma-bc.com; 877-489-7471

British Columbia Onsite Sewage Association
www.bcossa.org; 778-432-2120

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Manitoba Onsite Wastewater Management Association
www.mowma.org; 877-489-7471

Onsite Wastewater Systems Installers of Manitoba, Inc.
www.owsim.com; 204-771-0455

New Brunswick

New Brunswick Association
of Onsite Wastewater Professionals
www.nbaowp.ca; 506-455-5477

Nova Scotia

Waste Water Nova Scotia
www.wwns.ca; 902-246-2131

Ontario

Ontario Onsite Wastewater Association
www.oowa.org; 855-905-6692

Ontario Association of Sewage Industry Services
www.oasisontario.on.ca; 877-202-0082

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Spartan Tool Model 300

The **Model 300** from **Spartan Tool** has a compact design suitable for tight spaces and narrow doorways. Its Dial-A-Cable power feed automatically sends cable in and out of the line. A quiet, gear-reduced Permanent Magnet motor provides quick torque and long life. Its 107-foot cable capacity means customers don't have to give up power and performance in a compact machine. **800-435-3866; www.spartantool.com.**



DRAINLINE INSPECTION CAMERAS

CUES MPlus+ XL

The **CUES MPlus+ XL** push system is designed for easy operation with an all-in-one setup and flexibility by quick removal of the control unit to be used separately. It includes a coiler configuration and pan-and-tilt camera for mainline and larger pipeline applications up to 500 feet. It integrates video observation coding, observation coding interface and digital recording. The lightweight system includes large, durable wheels for portability and a balanced footprint for stability. It is manufactured to handle rigorous field use. **800-327-7791; www.cuesinc.com.**



Milwaukee Tool M18 FUEL SWITCH PACK Sectional Drum System

The **M18 FUEL SWITCH PACK Sectional Drum System** from **Milwaukee Tool** combines the benefits of sectional and drum machines to create a versatile and mobile machine. It is easily transportable via an integrated backpack design, allows users to interchange and connect drums and provides maximum power to clear 100 feet

down the line. **800-729-3878; www.milwaukeetool.com.**

MyTana Mfg. M745 Workhorse

The **M745 Workhorse** drain machine from **MyTana Mfg.** can adjust cable speed on the fly for maximum performance, and it features two torque settings for safety. It incorporates SmartDrive technology, so cable speed can be throttled up to 300 rpm to negotiate turns, strengthen cleaning force, and expedite feeds and retrievals. Speed can also be reduced to as low as 100 rpm for tackling obstructions and debris. SmartDrive sounds an alarm when cable torque approaches unsafe limits and then automatically cuts power when that limit is reached. The machine comes equipped to work in 3- to 4-inch lines with 100 feet of cable, slip-joint fittings, autofeed, blades and accessories. A sink line kit is available to address 1 1/2- to 2-inch lines, and no tools are needed to swap reels due to the quick-release design of the drive system. **866-327-7176; www.mytana.com.**



Ratech Electronics 5/8-inch Ultra Micro Camera

The **5/8-inch Ultra Micro Camera** from **Ratech Electronics** is tiny enough to inspect kitchen sinks and toilet P-traps. Made for 1- to 4-inch pipe inspections, it conveniently maneuvers around bends and turns smoothly. It is adaptable to any existing Ratech Electronics system, including the Elite SD/USB, Fast Peek or Mini Peek portable drainline units. The camera is complemented with four super-bright LED lights producing an ideal color picture. **800-461-9200; www.ratech-electronics.com.**

DRAINLINE INSPECTION CAMERAS

RIDGID CS65x

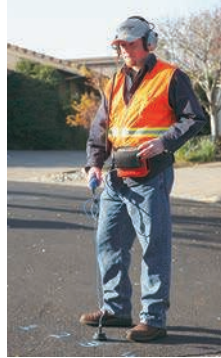
The **RIDGID CS65x** digital reporting monitor has Wi-Fi and Bluetooth, as well as immediate access to footage from drainline inspections. It provides one-touch image recording for fast, efficient documentation of inspections, along with a new, faster processor and solid-state hard drive. It has ample storage for multiple jobs and docks to the SeeSnake Max rM200 camera system for on-site reporting. It has a built-in, water-resistant keyboard for easy addition of on-screen titles and annotation of captured media, as well as a daylight-viewable display for a clear in-pipe image. It has a companion app compatible with Android and iOS devices. **800-769-7743; www.ridgid.com.**



ELECTRONIC LEAK LOCATOR

SubSurface Locators LD-18

The **LD-18** digital water leak detector from **SubSurface Locators** reduces ambient, intermittent noises from dogs barking, cars passing by, footsteps and people talking. Its digital electronics sample the sounds every few thousandths of a second, and if it detects an intermittent sound, it suppresses it instantly. Water leak sounds are almost always continuous noises, and the unit can identify continuous leak sounds, even in difficult conditions like busy streets. **775-298-2701; www.subsurfaceleak.com.**



HIGH-PRESSURE NOZZLES

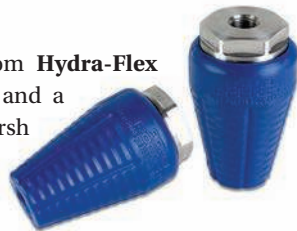
Hammelmann RD MASTERJET

The **RD MASTERJET** nozzle from **Hammelmann** has HPS sealing technology and adjustable speed rotation. It is designed for use with shotguns, robotic lance systems or replacement of any rotating tool. It is lightweight at 2.2 pounds and has a compact ergonomic design that's 2.2 inches in diameter and 6.5 inches long. It can be used at operating pressures up to 46,500 psi with optimum internal flow allowing the pump's total performance to be used. It has a versatile universal nozzle hub for working with nozzles with two or four inserts. Nozzle inserts are countersunk in the nozzle carrier with blast-back shields. Speed is controlled by an infinitely variable magnetic brake. **800-783-4935; www.hammelmann.com.**



Hydra-Flex Aqua-Rocket

The **Aqua-Rocket** industrial turbo nozzle from **Hydra-Flex** is constructed with a stainless steel housing and a tungsten carbide tip and seat to withstand harsh environments and provide long life. Equipped with a high-temperature, drop-resistant rubber cover and available repair kits, all components are designed for longer life and lower overall operating costs. It blasts a zero-degree water jet at 1,500 to 4,000 psi while rotating at an optimal speed to form a 22-degree, cone-shaped spray pattern. Its optimized stream quality results in greater impingement, allowing the user to attack the toughest dirt and grime. **952-808-3640; www.hydraflexinc.com.**



Petersen Products DrainJet-Pro

The **DrainJet-Pro** drain flusher from **Petersen Products** may be used with high-pressure jetters or use the Standard DrainJet with standard water pressure. It is flexible for navigating bends and you can attach a cap to make it a pipe plug. Its ability to plug the pipe as well as flush prevents backflow of water and debris. The flusher is constructed of heavy-duty specially treated industrial fabric. Standard sizes are 1.3 to 6 inches. **800-926-1926; www.petersenproducts.com.**



HOSE REELS

Hannay Reels VAC Series

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



CASE STUDY

Camera and sonde locator used to trace waterlines

Problem: Saltillo Water in Mexico has 24-inch plastic waterlines, which were buried with no tracer wire. The utility was not able to locate any maps or records detailing where these plastic water pipes were buried. Saltillo Water did know that the majority of their lines would be buried under asphalt in the streets.

Solution: The local **Vivax-Metrotech** distributor, Commercial Gepsa S.A. DE C.V., took a trip to visit the customer, bringing a **vLoc3-Cam** sonde locator and **vCamMX-2** mini inspection camera. The customer dug 5 feet down to the buried water pipe to install a 3-inch saddle, which would allow the camera head and pushrod to enter the pressurized line without water escaping. With the camera in the plastic pipe, the 512 Hz sonde was activated and quickly picked up on the surface with the sonde locator. Working in 10-foot increments, they were able to locate the direction and depth of the buried pressurized plastic water pipe. On other locate runs, they simply pushed 50 feet of pushrod into the waterline, then connected a portable utility locator transmitter to the camera reel, allowing them to trace the entire length of pushrod underground in the pipe.

Result: Together with the receiver in sonde mode and the mini camera, technicians were able to pinpoint with accuracy the location and depth of cover of the buried plastic water pipe. **800-446-3392; www.vivax-metrotech.com.**



HOSE REELS

Reelcraft Industries Series DP5000

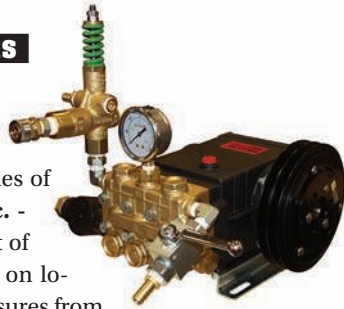
The **Series DP5000** dual-pedestal reel from **Reelcraft Industries** is smaller and more compact than its Series DP7000 counterpart for air, water, oil and grease up to 1/2-inch I.D. hose. It has an interlocking steel-formed and stamped base design that provides rigidity in truck-mount service applications. This design also makes the base assembly strong, compact and resistant to vibration. Its compact profile makes it a fit in tight spaces or mounted in cabinetry. **800-444-3134; www.reelcraft.com.**



PRESSURE WASHERS AND SPRAYERS

Water Cannon electric clutch series

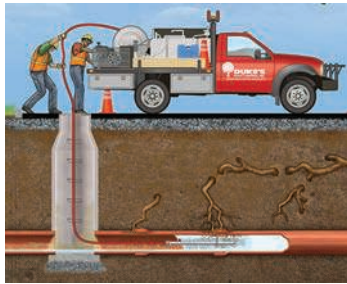
The heavy-duty, 12-volt electric clutch series of pressure washers from **Water Cannon Inc.** - **MWBE** are designed to mount on the front of a diesel engine for high-pressure washing on location. It is available in three different pressures from 2,000 to 4,000 psi and flow rates from 4 to 8 gpm. Other features include a continuous-duty hydraulic coupling drive system, an in-line serviceable stainless steel mesh water filter, stainless steel unitized valves, forged brass manifold and a heavy-duty triplex plunger pump. The thermo-pump protector engages at 140 degrees F, and the adjustable pressure regulator is from 150 psi to the max pressure. **800-333-9274; www.watercannon.com.**



ROOT CONTROL CHEMICALS

Duke's Root Control Razorooter II

Diquat-based **Razorooter II** root-control herbicide from **Duke's Root Control** is registered by the U.S. Environmental Protection Agency for controlling nuisance tree roots in sanitary sewer collections systems. It kills roots and eliminates mainline stoppages caused by live tree roots. **800-447-6687; www.dukes.com.**



Lenzyme Trap-Cleer foaming root control

Foaming root control from **Lenzyme Trap-Cleer** has double the active ingredient dichlobenil of previous solutions, along with a latex base designed to help it stick to roots longer. It is easy to apply and provides a

slower foaming action to coat the entire pipeline and eliminate fast-foam-over messes. **800-223-3083; www.lenzyme.com.**

ROOT CUTTERS

NozzTeq Lumberjack

NozzTeq Lumberjack cutters are low-torque, variable-speed, multipurpose cutting nozzles powered by common sewer jetting or combination trucks. The cutting chains rotate at speeds of 10,000 to 50,000 rpm, depending on pressure and flow rate. The precisely engineered cutter is designed to cut roots, but it also effectively clears out concrete, tuberculation, grease, protruding laterals and other obstructions. Low torque means it won't get stuck, won't harm host pipe and won't spin off the hose end. The cutters are sealed, include grease-lubricated bearings and are water-cooled so they don't need daily maintenance. Five models clear pipes from 3 up to 48 inches. The entire kit includes the turbine, water supply tube, chain plate/pull plate, tow ring, cutting blade, sleds, five sets of chain per sled size, propelling nozzle with jets and adapter, spanner wrench, hand tools and toolbox. **866-620-5915; www.nozzteq.com.**



SLUDGE SAMPLING EQUIPMENT



Sim/Tech Filter TruCore

The **TruCore** from **Sim/Tech Filter** is a large-diameter, accurate, user-friendly sludge sampler designed for use in thicker sludge common to septic tanks. It allows samples to be taken quickly without creating excessive turbulence, as there are no restrictions caused by valves, stoppers or flaps. With a 1 3/8-inch I.D., the capacity per foot is almost 10 ounces. The straight-through design allows the sample to be effortlessly returned to the tank. The unit is made of a polycarbonate sampling tube (marked every foot) and PVC fittings. It comes as a single-piece, 8-foot unit or as two 4-foot units that slip together. Custom sizes and configurations are also available. A customizable extension kit is available for deeply buried tanks. **888-999-3290; www.simtechfilter.com.**

SMOKE LOCATORS

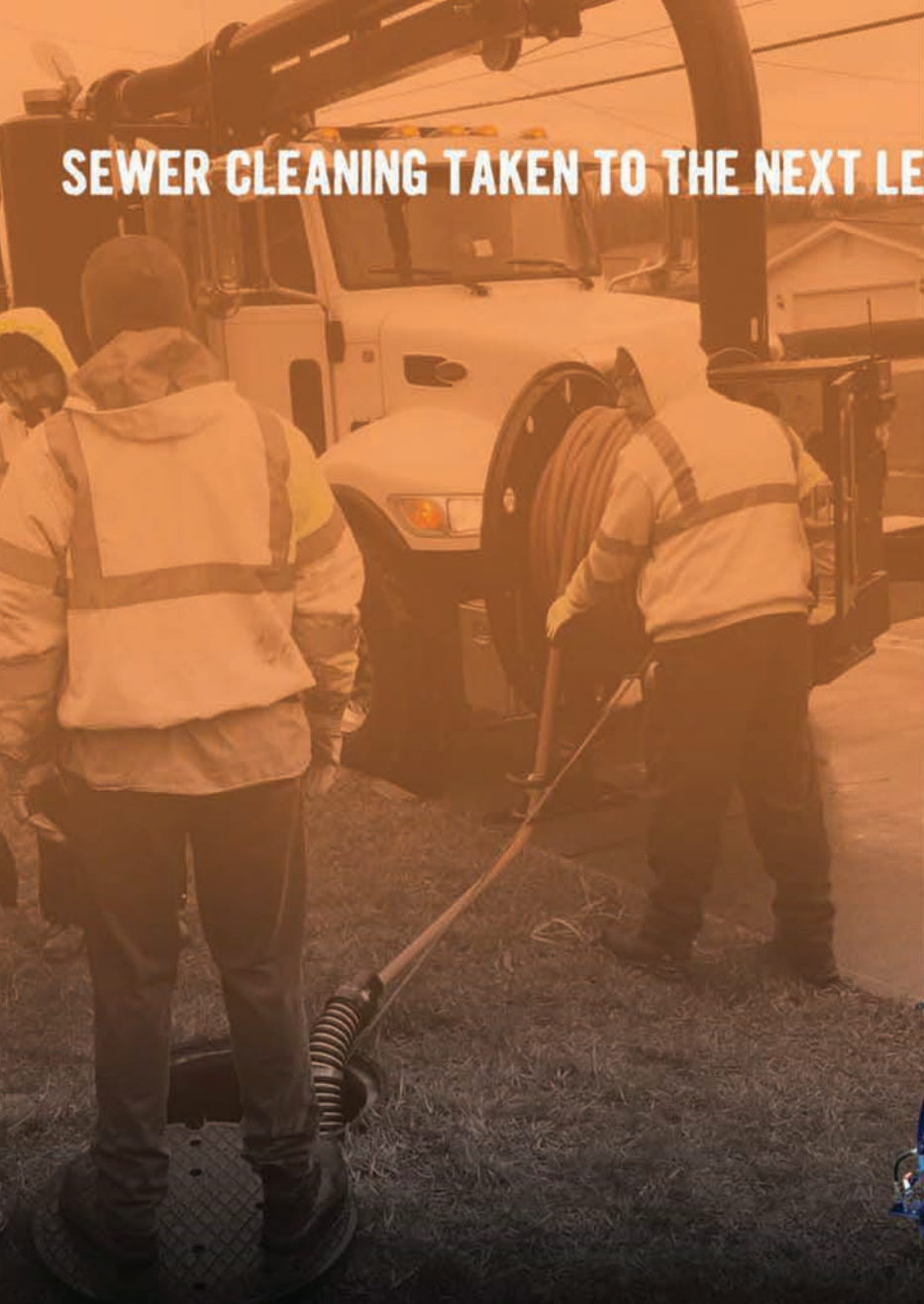
Superior Signal smoke testing systems

Superior Signal smoke testing systems help reduce wet-weather sanitary sewer overflows and surface inflow. Smoke candles, fluid and smoke blowers are designed to smoke-test sanitary sewers quickly, efficiently and economically. Blowers can be used with smoke candles or fluid to detect common sources of inflow and other faults. Superior 3C Classic smoke candles produce a volume of 40,000 cubic feet of smoke in just three minutes. Join multiple smoke candles together to create larger volumes of smoke visible for a longer period of time. Systems offer a liquid-based alternative for mainline sewer inspection, with a heating chamber with stainless steel injector to maximize dry smoke output, producing a highly visible, liquid-based smoke. **800-945-8378; www.superiorsignal.com.**



(continued)

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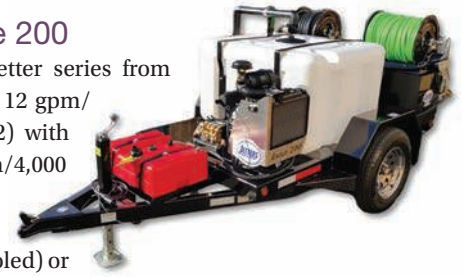
American Jetter Hot Jetter

Hot Jettters from **American Jetter** include a water-heating system that uses efficient dual-coil burners. Burner exhaust temperatures are reduced from 400 degrees F to around 127 degrees F, effectively releasing less heat into the atmosphere. This is coupled with 20 percent or more fuel savings from the optional Kohler's 19 to 38 hp EFI engines. The increased fuel savings will provide longer runtimes. **866-944-3569; www.americanjetter.com.**



Jettters Northwest Eagle 200

The **Eagle 200** midsize trailer jetter series from **Jettters Northwest** is available in 12 gpm/3,000 psi (model Eagle-200/3012) with 1/2-inch I.D. jet hose or the 9 gpm/4,000 psi (model Eagle-200/4009) with 3/8-inch I.D. jet hose. It comes with either a Kawasaki (liquid-cooled) or Kohler (air-cooled) fuel-injected engine, an industrial-duty trailer with brakes for safety, and an A-frame tongue that allows it to be towed when full of water. It comes with a super-duty triplex UDOR U.S.A. pump, 12-volt power-wind hose reel with wind-speed controller, 200-gallon water tank, large 60-inch lockable tool storage bin, 300 feet of jetting hose on the main 12-volt reel, 100 feet of 3/4-inch water-supply hose on a second reel, adjustable pulsation control and four jetting nozzles. **877-901-1936; www.jetttersnorthwest.com.**



Cam Spray TT4025HZ-350

The model **TT4025HZ-350** trailer jetter from **Cam Spray** produces 25 gpm at 4,000 psi using an EPA Tier 4 Final Hatz Diesel 74 hp turbo intercooled, liquid-cooled engine. It comes with an over-center clutch, control panel with hour meter, low-fuel gauge, low-fuel shutdown, over-pressure shutdown and digital pressure readout. The reel is hydraulic powered with variable speed and comes mounted on a slide-out with angle adjustment fitted with 500 feet of 5/8-inch hose, manual shut-off valve and analog pressure gauge. **800-648-5011; www.camspray.com.**

Easy Kleen Pressure Systems Groundhog Jetter

The **Groundhog Jetter** from **Easy Kleen Pressure Systems** is designed to blast through clogged pipes with a 35 hp Vanguard engine providing 12 gpm at 3,500 psi. It is compact and easily transported in a pickup truck or van, with trailer options available. It includes a fully welded, powder-coated 2-inch steel tube frame, drilled and tapped, which houses the 200-gallon water tank. It comes with an accessible breather and 10-gallon fuel tank, General Pump with gearbox drive, 12-volt powered hose reel with 300 feet of 3/8-inch jetter hose, hose guides, super swivel and foot-pedal control and emergency shut-off valve. **800-315-5533; www.easykleen.com.**



GapVax GJet

The **GJet** truck jetter from **GapVax** offers 500- to 3,000-gallon stainless steel water tank options and 40 to 100 gpm water pump options along with a front-mounted hose reel, various toolbox options, room for a vice or crane, and 10-foot tube trays. **888-442-7829; www.gapvax.com.**

Hot Jet USA Xtreme Flow III

The **Xtreme Flow III** trailer jetter from **Hot Jet USA** offers 18 gpm at 4,000 psi jetting power, clearing drains from 2 to 24 inches. It offers twin 35 hp Vanguard engines on a 5-by-14-foot, heavy-duty, 10,000-pound-rated trailer. It is designed to bust through any clog, roots or debris. **800-213-3272; www.hotjetusa.com.**



Vac-Con Hot Shot

The **Hot Shot** high-pressure water jet machine from **Vac-Con** is designed for removing stones, bottles, cans, grease, sludge and other debris from sanitary sewer and/or storm drainlines. Models are available with 1,000- and 1,600-gallon water tanks. Options include variable flow, articulating hose reel, polyethylene water tanks, 30 gpm at 3,000 psi water pump system, auxiliary engine or hydrostatic drive, cold-weather recirculation system, side-mounted toolboxes, air purge system, hose footage counter, arrow board, strobe lights, inspector cam, high-pressure spray bar, hose rewind guide, 600 psi handgun system with 25 feet of hose, and a selection of nozzles. **855-336-2962; www.vac-con.com.**

Vector RamJet 850 Series

The **RamJet 850 Series** truck jetter from **Vector** has a choice of front or rear hose-reel locations and productivity-enhancing options. An integral aluminum rear shroud with heavy-duty, see-through Lexan windows is available. Large service access doors on both sides of the shroud enable easy greasing, maintenance and service. The rear shroud keeps the hose and components warm and protected for quick setup and cleaning in extremely cold conditions. It comes standard with a certified flow of 0 to 80 gpm at a variable pressure up to 2,500 psi at the hose reel to clean any size of line. **815-672-3171; www.vector.com.**



Vector Technologies VecJet

The **VecJet** line of powerful, compact trailer-mounted jetter machines from **Vac-Con**, in cooperation with **Vector Technologies**, features a high-pressure water jet system with a Vac-Con hose reel. They come standard with a 99 hp Kubota diesel engine, a 500- or 700-gallon water tank, 500 feet of 1/2- or 3/4-inch jetter hose, and water flow of 25 gpm at 4,000 psi or 40 gpm at 3,000 psi. **800-832-4010; www.vector-vacuums.com. ■**



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BALDWIN FILTERS ENDURACUBE AIR FILTERS PROMOTED FOR DIRTY-AIR ENVIRONMENTS

in the
SPOTLIGHT
By Craig Mandli

Clean air is essential to the performance and life of your vacuum truck's engine. Considering the dirty environments many pumpers operate in at times, the air your truck is breathing in isn't exactly clean. That's why proper air filtration is important, because sometimes even a small amount of dirt can cause a tremendous amount of engine damage. **Baldwin Filters, a Parker Hannifin brand**, has introduced a line of **EnduraCube** air filters with depth-loading media technology designed to deliver durability, efficiency and high capacity.

EnduraCube air filters have a multilayered synthetic media trap designed to hold more dirt per square inch. The enhanced media technology provides high initial efficiency and is water-resistant, ensuring tears and holes do not develop when exposed to water, according to the maker.

"We are excited to bring this advanced depth-loading technology to the marketplace," says Steve Zimmerman, division engineering and product management manager at Parker Hannifin Engine Mobile Aftermarket Division. "Our goal is to provide the best possible protection for engines, and these filters exemplify our commitment to innovative filtration."

According to Zimmerman, for efficient combustion, a modern diesel engine requires several thousand times as much air as it does fuel. Under normal operating conditions, to burn 1 gallon of fuel, the engine needs 15,000 gallons of clean air. Add a turbocharger to that engine and air consumption requirements increase by 20 percent or more. The purpose of the air filter is to promote long system life by keeping damaging contaminants away from sensitive engine components.

The filters include a stronger, stable media pack, with one continuous media web that eliminates possible leak paths common in stacked paper media, according to the manufacturer. Durable, rigid plastic frame and end caps add structural strength and stability to the media. They also include protective panels designed to reduce the risk of rips, tears and punctures.

EnduraCube air filters are built to withstand the toughest conditions, according to the maker. In rigorous endurance testing, the filters demonstrated extreme structural integrity. Testing against the OE filter shows the EnduraCube air filters do not tear or separate from air pressure, vehicle vibration or high temperatures. The durable design and construction of the air filters provide long-term protection to keep engines running at peak performance. **800-822-5394; www.parker.com. ■**

BRAWNY OPTION FOR COXREELS' 100 SERIES REELS

The Brawny option from COXREELS is available for most 100 Series hose reels. The Brawny feature adds strength to the drum, minimizing potential damage under increased or pulsing pressure usage. The option is available for the 8-, 12.5- and 18-inch drum widths. The 100 Series reel can be mounted to a floor, wall, ceiling, bench or truck and is made of steel for durability. It has a U-shaped frame for two-point axle support to provide stability during operation and has a brake assembly for braking or locking the drum to a desired length of hose. **800-269-7335; www.coxreels.com.**



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Westech Vac Systems' Code Combo Vac unit features a powerful vacuum system, high-pressure water system and a steam reel for tough greases, sludges and oils. It is built to Transport Canada Transport Dangerous Goods code TC 407 for hazardous material applications, which is DOT 407 equivalent. The unit can also be built to noncode specifications. The Code Combo Vac unit features a 2019 Kenworth T800 tri-axle chassis built to endure the harshest applications, Hibon 820 tri-lobe blower with a 28-inch maximum vacuum and 1,600 cfm free air flow, Cat Pumps 660 water pump with 10 gpm at 3,000 psi rating, 700,000 Btu diesel-fired water heater, electrically powered tank vibrator, steamer kit and glycol hose reel. **780-955-3030; www.westechvac.com. ■**

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INDUSTRY NEWS

Franklin Electric celebrates 75 years of business


Franklin Electric will be celebrating its 75th anniversary in 2019. The company was founded by E.J. "Ed" Schaefer and T.W. "Wayne" Kehoe in 1944 in Bluffton, Indiana. Franklin Electric started as a small motor manufacturing company and has grown into a global provider of systems and components for moving water and fuel.

SJE moves in to new Florida location

SJE moved its Florida office to a new building in St. Petersburg. The building is more than 80 percent larger, providing space for growth. The new facility has 17,500 square feet, bringing the production space up to over 10,000 square feet. Other benefits include a one-level layout, improved employee common areas and a conference room. The address is 10040 18th St. N., Suite No. 1, St. Petersburg, about 6 miles southeast of the old location.

Vactor announces plans to expand manufacturing facility

Vactor announced plans to expand its Streator, Illinois, manufacturing facility. The project is expected to increase Vactor's production capacity and add up to 90 jobs. The first phase of the project will expand the existing fabrication, welding, paint and assembly areas, as well as the test bays. Additionally, the current training center and customer inspection facility will be updated. The expansion will add about 100,000 square feet. The construction completion targeted is the end of 2019. ■



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ance Rackham added a 2018 Peterbilt 567 from Jackson Peterbilt of Boise, Idaho, which carries a 3,500-gallon waste and 200-gallon fresh-water aluminum Imperial Industries tank and a National Vacuum Equipment 866 Challenger liquid-cooled pump. The rig has an air-bag suspension and is powered by 430 hp PACCAR engine tied to a 10-speed Fuller transmission (Eaton Vehicle Group). The truck features a hydraulically driven full-opening rear door, 20-inch topside manway, 4-inch intake, 6-inch dump, Cat Pumps 2,500 psi 8 gpm jetter housed in a heated aluminum box, Alcoa aluminum wheels, a steerable pusher axle, incorporated steps in the rear bumper for operator safety, and an aluminum toolbox. Interior features include air conditioning, stereo, leather seating, Bluetooth stereo with hands-free communication, air-ride seat and cab, inner lock axle and rear locking differential axle, and factory-installed PTO switches. Graphics are from Bryant Ideas. The driver is Spencer Hyde, and the truck is used for car wash pits, parking lot basins, sand/oil separators and occasionally septic and grease trap pumping. ■

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2008 International with a 3,200 gallon aluminum two-compartment DOT 412 vacuum tank unit. (Stock# 9666V) **www.VacuumSalesinc.com; (888) VAC-UNIT (822-8648)** (PBM)

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Call Dave 724-222-6080, PA P05

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PORTABLE RESTROOM TRUCKS



2001 Isuzu FTR/Keith Huber Tugger II, 1,100-gallon waste tank. 307,000 miles. 150- and 250-gallon water tanks. New pressure-relief valves, new hoses for the tanks. New freshwater pump. Truck has new fresh paint. Drive tires are 90% and front steer tires are 60%. Rear toilet rack was rebuilt. Full service was done. Fresh fluids and filters. New brakes, rotors and brake lines. \$29,000

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Brad 724-222-6080, PA P06



2011 Ford F350, 6.7 diesel, automatic, 4x4. NEW aluminum 300 waste/150 water vacuum tank, HXL2 Masport pump, washdown system.

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2007 International, 2-compartment 1,500-gallon Best Enterprise stainless-steel tank with 2-unit carrier. Automatic transmission. 200k miles. PTO-driven pump and washdown system. Dual side service. Truck runs and drives daily, no issues. \$39,000

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2008 Hino 145 with Hino diesel 4-cyl. automatic. New 900-gallon waste and 300-gallon freshwater aluminum tank. New engine-drive Battioni pump with electric start, 90cfm. Two large aluminum storage boxes, 2-unit aluminum carrier. Turnkey, ready for work. \$65,000

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2007 Ford F750, 5.9 Cummins, 2000 Series Allison auto. transmission, Masport pump. 1,100 waste/400 fresh, dual pump hose. Call for pricing.

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2005 Freightliner, Caterpillar motor, 6-speed transmission, Keith Huber tank, Masport pump. 340k miles, new clutch. Tires and brakes are 80%. \$13,999 OBO. 786-488-4276; info@expressportable.com (P05)

2003 Ford F550, 250,000 miles, 6.0 Powerstroke with egr delete. Rebuilt pump, Satellite tank, Honda pressure washer. Very clean truck. \$16,000. Call 815-716-3056 (P05)

2007 Ford F750 portable toilet truck, dual service, Conde pump, high pressure washer. Best Enterprises stainless steel tank – 1,100 waste, 400 fresh water. Toilet carrier, air-shift PTO. Storage bins, bumper, manway, secondary, hose trays. Allison transmission and air brakes. New motor with 10k miles and transmission has been rebuilt. \$23,500. Interested parties call 248-759-4993. (P05)

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2005 Ford F650, 5.9 Cummins, automatic. Stainless steel tank 1,000/300, DC10 washdown pump, Masport vacuum pump. \$25,000 OBO. Call 786-488-4276 or email info@expressportable.com (P05)

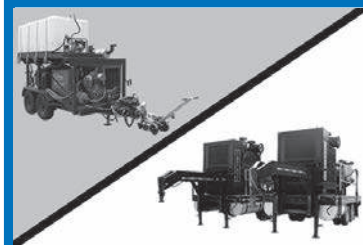
2018 Hino 268A cab & chassis, 25,950 GVW with a new 1,600-gallon portable toilet service unit. (Stock# 13762) www.VacuumSalesInc.com (888) VAC-UNIT (822-8648) (PBM)

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507-931-1340 P05

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Andrew 561-302-7195, FL P05



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2006 Peterbilt 357 tri-axle vacuum truck, 5,000 gallons. Heavy specs, double frame, aluminum wheels, air-lift third axle. Masport vacuum pump. Caterpillar C15 475hp, 18-speed, 340k miles. 832-914-2855; www.oilfieldtruckworld.com (P05)



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KLM Companies
617-909-9044 PBM



2005 International 4400. 285hp DT466, backed by Allison 5-speed automatic transmission. Air brakes and rear air-ride. 2,300-gallon Progress aluminum tank - 2,000-gallon waste, 300-gallon freshwater. Masport H15W liquid-cooled pump. See-Level waste gauge, (works great). Has a freshwater pump if you want to use for porta potties. Good tires. Runs excellent. Clean inside and out. Upholstery in good condition. Has cruise control and air conditioning. Both work great. 328k miles. Truck is ready to go to work today. Has been a great truck for us, but we needed a larger truck. Located in central California. Call Brian for more info or more pictures \$36,000

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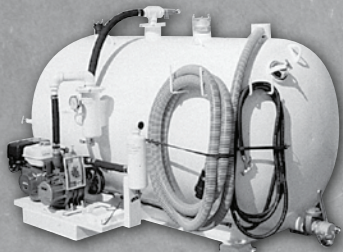
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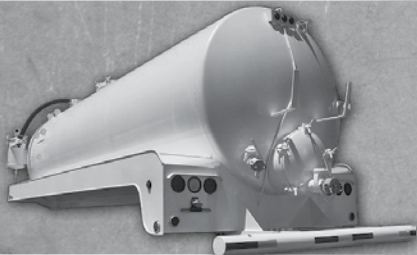
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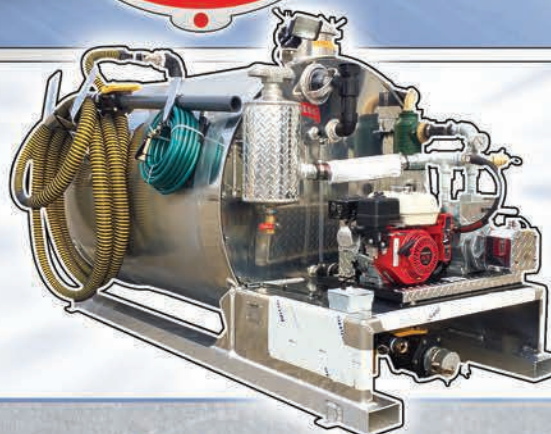
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