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That Old **Black** **MAGIC**



Our 2020 Classy Truck of the Year winner has old-school charm combined with the comfort and reliability of a new service vehicle

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Making It **Personal**

McMullen Septic used an intelligent growth strategy and a strong family reputation to build a diversified and thriving business in southwest Delaware.

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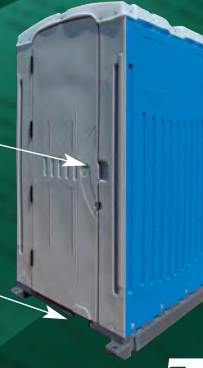


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Published monthly by

 COLE publishing

COLE Publishing Inc.
1720 Maple Lake Dam Rd.
PO Box 220
Three Lakes, WI 54562

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In U.S. or Canada call toll-free 800-257-7222. Elsewhere call 715-546-3346.
Email: info@pumper.com | Website: www.pumper.com
Fax: 715-546-3786

Office hours 7:30 a.m.-5:00 p.m. Central Time, Monday - Friday

SUBSCRIPTION INFORMATION: A one-year (12 issue) subscription to *Pumper* in the United States, Canada and Mexico is free to qualified subscribers. Subscriptions to all other foreign countries cost \$150 per year (\$290 for two years). Subscribers are guaranteed monthly delivery of the magazine. To subscribe please visit pumper.com or send company name, mailing address, phone number and check or money order (U.S. funds payable to COLE Publishing Inc.) to the address above. MasterCard, VISA, Discover and American Express are also accepted. Supply credit card information with your subscription order.

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CONTROLLED CIRCULATION: 20,500 per month. This figure includes all circulation regions (nationwide) and international distribution.

REPRINTS AND BACK ISSUES: Visit www.pumper.com/order/reprints for options and pricing. To order reprints, call Jeff Lane at 800-257-7222 (715-546-3346) or email jeff.lane@colepublishing.com. To order back issues, call Holly Gensler at 800-257-7222 (715-546-3346) or email holly.gensler@colepublishing.com.

ON THE COVER:



A black and lime green 1996 Kenworth carrying a 3,600-gallon Lincoln Center Mfg. (formerly Marengo Fabricated Steel) tank and National Vacuum Equipment pump is the 2020 Classy Truck of the Year. It is owned by Kim and Bryan Mast of Brenner's Sanitary Service. (Photo by Amy Voigt)

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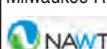
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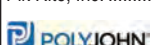


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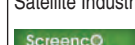
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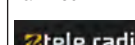
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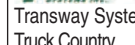
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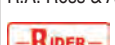
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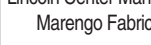
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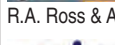
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That Old Black Magic

Our 2020 Classy Truck of the Year winner has old-school charm combined with the comfort and reliability of a new service vehicle

Running a one-truck, one-driver family pumping operation, Bryan Mast doesn't buy a vacuum truck very often. So when he does, he needs the build-out to match his expectations and be ready for work the day he picks up the keys. And when Mast, owner of Brenner's Sanitary Services with his wife, Kim, contracted with Lincoln Center Mfg. (formerly Marengo Fabricated Steel) for his latest truck, he had an interesting idea to oversee the project.

"My wife let me take off every Friday for eight weeks for a couple hours to look at the truck and go over how I wanted it done. They did everything I wanted, the way I wanted it done," recalls Mast of his weekly trips to Lincoln Center's facility about 90 minutes from the family's home base in Apple Creek, Ohio.

On his weekly trips, Mast collaborated with the guys at the factory on every detail of the truck, a refurbished, repurposed 1996 Kenworth semi rig. On one of the later trips, he told the guys at Lincoln Center that his plan was to get his truck into the *Pumper* Classy Truck of the Month feature. The crew responded with some surprises.

"Once I told them that with two or three weeks to go, they did a bunch of custom stainless steel pieces and that didn't cost me extra," Mast explains. Included in the shiny bits was a one-off custom rear bumper, custom mud flaps and backlit personalized stainless steel cutout decorative pieces.

AND THE WINNER IS ...

Mast's careful specs for the septage hauler and the extras from Lincoln Center played an important role in the truck making not only the October Classy Truck page, but winning *Pumper's* annual Classy Truck of the Year award for 2020. A phone call to announce the award practically left Mast speechless.

"That's a heck of a Christmas present, I'll tell you that. That's crazy; I'm ecstatic," Mast says when he receives the call. I telephoned him a few days later and the news was starting to sink in.

"I still can't believe it actually happened. After I talked to you, I told my wife that I almost started crying. Two and a half years ago I wouldn't have guessed that it would actually happen. That's amazing. Never in my wildest dreams did I think it would come true," Mast says.

Well, it did come true. Evidence is the photo of the Brenner's truck on the cover of this issue.

The black and lime green Kenworth combines an old-school pumper truck flair with striking graphics and lots of chrome accents. It borrows the

“One customer said to me, ‘Even when your truck is dirty it still looks nice.’ The biggest thing when we had this built was we wanted it to look nice and to look professional.”

– BRYAN MAST

best of your father's work truck presented in a modern, reliable package built for today's owner-operator. The timeless design of the Kenworth rig is double-framed for strength to carry a 3,600-gallon multiload steel tank and a higher-powered pump to get the job done faster so he can keep 'er movin'.

The W900L model is outfitted with 500 hp engine for ample power and hooked up to a 13-speed Eaton Fuller transmission. The truck employs a National Vacuum Equipment 866 Max Pak pump.

FINDING THE RIGHT RIG

Lincoln Center gave Mast the wheelbase parameters for his truck search, and his wife discovered the refreshed and reconfigured Kenworth in an unlikely place: on Facebook Marketplace. "It happened that this truck was 15 minutes from our house and we didn't even know it," Mast recalls. The previous owner "put \$20,000 to \$30,000 into it and we paid \$35,000 for the truck. I couldn't pass it up."

Mast, 42, likes the classic look of the older trucks and still prefers to avoid modern emissions, but might have expected to find tired examples when he started searching. Instead, the Kenworth was owned by a farmer using it to haul grain, and it had been fully sorted before the purchase. The engine was rebuilt, the clutch was new, brakes, tires and exhaust were replaced, and the farmer had swapped the over-the-road bunk for a handy 10-inch day cab extension.

The truck was inspected for two hours by Mast and an experienced mechanic, and the only issues they found were the single-frame and some suspension bushings that needed replacement before the tank was added. "The hood is fiberglass, the cab is aluminum and the cab extension is fiberglass, so it's not going to rust," Mast says.



▲ Kim and Bryan Mast stand next to their black and lime green 1996 Kenworth W900L with a 3,600-gallon steel tank and National Vacuum Equipment Challenger 866 heavy-duty Max Pak pump from Lincoln Center Mfg. (formerly Marengo Fabricated Steel). (Photography by Amy Voigt)

Mast went to work on the interior to make it pumper-friendly. He added a kicker-style subwoofer behind the passenger seat, tied into the stereo that has ceiling-mounted mid- and high-range speakers. It makes a great system for him to blast country and '80s and '90s rock tunes while running routes. He built a shelving system behind the seat for gloves and other daily supplies, and he put a tote between the dual air-ride seats to carry paperwork for the treatment plant and billing books.

"It's pretty fancy, a lot fancier than what I'm used to," Mast jokes.

A SMART BUILD

Mast went into the build with the idea of getting the truck published in the magazine, but more important, he wanted a truck that's easier to use, focused on the pumper who hauls hoses and works dawn to dusk in the summer. The tank is upsized just enough from his last truck to cut down on trips to the dumpsite. The pump is strong enough to make long pulls quicker. The cab is comfortable and quiet, and all the components outside are in the right place for Mast. And all the updates will limit annoying breakdowns that can come with running a well-used truck.

One unexpected user-friendly advantage to the new truck is that Lincoln Center installed the tank with a 4-inch rearward slope to help with unloading. And when Mast drops the bags on the air-suspension, the slope goes to 6 inches. He had previously looked at adding a hoist and a jetter to the rig but didn't want to spend the extra \$12,000. For ease of working, he thinks he will make that investment on his next truck.

Still in all, the truck is a major upgrade and a good looker going down the road.

"It's actually fun to go to work now," he says. "I wanted it easier, more efficient and I guess that's about it."

As for the looks, Mast has received hundreds of customer compliments for the appearance of his new truck and how clean he keeps it with twice-

a-week baths and frequent pampering and polishing. The feedback is important to Mast.

"I learned from dad that if you want to do a job, do it right. And I don't want to drive around in something that looks like a piece of junk," Mast says. "One customer said to me, 'Even when your truck is dirty it still looks nice.' The biggest thing when we had this built was, we wanted it to look nice and to look professional."

THREE GENERATIONS

Brenner's Sanitary Services was founded in 1975 by Mast's grandfather, Bill. Bill's son-in-law Bob Mast took over in 1985. He passed away in 2013 and the company came to Bryan in 2014. Like many family operations, Kim runs the office and Bryan is on the truck, averaging about six daily pumpouts in the summer and three to four in the winter, covering a 50-mile radius including Wayne, Holmes and Ashland counties. The work is mainly residential septic, grease traps and lift stations. In addition to pumping, Mast conducts real estate inspections, water samples, well flows and repair work.

The family is rounded out by Mast's children, Kelsey, 22, and Kamron, 11. Kamron likes to ride along on the truck, but Mast doesn't know if he has a future pumper on his hands yet.

If you want to catch a glimpse of Mast's Kenworth driving through the rolling hills of north-central Ohio, you might have an easier time looking for him in the evenings. He admits he went kind of crazy adding about \$2,500 in LED accent lighting on the rig, from about 50 marker lights all the way around to green glow lights under the truck. The lights were one reason he was excited to participate in the nighttime Transport for Christ truck parade, joining a convoy of 300 rigs in nearby Mount Hope, Ohio.

"There are lights all over this thing. It lights up like a Christmas tree at night," he says. **P**



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Unless the site conditions require over-excavation, it should be avoided as natural soil typically provides the most stable base for system components. But in some cases, over-excavation may be unavoidable. This online exclusive article gives you what you need to know finish preparing the site. [pumper.com/featured](#)

“There are plenty of ways to position your company for a successful year, and one of the most foundational steps of all is to develop the right mindset.” ”

— How an 'Abundance Mindset' Can Improve Your Business This Year | [pumper.com/featured](#)



MACHINE VERSATILITY

skid-steer attachments

Attachments transform skid-steer loaders into specialized tools that perform a multitude of tasks faster and more profitably. But what should you look for when selecting from the huge array of attachment options and suppliers? Four experts offer some advice. [pumper.com/featured](#)

CREATIVE ADVERTISING

rockin' commercial sets pumper apart

Sodergren Septic Service of Negaunee, Michigan, may be best known in the state's Upper Peninsula for a song, which runs as part of a 30-second television commercial in nearby Marquette on a popular local television show. Read the story and watch the commercial yourself in this online article. [pumper.com/featured](#)



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- Masport HXL4/Honda 13 HP Plug-N-Play Vac Pump
- 12V Wash Pump w/ hose reel
- Toilet Rack
- Bucket Holder
- Hose Trays
- Dual 2" Side service w/ hose wand
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- 6.6L Gas Engine

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- Isuzu Gas Engine w/ 5 Yr / 150,000 Mile Extended Warranty!

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- Trailer Hookups
- (2) 36" Toolbox

Chassis Specs

- 350 HP Cummins
- Allison Auto Transmission
- Chrome Bumper
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+ FET**

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2500 Gallon Septic
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NEW



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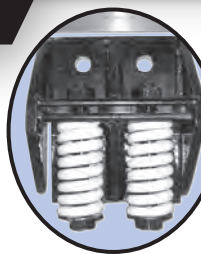
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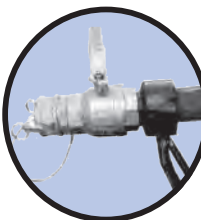
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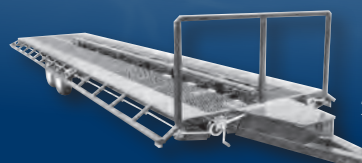
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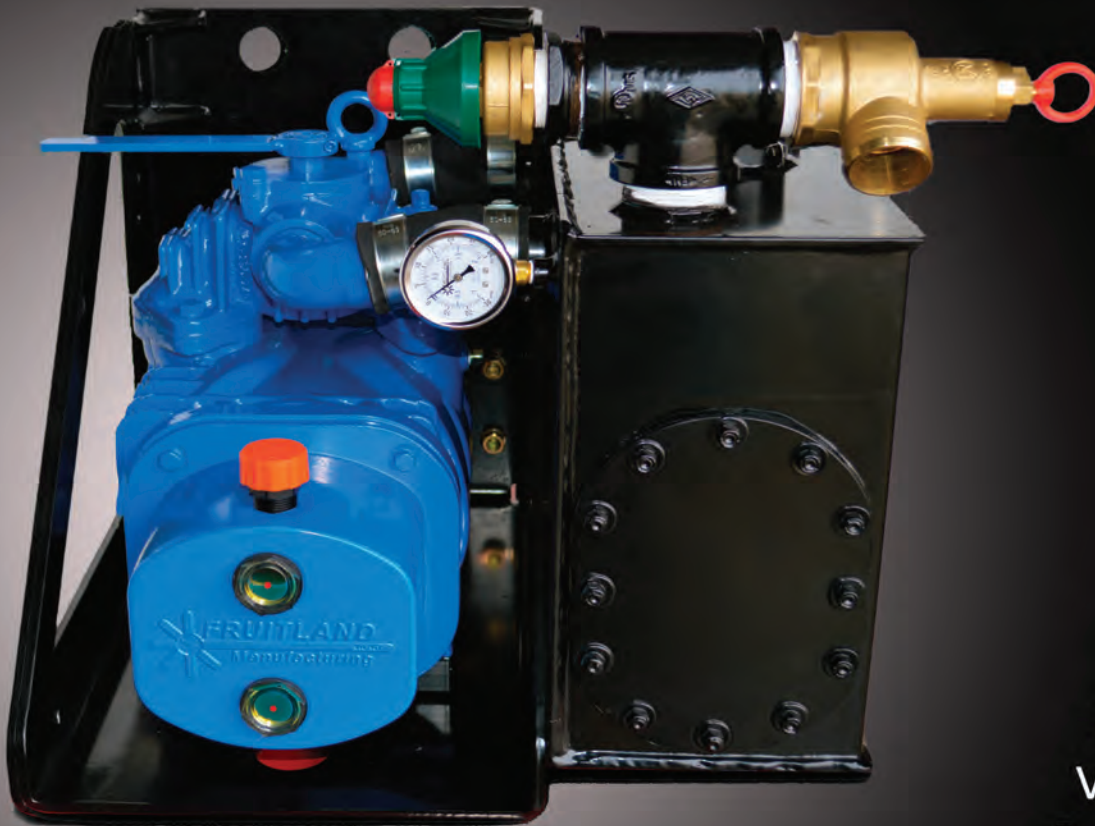
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Making it Personal

McMullen Septic used an intelligent growth strategy and a strong family reputation to build a diversified and thriving business in southwest Delaware

By Ted J. Rulseh



McMullen Septic Service

Seaford, Delaware

OWNERS:	Brian and Mike McMullen
FOUNDED:	1980
EMPLOYEES:	17
SERVICE AREA:	30-mile radius
SERVICES:	Septic system repair, installation, inspection and maintenance; grease trap service
WEBSITE:	www.mcmullenseptic.net



"I consider a bad bottle of Heineken to be a personal insult to me," said the Dutch brewer Freddy Heineken.

Brian and Mike McMullen take a similar personal interest in the service their company gives to customers of McMullen Septic Service in Sussex County, Delaware.

"We're a family business that takes pride in what we do," Brian says. "I'm in town every day, and I don't want people coming up to me saying, 'You guys did a poor job.' It hurts me if I hear any kind of complaint."

Complaints are rare for McMullen Septic, a company with a solid family reputation that goes back nearly seven decades and three generations. Brian and Mike took over their father's business in 2005 when it focused solely on septic system pumping and had no employees outside the family. Today they have 17 team members and thriving business lines in pumping, inspection, repair and installation.

Slow and steady growth has been the company's hallmark. That along with sharp marketing and branding has enabled the company to expand and diversify without becoming overcommitted and putting quality customer service at risk.



▲ The McMullen Septic team (from left, wearing masks during the pandemic) includes C.J. Jester, Chad Taylor, Norman Heim, Cliff Benton, Jason McConnell, David Craft, Eric Nichols, Shelly Wolfe, Nicki Dupas, Dave Gillespie, Brian McMullen, Justin DeShields, Pam Turner, Mike Montague, Jay Porter. The truck is a 2010 Freightliner with an NVE pump and built out by House of Imports. (Photos by John Boal)

“ THE INSPECTIONS DROVE A NEED FOR REPAIRS. THEN SOME OF THE INSPECTIONS DETECTED FAILURES SO THAT THE SYSTEM HAD TO BE REPLACED. ”

BRIAN MCMULLEN

FAMILY TIES

The family's roots in the business reach back to 1953, when Brian and Mike's grandfather, Norman McMullen, began pumping septic tanks. Their father, Jack, started riding in the truck and helping out at age nine.

In the 1970s, Jack McMullen was a line worker at a DuPont facility and later an employee of the Safeway grocery chain. He bought a vacuum truck and began pumping septic tanks after work; by 1980 he had built enough business to leave his day job. His two sons attended what is now Salisbury University in Maryland, Brian earning a degree in business management (1994) and Mike in economics (1997). Afterward they joined the family business.

For a time Jack McMullen had offered system installations and portable restroom rentals, and he had as many as seven employees. But by the time his sons came on board, he had scaled back to pumping only. "At that time it was just my dad, my brother and me, with our mom (Patricia McMullen) answering the phone and dispatching the jobs," Brian recalls.

NATURAL GROWTH

Once Brian and Mike took over, broadening the business wasn't too difficult. "Our dad spent years building a good name," says Mike. "While Brian and I worked for him, people constantly asked us to do repairs, inspections



▲ Norman Heim, left, and C.J. Jester hand-dig to reach a distribution box during a system inspection.

► Pumper PROFILE



▲ Norman Hein connects a suction hose to the company's pumping rig to clean a tank before a septic inspection.

◀ A crew from McMullen Septic pumps a residential tank prior to an inspection. Shown, from left, are Jaquan Duncan, Norman Hein and C.J. Jester.



“WE’RE SLOWLY GROWING AND THAT’S BY DESIGN. WE DON’T WANT TO GET MUCH BIGGER THAN WE ARE.”

BRIAN MCMULLEN

and installations, but we referred that work to other companies in the area. After taking ownership, we took advantage of demand that was already there and the reputation our dad had built.”

To get all the work done, McMullen maintains a varied inventory of trucks and machines. They run five vacuum trucks: a 2010 Peterbilt with a 4,000-gallon aluminum tank and National Vacuum Equipment pump; two 2007 Macks with 4,000-gallon steel tanks and NVE pumps, all from House of Imports; a 2007 Peterbilt with a 4,000-gallon aluminum tank and NVE pump; and a 2000 Sterling with a 2,800-gallon steel tank and NVE pump. They also run a 2005 Mack with an Ox Bodies dump body, and a 2014 Nissan NV service van.

For earth moving, they have three Takeuchi machines, TL6 and TL130 skid-steers and a TB250 mini-excavator; two Cats, a 259D skid-steer and 305.5 CR mini-excavator; a 2006 Bobcat 435 mini-excavator and a 2005 Komatsu PC 100 excavator.

Brian and Mike started doing inspections on weekends for a reverse mortgage company. At first there was no state-mandated format for inspections, but in time the Delaware Department of Natural Resources and Environmental Control developed an official form and established licensing.

The inspection business paid big dividends by driving two other sectors of the business.

“The inspections drove a need for repairs,” Brian says. “Then some of the inspections detected failures so that the system had to be replaced. At first we had a partner in the installation business. We would work on installations, and when a repair call came in, we’d leave the job and take care of it.”

When the repairs reached sufficient volume, they hired someone to work that side full-time. And after about five years they bought out the installation partner and took that work in-house.

Another side of the business is maintaining aerobic treatment units; the system must be inspected every six months.

About one fourth of the company’s new installations include ATUs; the preferred brands are Delta ECOPOD units (Infiltrator Water Technologies), and MicroFAST ATUs and RetroFAST septic system upgrade units, both from BioMicrobics. These are installed mostly where required due to closeness to Chesapeake Bay and the Nanticoke River.

BIG PUMPING BUSINESS

Meanwhile the pumping business thrives, largely on quality service. Customers who call don’t get a recording — they speak to a team member who’s knowledgeable about the business. Most times either Mike or Brian is there to answer more difficult questions.

“We find out what area the caller is in so we can charge properly,” says Mike. “Our office staff has been with us a good while, so they can answer most of the questions without having to transfer the call. Some people call because their alarm is going off and they don’t know if they need their tank

(continued)

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\$65,000



2012 Dodge Ram 4500 HD

Cummins 6 CYL 6.7L Diesel, automatic, 191,000 miles, 750 gallon used aluminum vacuum tank, NEW NVE 304 vacuum pump

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2013 Freightliner Cascadia

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2012 Mack GU713 Granite

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➤ Pumper PROFILE



➤ Cliff Benton operates a Takeuchi skid-steer during a septic system drainfield installation. A Cat excavator is also shown.

pumped or if they need something fixed mechanically. We figure out what they need and send the appropriate person.”

Prompt service counts, says Brian: “We try to be quick getting there. In the pumping business, we aim for same day or next day. Rather than just showing up in the yard, pumping the tank out, giving the customer a bill and pulling out, we encourage the drivers to engage with the customers, so that

they’ll remember us. Many times they remember who the driver was and ask for the same guy the next time they need service.”

Branding plays a big role and includes flashy bright-green lettering on the trucks and various marketing materials. Mike says, “When Brian and I started working with our dad, we’d go to somebody’s house to pump their tank and they’d say they called us because they couldn’t remember who they called the last time. That was a common theme. We wanted to find a way to stick in their minds.” Toward that end, drivers leave each customer with a magnetic fridge-door business card marked with a future service date.

The pumping business includes some grease trap service, mainly for customers who also receive septic tank pumping. Because local wastewater treatment plants do not accept grease, McMullen applies it to company-owned land. Several area treatment plants take in septage.

It’s good to be green

While working for his father some years ago, Brian McMullen looked to change the color scheme of the family company’s septic pumping trucks.

“We had pretty basic white trucks with dark blue tanks,” Brian says. “I had a discussion with Dad that those trucks were billboards running down the road. We tried to find some colors that would grab more attention but still look classy.

“As the first iteration of that, we had a truck painted bright green as the main color with the dark green as the secondary color. Dad wasn’t really into doing that, but I talked him into repainting one truck. He did not like it.”

But the new look had the desired impact. So once Brian and younger brother Mike took over the business and bought new trucks, they chose a color scheme of dark green with bright-green accents.

“That did the trick,” Brian says. “It looks good. We get compliments all the time on the trucks, and they’re definitely grabbing attention. People tell us, ‘Man, I saw your truck coming three miles down the road.’”

The color scheme is part of the brand of McMullen Septic Service, carrying over to the website graphics, bus stop and phone directory ads, company sweatshirts and T-shirts, and billboards. While not fans of toilet-related septic company slogans, Brian and Mike put the classic brown emoji on their billboards with the message, “Got Poo?”

“That’s an attention grabber, too. We get a lot of response where people tell us their kids always laugh when they go by,” Brian says. “People get a big kick out of it, so we’re going to stay with it. We did a TV commercial where the poo emoji is animated. Again, that’s part of branding.”

DIVERSE ADVERTISING

While keeping customers is essential, so is finding new ones. “Over the last 10 years we’ve had an influx of people from New Jersey, Pennsylvania and New York who don’t know us, and that’s what the branding and marketing are for,” Brian says.

Phone directory advertising still works well because the local population is older — Brian estimates that 80% of homeowners are over age 40. It’s expensive to run prominent ads in nine regional directories, but they provide a substantial share of contacts. McMullen insists on placement in the first spot in its category. That adds to the cost but also to the impact. The company also relies on its website and internet marketing.

CDL SCARCITY

An ongoing challenge for the business is finding and keeping CDL-licensed drivers for the vacuum trucks. They recruit using Indeed and run ads in a local publication called The Guide. “We also encourage our drivers to recruit others who they know, so we have an idea who they are before we hire them,” Brian says. “On the other sides of the business, that works pretty well; we get a lot of team members’ friends and family who come into the business.”

But keeping a full complement of drivers is difficult, Mike observes. “Probably because of the economic environment we’re in, people with CDLs are bombarded with job opportunities. They tend to jump around quite a bit, thinking they’re going to find the next best thing.”

(continued)



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Brian adds, “We’re trying to pay a little more to keep drivers. Our big problem is people leaving for benefits. A lot of the commercial driving places are bigger companies that are able to offer benefits. We try to combat that by being easy to work for. We make sure they’re not just a number. Mike and I are here every day. We talk to the drivers. We know their families. We try to make it a hard decision for them to leave.”

A retirement plan that consists of a SIMPLE (Savings Incentive Match Plan for Employees) IRA with a company match has been a good addition: “The employees seem to like it. We have 90% participation in it.”

SLOW AND STEADY

Looking ahead, Mike and Brian have no plans for aggressive expansion. “We’re slowly growing and that’s by design,” Brian says. “We don’t want to get much bigger than we are.”

Sewer systems are starting to replace septic systems on the eastern fringes of their service area, but that’s a long-term concern, more likely to affect the next generation of McMullens, if any should decide to enter the business. For now, both owners are grateful for the legacy their father left them and the lessons he taught them.

“I can’t remember anybody saying anything bad about my dad,” Brian says. “When we pulled into someone’s yard, the people always said good things. He was always happy, smiling. Work ethic was a huge thing. He worked very hard and built a top-notch reputation. We built off of that. We didn’t want to be the kids whose dad turned the business over to them and they ran it into the ground. We wanted to make something that dad would be proud of.”

To Mike, working in the business before taking ownership was essential: “For a number of years, we were on the trucks as employees, just doing the job. That helps when you take over the business — you actually know how to do the work. That time in the field was priceless.”

Adds Brian: “You know what the employees are going through. You can say, ‘Hey, I used to do this.’ You know what needs to be done.”

A milestone in company history will arrive soon. Says Brian, “We have a 15-year note on the purchase of the business. This is our last year paying on it.” It’s just another reason to celebrate a long history of jobs well done. **P**



▲ Jason McConnell applies sand to a drainfield bed using a Cat excavator.

◀ McConnell, left, and Cliff Benton work to realign a track on a Case excavator while working in the field.



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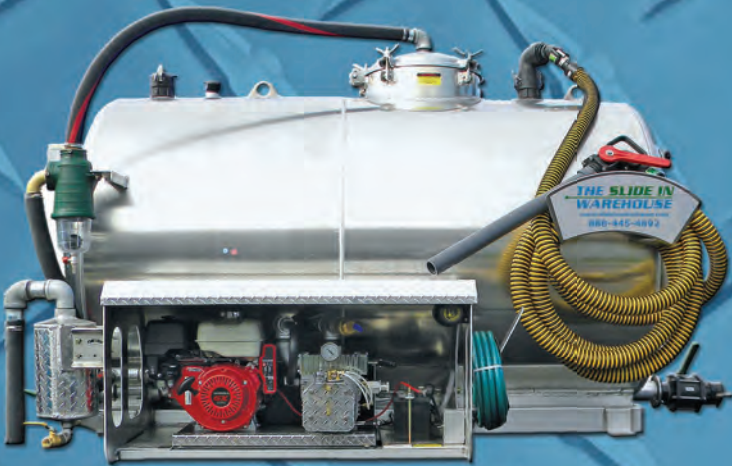
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Emily Safrin is a Spanish-to-English translator and editor and a member of the American Translators Association. For more information, visit www.atanet.org.

Effective Customer Service Starts by Following the Golden Rule

These 3 strategies will help you close the first sale and create loyal followers for your pumping services

By Emily Safrin

When Scarlett hung up the phone, she was close to tears. Even more unexpectedly, so was the customer service representative on the other end. How did a seemingly simple inquiry end in two people so frustrated they were on the verge of a breakdown?

Scarlett had called to resolve a mistaken charge on her phone bill, but what she thought was a straightforward question turned into a snafu with no solution in sight. Try as she might to explain the situation, she and the customer service representative couldn't get on the same page. The two went in fruitless circles for half an hour before the agent finally announced starkly that she was applying a discount to Scarlett's next three bills.

The problem is, Scarlett wasn't looking for money; she was looking for an answer. Although the discount amounted to more than the erroneous charge she had called to dispute, she was not only dissatisfied, but hurt. Instead of feeling that her problem had been resolved, she felt that she had troubled the poor agent to the point that the agent felt forced to get rid of her.

It goes without saying that no customer should ever be made to feel this way. So how do you make sure they don't?

1. Be human

Even in business contexts, we're all human, and a human touch can go a long way to fostering a pleasant experience for all. That starts with empathy, or simply acknowledging the customer's dilemma. The golden rule of "Listen first" works wonders to set the tone. Most customers just want to feel heard and validated.

Many companies use scripts to streamline processes and stay on brand. Yet, while scripts can be helpful training tools, research has shown that they often fall flat with customers, who perceive scripted interactions as disingenuous and even impolite.

That's why many companies are instead hiring capable, empathetic and trustworthy staff and empowering them to make decisions that leave customers feeling understood and tended to. Certainly, to attract this type of capable staff, the job has to be desirable. That means, for starters, offering competitive pay, attractive benefits and a pleasant work environment.

Ultimately, a human representative with the right tact and training will be able to transform a difficult situation into a positive one by

demonstrating a common humanity. Done properly, customer service can even turn a complaint into an opportunity to impress.

2. Take a cue from your own experiences as a customer

Theory and research have their place, but another powerful way to create or refine your business processes is to take heed of your own reaction when you're the customer.

➤ This exercise may also reveal some fall-flat tactics in your customer service processes and help you replace them with more effective ones.

When you find yourself especially impressed by an interaction, whether in your personal or business life, make notes about what went well. There's no better way to know what works than by seeing it in action. The same goes for situations that go awry: What went wrong? How could things have been handled differently?

Make time to review your notes and design a plan for how you can implement similar practices in your own business. What can you do to leave your customers glowing? This exercise may also reveal some fall-flat tactics in your customer service processes and help you replace them with more effective ones.

3. Speak their language

Language barriers are a serious source of customer frustration. As you might expect, consumers are unlikely to engage with a brand they can't understand or communicate with. For that reason, it's helpful to hire staff who speak your customers' language(s).

Consider audiences you may be missing out on due to a language gap. For example, you could be meeting the needs of the untapped market of the more than 41 million U.S. residents who speak Spanish at home. A 2014 study



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by Common Sense Advisory found that even among those who also spoke English, most consumers preferred to buy exclusively in their native language.

But how can you reach these non-English-speaking markets? Many U.S. companies translate their websites and other marketing materials into Spanish and hire Spanish-speaking staff, for example, given the ubiquity of the language. If you follow suit (whatever the language), just be sure that you have an infrastructure in place to serve these customers when it comes to interacting with them beyond your website. The first step is to make sure staff are prepared to assist these clients, whether in person, over the phone or online (email, chat, etc.).

If you don't have a large enough non-English-speaking customer base to justify hiring multilingual staff, you might consider using translation (written language) and interpreting (spoken language) services to help you and your team to attract and interact with customers in their own language.

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A different customer service representative from a major technology company recently told Scarlett over the phone, "I'll solve that for you today." Given the frustrating experience Scarlett had with her phone service provider shortly before, she took it as an overzealous promise. But by the end of the call she was left astounded. Despite significant hurdles, he solved her problem. What's more, he treated her like a peer from start to finish. She was quickly reminded of why she's been a loyal customer of this particular brand for decades.

Consistently stellar service begets customer loyalty. That feeling of security, trust and plain old satisfaction is hard to beat. Treat your customers the way you want to be treated and speak to them in a language they can understand, and they'll become your most compelling, authentic and effective form of advertising. **P**

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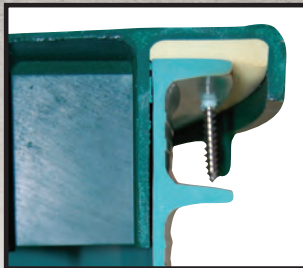
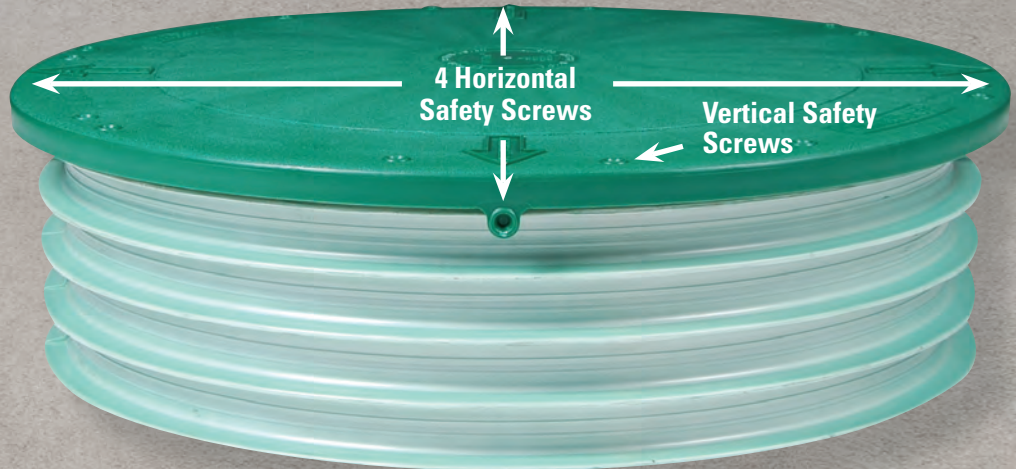
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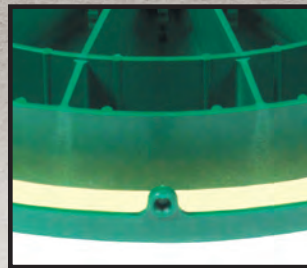
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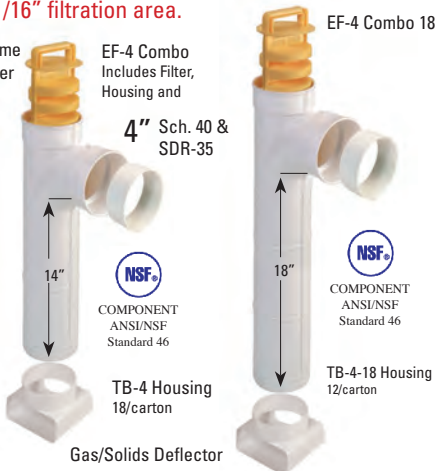


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Small-Business Owners Must Be Prepared For the Worst

A rock-solid succession plan can save the day when the leader of a family pumping company passes away unexpectedly.

By Joan Koehne

Imagine this scenario: A septic pumper named Charlie runs a successful business in his hometown. Everything operates smoothly until Charlie passes away unexpectedly, throwing things into chaos. The sudden death leaves Charlie's son, Joe, scrambling to keep the business afloat.

Joe searches through his dad's files and finds no will, trust, or succession plan indicating what direction to take. Joe is swamped by grief and now has this big problem to deal with. "What would my dad want?" he wonders.

In a best-case scenario, Charlie would have prepared for the unexpected. A well-defined exit plan would have honored his last wishes and safeguarded his investment in the business. The plan would also grant authority to the right people to continue daily operations and keep customers happy.

The death of a business owner is both an emotional and financial blow. Businesses tend to struggle without the labor and leadership of their owners, not just immediately after a death but also long-term.

A British professor studied 341 Norwegian companies whose founder died, then compared the data to similar companies that didn't suffer a loss. The study shows that sales drop 60% and jobs are cut 17% following a death. Additionally, the survival rate for these companies two years later is 20% lower than companies in which the entrepreneur is living. Undoubtedly, business owners are the glue that holds things together.

Create a clear plan

Attorney Alison Petri, of Wisconsin-based Steimle Birschbach, encourages owners to create a clear-cut strategy describing what happens if they die or become incapacitated. The plan should be in place years before the owner wants to exit the business.

"People don't think ahead," Petri says. "I don't think it's something you can ignore until you plan to retire, because sometimes there might be other plans for you."

To start, she asks these types of questions:

- Do you want the business to close if you die unexpectedly?
- Do you want the business to be sold to a third party, family member or employee?

- Who will have the authority to make immediate, day-to-day decisions and long-term plans?
- How can the business stay open, at least short-term, for the sake of the employees and clients?

Estate and succession planning ensures the continuity of the business and protects business assets when an owner passes away, Petri says.

“Whether you’re leaving the business to family or leaving it to a third-party owner or potential purchaser, the transfer can be done in the most cost-effective and smoothest way to avoid business disruption.”

"The worst-case scenario is the business fails or folds. Then you're doing auctions of equipment, closing out accounts and perhaps not getting as much for your business as it's potentially worth."

Determine how to exit

Owners may choose to transition their business to another party during their lifetime but should also develop a plan to take effect at the time of death. Where there's a will, there's a say.

"Whether you're leaving the business to family or leaving it to a third-party owner or potential purchaser, the transfer can be done in the most cost-effective and smoothest way to avoid business disruption," Petri says, referring to the value of advanced planning.

So, where do you begin?

"A will can be useful, but it doesn't necessarily deal with the continuity and efficiency that you would need to keep your small business running," Petri says. With a will, a personal representative or executor must be appointed before other action occurs.

“That’s where you can lose continuity and potentially have issues related to business management,” Petri says. Therefore, writing a will might not be the biggest concern for a business owner.

“It might be a different type of estate planning document, like a trust, or in the business, an operating agreement and organizational structure,” she says.

Craft a trust document or declaration

For a sole proprietorship, Petri recommends a trust document. With a trust, business owners can decide what happens to the business on their passing. Perhaps they want to transfer the business to their brother, not their spouse. Maybe they’d like to give an employee or family member the first option to purchase.

“If you’re a sole proprietor, you could have it laid out in a trust or simple declaration of who it’s going to pass to,” Petri says. For an LLC, partnership or corporation, the successor could be lined up in an operating agreement.

Put the right people in charge

Choosing a successor ensures that the person taking over is familiar with the business; the spouse or children of the owner might not know where to start.

“A personal representative may or may not know anything about the business itself and now has an interest and stake in making decisions about the business,” Petri says.

Plus, the representative would probably need to wait until the court gives permission to work on behalf of the estate.

“To ensure you don’t have to wait for the courts and have a person managing the business who is aware of all the ins and outs, have a successor lined up,” Petri says.

Equally important are the legal documents and management system authorizing individuals to do everything the business owner typically does. They can pay employees and invoices, serve clients, and keep the business humming.

“You want someone to get in there and do what needs to be done,” Petri says.

Furthermore, without a succession plan, the surviving spouse or children can lose the business equity the owner built over time. The business may be an owner’s biggest asset and only stream of income. When the owner dies, the surviving spouse or family might not have anything left.

“You worked hard with nothing to show for it, and then the income dries up on top of it.”

Work with a team of advisors

The ideal time to develop an estate/succession plan is at least five to 10 years before retirement. Petri recommends working with a team that includes an accountant, financial advisor and attorney. This team can handle the legal and financial aspects of succession to avoid a lengthy probate process and reduce taxes.

“Every state is a little bit different about what its rules are, but generally they’ll have some version of a trust or nonprobate transfer,” Petri says.

Structure a buyout

A buyout can be structured in lots of ways, and the advisors can explain the advantages and disadvantages of different strategies. The owner, the business itself, or a family member may want to purchase life insurance to help cover the purchase price. The purchaser can pay a lump sum in a buyout or provide the owner with a stream of income during retirement.

Although it may be tempting to find resources online and create your own plan, Petri warns against it because of the many pitfalls. For business owners, this is not the time to cut corners.

“Overall, you want to be working with an attorney to make sure you’re doing the best for your set of circumstances,” Petri says.

Plan ahead

Ultimately, these decisions should be made well before an unexpected death or disability shakes the business’ foundation and causes shock and grief. Creating the right plan is highly individualized, based on the business and the owner’s wishes. However, every estate/succession plan should:

- Be tax-effective
- Ensure continuity of operations
- Put the right people in charge to make critical decisions
- Avoid a lengthy probate process
- Alleviate stress for family and employees
- Safeguard the assets and investment built over time

Give your survivors a break

Families who are already grieving don’t welcome the additional stress of making decisions regarding business operations. Additionally, the business may lose value if a clear plan isn’t in place.


“If I run a small business, when I die and I don’t have planning, the value of the business can be lost completely or significantly diminished if there isn’t good advanced planning,” Petri says.

Do it now

Creating a trust or nonprobate transfer is the ideal way to plan for the expected or unexpected transition out of a business. Do it now, before a sudden death or disability robs you of the ability to make those decisions. **P**


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Voters in one Alabama county reject future land application of septage

By David Steinkraus

Voters in Talladega County, Alabama, decisively said septage may not be spread on land in the county. Although the county still had a few provisional ballots to count in the week after Election Day, the unofficial vote total was at 70% against land spreading with only 30% in favor.

Local Amendment 2 drew support from some members of the public and Coosa Riverkeeper. The Coosa River winds along the county's western border, and septage was spread on land outside of nearby Lincoln. People may be recreating in the river and not know they are exposed to human waste, said Justin Overton, executive director of the Coosa Riverkeeper.

Resident Larry Phillips told CBS 42 News that he worried about his cows because runoff from the septage spreading property comes onto his land.

But fewer municipal wastewater plants are accepting septage. A limited number of people are doing land application, and because the area is growing, eventually there won't be any sites for land spreading, Charles Hall, executive director of the Alabama Onsite Wastewater Association, told CBS 42.

"At some point there is very few places to put sewage that is pumped from a septic tank, so people with a septic tank are going to have a much higher fee to have to pay to get their septic tanks pumped," said Hall.

The amendment will not affect biosolids, and farmer Phillips noted someone raising chickens may still spread that manure.

Virginia

People who live in the Upper Hazel River Watershed are eligible for aid to help with the cost of pumping, maintaining, repairing or replacing their septic systems. The watershed covers portions of Rappahannock, Culpeper and Madison counties near the state's western border.

Grants through the Culpeper Soil and Water Conservation District are intended to reduce bacterial contamination in local streams. In some streams, *E. coli* bacteria levels are higher than allowed by state water quality standards, reported the Rappahannock News of Washington, Virginia.

Reimbursements to property owners vary from 50% to 80% depending on income. For a 50% reimbursement level, a property owner may receive a maximum of \$175 for a pumpout, \$2,500 for a repair, \$6,000 for a conventional

system requiring a pump to move effluent to a drainfield, or \$12,000 for an alternative system.

Minnesota

Hubbard County is considering the removal of some code provisions that trigger septic system inspections. The change would leave only inspections required by the state and are a reaction to the state's change of its onsite inspection rules.

The Minnesota Pollution Control Agency will begin requiring onsite professionals to drain a tank when inspecting it. Eric Buitenwerf, environmental service officer for Hubbard County, told county commissioners there is already a shortage of people who can do inspections. That shortage will only be made worse by the new rule, he said, according to the Park Rapids Enterprise of Park Rapids, Minnesota.

Some southern and metro counties agreed with the state rules change, he said. And he said there are other tools to deal with systems that are failing badly.

New York

A signature made it official: All new construction in Suffolk County must use advanced treatment systems to remove nitrogen.

"Protecting water quality is a top priority for both our region's environment and our economy," said County Executive Steve Bellone when he signed the new law on Oct. 15.

In addition to new homes and commercial buildings, advanced systems will be required for home renovations that increase the number of bedrooms to more than five and increase the building's footprint. In order to aid businesses, the law allows more flexibility in the use of smaller wastewater treatment plants.

The law takes effect in July. For several years, the county, which occupies the eastern end of Long Island, has focused on reducing water pollution by upgrading wastewater treatment. An estimated 380,000 residences in the county use cesspools to treat wastewater. **P**



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Jim Anderson, Ph.D.
Contributor

Jim Anderson, Ph.D., is an emeritus professor at the University of Minnesota Department of Soil, Water and Climate. He works with the National Association of Wastewater Technicians and is a recipient of the pumping industry's Ralph Macchio Lifetime Achievement Award. Send Anderson questions about septic system maintenance and operation by email to editor@pumper.com.

O&M Is Critical With Pressure Distribution Systems

Pumps and pretreatment components are only part of the reason pumpers must carefully inspect pressure systems

By Jim Anderson, Ph.D.

Recent questions about pressure distribution systems include: What are some of the operation and maintenance issues? And, what should we look for and how do we assess these systems?

Pressure distribution systems are more complicated than gravity-fed systems when it comes to inspections and determining operation and maintenance requirements. This is due to the addition to the system at a minimum of a pump tank and a pump to deliver effluent to the pressure distribution layout.

The pump and distribution laterals are designed to operate as a unit. This means the pump must be capable of delivering the amount of wastewater necessary to pressurize the system at a given dynamic head based on pipe size, lateral length and number and size of perforations in the laterals. The pump tank needs to be large enough to accommodate the necessary amount of effluent and if the pump wears out and needs to be replaced, it cannot be replaced by any old pump.

Adequately servicing or inspecting the system requires the provider to either obtain this information from the original design and installation documents or determine them in the field. This is one reason I and others in the industry have suggested homeowners are provided with an operations manual that provides system design and operation information. A few health departments currently require this kind of information be provided with the intent it be transferred with ownership changes.

INSPECTION TIPS

The following are some things to consider when evaluating a pressure distribution system. Since each system is unique in terms of quality of effluent delivered, elevation differences across systems and lateral layout, each component needs to be well documented.

Determine if the effluent is septic tank effluent or if there is an additional pretreatment component (ATU or media filter). This should impact the size of perforations in the lateral and how often laterals may need to be cleaned. Where septic tank effluent is delivered, 1/4-inch perforations are generally used because it delivers more effluent through the perforation to avoid plugging. With aerobic effluent, 1/8-inch perforations are common. With smaller perforations the laterals extend longer or the size of the pump is reduced.

As with any system, use your nose and eyes to evaluate around the drainfield area for signs of odors or surfacing effluent. Check for the presence of caps on any inspection ports or access ports to the distribution laterals. Missing caps are a potential source of odors and/or areas where water or animals may enter and interfere with system operation.

➤ One advance in the industry is providing maintenance access ports to the distribution laterals ... It is how you determine squirt height and any system changes. It is also the access point to periodically flush and clean the laterals.

In the pump station, check that the supply line drains back freely when the pump shuts off. Usually there is not a check valve in the system, although there may be one where duplex pumps are used. Measure the amount of effluent delivered when the pump runs. Keep a record of this number for future visits.

Some systems have switching valves. They are used to automatically or manually divert flow to different parts of the system. Make sure these valves are operating correctly and keep a record of which laterals are in operation and determine the sequencing interval.

Locate the end of each lateral line and measure the distal head (squirt height) at the end of each lateral. The height should be the same at the end of each lateral for equal distribution. The height should be recorded and changes over time may indicate plugging (height increases) or the pump is wearing out (height decreases).

If there are inspection ports to the infiltrative surface of the trenches or bed, evaluate whether there is any ponding. If there are no inspection ports, they should be installed. In pressure distribution there should not be



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any ponding other than temporary ponding when the system is running. If there is continuous ponding and total biomat development at the infiltrative surface, something is wrong and a cause must be determined before the system is in total failure.

ACCESS IS IMPORTANT

One advance in the industry is providing maintenance access ports to the distribution laterals. They are now required in most areas for pressure systems above or below ground. It is how you determine squirt height and any system changes. It is also the access point to periodically flush and clean the laterals (done on a frequency of one to three years). Laterals with smaller perforations need to be cleaned more often.

Cleaning lines can be accomplished several different ways: Jet the lines with water; use a plumber's snake with a bottle brush attached; vacuum the lines with a vacuum truck. Do this procedure one lateral at a time.

What if there is no access to the laterals? To properly take care of the system, this access should be added. A reader who asked the question indicated sometimes he encounters systems under blacktop. Most regulatory agencies require this access. Check your local and state regulations as always. In my part of the world, we would not put systems under blacktop for a variety of reasons. One is the freezing potential and the other is cutting off oxygen exchange with the system. **P**

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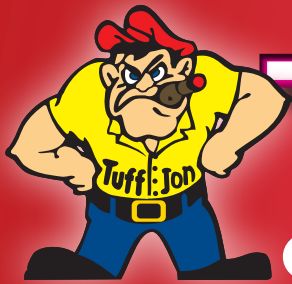
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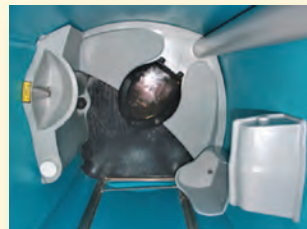
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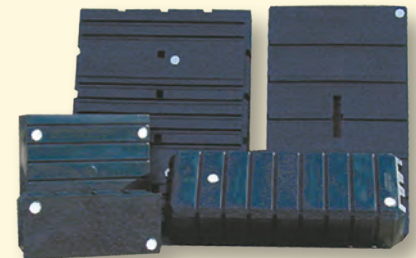
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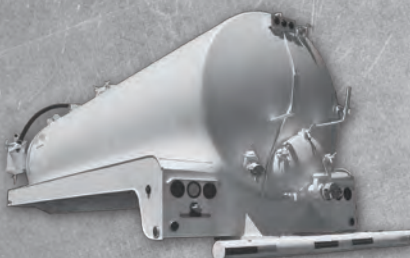
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Skip Norsic Finds a Diamond in the Rough

Searching for heirloom jewelry in the septic tank is one of the things that made the wastewater industry memorable for the past 50 years for this New York pumper



In States Snapshot, we talk to a member of a state, provincial or national trade association in the decentralized wastewater industry. This time we visit a member of the Long Island Liquid Waste Association.



▲ Skip Norsic with 2002 International vacuum truck built out by Allied Tank with a 3,500-gallon aluminum tank and Masport pump.

Name and title or job description: Emil “Skip” Norsic Jr., CEO

Business name and location: Emil Norsic & Son, Southampton, New York

Services we offer: Septic tank pumping, cleaning and maintenance; temporary restroom and trailer facilities; waste line cleaning and inspection; residential and commercial trash pick-up; roll-off service.

Age: 72

Years in the industry: 51

Association involvement: I have been a member of the Long Island Liquid Waste Association (LILWA) since 1995 and am currently a member of the board of directors.

Benefits of belonging to the association: The main benefits of membership in LILWA are being able to share ideas and experiences with fellow members. And it gives us a voice with local officials on rules and regulations that affect our industry.

Biggest issue facing your association right now: The population on Long Island has been steadily increasing, especially since the outbreak of COVID-19. People are leaving New York City and moving to the suburbs. I feel we need to carefully consider how to treat the increased wastewater that is being generated.

Our crew includes: Stu Fuhlbrugge is our general manager and oversees all divisions. Brian Gilbride handles local, town and county government rules and regulations. In the septic division we have team leader Trevor Poach and dispatcher Peter Lelakowski. In the portable restroom and roll-off division, our team leader Chris Zorko works with Cheryl Hack who handles dispatch for construction units and Dan Palumbo who does the booking for special event units and restroom trailers. Edgar Garcia is the special events team leader. I must include Peter Blank who I worked with for over 35 years through thick and thin. All our employees have helped us carry on a business that my grandfather founded in 1932.

Typical day on the job: I generally spend my time meeting with Stu, discussing and resolving problems and issues as they come up for each division.

The job I’ll never forget: About 25 years ago, when I was still driving a septic truck, we received a call from a customer who operated a beauty salon. Before she had her first client she removed an engagement ring her husband had given her. The ring had diamonds, rubies and sapphires. She placed it on a sink and somehow it had fallen down the drain. Panicking, she called a plumber to disconnect the U-trap. However, the ring was not there. She called our office to ask us to pump out the cesspool to try to locate the ring. I told her the odds were a million to one that we would recover it but nevertheless she wanted us to try. I pumped out the water down to the sludge. Then with hip boots on went down the cesspool with a swimming pool net and garden hose to sift through the sludge. I spent an hour or so doing this but with no luck. When I was climbing back up the ladder I noticed the main sewer line coming into the cesspool was Orangeburg. This material tends to have a sag or “belly” in it. I reached my hand in the line and sure enough I found the ring. When I was back on firm ground covered with you-know-what, the woman gave me hugs and kisses and said I was her hero!



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My favorite piece of equipment: The RIDGID SeeSnake video camera and locator are great because they take the guesswork out of where a septic tank is or where a line is broken.

Most challenging site I've worked on: When Hurricane Sandy hit in 2012 we worked around the clock for three weeks to help provide liquid waste hauling, temporary restroom facilities and (containers) for clean up.

The craziest question I've been asked by a customer: One customer asked our dispatcher if her boiler was connected to the septic system. She was relieved when he said no.

Best piece of small business advice I've heard: My grandfather told me to treat every fellow worker and customer with dignity.

If I wasn't working in the wastewater industry, I would: I would love to be a pro golfer — but that's not going to happen. I love what I do. Every day has new challenges.

Crystal ball time — This is my outlook for the wastewater industry: The Long Island Liquid Waste Association, along with the Suffolk County Department of Health, have adopted license requirements for septic companies that they must have in order to obtain certification. I feel this is a great step to further protect public health and water quality for future generations. **P**

- Compiled by Betty Dageforde



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Connecticut

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www.iowwa.com; 515-225-1051

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Michigan Septic Tank Association
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NATIONAL

Water Environment Federation
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Satellite Industries Safe-T-Fresh Enviro Bac 2

Safe-T-Fresh Enviro Bac 2 from **Satellite Industries** is a high-dilution, moderate foaming sanitizer/disinfectant and effective mildewstat. It is suitable for washing portable restrooms and other sanitation equipment by reaching between the tank and walls to neutralize bacteria. It reduces mold substantially, and can help reduce bacteria, according to the maker. The protective film left by the solution makes

removing graffiti from portable restrooms easy. Simply use a low or high-pressure adjustable chemical injection system, or handheld spray bottle to apply it evenly. **800-883-1123; www.satelliteindustries.com.**

Walex Products Sanibet Disinfectant by Betco

Sanibet Disinfectant by **Betco**, distributed by **Walex Products**, is a U.S. EPA-approved broad range sanitizer that delivers sanitizing at a range of 150 to 400 ppm, allowing the sanitizing solution to adapt to varying water pressure situations while maintaining compliance with health department regulations. It kills 99.99% of food service organisms — like *Listeria*, *E. coli* and *Salmonella* — and is suitable for sanitizing serving ware, utensils, pots and pans, and food processing equipment. It can also be used to disinfect floors and walls. It is a complete, chemically balanced disinfectant sanitizer that is effective even in the presence of hard water. A red color indicator provides visual confirmation of use. **800-338-3155; www.walex.com.**



GLOVES



Wells Lamont Industrial i2446 Leather Impact Driver

The **i2446 Leather Impact Driver** glove from **Wells Lamont Industrial** offers goatskin leather construction that combines a Cut Level 6 with durability and comfort. TPR on the back of the hand and the fingers provides impact protection. The leather has natural abrasion-resistant properties and a high level of tension strength. This increases the glove's flexibility, creating greater control when handling and/or gripping objects. A Feeltite hook-and-loop closure provides for a secure fit. **800-247-3295; www.wellslamontindustrial.com.**

HAND SANITIZERS

J&J Portable Sanitation Products Hand Sanitizer Gel

Hand Sanitizer Gel alcohol antiseptic hand sanitizer from **J&J Portable Sanitation Products** is an FDA-approved 80% ethanol alcohol gel that helps reduce bacteria that can cause disease. It is a balanced formula that disinfects hands while leaving them feeling clean and smooth. It is suitable for use when soap and water are not available. It is available in 1-gallon jugs, cases of four 1-gallon jugs, and 55-gallon drums. It is suitable for refilling sanitizer dispenser bags. **800-345-3303; www.jjchem.com.**



Surco Portable Sanitation Products Air-Scent Pure Care

Air-Scent International Pure Care hand sanitizer from **Surco Portable Sanitation Products** comes in spray, gel and foaming formulations, all of which exceed the 60% alcohol threshold. The strongest variety, Stat80, is an 80% alcohol spray solution, while IPA70 is a 70% alcohol gel solution.

Stat62 is a 62% alcohol gel solution, while the Foaming variety is a 62% alcohol solution. All forms are available in a variety of fragrances, and contain a topical antiseptic that reduces germs, viruses and bacteria that can cause disease. They are available in 1-gallon jugs, 5-gallon buckets, 55-gallon drums and 275-gallon totes. **800-556-0111; www.airscents.com.**

PORTABLE SINKS

Armal Wave Hand Wash

The **Wave Hand Wash** from **Armal** has a slim profile, recessed foot pump and a keyed tamper-proof freshwater cap. The compact unit is easily installed inside portable restrooms and has a 7.5-gallon freshwater capacity. It is available in gray. **866-873-7796; www.armal.biz.**



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PORTABLE SINKS CONT.



Manitu Traders multipoint hand-washing station

The multipoint hand-washing station from **Manitu Traders** is constructed from high-density polyethylene. It features two tanks: one on top for freshwater and one on the bottom for collecting wastewater. The design of the top tank lid allows it to collect and use rainwater. It offers four different settings, with one to four hand-washing points. It has hands-free activation, as it's operated by gravity force using a

mechanical foot pedal. It doesn't require hydraulics or an electrical connection, and the top tank includes a belt that soap and paper towels dispensers can be installed from. The bottom tank includes a belt for transporting. It is available in 875- and 1,300-use sizes. www.manitu.com.co.

NUCONCEPTS deli utility sink

The three-basin deli utility sink from **NUCONCEPTS** is available in 50- and 66-inch sizes. Both are constructed of 16-gauge type 304 stainless steel with a No. 4 finish. They are health and safety certified and have heavy-duty, commercial-grade faucets and sprayers running hot and cold water. They offer strong and spacious folding sideboards, a soap dispenser, sump pump, water inlet with regulator, lockable cabinet doors, a built-in 1 1/2-inch clean-out and onboard water heaters. 800-334-1065; www.nuconcepts.com.



T blustar RP-Twin

The **RP-Twin** freestanding portable hand-wash station from **T blustar** connects two single RP-Clean sinks back to back on a pedestal with two soap dispensers and two hand towel dispensers. Each sink basin has a capacity of 15 gallons for freshwater and 15 gallons for graywater. The freshwater is filled into the first sink basin and dispensed by a foot pump to both of the faucets. The graywater from both sinks filters into the second hand-wash basin. Both sinks have shelves for cellphones or keys. 404-719-0715; www.tblustar.com.

T.S.F. Tuff-Jon 90-gallon free-standing sink

The **Tuff-Jon** 90-gallon free-standing sink with trash container from **T.S.F.** provides two wash stations; hands-free, foot-operated pumps; towel dispenser; and 10-cup-capacity soap dispenser. A lifting bracket allows for easy positioning in high-rise applications. The lifting bracket has a 1/4-inch wire cable, weighs 30 pounds and is safety orange. The unit is constructed from easy-to-clean polyethylene, with



45-gallon waste and freshwater capacities, a towel dispenser, trash container, protective skid plate and freshwater drain plug. It weighs 85 pounds. 800-843-9286; www.tuff-jon.com.



SANITIZER/SOAP DISPENSERS

PolyJohn E SaniStand

The **E SaniStand** from **PolyJohn** assembles and disassembles quickly and stores flat when it's not needed. It can be outfitted with most dispensers and is compatible with the company's PSD1-1000 liquid soap/hand sanitizer dispenser. 800-292-1305; www.polyjohn.com.

HAND-WASH STATION TRAILERS

JAG Mobile Solutions Smart Sink Trailer

The **Smart Sink Trailer** from **JAG Mobile Solutions** provides multiple hand-wash station access styles, as well as no-hands faucet operation. They can have one to 32 hand-wash stations and can be configured to operate in outside temperatures from negative 20 degrees F to 100 degrees F. They maximize freshwater and wastewater capacity, so each trailer provides up to 7,200 hand-washes between services. Water heater operations include tankless propane, electric tank-type or both to provide hot water up to 140 degrees F in all environments and allow it to be configured for off-grid usage. 800-815-2557; www.jagmobilesolutions.com.



McKee Technologies - Explorer Trailers hand-wash station

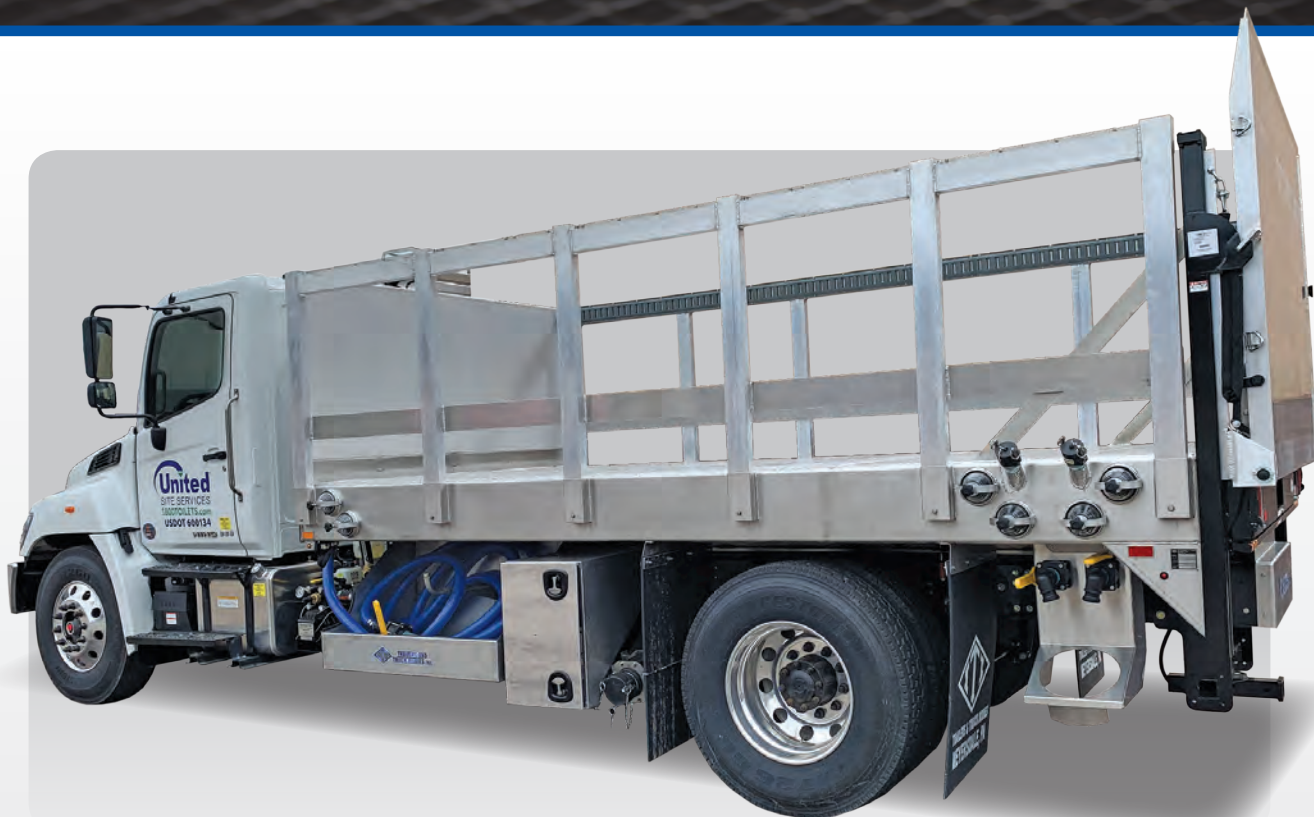
The hand-wash station from **McKee Technologies - Explorer Trailers** is designed as a self-contained unit that allows outdoor event or work site crowds to have easy access to warm water and soap dispensers.

Options include mirrors and lighting. Stainless steel sinks and counters with self-closing, water-saver faucets are simple to maintain, according to the maker. A large polyethylene freshwater tank, paired with a galvanized graywater tank, ensures many uses before discharge and recharge. Setup is easy, and a custom-painted steel chassis with front-locking utility cabinet ensures the unit is aesthetically pleasing while safely containing the water heater and pressure tank. The graywater tank is horizontally mounted inside the chassis with a 2-inch discharge port at the rear. Units are built on a commercial-grade trailer chassis for easy towing and placement. 866-457-5425; www.explorertrailers.com.



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PRODUCT FOCUS



Rich Specialty Trailers Anti-Virus Restroom Trailer

The Anti-Virus Restroom Trailer from Rich Specialty Trailers has a floor plan designed for increased health and safety. It includes a permanent virus killer on all interior walls, removing the need to reapply the virus killer. Separate male and female restrooms come standard, as well as three hand-wash sinks in the

rear of the trailer. This allows the sinks to be used without entering the restrooms. This, along with optional dividers that can be added between sinks, minimize the risk of infection. The virus killer does not weaken after use and reduces virus microbes by 99.99%. This reduces the spread of viruses by contact with the restroom interior and minimizes the risk of infection overall. The sinks use self-closing faucets, which save water, and allow the trailer to maximize usability within a confined space. All materials used in this trailer are water resistant. 260-593-2279; www.richrestrooms.com. P

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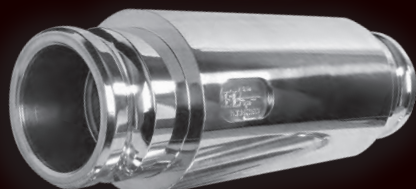
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Location: Virtual Online Course
Contact: Lisa Nicoll cpow@cpow.net

CPOW O&M 2 **April 13 & 14, 2021**

Location: Virtual Online Course
Contact: Lisa Nicoll cpow@cpow.net

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Location: Virtual Online Course
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E: atevik@arizona.edu

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3. Have an interest in a career related to the management of wastewater



INDUSTRY NEWS

Volvo Group and Daimler Truck AG enter joint venture

The Volvo Group and Daimler Truck AG have a joint venture to develop, produce and commercialize fuel-cell systems for use in heavy-duty trucks as the primary focus, in addition to other applications. The ambition of both partners is to help take a step toward climate-neutral and sustainable transportation by 2050. The Volvo Group will acquire 50% of the partnership interests in Daimler Truck Fuel Cell GmbH & Co. KG for approximately \$7 million on a cash and debt-free basis. Closing of the transaction is expected during the first half of 2021, subject to merger control review by relevant authorities, as well as other approvals.

J&J Truck Bodies names sales manager

J&J Truck Bodies and Trailers, a division of Somerset Welding & Steel, announced the appointment of Michael Schweitzer as sales manager for the Mid-Atlantic Region. Schweitzer has two decades of sales experience in the truck industry.



Mike Schweitzer



Allen Luebbe

Allen Luebbe rejoins Imperial Industries

Allen Luebbe has returned to Imperial Industries to handle heavy- and medium-duty truck purchasing. With more than 15 years in the industry, his career in vacuum trucks started in December of 2005 at Imperial Industries. He worked in the commercial tank division, specializing in vacuum trucks. In 2008, he moved to Mid-State Truck Service and worked closely with Imperial Industries for the past 12 years.

Super Products president announces retirement

After 13 years leading and growing Super Products, Mike Vanden Heuvel announced his retirement effective Dec. 31, 2020. As his successor, Super Products' Vice President of Rentals Randy Buening will be promoted to president of Super Products, effective Jan. 1.



Mike Vanden Heuvel



Randy Buening

Vanden Heuvel joined the company in 2007 as the VP of industrial sales and took over as president at the end of 2008. During his tenure he added several rental facilities and maintained steady growth under his leadership. Under Vanden Heuvel's supervision, Super Products built and moved into its new headquarters in Mukwonago, Wisconsin, in January 2020. The new building allowed the organization to consolidate three separate operating facilities in southeast Wisconsin into one, where they now produce their full product line. **P**

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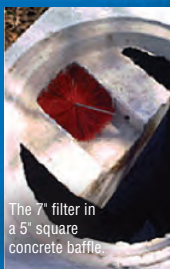
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PRODUCT NEWS



IMPERIAL INDUSTRIES INTRODUCES DURABLE PLASTIC SIGHT EYE

Imperial Industries is marketing a new shatterproof sight eye for vacuum trucks serving septic pumping and portable sanitation contractors.

"We had problems with our old sight glasses breaking," says Troy Hanson, engineering manager for Imperial Industries. "Being tempered glass, they would shatter into a million pieces if anything hit them, or they'd break from tightening them too much. So, we just tried to come up with something better."

A sight glass breaking can mean a big mess on a client's property, or even in your own shop. "We did have a customer that had basically a full load in their trucks and one of the glass eyes blew out, so they dumped half their load in someone's front yard," says Hanson. "That makes for an unhappy customer." Hanson and the team at Imperial have been working on a solution for nearly a year.

The end result of their research is their new Shatterproof Sighteye made from injection-molded plastic. This clear bowl is similar in shape and size to present glass models so it will be compatible for replacement.

"We use the same 5-inch frame, so if you want it on your portable service truck or septic truck, they're good for both," Hanson says.

The Shatterproof Sighteyes have been pressure and vacuum tested, and significant attempts were made to break the product. Strength testing started with a simple drop test, followed by running over the Sighteye with multiple vehicles from a standard pickup truck to a 24,000-pound vacuum truck, all of which failed to break the shatterproof material.

"The product is pretty new, so we only have a few of them out in the field right now. We gave some samples to some of our local customers around here to get them tested in the field," Hanson says. "Feedback from them has all been really positive. Everybody using them likes them."

The Shatterproof Sighteye was designed to remove the worry of breaking tempered glass. With plenty of parts to maintain, any component that can be relied on to not break while on the job is a bonus. **800-558-2945; www.imperialind.com. P**

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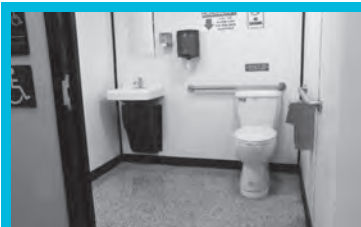
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PUMPS-VACUUM



Fruitland Tool and Mfg. Vacuum pump, MODEL: RCF 500. Manufactured on 4/1997. Serial Number 502237LU, 1400 R.P.M. pump ran when parked but seems seized. AS-IS. Email dustinprieur@yahoo.com or call **978-473-4510 for details. \$1,500 OBO. MA (P02)**

Used NVE Challenger 607 liquid cooled vacuum vane pump with truck mount bracket, muffler, oil tank and gearbox. \$2,800. 717-284-0303. PA (P03)



2003 Ford F750, low mileage - 119,500 miles, vacuum pump tanker - 2,200-gal (400F/1,800R) with 125-ft of hose. C7 - Caterpillar engine, manual transmission, excellent condition, ready to work immediately. New tires and newly rebuilt Masport vacuum pump with only 20 hours used. **Pomona, CA. Call DOMINIQUE @ 909-623-0745. \$37,500. (P02)**

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2001 ESP Roll-off trailer: Two (2) container roll-off trailer good brakes, tires, frame. etc. KLM Companies 617-909-9044 (PBM)

SEPTIC TRUCKS



2007 Sterling, 1,500-gallon Lely tank. Masport water-cooled pump. 300hp Cat engine, 376,000 miles, uses no oil, no blow by. Truck runs and pumps great, slick truck. Cold A/C, hot heat. 7-speed. **\$32,500. Call Shannon at 828-361-3390. NC (P02)**



2013 Freightliner M2 112, DD13, 350 hp, 10-speed, 305k miles, original double frame, new 4,000-gallon steel tank, new Masport Hydra Plug and Play, new aluminum rims and tires. **\$80,000. Call Alan 786-908-5436. (P02)**



2000 Mack RD690, 2,900-gallon steel tank with Sea Level gauge. 6" discharge, 4" inlet. Good tires. 500k miles. Used weekly. E-7 Mack engine, 18-speed. Clean title. Located in Kansas City, MO. **Contact 816-988-6650. \$20,000 firm. (P02)**



2004 Sterling. 345,000 miles. Heated valves. 6-inch discharge. Multiple 3-inch suction valves. **812-989-3751. \$59,000. IN (P02)**



2000 Freightliner FLD 120, 418,583 miles, Cummins power with 2009 5,500-gallon Longhorn Trailer. **\$31,000. Contact Bradst.clair@ableseptic.com. Would consider breaking them apart. FL (P03)**



2012 Mack Granite truck with Pik Rite 4,700-gallon tank. 505HP - Mack Motor L6, 18-speed, Mack Trans with 288,000 miles. List of specs on the truck include; Newer clutch, Jake brake, Masport pump, heated valves, power windows and locks, 6" dump valve, 3" pump valve, Sea Level meter and site glasses and 80-gallon fresh water tank with hose reel. For additional information on the truck call **419-877-5351 or email at mastinsepticinc@gmail.com. Asking \$85,000. OH (P02)**



1999 Freightliner FL122, 311,000 total miles, Rebuilt C-12 Cat @ 255,000 miles, 3,200-gallon steel tank with 100-gallon fresh water tank. Masport water-cooled vacuum pump. Heated valves, Tires @ 75%. We are the original owner. **Asking \$40,000. 507-625-3400. MN (P02)**



2003 Sterling, Cat motor - automatic, 2,700-gallon aluminum lift tank, 367 Challenger vacuum pump, tires 80%, 340k miles, runs and drives good. Take **\$16,500 OBO. No holds, first come basis. 430-227-9981. TX (P02)**

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1996 International 4900 series, five axle, no engine or transmission. 2 links 10,000 lb drop axles. 4,000-gallon stainless steel tank, full dump open back door. **\$25,000. 757-407-4166. VA (P03)**



2002 Kenworth T800, 4,500-gallon Andert tank, Wittig RFL100 pump, Cummins N14 370hp, Eaton 8LL, 75,600GVW, heated valves, SeaLevel digital tank gauge, tires 90%, brakes 75%, 348k miles. Runs great and ready to work. **\$60,000. Call or text 860-573-0057. CT (P02)**



2004 Freightliner Columbia, 4,000-gallon tank. \$50,000 OBO. Call or text Cody **727-465-8026. FL (P02)**



1998 GMC 7500 pump truck, runs well, pump works well, 322,555 miles. **\$21,000. 561-302-7195. FL (P02)**

1995 International 4900 Series (rebuilt engine), runs good. Has 3,500-gallon steel baffled tank. Tank is only 10 years, in great shape. Has Masport water-cooled pump. Everything in good, working order. Needs TLC. Been great truck. Only used local hauling. Asking \$25,000. For more information call 941-639-5055. FL (P02)

2007 Freightliner M2 Business Class 106: Cat C7 with 185k miles and a Allison transmission, new brake drums and shoes, fresh cab and frame paint, new Virgin 11R22.5 tires mounted on aluminum rims. All fluids and filters have been changed. NEW 2,000-gallon vacuum body, large 400 CFM vacuum pump, 3" inlet, 4" discharge with stainless steel couplings, All LED lights, 120' suction hose, 10' discharge hose, 4-gallons pump oil, large toolbox with tank hook, spud bar and probe rod. \$63,500, delivery included. Call or text for more information 734-777-0390. Other options trucks available! (P02)

Stainless steel 2010 Polar 3,600-gallon tank ready to mount on your chassis or sell outright. 20" rear manway, two 4" inch rear valves with full stainless hose trays. KLM Companies 617-909-9044 (PBM)



2013 Freightliner Cascadia, Cummins ISX 450 hp, automatic, 487k miles, NEW 3,500-gallon vacuum tank, interior tank lined and coated, NEW Masport vacuum pump, aluminum hose trays, 36-inch rear manway. **\$70,000. Phoenix Truck Center - Atlanta, GA 404-844-8968. (PBM)**



Used 2015 International 4300 with NEW 2500-gallon steel vacuum tank, aluminum trays, NVE 607 Challenger pump, Allison automatic transmission. **\$79,807. Stock# 97988. 800-558-2945, imperialind.com, salesinfo@imperialind.com. (PBM)**



For Sale: 1998 Mack CH613, 3,500-gal, Challenger 367 pump, 375 hp, 10-spd. **\$40,000. 631-566-4209. NY (P02)**



2015 International, Cummins engine, automatic, new 2,500-gallon carbon steel tank, New Moro pump MP70 330 CFM. **\$63,000. Call Alan 786-908-5436. (P02)**

2005 Mack CV713 cab & chassis with a Presvac 4,200-gallon (200 water/4,000 waste) tank and Jurop pump. (Stock #6025V). **www.vacuumsalesinc.com (888)VAC-UNIT (822-8648) (PBM)**



2011 Kenworth T800, Cummins ISX 485, 18-speed, Transway-built 4,000-gallon waste, 200-gallon freshwater with 10 gpm 3,000 psi jetter. Full hoist, vibrator and rear-open door. Transway 1200 pump. 167,500 miles, 14,500 hours. **Asking \$105,000. 802-658-6243. dispatch@pandpseptic.com. VT (P03)**



2004 Sterling Quad Axle, 2011 Advance 6,500-gallon aluminum tank, Mercedes 425 HP, 645K miles, 10-speed, 20K front, 40K drives, 20K drop axles, non-steerable duels, 150 Witting Demag, 2-4", 1-6" heated valves, 100-gallon stainless pressurized heated wash down, 4 aluminum tool boxes. All stainless and aluminum. Used every day. **Must see 608-626-3371. WI (P02)**

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2012 Mack GU713 Granite, MP8, 18-spd, 340,578 miles, original heavy spec truck, 82,000lb. gvw, 18,000lb. front axle/44,000lb. camelback rears suspension/third axle, jake brake, 4,650-gallon vacuum tank, Masport pump, excellent mechanically, truck serviced and DOT inspected. **\$75,500. 404-844-8968. (PBM)**

Pre-owned Keith Huber Dominator, 4,000 U.S. gallon, two compartment, dump type unit, with a Becker 440 vacuum pump package. Mounted on a 1999 Sterling cab & chassis. (Stock #3408V) **www.vacuumsalesinc.com (888)VAC-UNIT (822-8648) (PBM)**

1995 GMC cab & chassis with a Presvac 2,500 c/s vacuum tank and Jurop PN58 pump. (Stock #1176C). **www.vacuum-salesinc.com (888)VAC-UNIT (822-8648) (PBM)**



1991 GMC Kodiak, 2,300-gallon tank, 427 with 5/2-speed, air brakes, Moro M10 pump, recent tune-up, recent pump rebuild. 155,000 miles. \$17,500. **Call Kelly 608-835-7767. (PBM)**



2011 Western Star, 275,000 miles, 4,620-gallon Elliott septic tank with Rotary-vane pump, National Vacuum Equipment (NVE). Truck - Detroit DD15 14.8L 475 HP, Eaton manual RTO-16908LL 8LL-speed, rear 4.30 tri-axes, GVWR (lbs) 86,000, steel frame, 260" wheelbase. Delanco, NJ. \$59,500. **Call Peter at 516-297-3691 or Andrew Hayes at 516-397-6163. (P02)**



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1995 Mack CH612 cab & chassis with a Presvac 2,300 U.S. gallon, C/S, vacuum tank and a Wittig RFL100 vacuum pump (coming in August). (Stock # 6224V).

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2012 Freightliner, Cummins 280 HP, 6-speed manual, new 2,500-gallon tank, 2 tool boxes, 420 CFM pump.

\$65,000. Call for pictures
919-559-9344. (P02)



2016 Freightliner M2, 6-speed manual transmission, A/C is in good condition, 90% rubber on tires, 290,000 miles, 2,500-gallon tank, Juroop R260 pump, well maintained, everything new.
\$50,000. Call Jerry 800-721-2774. (PBM)

Pre-owned 1984 Mack R686ST cab and chassis with a 3,000 U.S. gallon, carbon steel, D.O.T. certified, vacuum tank unit. (Stock # 6115C). **www.vacuumsalesinc.com**
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2000 Mack RD686S cab & chassis with a 4,000 U.S. gallon, carbon steel, DOT certified vacuum tank unit. (Stock #0514CV)
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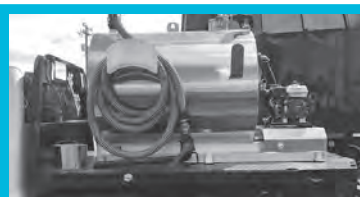


2014 International 4300, under CDL, DT466 diesel, auto., 68k miles. New 1,800-gallon steel tank and new Masport pump. \$57,500.
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2016 Freightliner M2 with a Cummins ISB 6.7L engine (305HP), 137,211 miles, automatic 25,900 GVW (CDL NOT REQUIRED), 2,000-gallon vacuum tank (does not include hoses), new pump, PRICE TO SELL FAST!!!! Call 704-231-3443 - allcomm.mtr@gmail.com. (P02)



2018 Kenworth, 4,000-gallon, automatic, Cummins 425 hp, new pump, new tank, hoses are not included. **\$98,000.** Call Al 704-231-3443. (P02)

VACUUM EQUIPMENT



1998 Safejetvac Model 1015, 10-yd debris tank/1,500-gal water tank. Myers water pump 65 gpm @ 2,000 psi. Roots 8x24 blower 3,650 cfm @ 15" vacuum. Front boom with 8' - 6" extension, 800' front reel with rotation and brake. 600" of 1" sewer jet hose. Chassis Volvo WG-64, 1998 11,8413 miles, CAT 3306 300 hp, 8,365 hrs. 13-speed Eaton Fuller manual trans. **\$49,950.** Contact Tim Timmons 205-807-0294 or ttimmons@specenviro.com. AL (P02)

VACUUM LOADERS

2017 Guzzler Classic Kenworth Chassis, 19,500 miles, 4,880-hours - \$235,000. 2013 Guzzler Classic International Chassis, 43,000 miles, 6,940-hours - \$185,000. 440-813-0025. OH (P03)

2 - Hepa filter units, 5,000 cfm, a lot of extra carbon filters, \$8,000 for both units. 313-600-1700. (P03)

2003 SuperSucker vacuum loader, 27' blower with spare blower for the truck. 400 HP with Fuller 14708LL trans, 44k rears 20k front. Very clean and runs excellent. KLM Companies 617-909-9044. (PBM)

Pre-owned 2008 International 7600, with a Guzzler Ace XXS4118TS Wet/Dry Industrial Vacuum Loader, 18-yard debris body, dump type, carbon steel vacuum tank. (Stock #4401C).

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2015 Freightliner 114SD cab & chassis with a VACALL AVR8-18 industrial vacuum loader. (Available for rent or purchase). (Stock #039R). www.vacuumsalesinc.com (888)VAC-UNIT (822-8648). (PBM)

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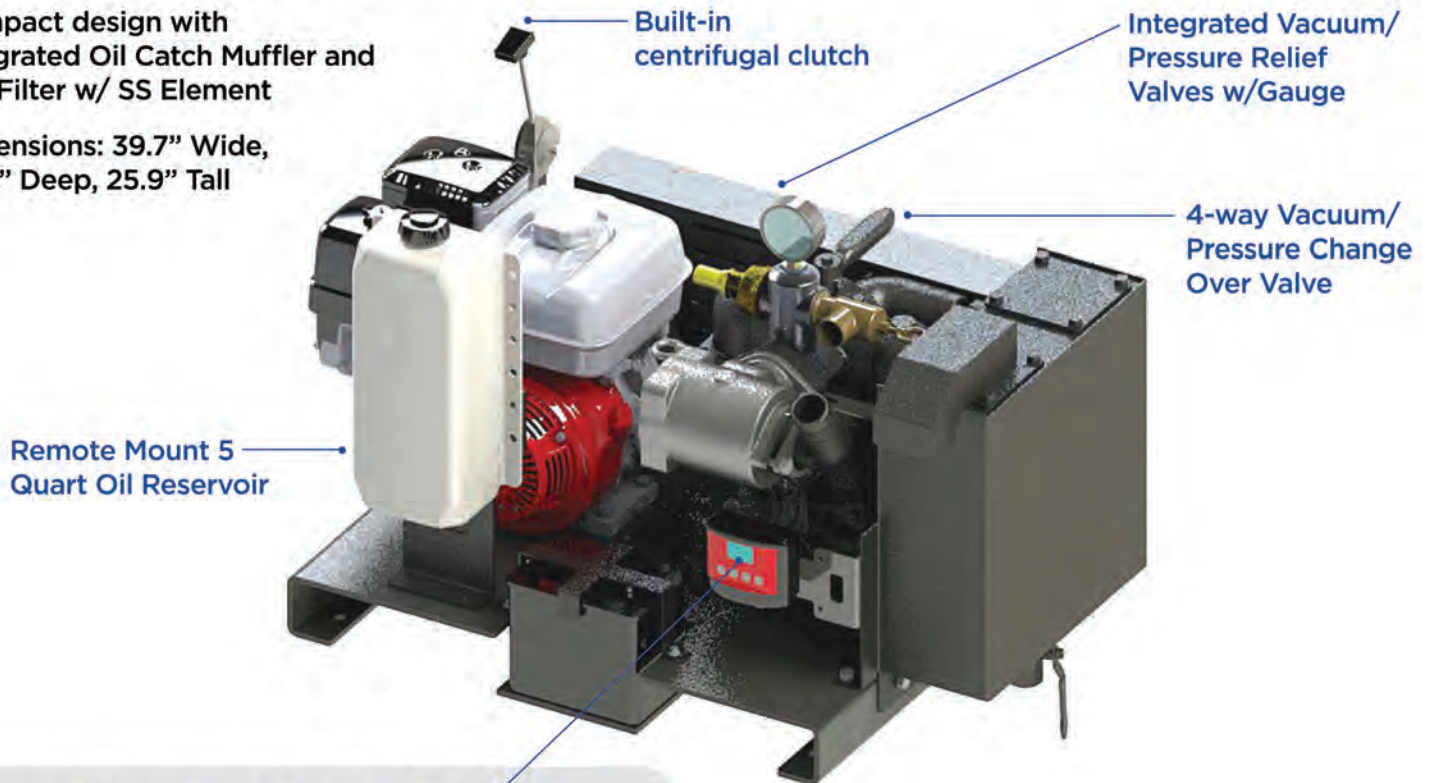
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