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Finding a **FOCUS**

After generations handling repairs, installing and inspections, Parent Sanitation parked the excavator and concentrated strictly on the vacuum work

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(From L-R) Ken, Ed & Mike Cooper

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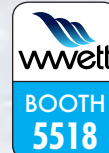
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Pumper

DEDICATED TO THE LIQUID WASTE INDUSTRY www.pumper.com

Published monthly by



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

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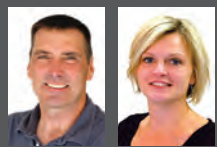
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Office hours 7:30 a.m.-5:00 p.m. Central Time, Monday - Friday

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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:



With a history including a broad range of services, Connecticut's Parent Sanitation now focuses its efforts on pumping septic tanks and grease traps. Third-generation owner Glenn Parent is shown with a Mack truck built out by Andert with a National Vacuum Equipment blower. (Photo by Joe Vericker)

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Jim Kneiszel
Editor

Work Trucks Are Your Best Vehicle For Advertising

A service company branding expert has some surprising suggestions for pumpers to make the best first impression with consumers

A while back I received a phone call from an employee at a pumping company that I won't identify for reasons that will become clear in a moment. The caller was excited about the business and wanted us to feature her boss in a *Pumper* profile. I enjoy talking to folks who are enthusiastic about the septic service industry, and we had a nice conversation.

As we talked, I pulled up the company website and noticed something that sent up a red flag. The trucks pictured on the web pages included prominent graphic images of Yosemite Sam, the gun-toting cowboy of Warner Bros. cartoon fame. Yosemite Sam was accompanied by the text, "Back off. We aren't haulin' milk."

"Excuse me, but I'm afraid featuring your company may cause problems for you," I told the caller. I explained that Yosemite Sam is a trademarked image and Warner Bros. would not have a positive reaction to its use on the company's fleet if they somehow saw the truck pictured in the magazine. In fact, the entertainment company could come after this pumper and, at best, ask that these images be removed from the trucks, or worse, sue the company for trademark infringement.

The caller was flummoxed. She said Yosemite Sam is included on all of their vehicles, and that many customers find the accompanying joke to be funny. The boss wouldn't want to remove the cartoon character or the joke. The caller was surprised to think they'd done anything wrong using the graphics without Warner Bros.'s permission.

After that call I've thought a review of truck graphics, and basic branding advice for pumpers, is in order. And small business branding expert Dan Antonelli, president of New Jersey-based KickCharge Creative (www.kickcharge.com), agreed to share insights into a few common issues I continue to see cropping up in marketing for septic service contractors.

Antonelli has helped many trades-related companies — such as plumbing, HVAC and electrical contractors — reinvent their companies for growth.

A BETTER IMAGE

I've developed my own perspective about marketing septic service companies over the years. Promoting professionalism has been a constant message coming from this magazine going back well before my time as editor. Along the way, I've often said that bathroom humor is a hindrance, not helpful, to the wastewater industry.

➤ "When you go with 'No. 1 in the No. 2 business,' you might think that's pithy or kind of cute, but is it professional? Is it helping them feel confident in your service, that you have the right expertise for what they may hire you for?"

– Dan Antonelli

I don't like overused taglines including "We're not haulin' milk," "No. 1 in the No. 2 business," and so forth. I don't think these jokes are clever, or that they help customers remember a pumping company, or that they boost the reputation of hardworking contractors. To the contrary, I believe they cost pumpers, in terms of reputation, respect and revenues. I'm not convinced pumpers are putting their best marketing foot forward by using these jokes. Thankfully I have seen a trend away from bathroom humor, and that's a positive.

And a history of trademark infringement must be considered. I have seen numerous trucks with images of Yosemite Sam and the skunk character Pepé Le Pew, for example, used on the vacuum tanks. Apart from being part of the jokes mentioned above, they are clearly used in violation of trademark rules. And keep in mind that ignorance is no excuse for trademark infringement. Owners of these images may take



➤ Dan Antonelli is president of New Jersey-based KickCharge Creative (www.kickcharge.com)



◀ Antonelli usually recommends against using a family name for a business name. Buehler Air Conditioning is an exception, as the name reminds people of a popular movie character.

sophistication. “You want to lead in with something that leaves the best positive takeaways,” he continues.

“If they have a big vehicle, that’s their best canvas. Dollar for dollar, vehicle advertising will be the least expensive form of advertising they can provide,” Antonelli explains. “The number of impressions and the cost of impressions is unmatched. Invest in making sure you have a great brand foundation and then implement it in a unique and compelling way on that vehicle.”

HOW ARE YOU DOING?

Yes, the messages sent by your trucks can have an impact on customers, but Antonelli says they can have a positive or negative impact on your crew as well. Do you want to promote a professional image, or poke fun at the service you provide?

“Is that the type of image that helps you attract really good technicians or are they kind of embarrassed about the whole thing?” he says of putting those jokes on your trucks. Pumpers have to realize “another audience you have is the employees. You want to make it so people will be proud to wear a branded shirt and uniform.”

Antonelli has strong opinions about branding in the trades, and some of his recommendations might be surprising, even off-putting, to some business owners. But he says he has to be honest with his clients about ideas that will transform businesses for the better.

Here are a few of Antonelli’s branding basics, especially as it regards your rolling billboards:

Choose disruptive colors.

Part of Antonelli’s rebranding research is to look at truck and equipment colors used by competing companies in each market and he chooses something different for his clients. “Put colors together that people have not seen often. Orange and teal is not a popular color scheme, but that’s something I would advocate for. It’s ownable and disruptive,” he explains. A unique palette will help your company set itself apart from the competition.

Don’t use red, white and blue.

You read that correctly. You may be patriotic and want to show your pride in the USA, but so do many other pumpers. Antonelli argues pumpers squander first impressions if they drape their truck in a waving flag. Consumers may feel good when they see Old Glory, but it won’t translate into them remembering your company when they need a tank pumped.

action that could lead to an unpleasant and costly situation for pumpers.

Antonelli has a lot of experience with these and other branding issues. He started hand-lettering work trucks at age 14 and at 50, he’s helped hundreds of companies rebrand and build their image through KickCharge. He has written three books on the topic, the most recent being Building a Big Small Business Brand, and he is a frequent speaker at service industry trade shows on changing the consumer perception of small businesses.

MAKING A GOOD IMPRESSION

It is no surprise to me that Antonelli dislikes the bathroom humor approach taken by some pumping companies. And he also faces trademark infringement on a routine basis as companies co-opt brands he has built for companies for their own purposes. Antonelli pursues companies who copy his logos, mascots and truck designs and has them removed from their trucks — often at great cost to the contractors.

“They can be served a cease-and-desist (order) and it’s a very expensive lesson to learn about trademark infringement,” he says. Many an expensive truck wrap has been peeled off in such cases, he says. And he says the bathroom jokes on the trucks can cheapen a company’s brand, but they can also have a negative impact on a pumper’s technicians.

“The service vehicle is often the first brand impression that the consumer may have about that business, and you want to lead in with something positive and have that consumer believe something about your business before you’ve had the opportunity to speak to them,” he says. “When you go with ‘No. 1 in the No. 2 business,’ you might think that’s pithy or kind of cute, but is it professional? Is it helping them feel confident in your service, that you have the right expertise for what they may hire you for?”

Instead, Antonelli advises pumpers to lead in with how solutions they offer are being delivered in an environmentally responsible way and convey a sense that your operation is run with a high degree of



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BETWEEN THE LINES

Leave your name out of it.

Generally speaking, Antonelli recommends contractors drop their name from the company identity. While he often encounters resistance to this, most family names aren't memorable and don't convey a positive brand message. "Part of the ego aspect of it is we've had this name for years. Everybody knows us," he says. Is Joe's Septic the best name for your company? "You get in the mindset that there isn't something better out there. But does that name adequately reflect who you are today? Now you have 15 trucks out there, and is Joe the guy coming to pump my septic?"

Exceptions to this rule happen when a family name works with a memorable mascot or rebranding concept. For example, one plumbing family company was named Barker, so the KickCharge rebranding included a dog mascot holding a wrench. In another case, Antonelli worked with a company called Air Source America, but suggested the owner use his name and call it Buehler Air Conditioning. Folks associate the family name with the Ferris Bueller's Day Off movie character from the 1980s and the image is reinforced with a fun logo of a teen wearing sunglasses. "Nobody knew what (Air Source America) meant, but they always remember his last name," Antonelli says.

Unclutter the truck.

What information should you put on the truck? Recommendations may change over the years; for instance, Antonelli said a web address is more important than a phone number these days. "Smartphones make it much easier to Google the company name, so numbers are a little less relevant," he says. "When's the last time you copied down the number from a truck and referenced it later?" Many companies still include a phone number, but Antonelli wouldn't go far beyond those two text elements. He wouldn't use the truck to list multiple services or provide other details; the name of the company and any accompanying logo, mascot or other dominant image should convey what you do. And use three sides of the truck to repeat your brand.

Don't cut corners on a logo or a mascot.

Creating unique artwork can be costly but it's critical to creating a brand that you can protect by trademark and build upon, Antonelli says. As mentioned earlier, don't copy a popular cartoon character, and don't rely on clip art, even if it's legal to do so. Antonelli explains that you can't trademark clip art images, so you can't prevent others in your market from using the same concept.

LOOKING FOR EXAMPLES

Some service trades, including plumbers, seem to have developed a more sophisticated approach to branding and truck graphics. You can see some interesting examples of before-and-after truck graphics involving service companies at the KickCharge website.

"I think they are recognizing their ability to get more dollars for their service is directly related to the impression their brand gives to a consumer and making that consumer believe they're getting a better value out of the company," Antonelli says. "I want the homeowner to believe that before I ring their doorbell I'm the most competent plumber in the area and I want to get paid the most." **P**

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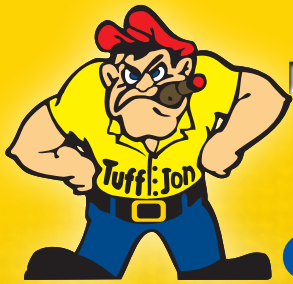


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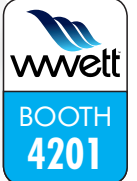
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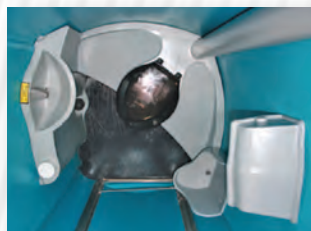
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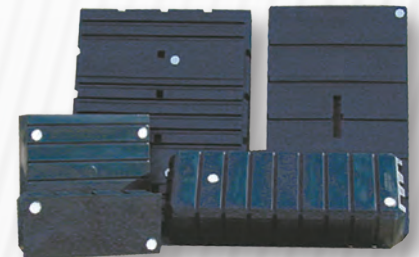
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DON'T HINDER SUCCESS

learn to control your fear

Why do business owners so frequently attempt to run their companies all by themselves when it limits how far and fast they can grow? The reason is fear. Here's a look at two common types of fear experienced by many business owners and tactics for how to handle them so that they don't limit your company's potential.

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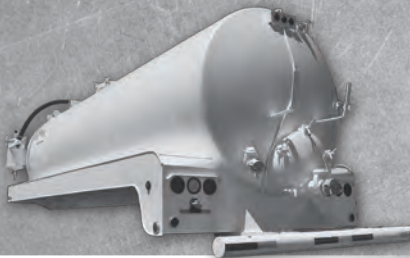
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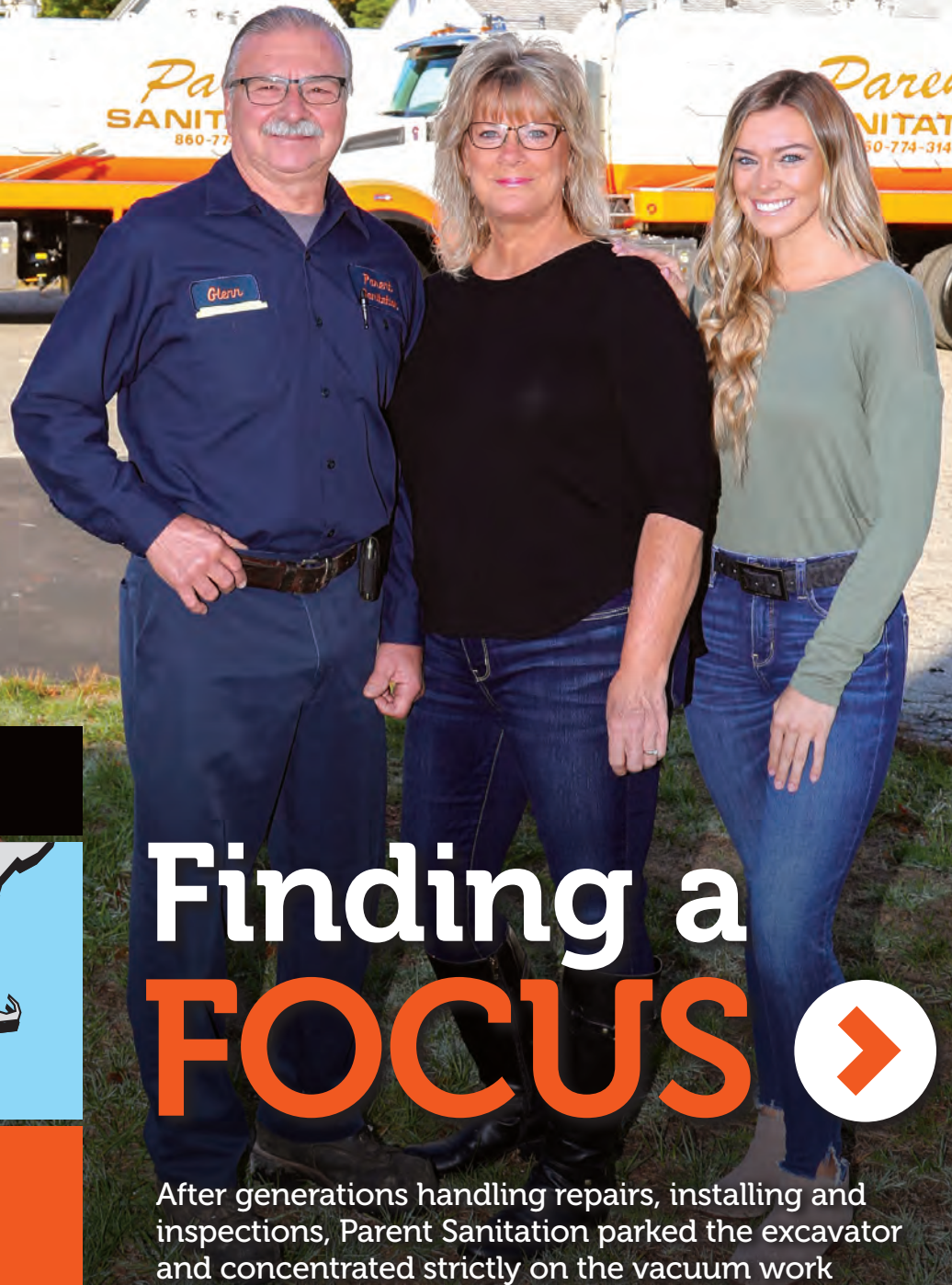
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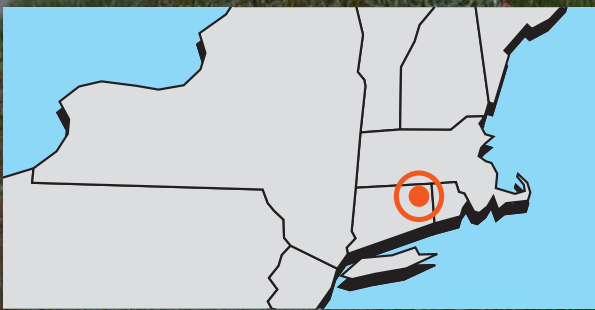
► Pumper PROFILE

Glenn and Lisa Parent, owners of Parent Sanitation of Dayville, Connecticut, along with their daughter Lindsey Parent. (Photos by Joe Vericker)



Parent Sanitation

Dayville, Connecticut



OWNERS: Glenn and Lisa Parent

FOUNDED: 1945

EMPLOYEES: 4

SERVICE AREA: Northeastern Connecticut

SERVICES: Septic and grease trap service

WEBSITE: www.parentsanitation.com

Finding a FOCUS



After generations handling repairs, installing and inspections, Parent Sanitation parked the excavator and concentrated strictly on the vacuum work

By Steve Lund

Glenn Parent, the third-generation owner of Parent Sanitation, has the company doing exactly what he wants it to do: pumping. The company limits its services to pumping septic tanks and grease traps.

Parent Sanitation, in Dayville, Connecticut, used to offer broader septic services. Founded in 1945, the company did a lot of septic tank installations, inspections, repairs and roofer work, but now Parent Sanitation sticks to pumping. Glenn says he decided to restrict the work to pumping because, at 63, he is slowing down a little.

But in fact, business hasn't slowed down for the company. Despite the smaller menu of services, the crew is as busy as it can be. With just two drivers, Parent Sanitation pumped more than 3 million gallons in 2019 and about 3.25 million in 2020, even though the coronavirus pandemic affected many of its commercial customers.

Cutting out the installations reduces the amount of time spent waiting for health inspectors or tank deliveries, Glenn says. Cutting out the repair work and the roofer work reduces the number of emergency calls. He even stopped doing inspections of septic tanks.

"I don't do inspections on systems, and it worked out better," he says. "We do pumping for three septic inspection companies now. I'm actually getting more work by taking less work, and I don't get Realtors calling me asking why this failed or that failed. You always get three phone calls from every inspection, one from the Realtor on each side and one from the current homeowner. Now all I do is send those guys a bill at the end of the month. I get a check, and I don't have any grief at all."

Members of the Parent Sanitation team go over the day's paperwork. Shown are, from left, Andrew Yurkevicius, Glenn Parent, Lisa Parent and Lindsey Parent.



“ I KNOW HE DID THAT BECAUSE HE WANTED THE ‘A,’ SO WE COULD BE THE FIRST THING PEOPLE SAW WHEN THEY WERE FLIPPING THROUGH THE PHONE BOOK. ”

LINDSEY PARENT

RESIDENTIAL CUSTOMERS

Schools, campgrounds and restaurants all slowed down or closed completely in 2020 because of the pandemic, but Parent Sanitation picked up enough new residential customers to continue growing.

"We lost some good accounts because of the virus," Glenn says. "We missed some scheduled pumping. Restaurants closed down. We're down on the campgrounds and schools because of the virus, but we're picking up more residential work. Overall, we've been busier."

The company has benefitted from being one of the few locally owned pumping companies in the area, since some of their competitors have either closed or been sold to a large regional company.

Lindsey Parent, Glenn's daughter, who works in the office, says, "I get calls every day from people who want to keep things local. That means everything to us. We're honored, but I'm the same way. If I can support a local business or family, of course that's what I do."

FAMILY TRADITION

Arthur E. Parent started Parent Sanitation in 1945. His son, Arthur H. Parent started taking an active role in the company in the late 1960s after his father had a stroke, but he continued to work at his regular job as a heavy equipment operator at a gravel pit. He would help out with the books and machinery maintenance after his day job.

The younger Arthur was able to retire from the gravel pit job in 1985 and went to work full time for the family business. He didn't do much of the pumping, but he performed equipment maintenance, including bodywork and welding. His late wife, Lorraine, worked in the office in those years

"My grandparents had a finished basement, and that was the office," Lindsey recalls. "My grandmother worked for years and never took a paycheck. She would answer the phone any time, day or night. They ran the business out of the basement up until they sold their home in 2013 after she passed away."



➤ Glenn and Lindsay Parent discuss business at the office.

➤ Glenn Parent looks through a stack of *Pumper* magazines at the company headquarters.

➤ As Lisa Parent works, she can always look up and see a black-and-white photo of company founder Arthur Parent on the wall next to her desk.

“ I GET CALLS EVERY DAY FROM PEOPLE WHO WANT TO KEEP THINGS LOCAL. THAT MEANS EVERYTHING TO US. WE’RE HONORED, BUT I’M THE SAME WAY. IF I CAN SUPPORT A LOCAL BUSINESS OR FAMILY, OF COURSE THAT’S WHAT I DO. ”

LINDSEY PARENT

They moved the office to the upstairs level of the company’s garage in Dayville.

Glenn, Arthur H. Parent’s son, started hanging around the company yard when he was 8 years old, when his father started to become more active in the business.

“When I was just 10, I used to ride in the trucks. Weekends and when my dad got out of his other job, we’d come up here and hang around,” he recalls. Later, he started working after school and summers for Parent Sanitation, but he went to college planning on becoming an engineer. He got an associate degree in mechanical engineering, but he did not complete his bachelor’s degree. He left college during his senior year and began working full time at the pumping company.

“My dad wasn’t happy with me at first,” he says. “He wanted me to do something else, but I wanted to be a worker, not a pencil pusher.”

Lisa Parent, Glenn’s wife, started working for the company in 1990 as the office manager, and she continues in that role today. Lindsey says her mom takes care of everything behind the scenes and has a good rapport with customers on the phone.



“As incredible as my dad is out in the field, my mom truly runs the office just as well. They make a great team,” Lindsey says. “It’s as though my dad is the face of the business and my mom is the voice of the business.”

Lindsey, who has been working for the company full time since she graduated from college with a business degree in 2019, says she is fascinated that so many people remember her mom’s name and ask for her specifically when they call.

“She has an incredible phone manner, and she really takes her time helping the customers,” Lindsey says. “I truly can’t imagine the business without her. She has played an important role in making this business what it is today.”

FOCUS ON THE FLEET

Arthur H. Parent never did retire from the company, but he died in 2018. When Glenn and his wife took over, one of the first orders of business was upgrading the truck fleet.

“My great grandfather and grandfather were both reluctant to spend money unless it was absolutely necessary,” Lindsey says. “Dad knew it was definitely time to upgrade our trucks. The old trucks didn’t even have AC. After 75 years of working and saving, these are the nicest trucks we have ever had.”

(continued)



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✦ Glenn Parent explains the situation he encounters on a commercial job with customers.



“ WE DO PUMPING FOR THREE SEPTIC INSPECTION COMPANIES NOW. I’M ACTUALLY GETTING MORE WORK BY TAKING LESS WORK, AND I DON’T GET REALTORS CALLING ME ASKING WHY THIS FAILED OR THAT FAILED. ”

GLENN PARENT

The new trucks are a 2016 Kenworth and a 2019 Kenworth. Each has a 4,600-gallon Andert steel tank and a National Vacuum Equipment blower package including remote control.

The company also has a 2004 Mack with a 3,300-gallon Andert steel tank and a Wittig RFL 100 pump. With only two drivers working at Parent Sanitation, that truck isn’t in daily use, but it is needed sometimes for customers on roads that don’t accommodate the larger trucks and also as a spare if another truck is down for maintenance.

All the trucks are painted in a distinctive orange and white color scheme. That’s a tradition that goes back a long time.

“My grandfather (Arthur H. Parent) purchased a Brockway pump truck back in the day that was already orange and white. They liked how it looked, the colors stuck, and every pump truck after that was orange and white.” Lindsey says. “They stand out because they are so white and bright, and my dad keeps them really clean.”

Those distinctive trucks and the Parent Sanitation name are pretty much the entire marketing plan for the company.

“Our name and our reputation have just kind of spoken for itself,” Lindsey says. “I remember my grandfather used to put ads in the church pamphlets. I remember going to church and seeing our name in the pamphlet.” Lindsey says they used to buy ads on the placemats at restaurants, but they have never sent out mailers and rarely used coupons.

“Other than our website, our name has truly done all our advertising for us,” she says. “We never actually got around to setting up our Facebook page. People can leave reviews on our website, or people can leave reviews on Google, but other than that, we don’t have any social media.”

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We love to pump

Glenn Parent saw the advantages of focusing only on septic and grease pumping at Parent Sanitation. One of them is a more predictable work schedule.

“You can almost plan your work,” Parent says. “You don’t have to worry about waiting for inspections or waiting for a tank to get delivered.”

Parent, together with driver, Andrew Yurkevicius, have handled as many as 20 pumping calls in a day. He says that usually one of them heads north from Dayville and one heads south. That way they can each handle a full schedule without crossing paths.

“If we get an emergency, we can usually just work it right in,” Parent says. “It’s not like we’re going way out of our way to pick up that one straggler.”

Both drivers do grease pumping as well as septic pumping, but the grease represents only about 10% of the calls, Parent says. There are no local buyers of restaurant grease, so it has to be dumped at a wastewater treatment plant. They pump out the grease interceptors at fast-food chains, other restaurants and local school cafeterias. In 2019, the company pumped about 120,000 gallons of grease.

Lindsey Parent, who works in the company’s office with her mom, Lisa, thinks the decision to focus entirely on pumping has been good for the company and her father.

“He loves to educate customers so they can understand the system they have and how to take care of it,” Lindsey says. “My dad is happy to pick up the phone to talk to a customer for as long as they need and to answer as many questions as they have. He’s not in it for the money. He does it because he loves what he does.”

Lindsey says when her grandfather was running the company there were more ads in the Yellow Pages. There was also a double listing in the phone book, because the company had two names after it incorporated in 1980.

“We’re known as Parent Sanitation, but we’re incorporated as Arthur Parent Contractor,” Lindsey says. “I know he did that because he wanted the ‘A,’ so we could be the first thing people saw when they were flipping through the phone book. I know that sounds incredibly silly now, it’s so old-fashioned, but it makes perfect sense if you think about it. I always wondered why we had two names, but that was the reason: ‘P’ was so far back in the phone book that he worried people wouldn’t find us.”

FUTURE IS UNCLEAR

Lindsey is the fourth generation of her family working in the business, but she is not planning on taking the reins. She started working in the office right after she graduated from Hofstra University. A secretary who had been working in the company’s office had recently moved away.

“My mom was in the office alone, and I felt like they were really busy and needed my help,” Lindsey says. “It’s been good. I haven’t regretted it in the slightest. It’s not my forever, but the experience has been really valuable.”

Lindsey has two sisters, neither of whom live in the area and both with established careers in different fields.

“It’s not their thing, not that I ever thought it would be mine,” Lindsey says. She says she is proud of what her parents have accomplished in the business and honored to work there, but it’s not her career plan.

“I do not believe this is for me, and luckily I don’t have the pressure from my parents, because I do want to find something that sparks joy as far as a career for me,” she says.

If she had been born male, things might have been different.

“I know if I was a boy, I would have just started so young and learned

Parent pulls hoses for a commercial pumping job. The company’s main service trucks were built out by Andert and carry National Vacuum Equipment blowers.



Parent connects a suction hose to his pump truck at a commercial pumping location.



the ropes just like my dad did,” she says. “I’m proud to have had this as an option. I think what my grandfather and parents have done with the business is incredible and I did want to come home from college and give this a try. I know for a fact I would have regretted it if I hadn’t.”

Glenn says he has had some talks with another company about possibly taking over.

“If something works out, I just might be able to retire,” he says. **P**

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Is Now the Time to Pull the Trigger on a Business Loan?

Many pumpers are experiencing busy times and borrowing interest rates remain low. So it could be a good time to seek funds to update equipment, buy another business or hire more technicians.

By Joan Koehne

The complexities of operating a business can leave you scratching your head. As ideas churn in your mind for new equipment, business expansion or hiring more employees, the bottom line is always: How will you pay for it?

If cash is short, a low-interest business loan may be the way to go. While many small businesses are averse to debt, being debt-free actually can restrict business growth or even cause a business to collapse. Without the necessary funds, a business will remain at a standstill or fold. The old adage “you need to spend money to make money” rings true.

Even businesses that never took out a loan before may want to apply for financing now because interest rates are historically low. Rates are expected to remain low for years, as the country recovers from a pandemic-induced economic downturn. Despite the uncertain economy, now may be a good time to take out a loan. There are many good reasons to apply for a business loan, but that doesn’t mean you should rush out and apply without carefully considering your options.

“Be really sure you need the loan,” advises Dave Kaster, principal at Fidelis LLC, a business advisory practice in Green Bay, Wisconsin. “Unless you’re in a very stable business with a regular type of income, you have to think harder about getting a loan.”

Savvy business owners don’t go into debt for just any reason. They have a clear vision of how to successfully grow their business. Focusing on this vision, they’re willing to step out of their comfort zone and pursue financing options.

“If you decide you are willing to take the risk, contact your SBA (U.S. Small Business Administration) rep and see what your options are. Then, go to a banker that you feel you have the best relationship with and start talking,” Kaster says.

Dig into plans for the loan and how you’ll pay it back. Be honest with yourself and your ability to repay the loan. Ask questions like: What happens if I miss a payment? What happens if I can’t pay off the loan when the time comes? Know the answers to these questions before you sign.

WEIGH YOUR RISK

Once you understand the terms and conditions of a loan, consult with someone you depend on for business advice — an accountant, business advisor, spouse or colleague. Lastly, make sure your business plan syncs with the requirements of the new loan. A solid business plan

includes carefully prepared financial projections, budgets and cost analyses. Lenders will look at your operational methods to project the rate of return on their investment.

“Many government programs are offering reduced or no fees, as well as offering assistance with making payments for several months on loans. This, coupled with a low interest rate environment, is certainly a reason to connect with your bank.”

— AARON FAULKNER

To measure the risk of taking out a loan, consider how you will repay it. For example, you may decide to borrow money for equipment. Consequently, the equipment you purchase becomes a fixed asset.

“The loan on that fixed asset becomes a fixed cost. You have to pay that every single month,” Kaster says. Before you invest in the equipment, estimate the income you’ll earn by using the equipment.

“Can the money that fixed asset generates make the payments for you?” Kaster says.

In addition to purchasing equipment, you also may decide to expand through acquisition. Business acquisition can breathe new life into an organization, but comes with some challenges. When businesses expand, cash can get tight. Taking out a loan will only defer the problem of tight cash until the loan has to be repaid. In this scenario, Kaster tells business owners to plan ahead.

“Make sure that your operations and your marketing plan are lined up in such a way that you’ll start getting the income you need to pay off that loan. If you’re adding a new territory or acquiring a business, it’s going to take a while before you’ll see the cash flow off of that business.”

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DUCKS IN A ROW

Cash flow is an issue that businesses deal with every day. A high-level business plan can help you determine how much cash you need and what you can afford to repay, says Aaron Faulkner, senior vice president at Bank First, Green Bay. He offers a number of tips geared to business owners considering applying for commercial lending.

First, he encourages owners to have their personal finances in order. You may think your business credit and personal credit are two separate things, but they're not. Commercial lenders often base their decisions on how individuals handle personal finances. A solid credit history shows you paid your bills in the past and are likely to pay your bills in the future. Lenders evaluate you as a business owner to project how you'll handle your business finances, especially during the tough times.

Next, businesses should be ready to contribute equity. Lenders don't want to be the only player in a business venture. For example, if you want to borrow \$100,000, a lender may ask you to contribute \$20,000 to \$25,000 of cash, equity in your home, a gift from your family, or a combination of these. Showing a capacity to contribute equity is important because it signals that you are committed to the project.

Likewise, a commercial lender commonly will ask you to pledge collateral to cover your financial obligations if there's a shortfall. Collateral could be the assets in your home, a personal vehicle, vacation property, investment accounts or cash. Be aware that personal and business assets are closely related for small businesses. When you obtain a commercial loan, you sign a personal guarantee. When the loan comes due, the lender isn't simply looking at the business for repayment, it's looking at the owner, too. If the business can't repay the loan, the business owner will be held responsible instead.

Lastly, if you're purchasing property, make sure you understand commercial mortgages. A commercial mortgage is different from a home

mortgage. Commercial mortgages have shorter amortization, closer to 20-25 years, not 30 years. Typically, commercial mortgages are three- to seven-year notes that end with a balloon payment. In most cases, a business can renegotiate the loan when it comes due, if the business doesn't have the funds to pay it off.

EQUITY OPTIONS

Compared to residential mortgages, commercial mortgages usually have a higher down payment. The minimum down payment will probably be 10%. Sometimes, the financial institution will lend you that 10% from a home equity loan or some other capital you have.

Additionally, lenders work with municipalities and the property sellers to carry some of the debt as well. Equity doesn't have to come exclusively from the buyer; sometimes it comes from other sources. A trusted lender can walk you through the various scenarios.

There are many things to consider regarding commercial lending. Looking at the big picture, the question isn't just "Should I take out a loan?" Instead, ask yourself, "How will I repay the loan?" and "What will I use the money for?"

Will you purchase a truck or equipment? Buy out a competitor? Construct, buy or lease a building to expand your territory? Hire more employees? Of course, one big question mark is the COVID-19 pandemic and how it will affect your business.

"With economic times being somewhat uncertain with the pandemic, consulting your banker can be a huge value add," Faulkner says. "Many government programs are offering reduced or no fees, as well as offering assistance with making payments for several months on loans. This, coupled with a low interest rate environment, is certainly a reason to connect with your bank to see what type of options are available." **P**



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New York County Says Water District Would Aid Onsite System Fixes

By David Steinkraus

Suffolk County, New York, is planning to establish a countywide water management district to aid in the fight against bacterial contamination of its Atlantic Ocean shoreline.

The county occupies the eastern end of Long Island and has worked for years to counter problems from the approximately 360,000 cesspools used for onsite wastewater treatment.

What the management district will do, said County Executive Steve Bellone in a press release, is enable repair of the county's water infrastructure. It will do this by creating a structure to implement the county's long-term water quality plan, expand financial assistance to homeowners, and serve as a way to invest in new systems and advanced wastewater treatment.

The long-term water quality plan calls for investing \$4 billion over 50 years to reduce nitrogen by adding municipal sewer service to some properties and installing nitrogen-removing onsite units on parcels where municipal service is uneconomical.

In 2017, the county established a grant program to help property owners with the cost of advanced onsite equipment. Voters approved a tax for the grants, and the state later contributed \$10 million.

The county and several of its townships and cities have changed their wastewater treatment laws in the past few years to forbid any new cesspools and require advanced, nitrogen-removing onsite units for any new construction or expansions of existing buildings.

New York's Warren County is considering a law to require onsite system inspections when a property is transferred. The county covers most of western shore of Lake George and its southern end. In recent years the lake has been clouded by large algae blooms.

The law would apply to all onsite systems within 250 feet of a specific list of water bodies, and there would be a provision for any municipality to opt out. Some communities in the county passed their own laws about inspections.

The water and sewer commission in Glens Falls levied a \$3,000 fine against IBS Septic & Drain Service for dumping a large quantity of cooking oil and grease into the city's wastewater treatment plant in February.

Security cameras showed IBS was the only septage hauler to dump at the plant that day, reported *The Post-Star of Glens Falls*. It appears IBS sent a truck that either had not been fully emptied or not cleaned out, said Steve Gurzler, the city's engineer. He said the company acknowledged its mistake and sent another truck to help clean up.

California

Marin County plans a pilot project to create 22 apartments in Bolinas by upgrading home onsite systems.

The project to create what are known as in-law or grandmother apartments is a partnership between the Bolinas Community Land Trust and Bolinas Community Public Utility District, reported the *Marin Independent Journal*.

Under the class I standard for new construction, there must be a 3-foot separation between groundwater and a drainfield. County supervisors waived that requirement and imposed the class II standard that allows only 2 feet of separation. Systems in this standard use a pre-treatment tank and peat moss biofilter before discharging to a gravel and sand drainfield.

Twenty of the homes in the project will need system upgrades to reach class II. The other two already have class II systems.

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Because of water shortages in the area, the city has had a moratorium on water permits since 1971. This has largely prevented construction of new housing.

Marin County is immediately north of San Francisco on the other side of the Golden Gate.

Delaware

In 2018, New Castle County imposed a temporary moratorium on the use of septic tanks in subdivisions. Now the county is likely to indefinitely ban large developments that use septic systems.

The temporary moratorium ends in August, but Delaware Public Media reports the county will consider indefinite extension of the ban later this year. Most of the effect will be felt in the southern part of the county where officials want no more than five parcels in any subdivision created on agricultural land. Some landowners objected to the moratorium in the past, saying it will reduce their ability to sell their land.

New Castle County covers the western shore of the Delaware River where it empties into Delaware Bay.

Florida

Wakulla County, on the Gulf Coast just south of Tallahassee, recently received \$577,500 from the state for a septic system upgrade program.

Under the program, certified installers or licensed plumbers may receive up to \$7,000 for installing nitrogen-removing onsite systems in certain areas of the county. Costs in excess of \$7,000 are the responsibility of the property owner.

Arkansas

The Bella Vista City Council decided to table an ordinance about septic system size requirements in order to do further research.

Undersized systems are a problem, said Doug Tapp, Community Development Services director, but there is no way to prevent it. At the moment, the department must accept builders' assurances that an onsite system is adequately sized, reported the *Northwest Arkansas Democrat Gazette*.

The tabled ordinance would require a system suitable for two people in a structure of 1,500 square feet or smaller. A system for three people would be mandated for a structure of 1,500 to 2,500 square feet, and a four-person system for structures of 2,500 to 3,500 square feet. Larger systems would be required for any structure of more than 3,500 square feet.

Bella Vista is near the northwestern corner of the state.

Texas

Oil and gas wastewater discharges into public waters will now be overseen by the Texas Commission on Environmental Quality. The U.S. Environmental Protection Agency shifted authority for permits under the National Pollutant Discharge Elimination System to TCEQ in January after Texas requested it.

Any discharge into a pond on leased land will still be regulated by the state Railroad Commission. Standards for discharges remain the same, Jeremy Hagen, general counsel with the Railroad Commission, told the *Midland Reporter-Telegram*.

Oil and gas operations annually produce millions of gallons of wastewater. Instead of injecting that wastewater into wells, operators could now be allowed to discharge treated wastewater into creeks or lakes to expand the water supply for municipalities and agriculture, Hagen said. **P**

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Jeff Haden
Contributor

Jeff Haden is a contributing editor for Inc.com and a LinkedIn Influencer. He is the author of *The Motivation Myth: How High Achievers Really Set Themselves Up to Win*.

Even to a Technology Titan, Back to the Basics Is the Rule

Follow these commonsense tips to network, grow and innovate through your pumping business

By Jeff Haden

Jeff Bezos founded Amazon in 1994. Today he's one of the richest people in the world. But while Amazon is undeniably a tech company, the business was built on this old-school premise: Focus on the things that don't change.

The premise, while simple, is also easy to forget when innovation seems to be the secret of massive success. Catching the next wave, predicting the next trend, disrupting an industry or hacking your way to near-immediate success, sparking change — that's what works. But it's hard to be innovative. It's hard to be truly disruptive. Knowing what will change — that's incredibly difficult.

Bezos doesn't worry about what will change. He focuses on what won't change. Bezos built Amazon around things he knew would be stable over time, investing heavily in ensuring that Amazon would provide those things.

Here's Bezos:

I very frequently get the question: "What's going to change in the next 10 years?" And that is a very interesting question; it's a very common one. I almost never get the question: "What's not going to change in the next 10 years?" And I submit to you the second question is actually the more important of the two — because you can build a business strategy around the things that are stable in time. ... (I)n our retail business, we know that customers want low prices, and I know that's going to be true 10 years from now. They want fast delivery; they want vast selection.

It's impossible to imagine a future 10 years from now where a customer comes up and says, "Jeff, I love Amazon; I just wish the prices were a little higher." "I love Amazon; I just wish you'd deliver a little more slowly." Impossible.

And so the effort we put into those things, spinning those things up, we know the energy we put into it today will still be paying off dividends for our customers 10 years from now. When you have something that you know is true, even over the long term, you can afford to put a lot of energy into it.

Focusing on things that won't change does not guarantee success — but it provides as close a foundation for success as you will find. Whether you run a wastewater business or work for one as a driver or technician,

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here are a few timeless principles that consistently provide professional and personal success:

Focus on collecting knowledge ...

Competing is a fact of professional life: with other businesses, other products, other people. It's not a zero-sum game, but it is a game we all try to win. Smart people win a lot. Smarter people win even more often. Continually striving to gain more experience and more knowledge is the second-best way to succeed.

... But always focus more on collecting knowledgeable people.

You can't know everything. But you can know enough smart people that together you know almost everything. And, together, do almost anything. Work hard on getting smarter. Work harder on getting smart people on your side. How?

Always give before receiving.

The goal of networking is to connect with people who can provide a referral, help make a sale, share important information, serve as a mentor, etc. When we network, we want something. But, especially at first, never ask for what you want. Forget about what you want and focus on what you can give.

Giving is the only way to establish a real relationship and a lasting connection. Focus solely on what you can get out of the connection and you will never make meaningful, mutually beneficial connections. Approach networking as if it's all about them and not about you and you'll build a network that approaches it the same way.

(continued)

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Always look past the messenger and focus on the message.

When people speak from a position of power or authority or fame, it's tempting to place greater emphasis on their input, advice, and ideas. Warren Buffett? Yep, gotta listen to him. Sheryl Sandberg? Yes. Richard Branson? Absolutely.

That approach works to a point, but only to a point. Really smart people strip away all the framing that comes with the source — both positive and negative — and evaluate information, advice or input solely on its merits. When Branson says, "Screw it; just do it and get on with it," it's powerful. If the guy who delivers your lunch says it, it should be just as powerful.

Never discount the message because you discount the messenger. Good advice is good advice, regardless of the source.

Always work on "next."

It's impossible to predict what will work, much less how well it will work. Some products stick, for a while. Some services flourish, and then don't. Some ventures take off, and then flame out. Some careers take off, and then stagnate. No matter how successful you are today, always have a next in your pipeline.

If somehow your current products or services or ventures continue to thrive, great: You will have created a bigger line of products and services and ventures. That's how successful people weather the storm when times are tough and become even more successful when business is booming.

Always take responsibility.

If you're always right, you never grow. One of the best things you can do is to be wrong, because when you make a mistake you are given the chance to learn. (Don't worry. Every successful person has failed numerous times. Most have failed more than you. That's why they're successful today.) Own every mistake, every miscue and every failure. Say you made a mistake. Then commit to making sure that next time things will turn out very differently.

Always turn ideas into actions.

The word idea should be a verb, not a noun, because no idea is real until you turn that inspiration into action. Ideas without action aren't ideas. They're regrets. Every day we let hesitation and uncertainty stop us from acting on our ideas. Fear of the unknown and fear of failure are what stop me, and may be what stops you, too.

Think about a few of the ideas you've had, whether for a new business, a new career or even just a part-time job. Looking back, many of your ideas would have turned out well, especially if you had given them your best effort. Trust your analysis, your judgment and your instincts. Trust your willingness to work through challenges and roadblocks. **P**



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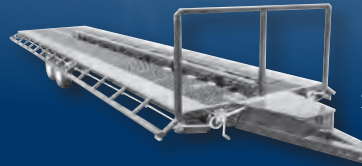
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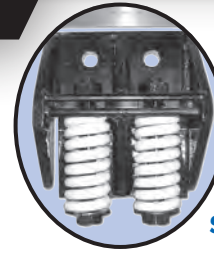
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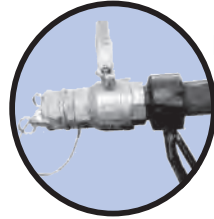
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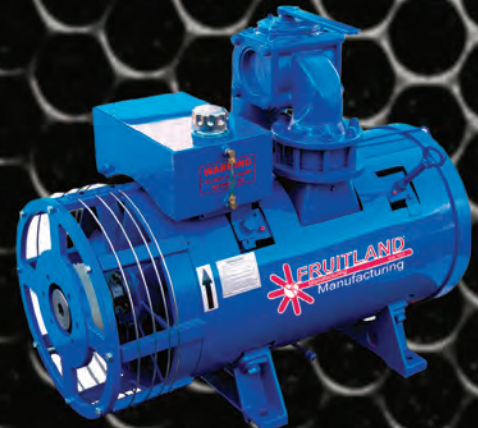
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Texas Wastewater Pros Seek Effective Balance of Industry Regulations

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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 Texas On-Site Wastewater Association.

Name and title or job description: Vonda (Sissy) Bob, chief financial officer and office administrator

Business name and location: South Texas Aerobics, Caldwell, Texas

Services we offer: Pumping, installation, inspections, repairs, tank sales

Age: 50

Years in the industry: 20 years

Association involvement: I am currently serving on the Texas On-Site Wastewater Association (TOWA) board as co-chair of the enforcement committee and chair of the scholarship committee. I also am chair of our local Brazos Valley Chapter of TOWA.

Benefits of belonging to the association: I really enjoy being able to help people. We have installers who need help with disputes with a permitting authority and authorities who need help with a homeowner or with installer-maintenance provider issues. Being on the TOWA board helps me stay on top of the latest rule changes so I can share this information where it needs to go.

Biggest issue facing your association right now: Finding the delicate balance between not enough regulation and too much regulation. I have found that when you deal with different people, locations and situations, they may look similar on the surface but one rule will not be what is right or the best solution for the problem. A rule is a rule, but local authorized agents are given the option to enhance what is written so they can apply it in a more specific way that meets the



Vonda Bob

need in their area. Sometimes this is a benefit and sometimes a hindrance, so best judgement is what I will normally advocate.

Our crew includes: My husband and co-owner Al handles all our installs, pumping and tank deliveries. Our son Eric, who helps to pour tanks, handles all the service calls and inspections and most of the time will do the final inspections with the counties. Daughter Megan is our administrative assistant.

Typical day on the job: I open the office at 7:30 a.m. and begin by scheduling the day for both Al and Eric, assigning where they will be working for the day and what is required for them to do their jobs. I handle all the paperwork, permitting, scheduling, inventory, job preparation, filing, job bids, customer interaction and will usually take lunch to the job site while out picking up materials or going to different counties to file for Authorization to Construct. I also help with installs occasionally to stay on top of how they put the systems in so that when a customer calls with a question I can answer it intelligently and help them feel more at ease about something the average person has very little experience with.

The job I'll never forget: We were installing a three-tank aerobic unit in the side of a hill with a 45-degree slope and had to "bunny hop" the tanks up the hill one at a time to get them in. Several installers had already looked at the job and told the builder to call us because Al would be the best person to handle such a difficult site. We are going on 12 years working for that builder now and have done several more jobs for him that have required "special" practices to put them in.

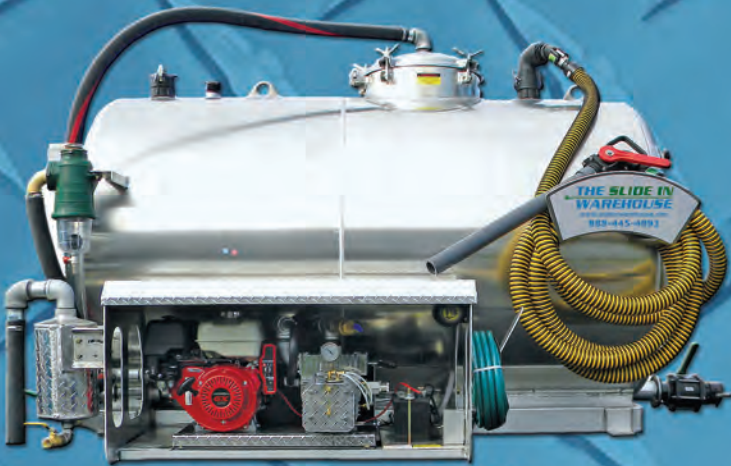
My favorite piece of equipment: That would definitely be my computers. I keep two desktops and four monitors active so that all my programs can be active at the same time. I have a maintenance tracking program and a scheduling and notification program that also tracks my tech out in the field so I know where he is in case of emergency calls. My email and my accounting software are always open. I have always found it to be a little frustrating to have to toggle between screens. And since I do a lot of my work online or with fillable documents, this saves me time. I can be opening a ticket with Texas 811 ("Call before you dig") while sending in a contract to a county or replying to a customer's email.

Most challenging site I've worked on: We installed an aerobic drip system on a site that was basically a rock hill. The area where the house sits had to be jackhammered out and three 15-foot retaining walls, 60 feet long and 24 inches deep, had to be installed behind the house. A pool was also installed in the backyard and a three-car garage in the front.

(continued)

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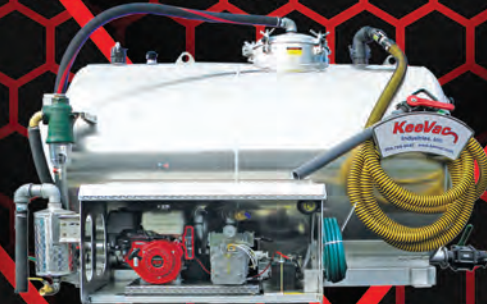
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▶ Eric Bob working on an installation of Solar Air tanks for an executive retreat.

◀ Ryan Gerlich from Texas A&M University observes as Al Bob in a Kubota KX71 compact excavator installs Clearstream fiberglass tanks at the RELIS campus.



▶ Megan, Al, Vonda and Eric Bob with dog Sassy.

By the time we were called to the site, a drip was the only option. The levels of the retaining walls each have three to five lines of drip running the length of them, and every other square inch of the property that was not already concrete is drip area. We used our mini-excavator to keep the trencher from falling off the side of the

hill while trenching lines. It's a one-of-a-kind install and a very happy customer allows us to have people out to show the system.

Oops, I wish I could take this one back: I was approached by someone to do an install for (a major railroad company) on the new rail yard. I quickly found out that working with an entity this large was a pain in the neck. Certain parts of the job that impacted an onsite system had already been done to Michigan code and explaining to the powers that be that it would not pass inspection here in Texas was frustrating. I was at the point of walking away from the job myself when (the company) decided not to complete the project. Lesson learned. I was out time but luckily nothing else, and I don't think I will waste my time with a corporate entity such as this again. I have plenty of work from people who know I will guide them in the right direction for their job and site.

The craziest question I've been asked by a customer: A customer in a community where every home was over a half-million dollars asked me if they would get a discount on their renewal contract because we serviced several of their neighbors in the same subdivision. I immediately asked if I got a discount on my physicals (he is a doctor) as he had more than one patient. Yes, they found a new maintenance provider and I am okay with that. Still cracks me up.

If I could change one industry regulation, it would be: This is a hot topic for me. It has to do with homeowner maintenance. In our company, we hire out a registered sanitarian to do all our site/soil evaluations, not because we would not be competent at doing them — we do give suggestions because we dig these holes every day — but because it is a second opinion that is independent. We know that by having a registered sanitarian go out and meet the property owner, he/she will discuss

the options available to them and help the customer decide what works for them and their site. I believe maintenance should be done by an independent person who does not have a direct stake in the functioning of the system. We are not allowed to inspect and DOT-certify our trucks, and we are not allowed to notarize our own affidavits. We are trained not by taking a class but by performing this type of work eight to 10 hours a day six days a week. I understand there could be extenuating circumstances necessitating someone doing their own service, but even then there should be a yearly follow up by an industry professional to make sure everything is working as it should be and there's no risk to the safety of anyone downstream.

Best piece of small business advice I've heard: A customer told me to raise my prices and weed out the high-demand people that do not appreciate what we do. We have been very lucky here since we form personal relationships with almost all of our customers. We do a homeowner walk-through with all new installs. Literally over a thousand people have my cell phone number. It's rare for us to lose a customer for any other reason than they are looking for someone cheaper or one or two from personality conflicts. We mainly operate in a high home turnover area because it's a college town and when we have an owner move out they almost always leave word for the new owners on which contractors to keep for services. Treating your customers with respect will earn their respect in return. They are not just a dollar sign.

If I wasn't working in the wastewater industry, I would: Become a dive instructor in the tropics. I have been scuba diving for the past five years and have been working on my certifications. My daughter and I have attained instructor level so now I can teach others to dive. Not only do I enjoy the outdoors but it fills my need to be helpful. I have always tried to be environmentally responsible and enjoy showing others ways they can help too. Plus traveling to exotic places to dive has enabled me to see parts of the world I probably would not have been able to see otherwise.

Crystal ball time — This is my outlook for the wastewater industry: I would like to see more professionalism in the industry. Throughout history it has been well documented that the pathogens in wastewater cause all types of diseases for humans and animals alike. As our population grows, the available area for treatment and disinfection, if needed, has been reduced. Add to this the more resistant strains that have developed over the last century and we may be in trouble in the future. As anyone in the industry can tell you, "It all goes downstream." It's up to us to make sure that proper installation and maintenance procedures are followed to protect our neighbors downstream. After all, we are all downstream ourselves. How much faith do you put in your neighbor? **P**

- Compiled by Betty Dageforde

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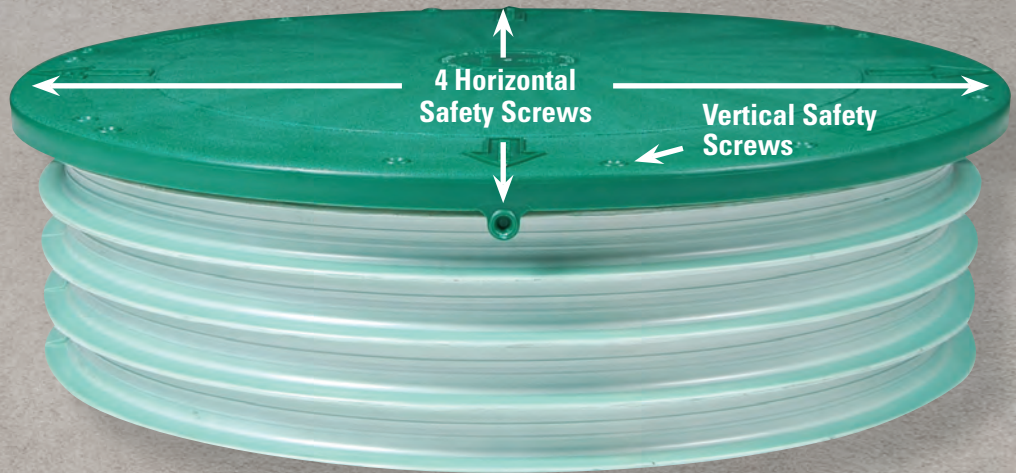
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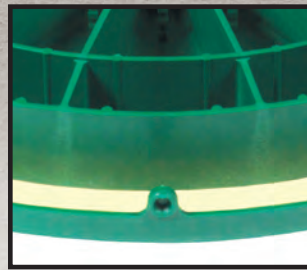
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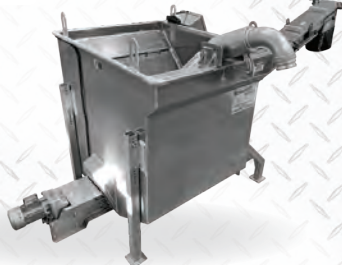
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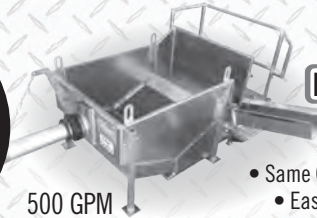
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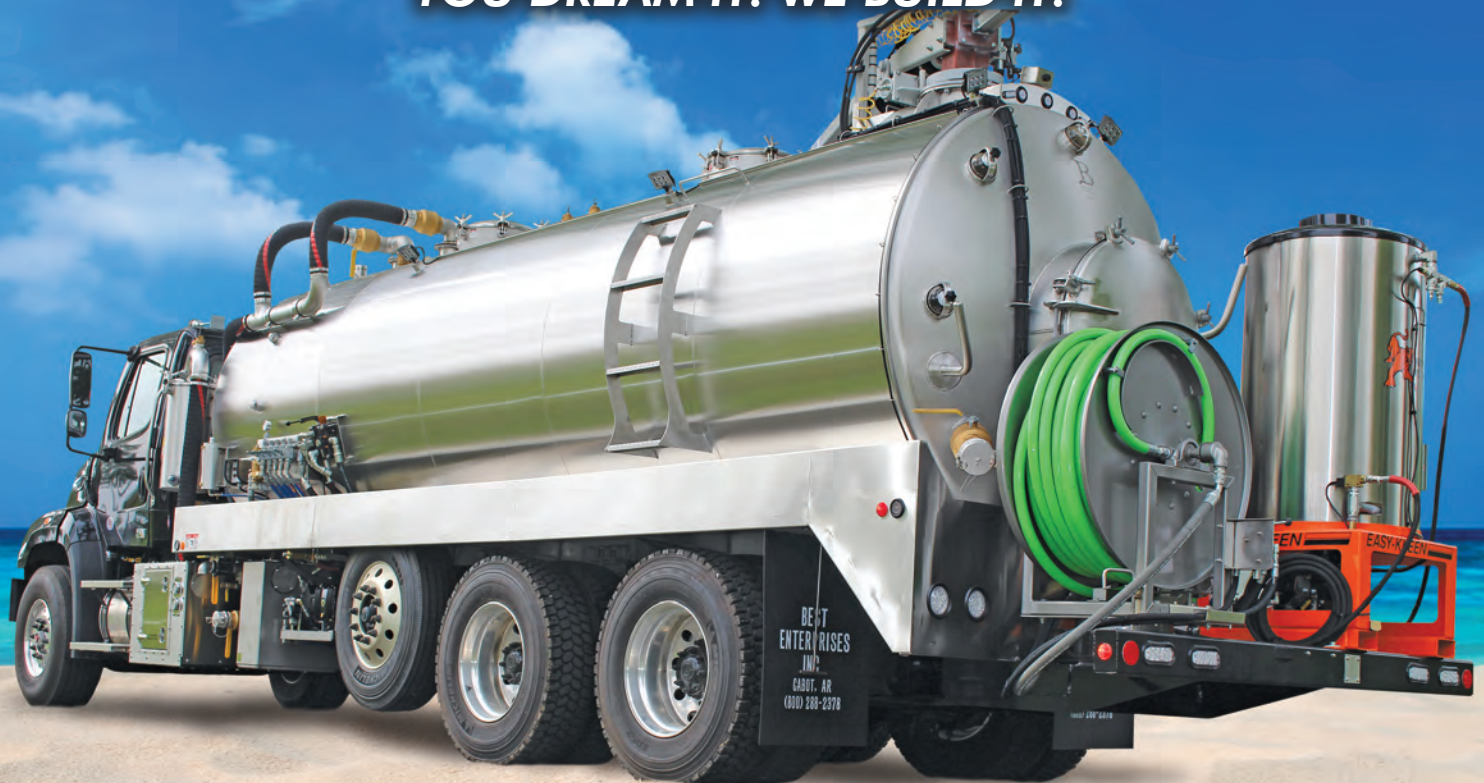
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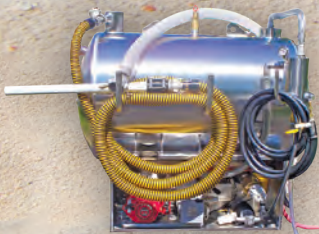
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Jim Anderson, Ph.D.
Contributor

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.

Are Shared Septic Systems a Good Idea?

Precautions and planning will help pumpers provide quality service and avoid getting in the middle of homeowner disputes

By Jim Anderson, Ph.D.

I occasionally get questions involving shared septic systems and other infrastructure. Most often these questions are connected to separating properties that were part of a resort or as a part of condominium or townhome developments. Other situations I have seen involve duplexes where one side will be used as a rental unit or individual residences where a family owns a property that is split to accommodate two related families.

As service providers, you need to understand how each of these situations may impact system performance. From my perspective if you are involved in discussions with the parties about whether they should share a system, you may suggest considering separate systems if the property can accommodate them. However, you and the homeowners need to understand any and all requirements of the permitting authority before any design or installation work is done.

In the case of breaking up an old resort, there is probably some infrastructure in place in the form of septic tanks and drainfields. My experience in these cases is that most often they were installed before the current regulations were in place and have been grandfathered in. When the property is split, the expectation is everything will be brought up to current code. The first step is determining what is there and the condition of system components to assess whether any of it is usable under current rules.

If the septic tanks are in good condition and up to code, they may not be usable for a shared system due to location or additional local requirements. Most situations I have encountered require a separate septic tank or tanks for each residence. Even if a shared tank would be allowed, separate tanks should be encouraged. Family-use patterns may vary widely. Separate tanks allow separate maintenance and pumping schedules based on individual usage without getting involved in potential disagreements about who is putting what into the system.

COPING WITH CONFLICTS

I was briefly involved in a lawsuit in Canada concerning joint use of septic tanks for a series of condominiums. The case involved one party flushing sanitary products that plugged the tank outlet even though part of the agreement was these products should not be flushed. Of course, the tank backed up, flooding the other residence's basement. One question we would probably ask: Why there wasn't a high-water alarm system to alert the owners before this became a problem?

As the lawsuit progressed, the installer was called into court as well because there wasn't an alarm system installed. There were additional

➤ Even if a shared tank would be allowed, separate tanks should be encouraged ... Separate tanks allow separate maintenance and pumping schedules based on individual usage without getting involved in potential disagreements about who is putting what into the system.

tank infiltration issues due to installation problems revealed during the discovery phase of the lawsuit.

From my perspective there are a couple of takeaways. As a service provider or installer, you are not necessarily off the hook in shared system situations if one of the parties does something that impacts the other residences. Separate septic tanks equipped with effluent screens means the homeowners who flushed inappropriate materials are the ones who will suffer the back-up. No matter how specific the agreement/covenant is, it does not prevent problems from occurring.

Access to all parts of the system for management and maintenance is important. Taking care of shared system access is as important as it is for an individual system. If you are the service provider, it is important the owners understand you need to know the location of each component and have access for scheduled maintenance visits. If you are the service provider, make sure easements are in place allowing access.

SIZING IT UP

Each septic tank will be sized according to current regulations generally based on number of bedrooms and water-using devices (dishwasher, laundry, garbage disposals, etc.). If individual tanks are installed and the residences are the same size, this is not a problem. If there is a shared septic tank or the residences are different sizes, the use agreement becomes more complicated.

Even with separate tanks, if one residence uses more water there will be issues to address for sizing required pump tanks and the soil treatment areas. I observed this for a property near where I live. A resort was separated



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into two properties to share a common aboveground mound system. Each residence had a separate septic tank installed with piping to a common pump tank supplying the mound.

One of the residences has two bedrooms and the other has three bedrooms. There is a difference in estimated use between the residences of 150 gpd. This affected the size of the pump station and the mound in terms of the total estimated daily sewage flow. As part of the agreement, there was a distribution between the parties of the cost of construction based in the estimated difference in use. Since the total cost of the system was more than \$30,000, the difference was not insignificant.

I would recommend as a service provider that it would be prudent to measure flow to the whole system through use of water meters in each residence if they are not required by regulation. Short of having water meters, there should be a cycle counter installed on the pump so the amount of effluent delivered to the mound can be monitored. All is good if use is within the estimates. But if use is higher, you can work with the owners to reduce their water use before they hydraulically overload the system.

There are other potential problems with shared systems that need to be addressed in the use agreements. What if one of the residences wants to expand, build an addition or add bedrooms? This type of situation should be handled through the permitting authority, but as a maintenance provider you need to be aware of any of these changes. It probably means increased maintenance and your agreement to provide it will change.

WHAT SAY YOU?

What problems have you encountered with shared septic systems? I am sure there are numerous other issues I haven't dealt with here. What happens when one dwelling sells? What happens when there is a dispute? The list goes on! **P**

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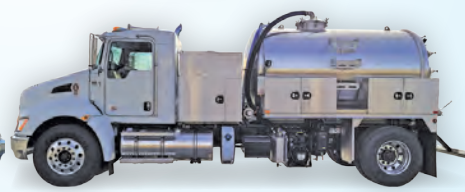
2020 T880 KW Ultra-Shift | 485HP, 20/20/46 ready for a tank (4) in stock



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2021 T370 Kenworth GREASE TRUCK | 300HP, Allison Auto, 33,000 G.V.W.R) 1800 gallon stainless steel (ITI) tank, NVE 607 ProMax package, heat collars (heat through tank), heated cabinet for ProVac unit w/hydraulic lift, Hannay hose reel w/100' 2" hose in heated cabinet.



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in the
SPOTLIGHT
By Tim Dobbins

KURIYAMA OF AMERICA OFFERS HOSE DESIGNED FOR GREASE APPLICATIONS

In 2020, Kuriyama of America launched its Grease Bandit hose to tackle jobs where suctioning grease is a regular part of a pumper's workload.

"Historically, traditional septic hoses have been substituted for use in grease trap applications. However, over time they can become susceptible to premature failure as a result of drying out and cracking due to repeated grease exposure," says Tim O'Neill, marketing manager for Kuriyama of America.

For consistent use with grease traps and food oil transfer, the Grease Bandit is designed to resist grease by utilizing a proprietary polymer, oil-resistant liner that keeps the hose from drying out over time. On the outside, this vacuum hose is built with an HDPE cover for durability in all conditions and applications.

"It's designed to handle the demands of being repeatedly dragged over rough surfaces, such as parking lots," O'Neill says. Even if the hose is crushed, the Grease Bandit is designed to spring back to its original shape.

The exterior shell construction also allows the hose to remain flexible and maneuver around tight corners even in subzero temperatures. It also provides crush resistance, springing back to its original shape instantly and without kinking. Its exposed ribs protect the hose tube from cover wear and allow the hose to slide easily over rough surfaces.

"For being such a tough character, the Grease Bandit is surprisingly easy to work with," O'Neill says. "It has a corrugated cover, with an easy slide helix for maneuverability, and is extremely lightweight, with a 30-foot-long hose weighing a mere 10 pounds."

Grease Bandit hoses can be used effectively in temperature ranges from negative 40 to 150 degrees F depending on the application and are available in various specifications including 1 1/2- and 2-inch inside diameter with length choices of 25, 30 or 50 feet. The 1 1/2-inch hose is rated to 23 inches Hg and the 2-inch hose for 17 inches Hg.

Kuriyama also offers additional GBAND cuffs for the hose in both 1 1/2- and 2-inch sizes. **800-800-0320; www.kuriyama.com.**



MICROSEPTEC ENVIROSERVER ES SERIES

MicroSepTec added five sizes of its EnviroServer ES Series to NSF certification. The new sizes of the residential wastewater treatment systems include: 5-foot diameter ES6 (600 gpd); 5-foot diameter ES4.5 (450 gpd); and 6-foot diameter ES7.5 (750 gpd). The ES12 (1,200 gpd) and ES25 (2,500 gpd) are still available, but the 6-foot ES6 will be phased out. The EnviroServer ES residential moving-bed biological reactor is in a self-contained single tank to minimize installation costs and for use on lots with space constraints. The tank leaves a small footprint, which can be camouflaged, while maintaining easy access for future maintenance. There are no unsightly boxes or lids. The tank can also be installed in traffic-rated situations with minimal special requirements. **877-473-7842; www.microseptec.com.**

VAC-CON VJ375 AND VJ750 SEWER JET MODELS

Vac-Con released its next generation of trailer-mounted sewer jet units under its VJ Series of Jetters portfolio. The VJ375 and VJ750 feature a low-profile silhouette and various configurations. A choice of a single-axle, 375-gallon water capacity or a tandem-axle, 750-gallon water capacity, is available with either gas or diesel engine. Standard features include a rotating hose reel with 500 feet of sewer hose, hydraulic feed and retract with manual swivel, and an electronic, weather-proof control panel. Models are available at 18 gpm at 4,000 psi, 30 gpm at 3,000 psi, or 40 gpm at 2,000 psi with Tier 4 diesel engines. Other options include a range of gas engine configurations, wireless remote, anti-freeze tank system for cold weather use and various lighting options. **904-284-4200; www.vac-con.com.**



HANDLE-TECH PIPE AND HOSE CARRYING TOOL

The Handle-Tech tool is designed to ease gripping, lifting and dragging pipes and hoses. It handles up to 400 pounds and holds pipes and hoses from 2 to 12 inches. Using the click-and-grip feature, the lightweight handle goes around an unwieldy hose or pipe, lifting or moving it with less effort and personal contact. It can be used in sewer pumping and cleaning, industrial vacuuming, grease handling, hydroexcavation and other situations. **610-385-6091; www.handle-tech.com.**

AIRVOTE PORTABLE RESTROOM CLEANLINESS MONITOR

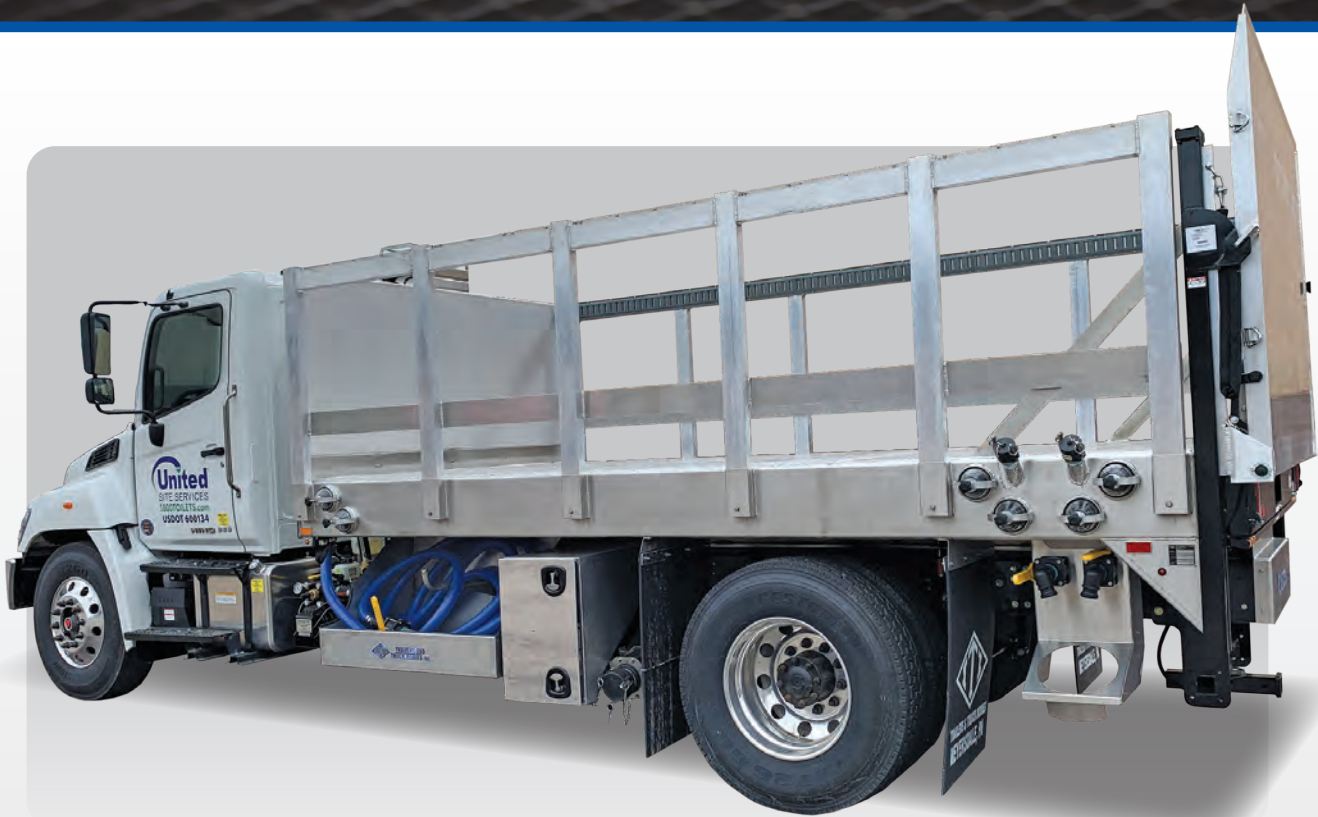
AirVote allows portable restroom users rate how clean they found the unit. Rating is done via a single scan of a QR smiley, typically located within the restroom unit. The rating can be associated with a single restroom or a group of restrooms at a client site. Data is collected centrally as an online dashboard and offers offline reports. All questions are customizable. AirVote provides immediate alerts of dirty restrooms for quick action. **425-314-3334; www.air-vote.com/en. P**





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Septage Disposal Management

By Craig Mandli

DEWATERING EQUIPMENT



Bright Technologies, Division of Sebright Products, 0.6-meter skid-mounted belt filter press

The compact 0.6-meter skid-mounted belt filter press from **Bright Technologies, Division of Sebright Products**, has stainless steel frame and roller construction, as well as radius wedge zone and wing roller for sludge dewatering. Components include a sludge pump, polymer system and wash-water booster pump. Options include a sludge flowmeter, air compressor and discharge conveyors. The compact walk-around skid design can be utilized in as little as a 10-by-20-foot floor area. The Boerger rotary lobe sludge pump has a maintain-in-place design. Cake solids of up to 35% can be achieved. With rates of 25 to 50 gpm, it can be utilized for small applications or when a processor has outgrown dewatering containers. **800-253-0532; www.brightbeltpress.com.**

In The Round Dewatering horizontal drum

The horizontal biosolids dewatering system from **In The Round Dewatering** has a stainless steel drum with perforated plastic tile lining. The drum is mounted on a roll-off frame for easy transport and unloading. Water trays allow containment of discharge water. An 18,000- to 25,000-gallon batch is mixed with polymer before being filtered in the rotating drum, which is driven by a 1/2 hp variable-speed electric motor with a heavy-duty chain and sprocket. The turning eliminates crusting and wet pockets to produce uniform, consistent results. The dewatered material dumps easily, and the drum is self-cleaning. **317-563-2072; www.itrdewatering.com.**



DEWATERING/BYPASS PUMPS



Boerger BLUEline

The **BLUEline** rotary lobe pump from **Boerger** is a self-priming, valveless, positive-displacement pump used to convey viscous and abrasive materials. There are 21 pump models in six series with pulsation-free operation, fully reversible rotation, dry-run capabilities and flow rates up to 7,500

gpm. The pumps are manufactured to be stable and wear resistant with a maintenance-in-place design that allows for all wetted parts to be easily replaced through the front cover without removing the pipe or drive systems. **612-435-7300; www.boerger.com.**



Hydra-Tech Pumps S3T

The **S3T** 3-inch hydraulic-drive submersible trash pump from **Hydra-Tech Pumps** is designed for jobs such as construction sites and manhole pumping. It fits into 12-inch openings and is used where lightweight, high-volume trash pumps are needed. If being used for a job with limited solids, a small-hole water strainer is available. When combined with HT11 or HT15 power units, it is capable of flows up to 380 gpm.

The safe and variable-speed hydraulic drive can be used where electric power is hazardous or impractical. **570-645-3779; www.hydra-tech.com.**

ROLL-OFF CONTAINERS

AQUA-Zyme Disposal Systems ADS

The **ADS** 30-yard open-top roll-off dewatering unit from **AQUA-Zyme Disposal Systems** can be filled with 22,000 to 25,000 gallons of biosolids at 1% to 2% solids in about two hours. After draining for 24 hours, the unit can be picked up using a standard-capacity roll-off truck and transported for solids disposal. Sludge volume can be reduced by 80% with reductions to 98% in BOD, COD, FOG and TSS. Effluent is clear, the unit has few moving parts, and the size of filter media can be selected according to job requirements. Standard equipment includes a roll-over tarp system; side, floor and center screens; 1/4-inch floor plate; 7-gauge side plates; four door-binder ratchets; eight drain ports; two inlet ports; and a long-handle scraper. Units are also available in a 15-yard size. **979-245-5656; www.aqua-zyme.com.**



Park Process Sludge King II

The **Sludge King II** roll-off dewatering container from **Park Process** uses filters that turn 90 degrees at the bottom of the container, leaving no standing water in the cake. This also increases the usable area of the filters by 33% over older containers with only one center filter wall. The increased filter surface area and the narrowed sludge compartments formed by the additional filter panel translate into drier cake formed in less time. **855-511-7275; www.parkprocess.com.**

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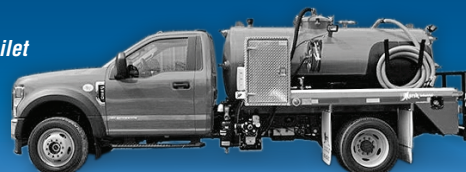
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Pinnacle roll tarp sludge container

Roll tarp sludge containers from **Pinnacle** come standard in 20-, 25-, 30- and 40-cubic-yard capacities. The radius-bottom containers have 1/4-inch floors and 3/16-inch sidewalls. All containers are water-tested to the top of the container for 30 to 45 minutes and come standard with a side-roll tarp. Custom sizes, dewatering baskets and other modifications are available. All are blasted prior to painting, and the shell is powder coated. **256-840-8031; www.pinnaclefmfg.net.**

Roll tarp sludge containers from **Pinnacle** come standard in 20-, 25-, 30- and 40-cubic-yard capacities. The radius-bottom containers have 1/4-inch floors and 3/16-inch sidewalls. All containers are water-tested to the top of the container for 30 to 45 minutes and come standard with a side-roll tarp. Custom sizes, dewatering baskets and other modifications are available. All are blasted prior to painting, and the shell is powder coated. **256-840-8031; www.pinnaclefmfg.net.**

SCREENS/STRAINERS/SCREENING SYSTEMS

Crane Pumps & Systems Barnes Pressure Sewer EcoTRAN

The **Barnes Pressure Sewer EcoTRAN** from **Crane Pumps & Systems** is designed to provide a practical and environmentally safe alternative to traditional gravity sewers. Even in locations with difficult terrain, it reduces sewage infrastructure costs by allowing smaller diameter piping to be used in place of large complex septic sewage systems, making it a suitable sewer choice, according to the maker. It collects and grinds sewage in an underground basin, then transports it to a remote private or municipal wastewater treatment plant. **937-778-8947; www.cranepumps.com.**



Duperon Dual Auger System

The **Duperon Dual Auger System** is deployed in targeted high-ragging manholes/wet wells to remove problematic debris and prevent chronic pipe and pump clogging. Removing wipes at (or near) the point they enter the sewer stops the problem where it starts without impacting downstream operations. The five-in-one system captures, dewateres, compacts, conveys



and stores problematic debris in a below-grade discharge pipe where it can be emptied by vacuum trucks. This lets users transform emergency, dirty, unsafe and manual cleanouts into planned, safe and coordinated debris removal by vacuum truck operators. To use, uncover then insert suction tube into the discharge chute, remove debris and landfill. **800-383-8479; www.duperon.com.**

JWC Environmental Honey Monster

The **Honey Monster** septage receiving station and FOG receiving system from **JWC Environmental** is designed to ease the challenges of managing septage waste for the wastewater plant operator and the hauler. It quickly screens and processes septage, grease, FOG and sludge



from vacuum trucks. This automated septage acceptance plant provides for cleaner handling of septage truck waste by reducing and separating unwanted solids such as rocks, rags, clothing, plastics and other troublesome trash, according to the maker. The combination of grinding, solids removal, washing and dewatering allows a typical septage truck to unload in 5 to 15 minutes. It is completely enclosed to ensure safety, vector control and containment of foul odors. The optional "MonsterTrack" metering and control system uses a flowmeter to track septage and provide accurate billing data for the facility and a receipt for the hauler. **800-331-2277; www.jwce.com.**



Screenco Systems Trash Master 400 Auto Screen

The **Trash Master 400 Auto Screen** from **Screenco Systems** uses gravity to separate the trash from the flow stream through a 4-inch inlet with a fan spreader to power-offload vacuum trucks. It has an aluminum hopper with a 6-inch outlet cam and 3/8-inch gapped 1/4-inch bar screen that meets U.S. Environmental Protection Agency 503 regulations. A stainless steel U-channel with plastic-lined titanium UHMW provides for years of wear, with a high-strength alloy steel 8 1/2-inch shaftless screw that moves trash to a waste container. The stainless steel U-channel has slotted drain holes and a center channel bar screen for cleaner and dryer trash. A custom-built stainless steel bar rake is included for easy maintenance. A front spray bar with a 1 gpm nozzle keeps the unit clean and free of buildup. A 2 hp NORD gear reduction drive with Lenze variable-frequency drive control accomplishes a variable-speed screw from 6 to 30 rpms. **208-790-8770; www.screencosystems.com.**

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Contact: Lisa Nicoll cpow@cpow.net

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Result: Far more grit and rags are captured than anticipated. A 4-cubic-yard container is filled daily. There have been no equipment issues, and only basic daily maintenance is required. **630-837-5640; www.lakeside-equipment.com. P**

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2014 International Maxxforce MF DT466, 7.6L engine. 2,300-gal Lely Tank built in 2019. 240k miles. Truck has jetter. Great truck, no issues. **For more information call Robbie @ 334-504-3601. AL (P06)**



2007 Sterling, 3,000-gallon tank. 450hp Mercedes, 10-speed. Full lockers, Tuff Track suspension. 340,000 miles, Masport pump. Truck runs and pumps great. **\$47,500. Call 828-361-3390. NC (P06)**



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1997 Freightliner FL60, tank - 150 water/500 waste. **Fernando 905-505-5611, fernando@ampot.com. (P06)**



2003 International 7400, 250,000 miles, Masport 400, 3,500 steel tank. **\$38,000 OBO. 866-720-4999. (P06)**



1996 Kenworth T800, 620,000 miles, 3,500-gallon steel tank, NVE 360 pump. **866-720-4999. (P06)**



2006 Intl 4300. under CDL w/ air brakes, 1,500/400-gal, DT466 Auto - \$25,900 OBO. 2002 Ford F550, 600/300-gal, Honda w/ Conde pump - **\$10,000 OBO. Call Joe at 859-391-7880. KY (P06)**



2016 Freightliner for sale with a 3,600-gallon aluminum tank and aluminum skirting. Truck was maintained well and is in good shape. 146,000 miles, has new tires, was recently serviced and the brakes were recently changed. Asking price **\$105,000. Please email drescue02@aol.com or call or text 516-924-9900. NY (P06)**



2003 International DT430. 246,234 miles. Unsure on tank sizes. I am guessing 600 trash tank and two 300-gallon fresh water. Power washer works but missing wand. Has rack on back for hauling porta potties. Has big vacuum pump that pulls strong. Comes with twenty feet on 2" line with shut off valve for clean porta potties out. Four tires are in good condition two need replaced. I have two really good used tires I will send with it. It is an older trick with dents and dings. **Asking \$24,000. 405-227-1380. OK (P06)**



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2020 International HV607, aluminum 4,000-gallon Imperial tank, Challenger 4307 blower, heated collars. Only 59,000 miles. 5-year/150k transferable extended warranty. WWETT Show truck. **No FET. \$135,000. 443-235-5979. (P06)**

2004 Freightliner Cascadia, 4,000-gal tank, 8 hoses, 30ft, 840,xxx miles, C-15 motor. \$40,000 OBO. Call/text Cody at 727-465-8026. FL (P08)



Selling my 2007 Sterling, never seen a winter solid rust free, 134,000 miles, Mercedes diesel and a 10-speed Eaton Fuller, brand new tires all around, brand new 500 c.f.m. Fruitland air-cooled vac pump, hydraulic drive, 3,150-gallon Cusco tank on a hoist with full opening rear hatch, runs and drives like new. Upgrading. Serious only please. **\$67,500. Call 608-558-0870. Thanks for looking. WI (P06)**



2016 International 4400, tandem axle, Allison automatic, new 4,000-gallon steel tank, new Masport Hydra Plug & Play pump, 219,000 miles. **Call for price. Call Alan 786-908-5436. (P06)**



2011 Kenworth T300, automatic transmission, new 2,500-gallon steel tank, new Moro pump, 153,000 miles. **\$69,000. Call Alan 786-908-5436. (P06)**



Brand New Mack MD6. 26k gvwr. New pump. New PTO. New 2,100-gallon aluminum tank. Allison auto trans. Logan 501-388-9464. Ray 501-388-9565. **Central Arkansas. Shipping and financing available. (P06)**

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2006 Peterbilt 335, 325 hp, 60k miles, rebuilt Cummins engine by Cummins, diesel, 10-speed rebuilt EF, 60k GVW 20/20/20, 4,000-gal Transway steel tank, 100-gal fresh water tank. 400cfm Masport pump. \$65,000. 203-746-3900. For photos, text Rich at 203-948-8139. (P06)



*****PRICE REDUCED*** 2012 International 4300**, Allison auto-trans, super clean and ready to work!! NO DEF fluid NO DPF filter so the truck has GREAT POWER and MPGs. It also greatly reduced maintenance and operational costs without these components. 3,200-gal vacuum tank makes big jobs easy with 32" clean out hatch, Masport rebuilt 400CFM liquid cooled pump, good tires, very clean and comfortable interior w/ air-ride/lumbar driver. Recently replaced: Muncie soft start PTO & drive shaft, air compressor, fuel pump, batteries, brakes, steer and drive tires and more. Can provide shop records. Only 189k miles. **\$42,960 OB0 for a quick sale. It won't be on the market long! Call Today 803-718-4727. SC (P06)**



2016 International 4300, Cummins engine, automatic, 190,000 miles, new 2,500-gallon tank, new Moro pump. **\$75,000. Call Alan 786-908-5436. (P06)**



2006 Chevy Pump Truck, NEW ENGINE and CLUTCH, 2,300-gallon waste tank with jetter. This truck had a new engine installed and only 3,000 miles have been put on it. New clutch too. Runs great. Good tires. **\$33,500. Andrew Bloom 561-302-7195 or andrew@raiderroooter.com. FL (P07)**

2001 Freightliner C-120 cab & chassis with a 2006 Presvac 3,200 U.S. gallon, C/S, dump type unit with a Presvac PV750 pump. (Stock #0480C). **www.vacuumsalesinc.com (888)VAC-UNIT (822-8648). (PBM)**

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1997 Peterbilt 378 cab & chassis with a Presvac 3,000 U.S. gallon, C/S, vacuum tank & Masport HXL15WV water cooled pump. (Stock #6625C). **www.vacuumsalesinc.com (888)VAC-UNIT (822-8648). (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)**



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)**



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)**



2012 Mack GU713 Granite, MP8, 18-spd, 340,578 miles, original heavy spec truck, 82,000lb. gvwr, 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 1984 Mack R686ST cab and chassis with a 3,000 U.S. gallon, carbon steel, vacuum tank unit. (Stock # 6115C). **www.vacuumsalesinc.com (888)VAC-UNIT (822-8648) (PBM)**



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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). **www.vacuumsalesinc.com (888)VAC-UNIT (822-8648) (PBM)**

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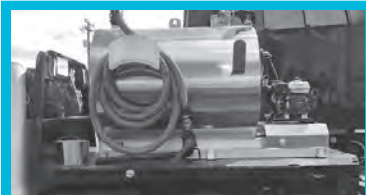
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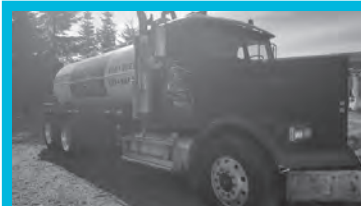
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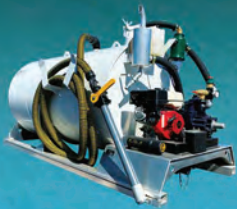
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