DEDICATED TO THE LIQUID WASTE INDUSTRY

February 2022 pumper.com



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HAVE YOU SEEN POLYJOHN?

Missing From:

WWETT Show 2022 in Indianapolis, IN

Dates Missing:

February 21-24, 2022

Last Known Activities:

Operating 3 shifts, battling supply chain issues & providing essential PRO support

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Keepin's Classy

A big, bold and blue rig from Southern Comfort Services takes top-truck honors for 2021

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PROFILE WE'VE GOT HIGH HOPES

New Hampshire's Rowell's Services hopes to continue a huge growth trajectory

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Pleasing customers in Tennessee



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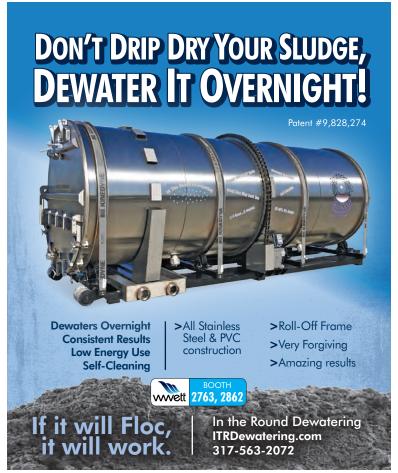
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NEW TRUCKS



2023 Ford F650

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2023 International MV-607

Cummins L9 (300 HP), Allison Automatic, New 2500 Gallon Tank, New Jurop PN-84 Vacuum Pump (317 CFM) \$121,500



2023 Mack MD7

Cummins ISB (260 HP), Allison Automatic, 2500 Gallon Tank, PN-84 Jurop Vacuum Pump (317 CFM) \$121,000





2023 International MV-607 Portable Toilet Truck

Cummins L9 (300 HP), Allison Automatic, New 2500 Gallon Tank, New Jurop PN-84 Vacuum Pump (317 CFM) \$127,500



2023 Western Star 4700

Cummins ISX 475 HP, Allison Automatic, New 5000 Gallon Tank, New Jurop LC-420 Vacuum Pump (425 CFM) Call for price



2023 International HV-607

Cummins L9 (350 HP) Allison Automatic, New 4000 Gallon Tank, New Jurop LC-420 Vacuum Pump (425 CFM) \$143,500



2023 Mack MD7

Cummins ISB(300 HP), Allison Automatic, New 3600 Gallon Tank, New Jurop R-260 Vacuum Pump (363 CFM) \$140,000

PRE-OWNED TRUCKS



2012 International 4300

DT-466 (245 HP), Allison Automatic, 128K Miles, New 2500 Gallon Tank. New Jurop PN-84 Vacuum Pump (317 CFM) \$70,000



2014 International 4300

DT-466 (245 HP), Allison Automatic, 174K Miles, New 2500 Gallon Tank. New Jurop PN-84 Vacuum Pump (317 CFM) \$72,000



2013 Freightliner M2

Cummins ISB (285 HP) Allison Automatic, 218K Miles, New 2500 Gallon Tank. New Jurop PN-84 Vacuum Pump (317 CFM) \$78,000



2012 International 4300

DT-466 (245 HP), Allison Automatic, 128K Miles, New 2500 Gallon Dump Tank, New Jurop PN-84 Vacuum Pump (317 CFM) \$78,000



2011 International 4400

DT-466 (310 HP), Allison Automatic, 183K Miles, New 3600 Gallon Tank, New Jurop R-260 Vacuum Pump (360 CFM) \$94,000



2014 International 4400

DT-466 (310 HP), Allison Automatic, 172K Miles, New 3600 Gallon Tank, New Jurop R-260 Vacuum Pump (360 CFM) \$99,000



2014 Freightliner M2

Cummins ISL (380 HP), 10 Speed, 283K miles, New 4000 Gallon Tank, New Jurop LC-420 Vacuum Pump (425 CFM) \$108,000



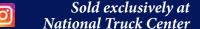
2014 Freightliner M2

Cummins ISL (380 HP), Manual, 204K Miles, New 4000 Gallon Tank, New Jurop LC-420 Vacuum Pump (425 CFM) \$113,000















Contact Jim with your comments, questions and opinions at editor@pumper.com.

Jim Kneiszel Editor

Keepin' It Classy

A big, bold and blue rig from Southern Comfort Services takes top-truck honors for 2021

he way Shannon Atkisson sees it, there are limited ways to effectively market septic services anymore. Google advertising and social media need to be part of the equation. Beyond that, Atkisson's trucks at Southern Comfort Services are the main tool to drive new business. People see his rigs moving around Carriere, Mississippi, (45 minutes north of New Orleans) and they call for service.

"You'll be surprised how much business you'll get just from driving a nice-looking truck. We'll generate 50 to 100 pumpouts a year based on the truck alone. It happens two or three times a week that people have seen the truck and they'll tell us they like it," Atkisson says. "They'll see the truck at someone else's yard and come over. The truck helped them come over because it's classy and looks nice. If you represent yourself on the outside, they'll think you do a better job."

Classy is the operative word here. Atkisson's 2015 Kenworth T880 was plucked from a great-looking bunch of monthly *Pumper* Classy Truck entries last year and is our 2021 Classy Truck of the Year. The Radar Blue stunner with black accents, gold graphics and well-placed bits of shiny chrome, was built out by Amthor International and bought secondhand in 2018. It carries a 5,000-gallon aluminum tank and 510 cfm Jurop Chandler pump and is powered by a PACCAR 585 hp engine tied to an 18-speed Eaton Fuller transmission.

FUNCTION AND BEAUTY

Atkisson didn't choose the striking paint job. It chose him, as that's the way it was traded in at the Pennsylvania Kenworth dealership where he bought it. He also didn't choose the 18-speed manual transmission. Though he's been jamming gears on big trucks his whole life, he'd prefer to follow the trend toward automatic transmissions for convenience and resale value. But he's made the most of what the truck gave him, recognizing the value of a unique color scheme and ordering new graphics provided by local Mike the Knife.

The truck is comfortable to drive, has a nicely appointed interior, and many exterior features that provide eye candy and greater functionality for the operator, usually Atkisson's son, Zack, and sometimes the 58-year-old owner himself, who also keeps busy with other business ventures. Bright work includes aluminum wheels, stainless steel hose trays, chrome horns and stacks, and dual rear aluminum boxes — one for tools and the other

You'll be surprised how much business you'll get just from driving a nice-looking truck. We'll generate 50 to 100 pumpouts a year based on the truck alone. It happens two or three times a week that people have seen the truck and they'll tell us they like it.

- Shannon Atkisson

for a 40-gallon freshwater supply and 12-volt pump. Aluminum is also used wherever possible, including the cab, to raise the wastewater capacity.

Top and rear manways ease clean-outs, a drop tag axle helps carry large loads, the 4-inch inlet and outlet valves have heated collars. LED lighting is found all the way around, for accents, safety and night work. The truck carries 150 feet of hose Atkisson cuts from rolled hose stock into 22-foot sections so they perfectly fit the trays. That's because he doesn't like the look of hoses wrapped around the back of the truck.

The interior features leather, air-ride seats and cab and the seats are heated and cooled, the latter providing more benefit in the muggy southern Mississippi summer.

REPEAT THE LOOK

When you're relatively new to the septic service industry (Shannon bought the company three years ago and rebranded it as Southern Comfort), having the truck land a few new customers every week provides a huge boost. The truck's good looks were such a benefit that Atkisson had a second 2017 International with a 2,400-gallon tank, painted to match it. And a third truck — another 2017 International with a 2,400-gallon tank coming on line soon as a backup — is getting the same treatment.

The lettering is similar to what's emblazoned on Southern Comfort bourbon whiskey bottles, and Atkisson said it is in keeping with the classy Southern theme found on the pumper's website — which shows trucks with a backdrop of live oak trees, alligators and herons. The typeface is made to stand out by using two layers of vinyl, the gold on top and a black shadow



2021 Classy Truck of the Year honors go to Shannon (left) and Zack Atkisson, of Southern Comfort Services in Carriere, Mississippi. shown here with the winning rig. (Photo by Andrew Welch)

text underneath. The messages are kept basic so graphics don't clutter the tank, and you won't find poop jokes anywhere.

"We don't want to be cutesy, we just want to be classy," Atkisson says of avoiding potty humor. He has strong feelings about the jokes — and about including political messages anywhere on his vehicles or his website. He says neither the "No. 1 in the No. 2 business" type of slogans or taking sides in these politically divisive times will generate business. Quite the contrary, political messages will offend many potential customers, he says. "Why eliminate half of your traffic? All we're trying to do is convey something clean and simple," he says.

Carriere is located near Picayune and the company provides pumping, portable sanitation and point-of-sale real estate septic inspections in a 30-mile radius. Zack Atkisson does most of the pumping and restroom route driving and Kim Atkisson, Shannon's wife, runs the office. Pumping and portable sanitation are intertwined, as the smaller truck (with a 2,000-gallon waste/400-gallon freshwater tank) carries a two-unit fold-down restroom carrier and serves both purposes on daily routes.

The company has 280 restrooms from Armal, of which 160 are in regular use mostly for construction contractors. They perform three to five inspections a week, and average about 15 pumping customers weekly.

THE DUMP TRUCK

The decision to purchase the big rig was based not so much on the capacity to pump more tanks, but to drive down disposal costs, Shannon Atkisson explains.

Like many pumpers, Southern Comfort was challenged by rising disposal fees and limited dumpsite availability. They had been dumping at a Picayune treatment plant in the center of their service territory. But the plant was charging 15 cents per gallon, which translated to \$750 for a full-capacity 5,000-gallon load. The Hattiesburg plant 60 miles away charged \$50 per load.

Atkisson reasoned that if he dumped two loads per month at Hattiesburg, he would save more than enough in fees to make the \$1,000 monthly truck and insurance payment for the big rig. So the company collects septage and portable restroom waste in a 6,000-gallon storage tank, then runs a full load as necessary to the Hattiesburg plant. While the Classy Truck is still used for pumpouts, it mostly racks up highway miles. "You can see how this truck has more than paid for itself just going to the dump," he says.

GOOD PEOPLE

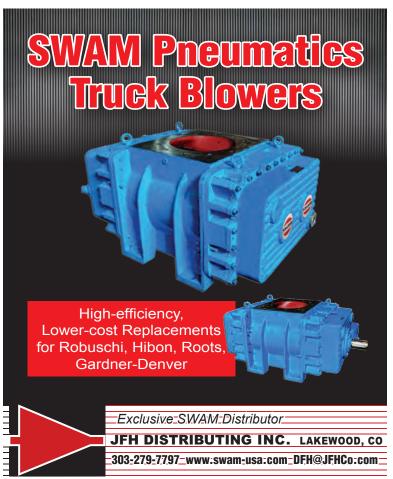
Atkisson has thoroughly enjoyed his late-career entry into the wastewater industry. Having grown up on a farm, he can relate to the work ethic of pumpers and the strong pride folks in this industry feel about businesses that have supported many families through the generations. Some might think the job is dirty or unappealing, but he doesn't look at it that way. "I like to tell people you can get paid well for doing a job that most people don't want to do," he says.

Whenever he is faced with a truck upgrade, Atkisson will always choose to pay extra to build on his company's clean and professional image. He explains it this way:

"We'll roll up on a \$40,000 house and a half-million-dollar house. At the trailer house, they don't really care that much (about the clean and well-maintained truck). But the people with the nice house and in the nice neighborhood, they want people to think they spent a little more money to get a better company," he explains. "It surprises me people don't spend more on the appearance of their trucks."

Atkisson is planning to be at the WWETT Show this month in Indianapolis, where copies of this issue of Pumper will be distributed. If you see him on the exhibit floor of the Indiana Convention Center, show him your appreciation for enhancing the professionalism of the septic service industry. \mathbf{P}









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When a septic pump will not start, there are three main areas to check for problems: the electrical system, the pump itself and the controls. In this online exclusive article, we take a look at the steps you should follow to diagnose problems in these areas.

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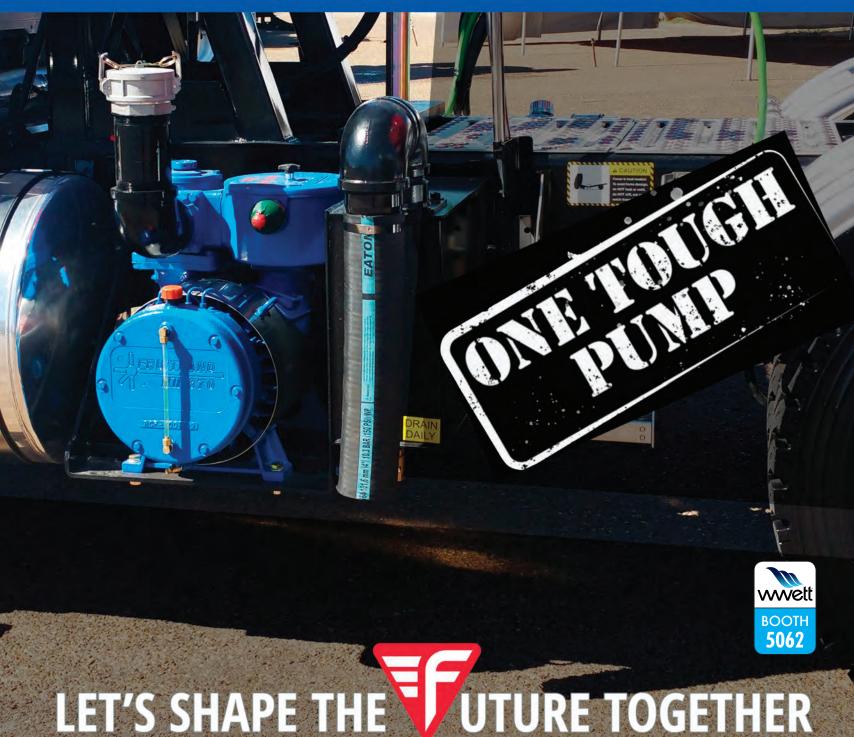
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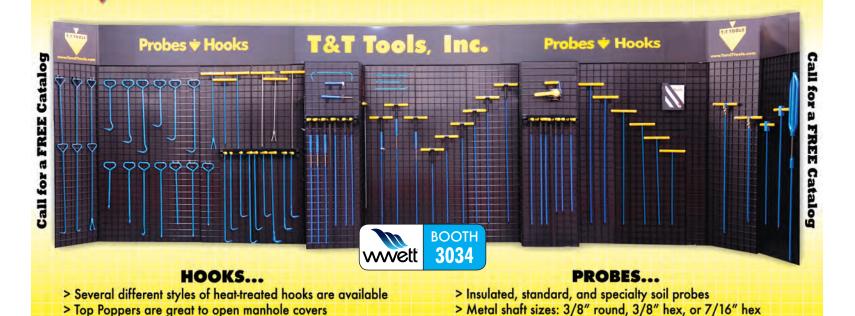




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WWETT SHOW BOOTH

3317 & 3417







hen Mandie and Ian Hagan decided to move from Colorado to New Hampshire in 2003 to help her mother run the family business, Rowell's Sewer & Drain, after a devastating tragedy, it would have been easy for the couple to assume a caretaker role and just keep the business humming along.

But the Hagans, who now co-own the company along with Mandie's mother, Debbie Rowell, instead went all-in on a pedal-to-the-metal growth strategy. The result is a much different company than the one founded in 1983 by her mother and her father, Dickie Rowell, who unexpectedly died of a heart attack in 2001 while on a hunting trip in Alaska.

In addition to the original core services of pumping septic tanks and cleaning drainlines, the company now installs septic systems; performs HVAC, electrical and plumbing work; does excavating; and expanded into trenchless pipeline rehabilitation by offering pipelining and pipe-bursting technology.

To reflect its new status as a full-service residential contractor, the company — based in the small town of Northfield — was rebranded as Rowell's Services. Other changes occurred, too. Employment went from 12 to 73. Revenue in 2020 rose to more than \$9 million, compared to just below \$1 million in 2002. And the company made significant investments in service vehicles and equipment.



Rowell's Services

Northfield, New Hampshire

OWNERS: Mandie and Ian Hagan, Debbie Rowell

FOUNDED: 1983

EMPLOYEES: 75

SERVICE AREA: Central to northern New Hampshire

SERVICES: Septic service, installations, plumbing,

drain cleaning, trenchless pipe rehab,

electrical, HVAC, excavation

WEBSITE: www.rowellsseptic.com

BUT IN THE END, IT'S ALL ABOUT OUR PEOPLE. I CAN'T TELL YOU HOW MUCH WE APPRECIATE THEM. THERE'S NO WAY WE'D BE WHERE WE ARE WITHOUT OUR EMPLOYEES AND OUR CULTURE. 55

MANDIE HAGAN

The Rowell's Services team is shown in front of the company headquarters in Northfield, New Hampshire. (Photos by Adam Perri)







I FEEL LIKE WE'RE A STEAM ENGINE
THAT'S CHUGGING ALONG AND
BUILDING MOMENTUM. WE HAVE
OUR LEADERSHIP TEAM, MARKETING,
EQUIPMENT, EMPLOYEES AND SERVICES ALL
IN PLACE. THE FOUNDATION FOR GROWTH
IS THERE AND IT'S SUPER SOLID.

MANDIE HAGAN

SOURCES OF INSPIRATION

The Hagans were inspired not only by the memories of Dickie Rowell and his business legacy, but also by the desire to ensure the company he built from scratch with his wife would not only survive, but thrive.

"I think he'd be very proud of all of us," Mandie Hagan says, noting her father was a true entrepreneur — a self-taught businessman and inventor. "He had a really good idea for a business and built a great foundation. All we did was just supersize it a bit."

- Rowell's Services runs eight vacuum trucks, built out by Progress Tank with Masport pumps and ranging in size from 2,800 to 5,500 gallons.
- The management group at Rowell's Services includes, from left, Alex Dion (underground sales & installation manager), Sarah Allaire (administrative manager), Andy Porter (HVAC sales & installation manager), Ian and Mandie Hagan (owners), Marcy Cheney (septic and drain service manager), Jackie Marceau (operations manager), and Will Folsom (HVAC service manager).

Another motivating factor is the family's strong sense of responsibility for employees — a mentality that many owners of family businesses can understand and appreciate. With roughly 75 employees and their spouses and children, Hagan figures about 300 people depend on the success of the company.

"That's the fuel that drives us every day," she says.

It also helped that Ian Hagan worked for a plumbing and heating company in Colorado and is very mechanically inclined, she says.

LONG HOURS, HARD WORK

The rapid growth created challenges, especially in terms of developing a leadership team equipped to manage so many new employees, processes and responsibilities, Hagan says.

"It was a lot to swallow early on and it still is today," she notes. "But we literally just went out and did it. We work nights and weekends — a lot of 90-and 100-hour weeks.

"We just kept adding equipment and vehicles and hiring more people," she continues. "But our biggest mistake was not putting leaders in place fast enough, which was a tough lesson early on. And we had to make some tough decisions because some people didn't have the required skill sets we needed to grow the company."

Joining CEO Warrior, a service-business coaching and consulting firm, played a critical role both in developing the skills of company leaders and boosting the company's growth trajectory. The coaching the Hagans received gave them skills and strategies that they, in turn, could pass down to employees.

"We had to backtrack a little and share with them everything we'd learned ... until someone teaches you something different, you don't know anything different," Hagan says.

"Now that our leaders are up to speed, things move faster and easier," she continues. "Now the pressure is on those leaders to develop future leaders."

(continued)



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Supporting our hometown

After Dickie Rowell, the patriarch of Rowell's Services, died unexpectedly in 2001, the nearby town of Franklin, New Hampshire, surrounded the Hagan family for support. Mandie Hagan and the rest of the family, in turn, has supported the community over the past 20 years.

One way Rowell's does that is by providing jobs for about 75 employees, as well as doing the right things to grow the business, which enhances their job security. But the company also gives back via its Hometown Heroes program, which helps those in need and recognizes people who perform the small acts of kindness that are the hallmarks of small-town life.

Hometown Heroes started in 2019 as an internal project called the Smile program. The company might give a small gift to an employee who's having a baby or recognize a worker who received a rave review from a customer, Hagan explains.

"Hometown Heroes is like a community-based Smile program," she says.

In one instance, the company held a contest to nominate a low-income family that needed a new heating system, which Rowell's installed for free. In another case, the business installed a water-filtration system in a home that had suffered from water-quality issues for decades.

"One of our dispatchers told me about a customer with a newborn baby whose husband died in a tragic logging accident, so we filled a basket with diapers and everything else a baby could need," Hagan says. "Every month we try to do one or two things to recognize our local heroes who usually go unnoticed."

A good example is a young girl who held a car wash to raise money, then donated the proceeds to the police department.

"We sent her family out for ice cream, which made her feel extra special," she says. "We also asked people to nominate special teachers for recognition. About 30 were nominated and we picked the top three and gave them gift certificates to Amazon so they could buy school supplies for their classrooms.

"It all reflects how our company is so closely knit into the fabric of our community," she adds. "It's worth every penny we spend on it. It makes all of us happy and that's worth a lot."

LEVERAGING AN ASSET

After getting the lay of the land, the Hagans decided a logical approach to growth should center on leveraging a valuable built-in asset: the company's impressive customer base — roughly 13,000 septic and drain-cleaning accounts, she says.

"Ultimately I wanted the ability to provide all the services customers need for their homes," she explains. "We already had the customer base and we figured if we have the right people and provide great services, it benefits everybody."

Hagan also was concerned about the cyclical nature of the septic industry, which resulted in a lot of downtime from about January through late April.

"We might get busy with frozen drainlines during cold snaps, but our business was basically seasonal," she says. "So the question became what do we do with all our manpower during those slower times?

"Offering a more stable range of services helped even out the cyclical highs and lows," she adds.

Rebranding the business also was essential to the company's growth arc. Along with changing the company name, the fleet of service vehicles underwent a visual makeover that included a new business logo and a red, white and blue color scheme, she says.

"We needed to improve brand consistency and awareness," Hagan explains. "We did a market study of the area and decided to go with a color scheme that differentiated our vehicles. Plus my dad loved the American flag, so the colors are a little bit of a salute to him.

"We always try to do things he would approve of," she adds. "We refer to it as WWDD — what would Dickie do?"

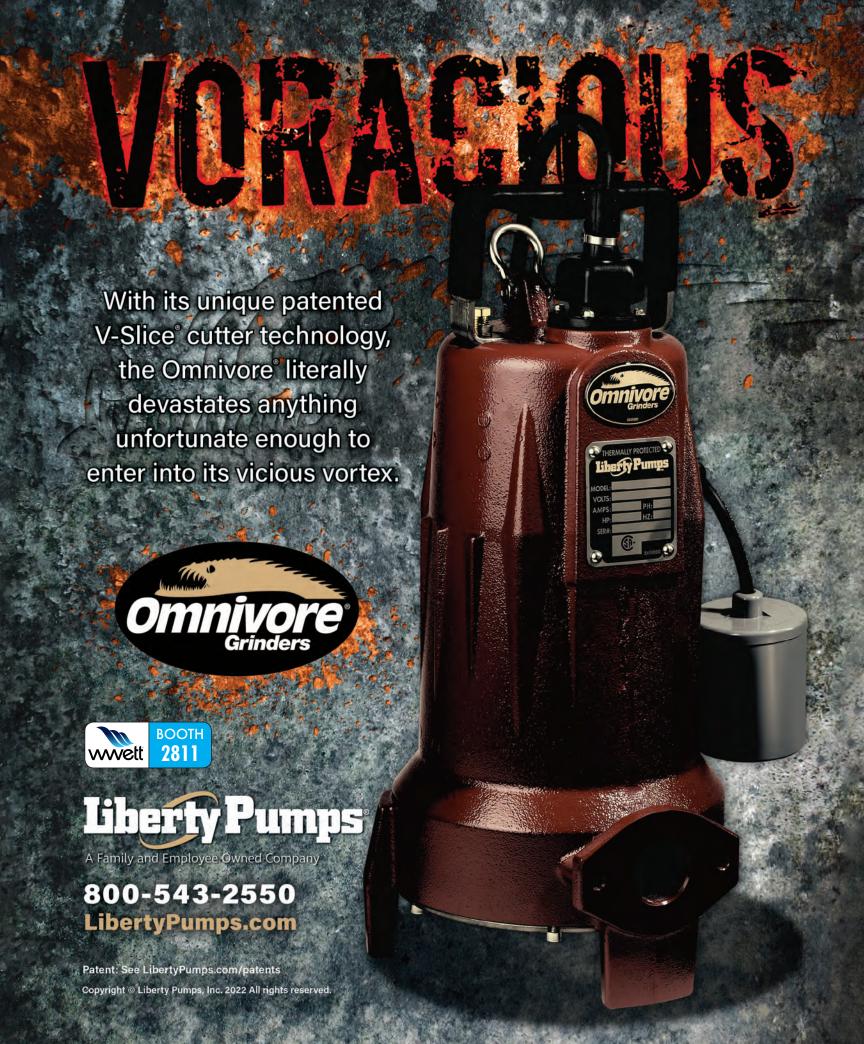
CAREERS, NOT JUST JOBS

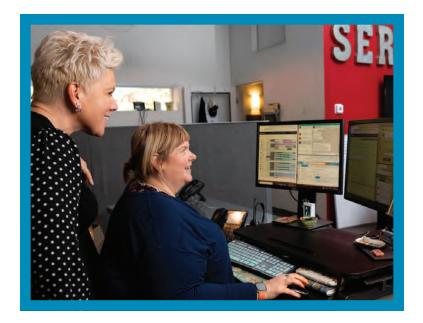
The diversity of services is valuable for more than evening out cyclical highs and lows. It also serves as an employee-retention tool by providing opportunities for cross-training, Hagan notes.

"Some of our septic guys are trained to do entry-level HVAC work and some of our pumpers have also become drain cleaners," she points out. "It gives us the ability to float them to different departments if work in their area slows down

"It also makes them feel like they're progressing and learning." she adds. "It turns a job into a career for technicians, which gives them opportunities to make their lives and their family's lives better.

(continued)





"We want people who are excited and motivated and want to grow and learn," she continues. "And by offering such diverse services, we can offer them more opportunities."

Hagan says that with overtime and by providing great customer service, some technicians can earn more than \$100,000 a year.

"I love that we can provide them with that kind of opportunity," she says. "I'm not motivated by money. I'm motivated by seeing our company grow and our employees grow and succeed."

FINANCING OPTION

There's another piece to the growth puzzle: Offering financing to customers for expensive home repairs, which allows the company to obtain work it otherwise might lose. The company started offering financing about three years ago, she says, and it's been a valuable addition to the business.

Customers most commonly use financing to pay for big-ticket items such as septic system installations and large HVAC projects.

"Most people don't have \$10,000 or \$15,000 sitting around these days in their bank accounts," she says. "They're living paycheck to paycheck. So we enable them to use someone else's money instead of their own."

Rowell's uses a credit program offered by Synchrony Bank. One credit plan provides interest-free loans for 18 months and other plans are available with varying payment terms.

"It definitely has helped us grow the business," Hagan says. "Plus it helps take some of the financial pressure off customers, which is great."

A FIT FLEET

To pump septic tanks, the business runs eight vacuum trucks; three were built out on Sterling, International and GMC chassis and the rest on Peterbilt chassis. The tanks were made by Progress Tank; they range in size from 2,800 to 5,500 gallons. The trucks feature Masport vacuum pumps.

For septic system installations and excavation work, the company relies on three Kubota machines and International and Kenworth dump trucks.

The company's roster of drain-cleaning equipment includes six truck-mounted water jetters, along with pipeline inspection cameras manufactured by RIDGID.

Service Coordinator Annie Biello uses Service Titan software while Mandie Hagan looks on.

For plumbing work, the company owns six box vans from Chevy and GMC.

In addition, the company has invested in a Quik-Shot pipe-lining system made by Quik Lining Systems and sold by Pipe Lining Supply, and pipe-bursting equipment built by TRIC Tools.

Rowell's Services uses the Service Titan software platform to optimize routes.

BUILDING MOMENTUM

When asked what she envisions down the road for the second-generation business, Hagan says there's no plan to start tapping on the brakes. Her goal is to triple the company's revenue in the next three to five years.

"We're just getting started," she says. "I feel like we're a steam engine that's chugging along and building momentum. We have our leadership team, marketing, equipment, employees and services all in place. The foundation for growth is there and it's super solid.

"But in the end, it's all about our people," she adds. "I can't tell you how much we appreciate them. There's no way we'd be where we are without our employees and our culture."

As Hagan talks about the events that led her to leave her job as an assistant vice president of a bank in Vail, Colorado, nearly 20 years ago, her devotion to her mother and her community is evident. And as she looks back, she says she has no regrets.

"It's been a real adventure, alternately rewarding, frustrating, difficult and magical — a real roller coaster ride," she says. "But I wouldn't have had it any other way." **P**

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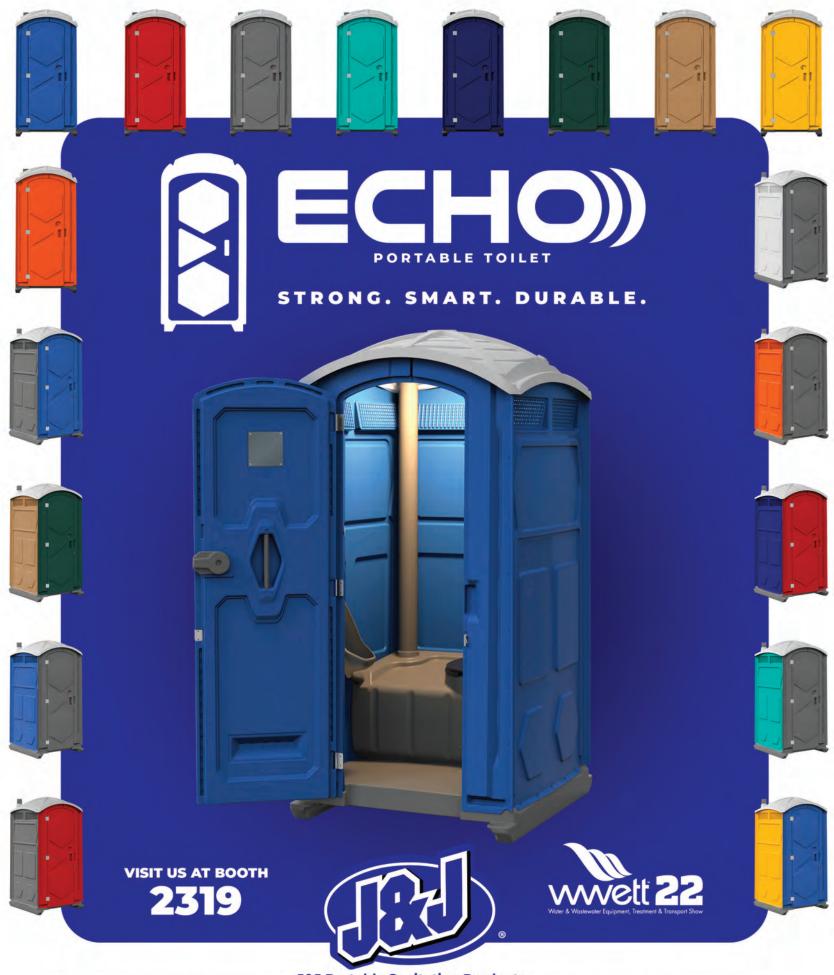
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Show Me the Money ... 7 Steps to Securing Funds

Pumpers have many places to go for a cash infusion that will help start or grow a business

By Joan Koehne

ooking for money to open or expand a pumping business? A variety of lenders are out there — from your gray-haired grandma to a stranger you met on the internet. Banks, credit unions, investor groups, city and state loan programs are just a few of the financing options available. Choosing the best way to finance a startup is one secret to long-term success.

Aaron Faulkner, senior vice president at BankFirst, in Green Bay, Wisconsin, encourages entrepreneurs to begin by understanding how a wastewater service business operates. "Make sure you talk to other people in the industry. It pays to reach out to guys who have been there, done that," he says.

Experienced pumpers understand working capital. They know how often they are paid, the method of payment, and how to maintain a steady cash flow. Networking with successful pumpers can provide the inside information on the best ways to get a business going. "The more perspectives you can have, the better decision you can make in the long run," Faulkner says.

The second step to securing financing is to write a high-level business plan. The plan should include strategies for ownership, business management, capital and decision-making. "You need to think things through, so two years down the road you're not disappointing your bank, your family and your investors," Faulkner says.

TENACITY COUNTS

Opening a business is not for the faint of heart. "Nobody goes into business to lose money ... but there's a high percentage of startups that don't make it. I think one of the biggest success factors is tenacity and the ability to not quit," he adds.

Unless the business owner has the ability to finance a new venture 100%, the third step is to investigate different avenues for funding. According to Faulkner, each option should be evaluated based on three things: "What's the cost of the financing, what's the flexibility, and what's going to be the best fit at the time?"

Here's a breakdown of the most common forms of financing.

Borrowing from family and friends can offer flexible repayment terms. For example, Grandma lends you \$50,000 at 3% interest and tells you to pay

44 Just like any lending, know what your fees are. Understand what your cost of capital is, what your interest rate is, and how long it's locked in for."

- Aaron Faulkner

her back when you can. However, relationships can be strained if things don't pan out like expected. "Draw up a standard agreement so there's no disappointment on either side," Faulkner advises.

Borrowing from an investor group may be the best option for startups willing to sell a portion of their company in exchange for capital.

Microloans are available through business advancement organizations, municipalities and states. Eligibility guidelines vary, but microloans can often be paired with other funding sources.

Internet lending and GoFundMe accounts are becoming more accepted forms of financing, but it's important to know the terms and conditions before signing up. "Just like any lending, know what your fees are. Understand what your cost of capital is, what your interest rate is, and how long it's locked in for," Faulkner says.

While the internet may be good for the lending, entrepreneurs might find value in forming a relationship with a local lender. "A local relationship can provide some different insight into your business as you get going," he says.

A home equity line of credit enables funding a business venture through equity in the borrower's home. Companies can draw against the line of credit if they're running short and can pay it down as cash comes in. A business line of credit operates in much the same way. "Funds are available to you as you need them, versus having a set term loan," Faulkner explains. "If we loan you \$10,000, once it's gone, it's gone."



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Credit cards are the most unstable and expensive way to finance a startup. Credit card payments are typically higher than payments for a line of credit. In addition, high balances on credit cards can negatively impact a business owner's credit score. "You want to be real protective of your credit. Financing your business on personal credit cards is going to stretch you personally, increase your payments and potentially impact your credit score, which is not the ideal situation when you're starting your new venture," Faulkner says.

Commercial lending is a standard method of financing a startup, and Faulkner recommends asking a potential lender a series of questions: What is your focus? Do you work with pumpers? How do you support small business? What financing options are available? Are you a preferred lender with the U.S. Small Business Administration? Do you have experience with SBA loans?

"Whoever you're going to be banking with, make sure you're comfortable sitting down with them and having a conversation," Faulkner says. "Be sure they're explaining things in a way that makes sense to you."

Business owners can finance their startup with a combination of finance types, contributing some of their own money, while keeping some money in their pockets.

"A good, seasoned banker can direct you to some options," Faulkner concludes. ${\bf P}$







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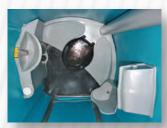




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Add This Spreadsheet for an Instant Snapshot of Your Business's Vitality

When you log real-time revenue and expenses, it's easier to know when to hold the line on spending or make timely investments in your company's growth

By Jeff Haden

magine you could run a 200-employee business with millions of dollars of revenue with one simple spreadsheet. If you're like many small business owners in the wastewater industry, that probably sounds great.

While booking sales and revenue can be fun, logging expenses, calculating depreciation, creating reports, preparing for tax season, that all seems tedious at best. And, if you're like me, it's easy to put off those tasks until another day. In part, that's because bookkeeping and accounting functions tend to focus on the past. Profit-and-loss reports, balance sheets and so on record what has already happened.

While understanding the past is undoubtedly important, when you're running a business, you need tools that allow you to make smart decisions about the future.

That's why Pini Yakuel and Shachar Cohen used one spreadsheet to launch — and for six years, manage — their startup Optimove, an artificial intelligence-driven relationship management platform. Their business now has over 200 employees and serves customers like Sephora, Family Dollar and Dollar Shave Club.

FOUR NUMBERS

Early on, Yakuel and Cohen kept their day jobs while taking consulting gigs on the side and investing revenue back into the business. "We had a plan in place for making money," Yakuel says, "[but] our business was growing and changing rapidly. Creating an annual forecast or measuring estimated versus actual spending wouldn't have told us much about our business."

Instead, they set up a spreadsheet to track four key numbers:

- Costs by month: Rent, supplies, salaries every cost
- Revenue by month: Services, products sold, subscriptions, etc.
- Revenue gap: The difference, positive or negative, between costs and revenues
- Cash buffer: Money in the bank

While understanding the past is undoubtedly important, when you're running a business, you need tools that allow you to make smart decisions about the future.

While that might sound like basic accounting, the next point is vital: The company logged expenses and revenue not just after they occurred, but before.

If a contract were signed that would start generating revenue next month, that figure gets logged into the spreadsheet. If a freelancer was hired to work on a project next month, that figure was logged into the spreadsheet.

Unlike cash basis accounting, where expenses are only logged when a bill is actually paid, and accrual accounting, which recognizes costs when billed, the spreadsheet resulted in a hybrid method of financial planning.

By always knowing — in real time — the amount of cash on hand and what would be spent and earned in the coming months, Optimove could use that snapshot to make smart decisions about where to invest the company's money. Yakuel explains:

SPEND WHERE NEEDED

"For instance, we would add a new hire's salary to our calculation of monthly costs, even if their start date wasn't for another 90 days. Similarly, we added new client revenue as soon as the contract was signed.

"We could always see the amount we had available to invest back into the business. When this gap became substantial enough — for instance, after signing a new client — we would invest in the most immediate bottleneck, whether it was engineering talent, a bigger marketing budget or customer support resources."

That approach allowed the co-founders to bootstrap their business, using the revenue to fuel growth. Instead of borrowing money or taking on investors to fund initiatives, they waited until their cash buffer allowed them to expand service and product offerings, to hire employees, to build out infrastructure and more.

It worked so well that six years later, Optimove took a \$20 million investment that valued the company at approximately \$100 million.

The spreadsheet also worked so well that the co-founders didn't need to spend time evaluating estimated sales versus actual sales. They didn't create sales forecasts. They didn't develop sales projections.

Yakuel and Cohen focused solely on the snapshot of the "present."

In time, when their software had undergone six iterations and Optimove served hundreds of clients, the company's finances had expanded dramatically. Revenues and expenses were up considerably. And so was the company's cash buffer. When the founders eventually decided to take a \$20 million growth investment, their cash buffer stood at \$3 million.

"The fact that this financial model served us through years of growth attests to how well it embodied our [operating principle]: Iterate quickly and invest every dollar back into the business," Yakuel says.

MAKE IT WORK FOR YOU

For a business like my media company, the one spreadsheet tool is simple to use. Unlike, say, a retail business, I have relatively few customers. Day-to-day fluctuations in sales and revenue don't really exist.

But what if you run a flower shop? Sure, history can give you a sense of future sales, but you never really know how a day will go until the end of that day. In that case, spend a few minutes every day updating your spreadsheet in real time. Log daily revenue. Log any daily expenses that are outside expectations or "business as usual."

Keeping the spreadsheet up to date will allow you to keep making smart decisions about the future. If sales double expectations today, great. That larger revenue gap and additional cash buffer might enable you to pull the trigger on a new project.

If sales are significantly down today, that's not so great. But knowing your business's financial health in real time can help you decide where and when to cut spending proactively.

For example, say you're a niche company in the wastewater industry. You want to hire a new employee to expand your service territory, but you hesitate to do so until you have a six-month salary buffer to bridge the revenue gap while you attract new customers. Your spreadsheet will cut through the accounting clutter and tell you when to pull the hiring trigger.

ANOTHER TOOL

While you won't be able to predict the future, you will know exactly where you stand — and what you can afford to prioritize so you can keep your business moving forward.

The key is to see your spreadsheet as an additional tool, not a replacement for traditional bookkeeping and accounting. You'll still need to track inventory, manage payables and receivables, track sales and costs, manage payroll — all the financial nuts and bolts of operating a business.

So in that sense, yes, keeping a simple spreadsheet is extra work. But that's OK because your spreadsheet will be a dashboard that lets you see, in real time, exactly where you stand in terms of revenue gap. You'll know ahead of time whether you need to cut costs, or if you can afford to invest in efforts that will help you grow your business.

But you'll have to stay disciplined. If you agree to a service contract that won't start for 60 days, still log it now. If you sign a contract to service a new client on a monthly basis, but you won't start receiving revenue for 60 days, still log it now. That way, you can make decisions in real time, not after the fact.

After all, the best decisions are proactive. And when you're building a business, that's precisely what you need to be.

Jeff Haden is a contributing editor for Inc.com and a LinkedIn Influencer. ${\bf P}$





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SEPTIC SYSTEM ANSWER MAN





Jim Anderson, Ph.D.

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.

Pressure Distribution Basics and the Pumper

Incorporate knowledge of several types of pressurized distribution specified for septic tank effluent to improve service on maintenance calls

By Jim Anderson, Ph.D.

reader recently asked, "I'm relatively new to this and learning more and more on each (septic system) design. What is the difference between a pressure trench system and a drip dispersal system?" While I have discussed the use of pressure systems in the past, new people are always coming into the industry and technicians are expanding their knowledge and skills. So since the question was asked, here is a brief overview of pressure distribution systems.

The primary reason we move to pressure distribution systems is to overcome a variety of site and soil characteristics where conventional gravity flow systems are not feasible or the environmental conditions so sensitive, they should not be used. These conditions include shallow soils over bedrock, soils and sites with high water tables, slowly permeable soils and very rapid permeability soils. Basically, any condition where treatment capacity of the soil is limited.

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Pressure distribution includes pressure dosed to a gravity soil treatment unit, low pressure distribution, drip distribution and spray dispersal. Pressure dosed to gravity involves delivering effluent under pressure to a bed or series of trenches, then using gravity to distribute the effluent. Low-pressure systems are used with a manifold in a trench or bed configuration, with the entire distribution network pressurized while the pump is running. Similarly, pressure distribution networks in media filters are also fully pressurized. Both result in effluent being uniformly distributed across the treatment area.

Drip distribution is another form of pressure distribution, with same objectives of distributing effluent uniformly over the treatment area in time and space. It uses tubing with flow-regulating emitters installed at varying depths in the soil, usually 6 to 12 inches.

Pressure-to-gravity is used where soils are more suitable at an elevation higher than the house, or the house sewer exits too deep to allow for gravity and maintain separation from a limiting soil condition. A pump and dosing tank are added following the septic tank. Effluent is

then pumped to a distribution or drop box and distributed by gravity in parallel or sequentially. My choice in these situations is to use sequential distribution allowing for more management.

Low pressure distribution uses small diameter (1- to 2- inch diameter PVC) for the manifold and laterals. The distribution laterals have small diameter orifices (1/8- to 3/16- inch). A low-pressure effluent pump is used to pressurize a manifold, which splits to flow to the network of laterals in the soil treatment area.

When working on pressure distribution systems, a service provider needs the initial design specifications to properly evaluate and maintain the system.

It is important to recognize the pump and distribution network are designed together to deliver the desired dose at a determined hydraulic head. If the pump needs to be replaced at some point, it needs to be with one that will deliver the same flow in gallons per minute and operate at the same hydraulic head. If not, effluent will not be distributed uniformly over the area. When working on pressure distribution systems, a service provider needs the initial design specifications to properly evaluate and maintain the system.

ORIFICE SIZE

Low pressure systems can operate with septic tank effluent or following advanced pretreatment in an aerobic treatment unit or media filter. The type of effluent distributed will help determine the size of orifices. With more highly treated effluent, orifice size can be smaller, since there will be fewer problems with orifices plugging.

Distribution laterals can be installed in separate soil treatment trenches fed by the manifold or in bed configurations. Bed configurations are generally used in soil treatment mound and at-grade systems. When pressure is used in media filters it is essentially the same, just it is usually done in some type of container.

While drip is also considered a pressure system, it is very specialized. As indicated above, the goals are the same in terms of delivery and treatment,



but it is a unique system. Some drip systems are marketed to operate with septic tank effluent and others require aerobic treatment in front of the system. The system consists of the pretreatment device, a dosing tank, pump and controls, flow metering device, filtration headworks and the dripfield.

Effluent is stored in the dosing tank until it is delivered to the soil treatment area. Typically, a high head multistage turbine effluent pump delivers the water through the filtration headworks to the drip tubing with emitters.

A control system regulates the dosing to the field. This allows even distribution across the area and throughout the day. Some systems have built-in automatic filter backwashing and field-flushing capabilities, which operate periodically to flush the lines reducing emitter plugging and maintaining equal distribution. Since the emitters have small openings, the ability to flush the lines periodically is an important maintenance feature.

The dripfield is constructed of drip tubing approximately ½-inch in diameter with an emitter welded into the tubing wall. Pressure inside the tubing is operated at 15 to 45 psi, while the water exits the emitter at 0 psi. The tubing is placed along the contour to form a run. They can be connected directly to the supply and return manifold as ladder-shaped zone or be looped together and then connected to the manifold on the same or opposite end of the zones.

The type of pressure system selected will be determined by state and local requirements and the specific site and soil conditions encountered.





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RULES & REGS

New Degree Program Suggested as Way to Solve Onsite Regulator Shortage in North Carolina

By David Steinkraus

nsite companies contend with a labor shortage, but so do some health departments. And some of them have a plan to fix the problem.

A group of health departments in North Carolina are pushing for a two-year degree program to train environmental health specialists, reported *The Pilot* of Southern Pines, North Carolina. To become a specialist, state law currently requires a four-year degree, an internship and passing state and local exams.

The two-year program would be developed in partnership with universities and would focus on courses about onsite wastewater and water. People completing the program would be able to work in limited ways for local health departments and could take more courses in order to fill more advanced jobs.

Robert Wittmann, director of the Moore County Health Department, told the county board of commissioners that health directors from around the state intend to petition North Carolina's General Assembly to approve the two-year alternative.

The shortage of environmental health specialists has continued for decades, he said, and that shortage affects the building industry, the economy and public health.

Alabama

The U.S. Justice Department recently opened an environmental investigation because of the lack of onsite service in Lowndes County. Specifically, the department said it would investigate the wastewater disposal and infectious disease programs of the Alabama Department of Public Health and the Lowndes County Health Department, according to a press release. The investigation will examine whether the programs operate in a way that discriminates against Black residents of the county and causes a greater risk of waterborne diseases such as hookworm.

"Sanitation is a basic human need, and no one in the United States should be exposed to risk of illness and other serious harm because of inadequate access to safe and effective sewage management," Kristen Clarke, assistant attorney general for the Justice Department's Civil Rights Division, said in the press release.

A 2018 article by *Southerly* magazine reported that Lowndes County, and other economically stressed areas, have experienced surges in tropical diseases such as hookworm and *Toxocara*.

Virginia

The Clarke County Board of Supervisors is considering changes to its onsite ordinance that would ban community systems among other modifications. Alison Teetor, the county's natural resources planner, told supervisors that "mass drainfields" used for condominiums, subdivisions and shopping centers are too difficult to install because of soil limitations. The recommendation is to ban them, reported *The Winchester Star*.

She said the most significant recommendation for the rule revision would be requiring the Lord Fairfax Health Department to inspect all soils and siting for onsite systems. Inspections would also be required for any maintenance that includes replacement of building sewers, distribution boxes, conveyance lines and header pipes. The health district is agreeable to those changes, she said.

Also, the minimum depth for alternative systems would be reduced to 3 inches from 10. Teetor said some systems do not work well at the greater depth.

Oregon

Homeowners and small businesses may again apply for part of a \$2 million state loan program to repair or replace failing onsite systems. Funding for the program ran out in June 2020, but the Legislature authorized more money earlier this year, said news reports.

The low-interest loans will cover all costs for permitting, design and installation, and may also cover continuing maintenance costs. Interest rates vary based on the income of the borrower, and loans are also available to people without perfect credit.

New York

The Lake George Park Commission is working on a rule that would create a septic tank inspection program affecting at least 3,400 properties in the basin of Lake George.



The commission is still months away from finalizing anything, reported the *Adirondack Explorer*, but commissioners are thinking that inspections could be required every five years, and there would be an annual fee of about \$50.

It is not certain who will manage inspections, which properties will be affected by new rules or how local governments and the commission would handle an expected boom in requests to repair or replace failing systems.

There are more than 6,000 septic systems within Lake George Park, which consists of the lake and its drainage basins. The 3,400 systems targeted by the commission are within 500 feet of the lake or 100 feet of a stream feeding the lake. As a state agency, the commission has broad authority to address problems in the lake basin, and in recent years some parts of the lake have been plagued by algae blooms.

Several municipalities around the lake have already passed rules requiring inspections of onsite systems.

Europe

A survey of people in three nations found less resistance to the idea of recycled water use than researchers expected.

In the Netherlands, 75% of respondents favored reusing water for drinking. In Spain 73% favored the idea, and in the United Kingdom 67% were in favor.

Using recycled water to grow food was more favored with 85% of people in Spain and 74% of those in the United Kingdom approving. In the Netherlands 75% approved, reported KWR Water Research Institute.

Opinions came from a poll of more than 2,500 people in those three countries by Cranfield University in the United Kingdom.





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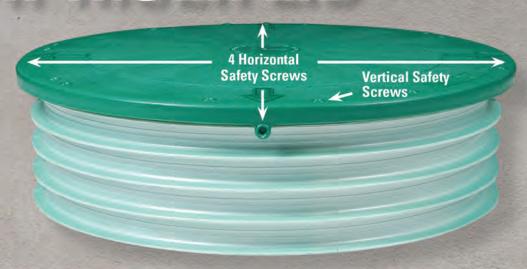


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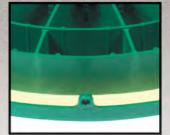
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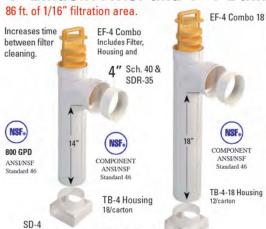


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Austin, Texas



rlando Godinez purchased a white 2020 Peterbilt 337 built out with a 2,300-gallon stainless steel tank and Masport Hydra pump by Best Enterprises. The rig is powered by a PACCAR PX-9 300 hp engine tied to an Allison automatic engine. The truck was built with a smaller tank and higher horsepower option to maneuver tight spaces and steep driveways. Exterior features include a SeeLevel Annihilator gauge, PTO, LED worklights, 20-inch top and rear manways, aluminum toolbox, 12-volt heat exchanger transfer tank, 6-inch dump valve with sump and Alcoa aluminum wheels. Interior features include dual air-ride seats, AC, stereo with Bluetooth. Graphics are by Prynt Shop. Drivers are John Iberra and Orlando Godinez and the truck is used for residential and commercial septic service.

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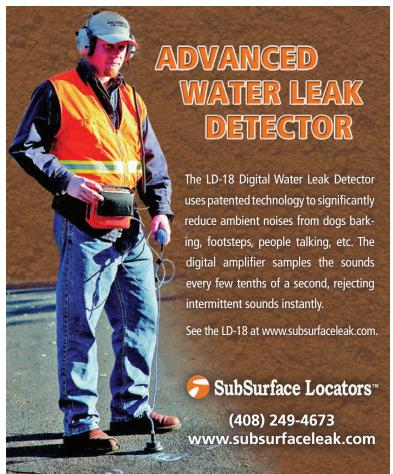


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At-Grade Tank Access Should Be the Law of the Land

New Hampshire wastewater pro Larry Maznek says one change in regulations will make onsite system maintenance easier

In 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 New Hampshire Association of Septage Haulers.



Patrice and Larry Maznek

Name and title or job description: Larry Maznek, owner/operator with my wife Patrice. I'm a septic designer, evaluator, pumper and installer.

Business name and location: Maznek Septic Service, Bedford, New Hampshire

Services we offer: Pumping of septic systems and grease traps, evaluations and repairs. We stopped doing installations and design. I just don't have time.

Age: 61

Years in the industry: 10

Association involvement: I am the acting president of the New Hampshire Association of Septage Haulers. I'm also on the board of the Granite State Onsite Wastewater Association (formerly Granite State Designers and Installers Association). I've been a member of both associations for 10 years.

Benefits of belonging to the association: It enables me to stay current with regulations and trends. And you stay connected with people.

When we meet in person, it is interactive and you'd get ideas. People tell you things they are doing differently.

Biggest issue facing your association right now: Lack of membership and participation. Most of the business owners are older. But it's starting to turn around with some younger people coming in, which is a good thing. The younger folks just get so busy with getting their businesses going and keeping their families going; they don't have time to get involved with the organizations.

Our crew includes: Patrice is the office administrator. Joyce Beddard is our bookkeeper and helps Patrice when we're busy. Greg Scott is our service technician. Our other technician, Danny Driscoll, is in the process of getting his commercial driver's license.

Typical day on the job: We start at 7 a.m. I fill in where needed. I do evaluations and repairs with Danny. And when needed I get into a pump truck and help Greg with the routes. At the end of the day, I do the scheduling and paperwork. The office is at the house but our trucks are stored at a storage facility so I go there and get the paperwork from Greg's truck and bring him the next day's paperwork so he has it when he gets in in the morning. Greg and I are sharing emergency calls — one week I'm on, the following week he's on.

The job I'll never forget: A customer said sewage was coming out of the ground over his leachfield. It looked like cottage cheese. He had a pump-up system. I dug down to the D-box. It was a butterfly system and it was all full of this creamy cottage cheese. The field was plugged. I dug an observation hole on each side of the stone and pipe field and noticed the pipes had this white goo coming out. But it wasn't really in the stone, it was just plugging up the pipes. I went down to the pump chamber and it was all full of that white goo. The whole septic tank, pump chamber and field were just plugged. It turns out one of the people in the home was bulimic. We cleaned it all out, pressure washed the pump chamber, opened up the D-box and jetted out both sides of the field. It's been a few years and everything's still running. We saved the field and maybe alerted the owner to this person being ill.

My favorite piece of equipment: The pump trucks and the Crust Buster are hand in hand on that. I have a 2005 Peterbilt built out by Amthor International with a 4,100-gallon steel tank and National Vacuum Equipment pump. It was the 2015 Classy Truck of the Year. It was a roll-off and when I used to install, I'd take the drum off and use it as a dump truck. It really kept me going. My other vacuum truck is a 2015 Peterbilt with a 4,600-gallon steel



This is Maznek's 2015 Peterbilt vacuum truck from Pik Rite with a 4,600-gallon steel tank and Masport pump.

tank and Masport pump built out by Pik Rite. They both carry Crust Busters. We use those on every tank to stir the sludge off the bottom and then pump it down. It does a better job. You don't have to backflush. People are impressed with it when they see it operating.

Most challenging site I've worked on: A "co-petitor" and I had started working on a field, but it was in March and we got caught in a thaw. The whole place just turned to mud. I was running his mini-excavator and he was running his 30-ton excavator. The field was dry but getting from the street to the field was so muddy the units were sinking into it. The owners had taken down some trees for us to get in there and we used those to make a path. We couldn't run a dump truck or a skid-steer in there, so we had to run the 30-ton excavator back and forth with the stone and dirt. It took us an extra two days to finish.

Oops, I wish I could take this one back: A customer had a plug from the tank to the house. I had a metal snake and was pushing it back and forth. I always roll out the snake from the tank to the home, so I know just about how much. I used the snake and it just kept going and going. Finally I got about 10 feet more than what I thought I would need. I pulled it out and asked the client to flush the toilet. I heard the flush, but no water came. I had her flush again and run everything, but I couldn't get any water.

Come to find out, I broke through the PVC cap on the cleanout inside the home and all the water went down into their basement. They had drywall covering the cleanout so it went through the cleanout, through the drywall. But the drywall actually helped us because the water wasn't spraying out, it was just running in that little box they had that enclosed the pipe. They had to redo the drywall. But I got the clog cleared!

The craziest question I've been asked by a customer: It was January or February when a customer called and wanted us to pump his tank. I had to jackhammer through the frost to get to it. I asked the gentleman if there was a problem, why he had us there that day. He said, "I thought wintertime was the best time to pump because you wouldn't smell it." I enlightened him.

If I could change one industry regulation, it would be: Covers to grade on all chambers. When we get emergency calls and we don't know where the tank is, "this general area" doesn't cut it when you're breaking frost with a jackhammer. You try with a magnetic detector but it's only getting you in the ballpark and you're picking up that rebar. And a lot of covers come with plastic handles. You go in the home, look where it leaves. You open up the drain and put a camera out. And if it's backed up, we can't use the camera because as soon as you take the cleanout off all the sewage is coming in the house. It's a lot of trouble and you're just digging up lawns

and wasting time while people are in the house waiting to flush the toilet. Most of the designers now design with covers to grade but it should be code. NHASH is trying to get that through with the New Hampshire Department of Environmental Services.

Best piece of small business advice I've heard: Do it right or don't do it at all. That was my dad's saying.

If I wasn't working in the wastewater industry, I would: I was a union carpenter for 32 years, a foreman. I almost became a crane operator so if I wasn't doing this I'd probably be doing that. There's a lot to operating a crane. You've got to think of your weights, distance, reach. It's not just pulling levers and pushing buttons. Now they've got computers on the bigger ones, the sky cranes. Those are the ones I would have liked to have been on, at the top of buildings.

Crystal ball time – This is my outlook for the wastewater industry: A hot button right now in New Hampshire is PFAS (per- and polyfluoroalkyl substances), a molecule found in floor waxes, some detergents, Teflon and other products, a manmade substance that does not break down. If it gets to a high enough level, it could cause cancer, birth defects and other ailments. The wastewater treatment plants here that land-apply solid waste for fertilizer can't take it if it's full of PFAS. So instead of selling it, you have to truck it farther and bring it to a landfill and pay to get rid of it. I and another fellow from NHASH went to some DES meetings on this. There were also delegates from Massachusetts, Vermont and Maine. They're trying to educate people not to put these products into their septic systems.

- Compiled by Betty Dageforde



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Haase says that Imperial's nearly four decades of building trucks directly influences the design and materials they use on this unit. "We have learned throughout the years that the most important thing is to build a product that can not only be reliable but also easy to maintain at the same time," Haase says.

Standard truck specifications include an L9 Cummins engine, Allison automatic transmission, aluminum wheels, heated mirrors and air suspension. Users will also find the truck mounted with a 4,000-gallon aluminum 5454 vacuum tank and a 535 cfm National Vacuum Equipment Challenger 4307 blower that generates 26 to 27 inches Hg. Three sight glasses are mounted on the rear tank head for easy visibility inside. Other features include full-length aluminum hose trays, an aluminum toolbox and a DOT LED light package.

The team at Imperial understands time is money for operators and efficiency on the job site is essential. "When building all of our trucks we like to keep in mind the day-to-day operator," Haase says. "We try to make everything more convenient so the operator is not having to climb in and out of the cab during the pumping process."

Hasse also says listening to the advice and opinions of valued customers has been a big part of how the company builds out trucks. "Imperial has been very fortunate to have great customers along the way provide the feedback we need to continue to make our product better," he says. "Most customers going to this 4,000-gallon unit are happy with the chassis size and capacity for their daily routes."

Imperial's design and engineering team will work create custom builds, Haase says, but in recent years has streamlined the process by keeping the most common trucks like the International 4,000-gallon with aluminum tank package built and in inventory. "This helps our customers get what they need yet still get some of the things they want in a quicker time frame," Haase says. **800-558-2945**;

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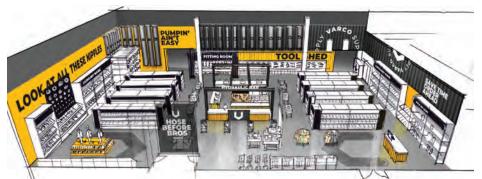
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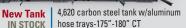






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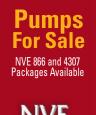






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INDUSTRY **NEWS**







Tate Johnson

Lee Thole

David Gannon

Yanmar fills president and director roles

Yanmar Compact Equipment North America announced Tate Johnson as president, Lee Thole as director of aftermarket and David Gannon as director of channel development. Johnson joined the organization as commercial director in September 2020, overseeing sales, national accounts, channel development and marketing. Thole brings more than 20 years' experience, with a background in parts, service and overall business operations. And Gannon joins the company with 30 years' multi-industry experience.



Charlie Senecal

Senecal named president of Satellite Suites

Satellite Industries announced the promotion of Charlie Senecal to president of Satellite Suites, the company's Bristol, Indiana-based restroom trailer division. Senecal, previously vice president of Satellite Suites, joined Satellite Industries in 2005, then worked for another portable sanitation industry company for

several years. He rejoined Satellite in 2013 to launch its newest restroom trailer division under the brand of Satellite Suites.



Joseph Wieser

Joseph H. Wieser passes away

Joseph H. Wieser, 84, of Maiden Rock, Wisconsin, died Nov. 20 at Sacred Heart Hospital in Eau Claire, Wisconsin. Born May 13, 1937, to Aloys and Malinda (Eden) Wieser, the eldest of 18 children, he enlisted in the army in 1957 and he was honorably discharged in 1963. He married Mary Buchmann on July 12, 1958, and together they had 10 kids and were married over 63 years.

Wieser was a dairy farmer in Minnesota until 1965

when he and Mary started Wieser Concrete Products in Maiden Rock. Wieser was involved with the company until his retirement in 1999. After he retired, he stayed involved with Wieser Concrete by mentoring and advising his daughter and sons in the business. In 1967, he joined the National Precast Concrete Association and started to get involved and quickly became a leader at the national level. He was instrumental in the growth and success of the NPCA and was awarded its highest award, the Robert E. Yoakum Award in 1981. He later served as chairman of the association in 1985.

He is survived by his wife, Mary, his 10 children and many beloved grandchildren.

Liberty Pumps holds ground-breaking at new center

Liberty Pumps hosted a ground-breaking celebration at the site of its materials center in Bergen, New York. State and local partners as well as Liberty employees attended the event. The 107,000square-foot expansion will provide additional warehousing and added manufacturing space. It is anticipated to support 30



From left to right: Peter Cunningham, chief operating officer; David Williams, director of engineering; Randall Waldron, vice president of sales and marketing; Robyn Brookhart, president and CEO; Dennis Burke, chief financial officer; Don Cunningham, manufacturing manager; and Charlie Cook, chairman of the board.

additional jobs at the family- and employee-owned manufacturer. This will be the third expansion for the company since 2000. Upon completion, Liberty will have approximately 350,000 square feet of facilities at its corporate campus in New York.

Waterline Renewal Technologies acquires Pipe Lining Supply

Waterline Renewal Technologies completed the company's acquisition of Pipe Lining Supply. The terms of the purchase were not disclosed. Founded in 2004, Pipe Lining Supply's management team will continue to manage the company and assist Waterline Renewal Technologies with the integration. Pipe Lining Supply will maintain company-owned distribution centers in Anaheim, California, and Springfield, Missouri, and it will remain a supplier of sewer pipe rehabilitation equipment and materials while continuing to deliver training and customer service.



Chris Gittens

Super Products appoints new vice president of rentals

Super Products has appointed Chris Gittens to take over as the new vice president of rentals after previous vice president of rentals Randy Buening was promoted to president in 2021. Gittens has an extensive background in equipment manufacturing and distribution. He comes to Super Products from Thermo King, where he was the

director of dealer development. Prior to Themo King, he held leadership positions at CLAAS of America and CNH Industrial where he gained experience in financial analysis, strategic planning, dealer development and commercial credit. Gittens holds an MBA and MIA from Columbia University and earned his undergraduate degree from Washington University in St. Louis.



Andrew Schwarze



Travis Bradley

Franklin Electric names business unit directors

Franklin Electric announced personnel moves and additions within its water systems sales team. Travis Bradley has been promoted to business unit director of industrial and engineered systems. Filling

Bradley's previous position, Andrew Schwarze has joined the organization as business unit director of groundwater distributors. Both will be responsible for directing Franklin Electric's product development, sales and support efforts throughout the United States and Canada.

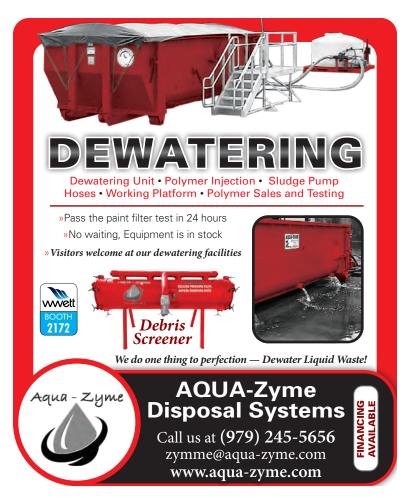


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NAWT O&M 1 by CPOW

March 14-15, 2022

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

NAWT O&M 2 by CPOW

April 12-13, 2022

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

Soils Workshop Schedule

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Upcoming Events

2022 WWETT

February 21-24, 2022 Indiana Convention Center. Indianapolis, IN

Inspector Training

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NAWT Inspector by RETS

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Location: Arlinaton, TX Contact: Kailey rets@rets-llc.com

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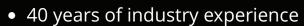
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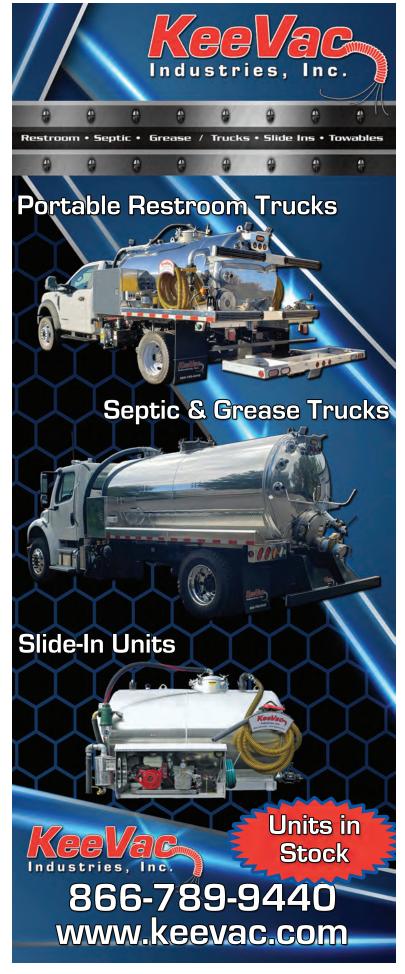
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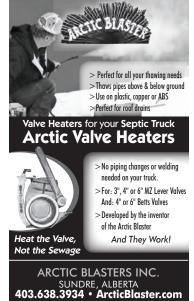
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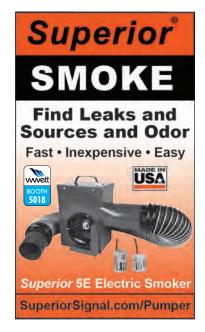
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60 Brown and Tan Satellite Tuffway construction-grade portable toilets for sale, all in good rentable condition. \$250 each and buyer is responsible for transportation from New York. These units will sell extremely fast! Call us at -800-634-2085 (P02)

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2001 Keith Huber International pump truck. 2 Decons, 28' Tonto, 18' Royal, 2001 ASCI, 16' Presidential, 26' Presidential, portable toilet hauler trailers. 315-437-1291, NY (PBM)

PORTABLE RESTROOM TRUCKS

New Imperial 980 U.S. gallon, portable toilet service unit mounted on a 2021 Ram 5500, gasoline cab and chassis with a Masport HXL3V vacuum pump package. Stock# 14028 www.VacuumSalesInc.com (888) VAC-UNIT (822-8648). (PBM)

New Imperial 1300 U.S. gallon, portable toilet service unit mounted on a 2022 Ford F550 cab and chassis with a Masport HXL4 pump package. Stock # 14029.

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



2018 Ram 5500 4x4, 125,000 miles, Crescent 750 waste tank, two fresh water tanks, 220/110 Masport HXL3F 112 cfm with oiler and flush kit. Carries 6 pots with Thieman Bar lift gate up 8 with it down. \$65.000. Located in Wamego,KS. 785-477-2254. Also have 70 like-new Grey Poly Portable Integra pots used 3-6 months. \$500 each or 20 plus for \$450 each. (P02)



2005 International 4300DT466 2WD.
Auto. Air Brakes. 352,000 miles. 15,000 miles on new Motor. Painted Stainless Steel Tank with Some Rust on steel Skirt. Waste 1,000-gal, Fresh water 400-gal. Blower Vac pump. Dual work stations. Toilet carrier on rear. Supply compartments. 90% tire condition.

Price \$18,000 obo. Contact George Young at A&G pumping for more info: 831-594-0199; 831-385-5803 (PO2)



2006 international 4600DT466.

2WD. Auto. Air brakes. 466,364 miles. Best Enterprise tank, waste 1,100-gal, fresh water 400-gal. Dual DC10 water pumps. Conde Vac pumps. Dual Work Stations. Toilet carrier on the rear. 90% tire condition. Price 25,000 obo. Contact George Young at A&G Pumping for more info (831)594-0199 (831)385-5803 (P02)

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2011 Ford F450. Diesel, auto, 2-wheel drive. New aluminum vac tank, 300-waste, 150-water. HXL2 Masport pump wash down system. Call JR @ 720-253-8014. CO (PBM)

PUMPS

Buy & Sell all makes and models, new & used vacuum pumps, blowers, high-pressure water pumps, new and good used replacement parts. Buy discounted pumps online 24/7. Call us for a current inventory list. www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648). (PBM)

PUMPS VACUUM

3 pumps available for sale. 2 Wittig pumps. One is 500cfm (2010 year) and the other is 488cfm (1999 year). Also have a NVE pump. Condition is unknown as it was my fathers and he passed away. I can send photos upon request. Make offer. Please call/text Jason at 262-224-8998. WI (P02)

RENTAL EQUIPMENT

2022 Polar Vacuum Trailer: Stainless steel 6,000 gallon, DOT certified double conical with air-ride suspension. Aluminum wheels all positions, full hose trays, OSHA walkways and railings. Vacuum pump option either hydraulic or self-contained. KLM Rentals Inc. 617-909-9044. (PBM)

Liquid vacs, wet/dry industrial vacs, combination jetter/vacs, vacuum street sweeper & catch basin cleaner, truck & trailer mounted jetters. All available for daily, weekly, monthly, and yearly rentals. VSI Rentals, LLC, (888)VAC-UNIT (822-8648) www. vsirentalslic.com. (PBM)

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1998 BENLEE MINI Roll-Off Trailer. Model TADDM32. New Rubber. \$19,000 charlie@techtronenvironmental. com 802-878-9776. (P02)

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Selling one of our fleet favorites. A one owner, regularly serviced 2013 F-750 with a Cummins diesel engine. Allison auto transmission and a strong Fruitland pump. Truck has 92,000 miles on it and is ready to work. (selling as is) \$60,000 call, text or e-mail. andy@gaddyelectric.com 251-654-3160 (P03)



2005 International 7600. 550,000 miles 3,250-gallon tank. Jurop LC520 pump. Cummins ISM 10-speed trans. Heated valves. Good rubber and paint \$38,000. Tom 989-429-6191. (P02)

2014 Freightliner Cascadia Vacuum Tank truck (white). 3,300-gallon New Tank (red). New NVE 360 cfm pump. Clean Interior. Good Cold A/C. Air Ride/ Air Brakes (jake brake). DD15 Engine. 60% Rubber on tires. Mileage: 457,286. Price: \$70,000. 1-800-721-2774 (PBM)



2003 Kenworth T800 has 10-speed transmission with a 3,000-gallon tank. Asking \$55,000. Contact 505-927-0871 call or text. (P02)



2022 International HV607 Tandem axle L9 Cummins, 3500 RDS Allison auto trans. This truck is equipped with a 4,200-gal aluminum tank, Jurop DL180 blower pump 620 CFM'S. Call Brett at

501-388-9464 or Ray at 501-388-9565, AR (P02)



2011 ABCO Mobile Dewatering Truck-

can be used as traditional pumper as well. 350 HP Maxxforce 10 motor, 1,100 foot pounds torque, 30' long 3,200-gallon tank. Dewatering filter rate 50-150 gallons per minute, automated valves. 10-wheel PDL and engine brake, air-ride seat and backup camera. Allison 3500 automatic transmission, custom automated hose reel and hydraulic rear hatch. 800 CFM Wallenstein vacuum pump. 760-532-1811. CA (PO2)



2001 International, Cummins ISM/300Hp, 8-speed transmission, 4,000/200 steel tank (fresh water not in use), Sea Level gauge, NVE 367 pump. \$20,000. Located in Kansas City, MO 816-988-6650. (PO2)



2005 Freightliner, 450 HP Detroit, 10spd, AC, cruise, 2,500-gal tank, stainless hosetrays, Fruitland 500 vac-pump, tank and pump only used 6 months. Very nice clean truck. \$65,000. Call Hull's Truck Bodies LLC 740-820-5338. Financing and delivery options available. OH (P02)



2000 Mack, 3,000-gallon steel tank, NVE 367 pump, Sea Level gauge, 350hp Mack E-7 engine, 8-speed transmission. \$20,000. Located in Kansas City, MO. 816-988-6650. (PO2)

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



Lely RTS-1000 Septic Screen. 110-volt plug in and go. Designed to be placed over a pit or tank. Fresh paint and recent screen replacement. \$4,500 Tom 989-429-6191. (P02)



2004 Peterbuilt Cummins with 10-speed 4,000-gallon new Masport titan pump. In frame rebuild including new fuel system with injectors and new turbo. Albernathy tank. \$65,000. 615-801-3042. (P03)



2013 FL M2. Cummins 240 hp. Auto air. Under CDL. Waste 1,000-gal/water 400gal. Masport HXL 75 back pump. DC10 water pump. 2-unit carrier. Call JR @ 720-253-8014. CO (PBM)



2007 Sterling Actera pump truck. 3,500-gallons with Jetter and Jurlop pump. 360k miles \$35,000 or best offer. Andrew 561-302-7195 (PO2)



2000 Freightliner. 4,500-gallon septic pump truck. KEITH HUBER with jetter \$37,500. Andrew 561-302-7195 (P03)



2006 Peterbilt. New 2,700-gal tank, new transmission, A/C good and cold, 80% rubber on tires, air ride, air brakes, radio, new pump, GVW 36,000. \$40,000. 800-721-2774 (PBM)



2016 International 4300. Cummins Allison Auto. 64,500 miles. 33,000 GBW. New 2500 Steel Vac Tank. New Morrow water cooled back pump. 530 CFM. Call JR @ 720-253-8014. CO (PBM)

New 4,000 U.S. gallon, aluminum, vacuum tank. Mounted on a 2022 Peterbilt 348 cab and chassis w/ a NVE Challenger 887 vacuum pressure pump package. Stock #14006 (888)VAC-UNIT (822-8648) www.vsirentalsilc.com. (PBM

2001 Freightliner cab & chassis with a Keith Huber, 4,000 gallon c/s full open rear door dump unit. Stock # 7896C.

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

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)

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)

Pre-owned 1984 Mack R686ST cab and chassis with a 3,000 U.S. gallon, carbon steel, vacuum tank unit. (Stock # 6115C).

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Pre-owned 2000 Mack RD686S cab & chassis with a 4,000 U.S. gallon, carbon steel, vacuum tank unit. (Stock #0514CV)

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Septic pumper and vacuum die-cast toy trucks in your choice of colors and logos. Several cabs available. Call 877-450-2100, write to Granite State Collectibles, PO Box 440, New Ipswich, NH 03071; or www. granitestatecollectibles.com. (PBM)

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2007 Dragon 5460 c/s vacuum tank trailer. Stock # 2173C. www.vacuumsalesinc. com (888) VAC-UNIT (822-8648) (PBM

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\$62,500. Contact Frank King 978 452-7750 (PBM)



2018 Freightliner 122SD 8x4 Tri/A

Vacuum Tanker Truck, 110 barrel tank, Masport 400 pump, Cummins 6 cylinder 15L 525 HP Engine, 2017 US EPA Label, A/C, cruise, power windows, heated mirrors, engine brake, Eaton Fuller 18-speed manual, double diff locks, 18,180 front axle, 46,000 rear, 84,180 GVWR, air-ride cab, like-new 315/80R22.5 front tires, like-new 11R24.5 rear tires, air lift pusher axle, dual steering boxes, air-ride suspension, 323k miles, 275 in wheelbase, PTO, double frame, 110 barrel ALFAB steal tank. \$129,900 0B0. Call Bradley 303-720-0401. CO (P02)

2007 INTERNATIONAL PUMP TRUCK, Manual Transmission. 500-Gal. Fresh Water tank & 1,300-Gal. Waste Tank. 275,018 miles. Great work truck. Asking price \$32,000. Sold as is. FOR MORE INFORMATION ASK FOR TONY! CALL 305-444-7681. (P02)



2005 Hino Grease Trap Pumper / High Pressure Jetter Cleaning Truck - - -Mileage: 161,0020 - - - Ideal Truck for Restaurants, Schools and Super Market Grease Trap Cleaning and Jetting - - -Price: \$25,000 - - - Contact: Frank King 978-452-7750. (PBM)



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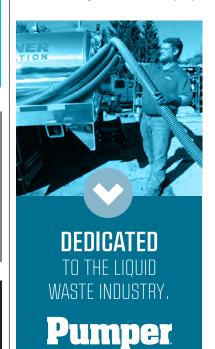
VACUUM LOADERS

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

2000 Guzzler Ace International chassis with CAT engine. Great running truck and blower. Tank body was recently replaced brand new from Guzzler. KLM Companies 617-909-9044. (PBM)

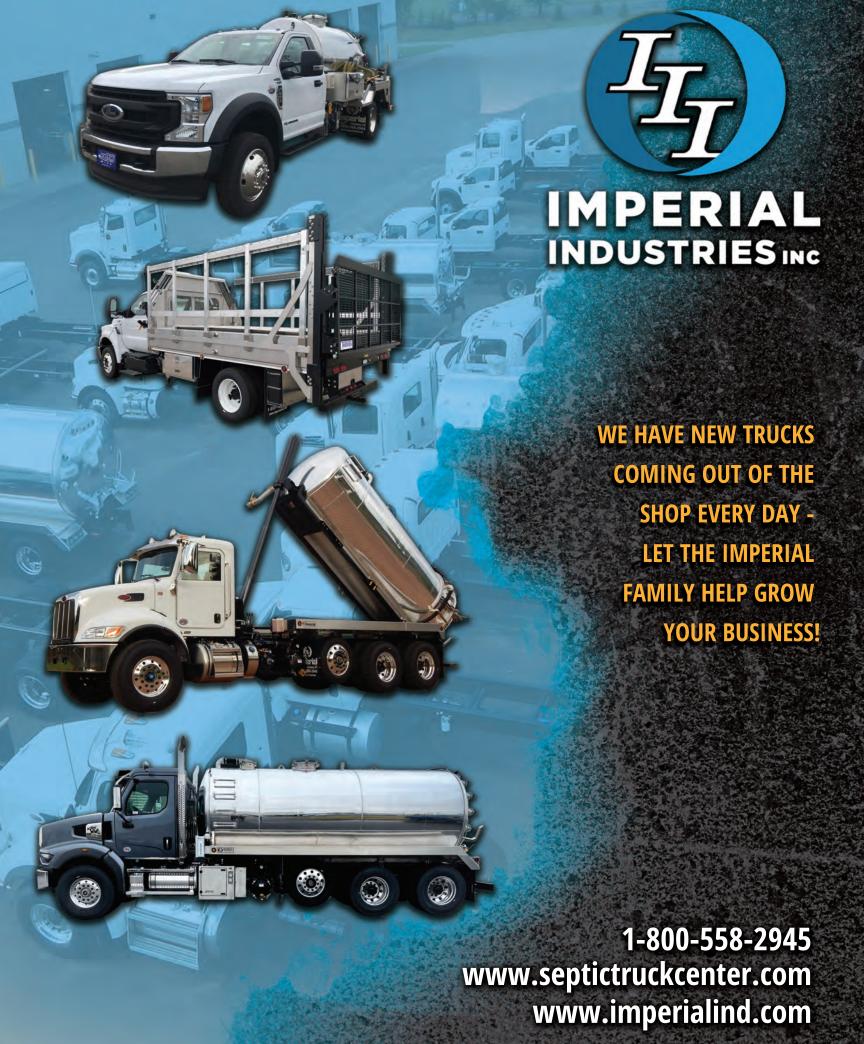
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 - > 5300 CFM @ Free Air
 - > 4700 CFM @ 15" HG
- > Max Vacuum 27" HG Continuous
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 - > Boom: 8" x 23' Long
 - > PV750 Pressure Off Load

Liquidvac - Trailer

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- > SS 304 Construction
- > 20" Quick Opening Top Manway
- > Wallenstein 1054 Vacuum Pump > 500 CFM @ 15" HG
- > Max Vacuum 27" HG Continuous
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