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FEBRUARY 24-27 2014

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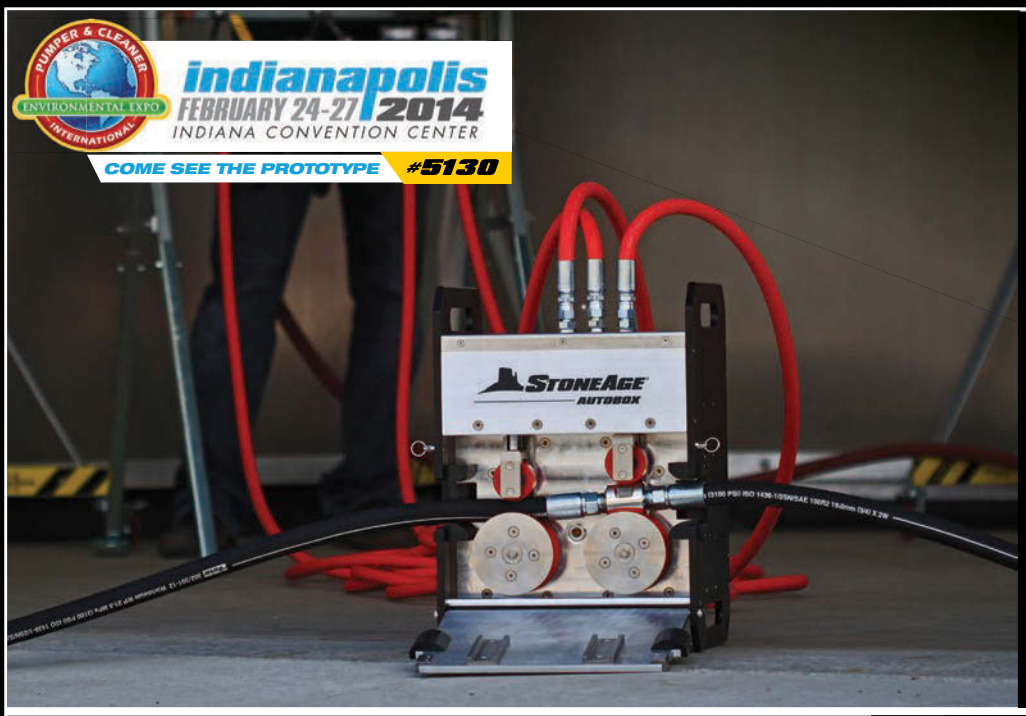
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pipe inspection technology • asset management strategies

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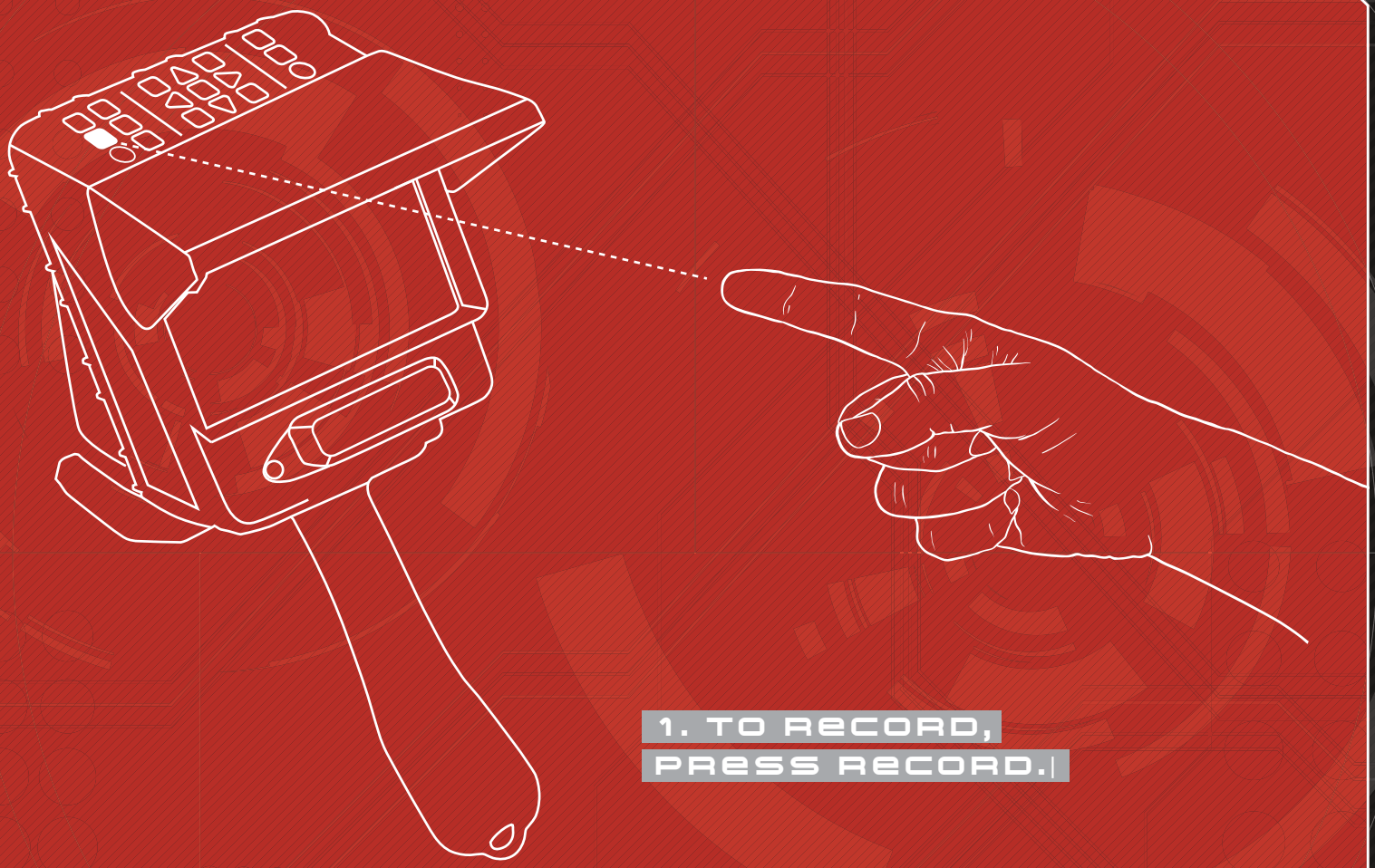
ON THE COVER:
Mr. Rooter President/Owner Bob Gallup outside his main office in Indianapolis. Gallup stepped out of the corporate world and purchased his franchise in 2012. In the two years since, he has added equipment, services and a solid staff that has helped him push the business forward. (Photo by Marc Lebryk)

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It's Who You Know

Building relationships in the communities you serve will help your business prosper

By Luke Laggis

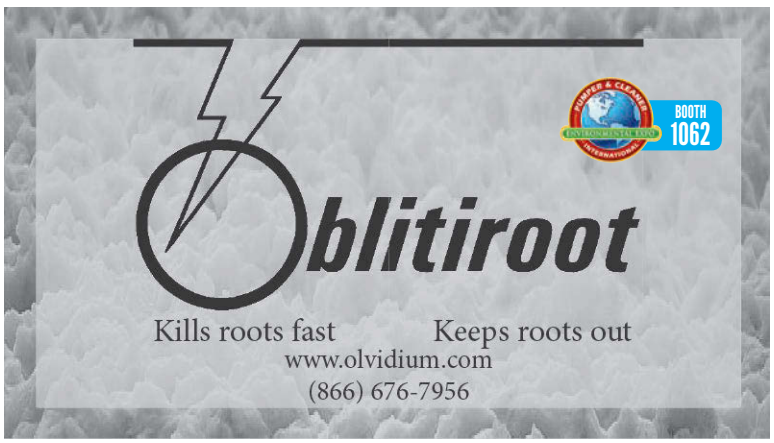
Business is about relationships. We've all heard that before. This month's issue of *Cleaner* features two profiles that demonstrate different sides of this axiom.

Robert Christman's Roto-Rooter franchise in Bloomington, Ind., has grown and succeeded on the backs of strong relationships in the community. When he bought the business in 2003, most work was residential. In order to grow the commercial side of the business, he immediately focused on marketing.

Christman embarked on a personal campaign to let people know about Roto-Rooter. He took his family out to restaurants and made a point of introducing himself and his business to the managers. He joined organizations and found other ways of personally speaking with potential customers by using their services and offering his own.

One of the most important moves he made was getting involved with a local business group of about 30 business owners and professionals. He regularly attends the group's weekly breakfast meetings and compares notes and experiences, which he says has helped establish relationships throughout the local business community. Today, he says it is one of the most amazing and important things he did, because these relationships have helped his company become part of the community.

The second profile in this month's issue features another Indiana cleaner, Bob Gallup and Mr. Rooter of Greater Indianapolis and Central Indiana. Gallup had many years of business experience, but he had never worked in the sewer and drain cleaning industry until he purchased his Mr. Rooter territory two years ago. Developing good relationships within his business was the key to getting a good start.



Gallup learned early on that he needed someone on hand to troubleshoot and be a technical leader for service technicians, so he brought Robert Wilhelm onboard. Wilhelm had a strong industry background, knew the Mr. Rooter system and told Gallup he would help develop the business. He quickly became the go-to guy for the other people on staff, and as Gallup realized his importance to the company's success, he appointed him field manager.

Today, he says it is one of the most amazing and important things he did, because these relationships have helped his company become part of the community.

Gallup also cultivated another relationship that has been a big factor in the success of the business. John Leighty, a client-turned-associate, brought another valuable skill set to the firm and bolstered the developing management team. Leighty is responsible for bathroom remodels and other work that requires artistic design or tile work. The two men are a strong team, and together, they have helped the company grow by reaching new markets.

NETWORKING IN INDY

You'll notice a few Pumper & Cleaner Environmental Expo preview stories in this issue as well. The Expo, Feb. 24-27 at the Indiana Convention Center in Indianapolis, is another great place to build relationships and help your business prosper. There are networking opportunities everywhere, morning, noon and night, and the people who come back year after year say it's one of the most valuable aspects of the show.

If you haven't registered or begun planning your time in Indy, visit www.pumpershow.com for all the information you'll need to plan the trip. It's a great way to help build your business, and there's plenty of fun to be had, too.

Enjoy this month's issue. See you in Indy. **c**

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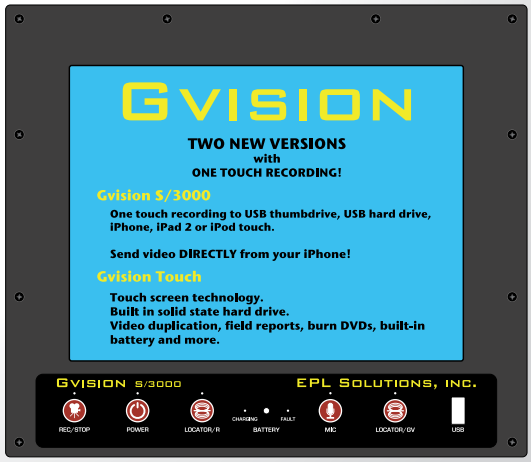
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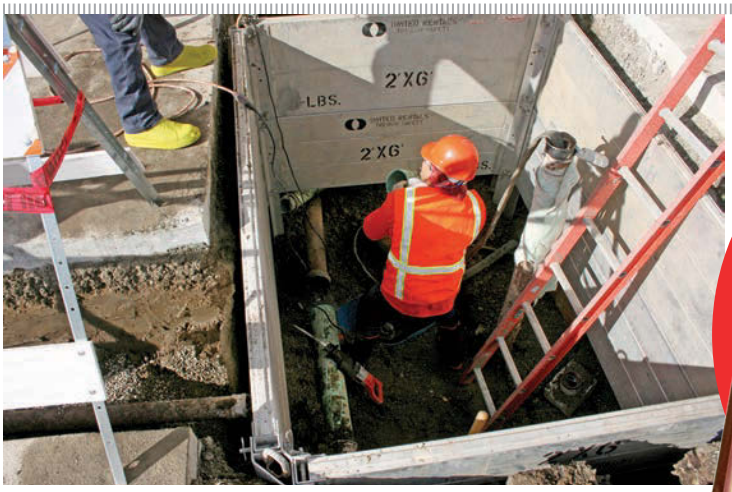


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BY MARIAN BOND

PROMOTING SUCCESS

PHOTOGRAPHY BY MARC LEBRYK

MR. ROOTER PLUMBING OPERATOR APPLIES 25 YEARS OF CORPORATE EXPERIENCE AND BUILDS HIS BUSINESS AROUND QUALITY STAFF

When Bob Gallup purchased the Greater Indianapolis and Central Indiana Mr. Rooter territory, his business background helped him understand the importance of planning, perseverance and procedures.

Gallup first learned about the franchise through a business broker. The owner wanted to sell the territory in the metropolitan area and continue doing business in an outlying region where he would maintain the office and facilities. So, Gallup needed to hire personnel and establish a new office. He purchased new computers, vehicles and fundamental pieces of equipment, including a jetter that has turned out to be the company's workhorse.

"This also required brand new marketing, new signage, new phone numbers," he says. "But particularly new technology."

The business was in full swing by August 2012.



Mr. Rooter service and excavation plumber Ian Zeigler repairs damage to a residential area after a waterline burst in November.

PERILS AND PARALLELS

Gallup had spent several years in the home security business and saw similarities with the plumbing business, both of which involve technicians going to people's homes to perform a service.

"To me this was a good fit with what I was familiar with," he says.

Gallop learned early on that he needed someone on hand to troubleshoot and to be a technical leader for service technicians.

"This was the first time I had invested personally in a business," he says. "In a situation like mine, they say it will take twice as long to reach your goals if you are in a new industry, and there is truth in that. Initially, we did not have that strong support out in the field for our service people. Had I known how important this was I would have probably saved time and money, but fortunately my problem was solved when Robert Wilhelm walked into my office."

Wilhelm had a strong background in the industry, and Gallup considers him a godsend. Whilhelm knew the Mr. Rooter system and told Gallup he would help develop the business.

"In the world I come from, they say that before someone earns a key role, they are probably doing that role," Gallup says. "One day I realized that I needed to understand what Robert was doing for me. That he was





Mr. Rooter Field Manager Robert Wilhelm, left, helps apprentice plumber Jonathan Wilhelm operate a Spartan 1065 cable machine to remove roots from a residential sewer line in Indianapolis.



profile

MR. ROOTER PLUMBING,
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OWNER:	Bob Gallup
ESTABLISHED:	2003
OWNED BY GALLUP:	2012
CUSTOMER BASE:	Residential, commercial
SERVICES:	Drain cleaning and repair, excavation, pipe bursting, jetting, CCTV, waterline repair and installation
EMPLOYEES:	17
WEBSITE:	www.greaterindianapolis.mrrooter.com

> "The finest in management cannot perform without talented technicians to send into the field. I believe in helping my associates gain further education. It is important because whatever happens in the economy, the smarter you are, the more you know about your business, the more you contribute to your family, your employer and yourself."
>
> Bob Gallup

my senior plumbing specialist. The other guys are going to him with problems. He is the go-to guy. I thought about that and we formalized his role in the company. He is now my field manager. That means he goes around and helps the plumbers with price quotes, scope of work, estimates and communication with customers. And he will show up to do the physical work and interact with local inspectors. All is based on demand. He will install a waterline, do sewer repair, lay concrete, re-pipe a home and help me put together a complex bid."

Another key member of the developing management team was a client-turned-associate, John Leighty, who brought a totally new – but important – skill to the firm. Leighty is responsible for bathroom remodels and other work that requires artistic design or tile work. The two men are a strong team, and together, they have helped the company grow by reaching a new market.

SKILL SET

Several of Gallup's technicians work as apprentices in a four-year program offered by Mechanical Skills Inc. in Indianapolis.

"The finest in management cannot perform without talented technicians to send into the field," Gallup says. "I believe in helping my associates gain further education. It is important because whatever happens in the economy, the smarter you are, the more you know about your business, the more you contribute to your family, your employer and yourself. My goal is for my employees to be the best trained to contribute to our team. I want them to have the best in accomplishment and financial rewards – to gain confidence and credentials."

After the interview process, Gallup has a candidate go on a ride-along for two days with designated technician Travis Karch, a good listener and trainer who gives an evaluation. Then, each new hire is given a 90-day provisionary period.

<< Head of excavation Mitch Carrig watches the monitor of the Spartan Sparvision 200 inspection camera as excavation tech Glen Ethridge feeds it down into a residential sewer line in Indianapolis.

>> Mitch Carrig steers a John Deere excavator around the dedicated excavation truck during a pipe bursting job at Ritter Manor Apartments on the east side of Indianapolis.



RAMPING UP

The addition of pipe bursting gave the company the ability to provide the latest in technology and a trenchless option for clients who don't want to tear up landscaping or a driveway to replace a sewer line. While the concept is not universally understood in the region, Gallup has kept the HammerHead PB30G2 system busy on both residential and commercial jobs.

"The typical client does not understand what goes on underground, or how the home connects to the city sewer," he says. "We take them through the fundamentals, and why in their situation this is a good solution. We will explain why the pipe is separated. Why there are roots. Hammerhead has videos that are helpful. We can give our clients referrals. They learn the advantages – that in the end we will fuse 10- or 20-foot lengths of pipe together. The fusing makes a strong connection similar to a broken bone that heals and is very strong, and thus we can give a good warranty."

Gallup says local residential jobs are usually about 80 feet long, 10 to 12 feet deep and typically go under a sidewalk, front walkway or driveway.

"When you do that, you cross utility lines, gas and water lines and electric lines," he says. "With pipe bursting, you minimize the chances of hitting those utilities."

For commercial clients, pipe bursting offers extensive advantages. Gallup bid on a job to repair a 550-foot line at an apartment complex, and negotiated through a long bid process with the owner, a regular customer.

"The previous owner of the building had done some spot repairs, and what they had was 500 feet with a mix of PVC and clay tile – all different lengths and never backfilled. Never had any of this been inspected. There were seven lateral lines, and one had never been connected to the sewer main.

"It was a challenging job in a tight work space – about 15 feet wide and 8 feet deep with a 1 percent fall. Utility locates continued to change. We found pipes 3 inches in diameter perpendicular to the trench, and nobody had any record as to what was in those pipes. The job was in a hole. We had to come up with a way to do it. Wilhelm's leadership helped devise a solution."

Gallup says they did about half the job using excavation, but it became so difficult they had to tell the client they couldn't honor the contract. One of Mr. Rooter's key values is that you must inform all parties involved as soon you discover you cannot honor a contract.

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Mr. Rooter Office Manager Taylor Mitchell and Customer Loyalty Specialist Christine Tmeh discuss office operations with President and Owner Bob Gallup.

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> "The typical client does not understand what goes on underground, or how the home connects to the city sewer. We take them through the fundamentals, and why in their situation this is a good solution."
>
> Bob Gallup

The client found the situation difficult to process, and Gallup had to bring in the right resources and explain the problems at every stage.

"The client shook my hand, and said that as we had been forthwith and honest at every turn in the past, they would proceed with the project even though the cost had doubled," Gallup says. "This was validation for us. HammerHead was also available to help us throughout the process."

FITTING OUT

Clay tile is the predominant sewer lateral material in their region. Most sewers are gravity fed, and 75 percent of the homes have a basement, so lines tend to be deep.

CONTINUED >>

TAKING IT TO THE STREETS

Starting or relaunching a business typically requires capital investments and a cash flow infusion, and it was no different for Bob Gallup, owner of Mr. Rooter Plumbing of Indianapolis and Central Indiana.

"The result is our revenue has grown in a few months by 69 percent, and part of that is also the adjustments we have made, particularly because we have walked away from all print Yellow Pages, which represented half of our marketing dollars. It was just not effective," he says.

Gallup says that as a small business in a new market with existing larger competitors, he had to find smart ways to get the company in front of the consumer. So, he used what he calls "guerrilla tactics" – signs on street corners, fliers delivered in conjunction with other service providers and posts on social media such as Facebook, Twitter and Angie's List.

He partnered with a heating and cooling company to create fliers promoting both businesses, which allowed him to share expenses. The two companies also leveraged each other, promoting in unconventional ways that set them apart to the homeowner.

"One thing we are excited about is that we have a company building a Mr. Rooter of Central Indiana app for us," Gallup says. "If a customer wants to become an Advantage Plan member, which offers a family of discounts such as preferred scheduling and pricing, they can go to the app store and select the app at no cost, and download by putting in a membership number. We can communicate with the customer if they allow us to do that. Although this is not a huge percentage of where we get leads, it is growing every month. We plan to maximize that."

While Gallup's enthusiasm for the business grows, he says he gets mixed comments from his acquaintances in other industries. They wonder: "Why plumbing?" He explains that this is a business that in many ways is slow to change. There is little chance someone in Asia will be putting him out of business, and owning his own business was on his "bucket list."

"Some people love flying on airplanes going from place to place, and all that it involves," he says. "With Mr. Rooter and this industry I enjoy the certainty of the technology today. Being in this industry gives me a high level of comfort and satisfaction."

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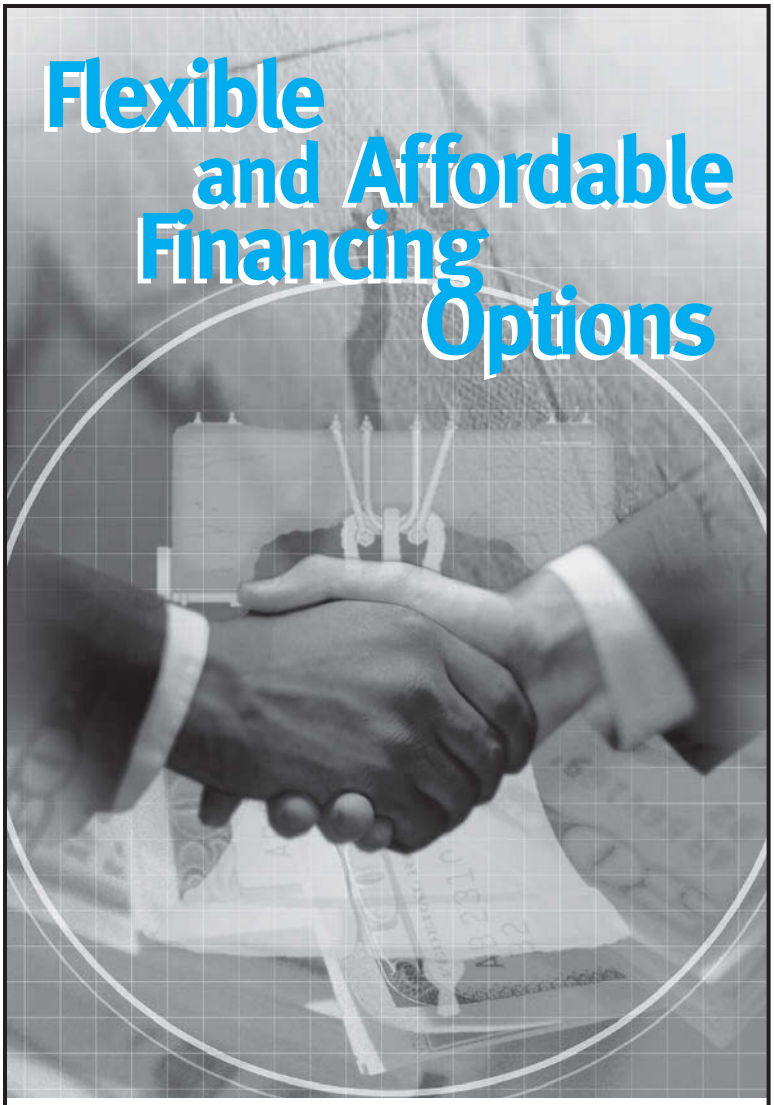
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Mitch Carrig and Glen Ethridge check the condition of a residential sewer lateral with the Spartan Sparvision 200 inspection system.

The fleet consists of eight Chevrolet 2500 Express vans, a 2005 Ford diesel dump truck and a 2007 Isuzu box truck used to stock inventory for sewer repair jobs, including pipe bursting. Gallup has a John Deere mini-excavator, plus other sales vehicles.

Critical equipment includes four RIDGID electric jetters, two RIDGID pushrod cameras and two more from Spartan Tool. Gallup also has a John Bean commercial jetter (2,000 psi/18 gpm) that has been adjusted for residential use.

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> "The client shook my hand, and said that as we had been forthwith and honest at every turn in the past, they would proceed with the project even though the cost had doubled. This was validation for us."
>
> Bob Gallup

BUILDING WITH THE BEST

Early on, Gallup realized how important having a skilled professional answer the phone and make initial contact was in building a long-term relationship. He says he enjoys nurturing those relationships and taking care of his customer base.

"With our 17 employees, eight technicians and support staff, I believe we have formed a good foundation," he says. "I stepped out of the corporate world, and now I can put my head on my own pillow every night, and one of the best unintended consequences is that my son Adam, who is 21, is working with me. He is in the business. In the course of things he has an opportunity to figure out what he wants to do with his life. But he has learned this business.

"The first year we spent building our technical core. As that is established we are bringing in younger people and teaching them the Mr. Rooter way. Showing how they can be the best and deliver on the Mr. Rooter brand promise. We see it as a mix of the tried and true, young and new." **c**

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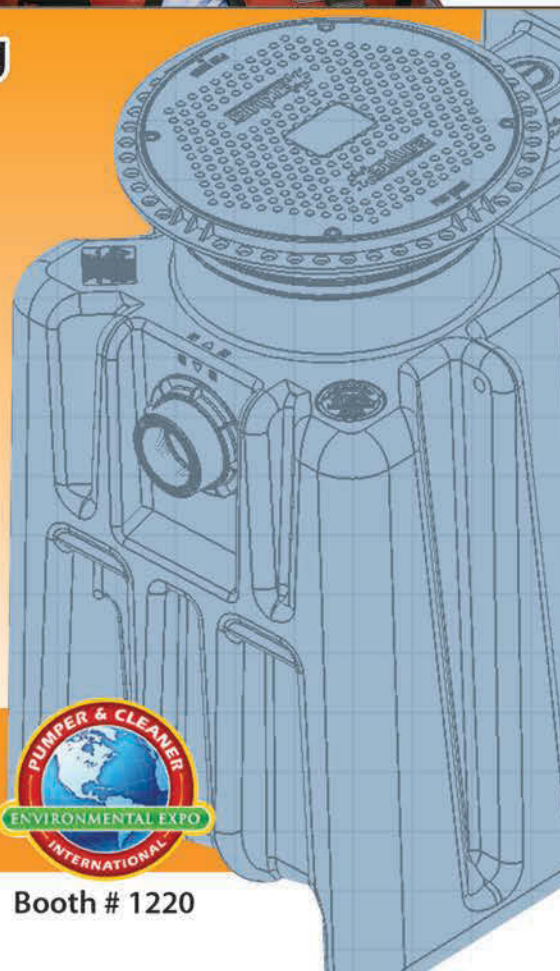




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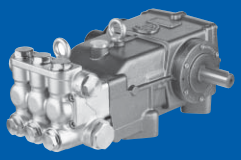
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Enhance Your Knowledge Base

Expo education courses provide the latest information on technology, safety and business for sewer and drain cleaners

By Craig Mandli

The Pumper & Cleaner Environmental Expo features the newest equipment in the industry and opportunities to network with peers, but it also has a strong education component. The 2014 Expo is no different, as a host of valuable educational opportunities and workshops are scheduled to help drain and sewer cleaning professionals enhance their businesses.

The Expo kicks off Monday, Feb. 24, with the annual Education Day. Tracks of workshops are sponsored by a variety of professional organizations, including the National Association of Wastewater Technicians (NAWT), National Environmental Health Association (NEHA), Southern Section Collection Systems Committee (SSCSC), National Association of Sewer Service Companies (NASSCO), National Onsite Wastewater Recycling Association (NOWRA), Waterjet Technology Association/Industrial & Municipal Cleaning Association (WJTA-IMCA), Portable Sanitation Association International (PSAI) and the National Precast Concrete Association (NPCA).

The following days will feature a variety of additional workshops and roundtable-type discussions covering a range from safety and pipe lining to marketing, fleet tracking and going completely "paperless" in your business.

All of the education workshops will be held at the Indiana Convention Center in meeting rooms adjacent to the Expo exhibit halls. For more information on seminar times, locations and speakers, visit www.pumpershow.com.

Seminars of interest to cleaners include:

EDUCATION DAY, MONDAY, FEB. 24:

"Preventing Tank Truck Rollovers," by John Conley, past president of the National Tank Truck Carriers trade association: Discuss efforts by the industry and government to eliminate tanker rollovers and other trucking safety and operations issues.

"What's New with OSHA Safety Requirements," by Anthony Kuritz, an experienced OSHA compliance officer in Indiana: Learn new GHS requirements for businesses, truck and driver safety guidelines and other regulations pertaining to workplace safety.

"Nozzle Application: What, Why, Where, When and How?" by Duane Johnson, vice president of Affordable Pipeline Services: This class will look at a variety of cleaning situations and discuss the precise type of nozzle needed to efficiently clean in each of these situations.

"Understanding the Nuances of a Quality CCTV Inspection Program," by Jim Aanderud, an experienced CCTV pipeline inspection operator: This class will clearly define the makeup of a quality pipeline inspection, and discuss the steps that must be taken to produce a superior video.

"In the Trenches with Trenchless Pipeline Repair and Renewal," by Mark Hill, P.E., a registered civil engineer in California: This class takes a look at the benefits and drawbacks of some of the most common and innovative pipeline repair and renewal technologies currently on the market.

"Personal Safety," by John Chadwell, the Western Regional Manager for EHS International: This class will provide an overview of industry safety issues such as workplace violence and personal safety, as well as the tools necessary to deal with the challenges of working with the public and with fellow employees.

"Stop It!" by Denis Pollak, one of the founding members of the California Water Environment Association Southern Section Collections System Committee: Participants will take a close look at plugging, and discuss its advantages and practical uses, as a valuable tool for CCTV, cleaning and rehabilitation projects.

"Getting the Most out of your Combination Unit," by Rick Lewis, a 20-year veteran of the wastewater collections industry: Participants will define the key components of a combination unit and provide the necessary tools to maintain the truck and maximize its efficiency.

"Preparing for Your First High Pressure Waterjetting Job," by Gary Toothe, a board-certified environmental safety and health trainer: Participants will explore what needs to happen before the wheels ever start rolling for that first (or any) waterblasting job.

"Vacuum Truck Operation and Safety," by Gary Toothe: Participants will explore the basics of liquid vacuum truck operation and safety with materials from water up to flammable liquids.

"Hydroexcavation: Getting the Best Bang for Your Buck," by Neil McLean, a hydroexcavation consultant for companies throughout the United States and Canada: This program will discuss options like multiple wands and the right nozzle design to increase performance.

"Marketing on a Shoestring," by Suzan Chin, the founder and chief marketing officer of Creative Raven, a marketing communications, design and production firm: Review five important marketing activities that can be accomplished on a modest budget in a relatively short period of time.

"Pipe Bursting – a Mature and Diverse Trenchless Technology," by Matt Timberlake, vice president of Ted Berry Company Inc.; and Matt Werth, who has a background in engineering, estimating, sales and management of business related to trenchless technology: This presentation will describe current pipe bursting practices and assist those involved in pipeline replacement and/or rehabilitation projects to evaluate the capabilities of pipe bursting.

"Lateral Rehabilitation, What's Available?" by Jacob Trapani, who has over 27 years of management and construction experience in the trenchless pipe rehabilitation industry: This session will offer an overview of all lateral and main/lateral connection rehabilitation technologies available.

TUESDAY, FEB. 25:

"What's Important for Your Company; Is it Size or Profit or Both?" by Duane Johnson: This class will look at some of the important questions that must be asked and analyzed before embarking in any future business growth.

"1 + 1 = 14: Cleaning and Inspection Equipment Working as an Entity," by Jim Aanderud: Participants will look at the relationship between

combination units and CCTV inspection vehicles, and discuss the importance of the working relationship between their crews.

"Gen Y + Gen X + Baby Boomers = #@$%???" by Jerard Nighorn of Lenzyme, who has 25 years of business management experience, including corporate hiring and training: Attendees will learn how to solve hiring problems, keep customers, collect receivables and communicate across generations.

"Get and Keep the Best Coworkers," by David Heimer, chief operating officer for Service Roundtable: Heimer will show attendees how to build a recruiting pipeline, attract the kind of employees they want and keep them for years.

"Win, Win, Win in Residential Service Contracting," by Bill Raymond, a licensed master plumber and co-owner of Frank & Lindy Plumbing, Heating & Cooling: Learn how to create a well-balanced company that wows its customers, nurtures employees and achieves financial goals.

"OSHA Confined Space and Fall Protection Untangled," by Chris Cira, managing partner and president of MTech: This session presents a different and unique high-level overview of confined space, air monitoring and fall protection regulations.

"Nozzle Explanation and Selections," by Scott Paquet, president/CEO of NozzTeq: Participants will discuss the different types of nozzles available on the market today, including how you make your selection and what to look for in a nozzle.

WEDNESDAY, FEB. 26:

"Improving Profitability through Tracking," by Clint Smith, strategic partner manager for CallSource: Learn how to get the best "bang for your buck" on the thousands you spend to get the phone to ring.

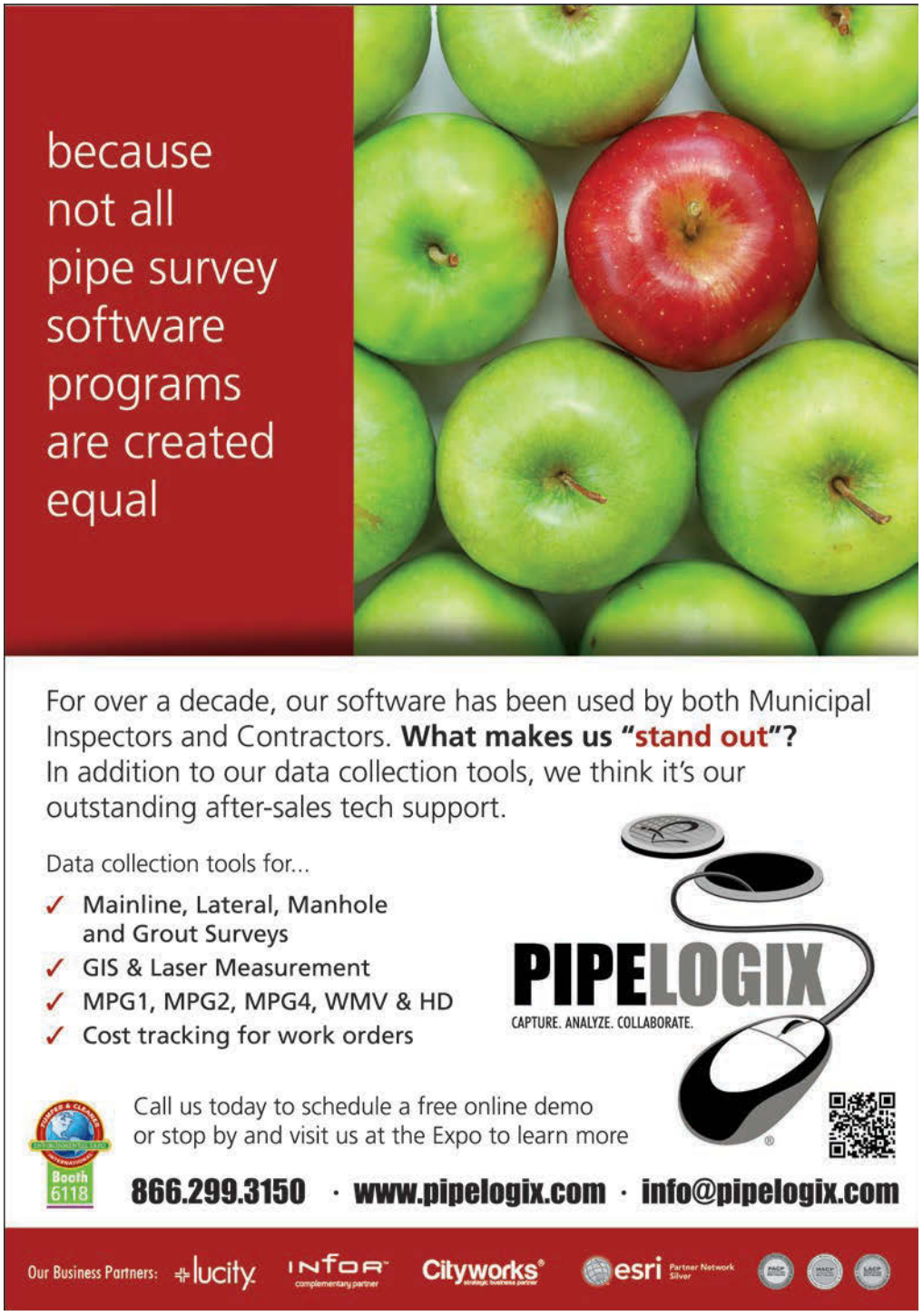
"Book More Calls – Wow More Customers," by Brigham Dickinson, founder of a customer service and relationship sales training company called Power Selling Pros: Owners will learn to master a set of principles that will help them and their call-handling team book more calls and wow more customers over the phone.

"Advertising and Marketing for Service Companies," by Jeff Bruss, president of COLE Publishing since 2003: Learn how to develop your brand, and the most economical and intelligent places to put it.

"7 Incredibly Effective Ways to Improve Your Sales," by Ara Mahdessian of ServiceTitan, who has helped service businesses improve their marketing ROI, appointment booking performance and sales productivity: Attendees will take a look at the simple yet effective methods that the most successful contractors use to improve their sales.

"Sewer Cleaning 101," by Ken Billingham, international product specialist for KEG GMBH, a German manufacturer of pipe cleaning tools and camera systems: This session discusses the understanding of how the crew, equipment and nozzles are integral to the successful completion of the task at hand.

"Underground Coatings – Restore Deteriorated Infrastructure," by Stewart Nance, Quadex's VP – Sales & Marketing Manager for concrete and epoxy coatings and the Interfit lateral connection rehabilitation system: Discuss how cementitious and epoxy liners, and the combination of both, have proven effective in permanently and economically restoring and protecting deteriorated structures, and thus eliminating infiltration. **c**





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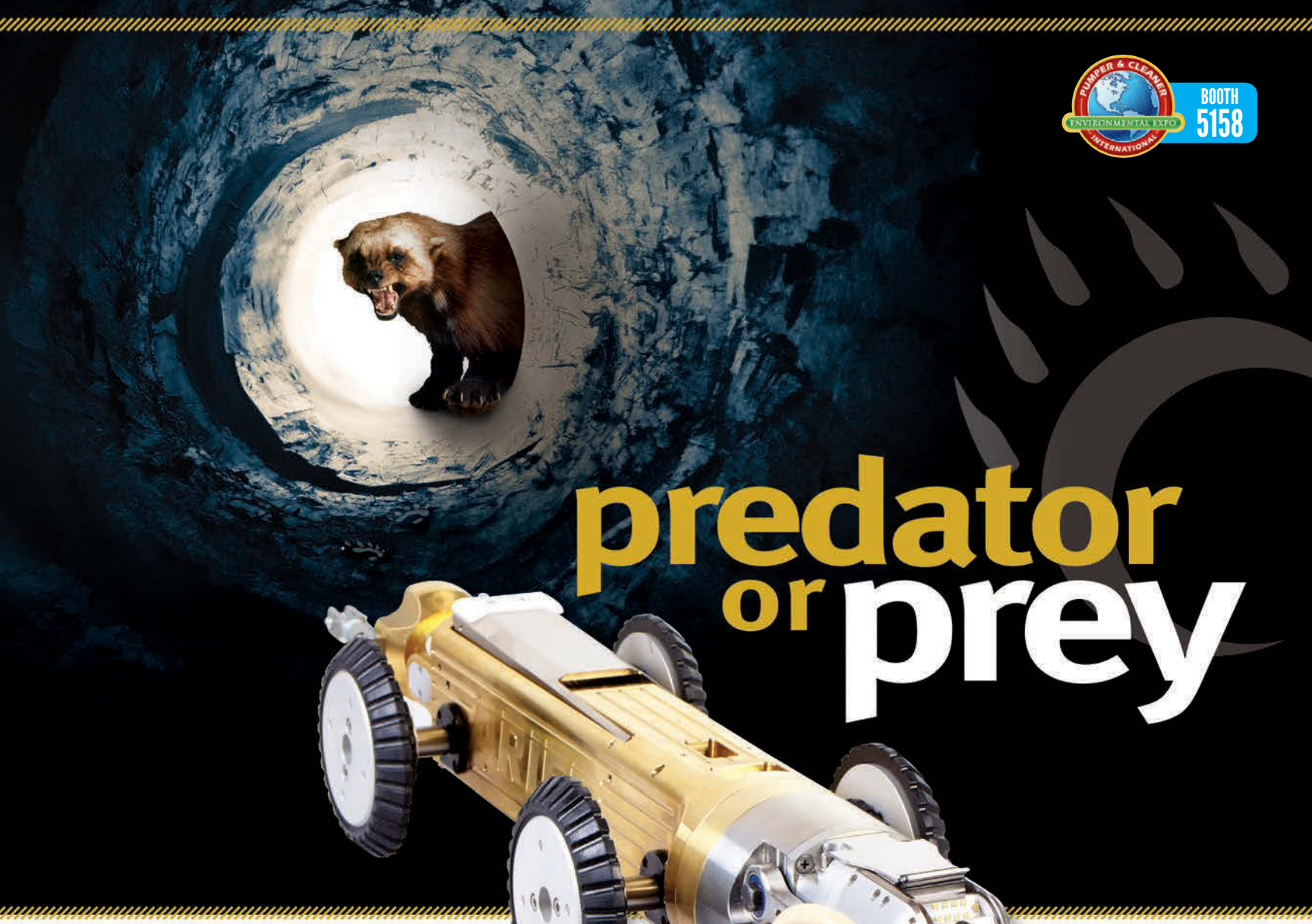
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Reward Safe Behavior

Near miss reporting programs improve safety by identifying weaknesses and the root causes of accidents

By Doug Day

Last month's column dealt with how small mistakes can lead to catastrophic events. As the column showed, there will be one death for about every 600 recordable injuries. It also discussed how minor events, even near misses, will eventually lead to something more serious if something isn't done.

That is why the National Safety Council encourages companies to develop a program for reporting near misses, which it defines as "An unplanned event that did not result in injury, illness or damage – but had the potential to do so."

A worker drops a tool that lands safely on the ground below. Ignoring that single close call could later result in that tool hitting someone. According to an NSC white paper on near miss reporting, "History has shown repeatedly that most loss producing events [incidents], both serious and catastrophic, were preceded by warnings or near miss incidents."

> Consider incentives that encourage reporting and enhance the culture. Incentives that have the potential to discourage reporting must be avoided.

An FAA investigation into two near misses over Chicago's O'Hare International Airport in 2011, for instance, found that two runways are close enough that planes landing on one could cross the path of planes taking off on the other.

Not only did the investigation create awareness of the situation, the FAA was able to quickly make rather simple changes to greatly reduce the threat of a midair collision. The air traffic controllers for the two runways were placed next to each other instead of across the room. A work station that blocked their view was moved, new procedures were put in place to make sure aircraft wait after lining up for takeoff, and another controller now monitors the clearances on the two runways to help prevent conflicts. A long-term fix will improve overall airport safety at O'Hare by changing runways that create such traffic patterns.

That is the goal of any near miss reporting program: identify root causes and weaknesses with the results used to "improve safety systems, hazard control, risk reduction and lessons learned."

The NSC white paper includes several suggestions that will encourage employee participation:

- Create a policy and procedure that is communicated to all employees with the backing of senior management.
- Promote a culture of reporting with the support and help of all managers and supervisors.
- Educate employees on the reason why near miss reporting is a necessity, the important role that it plays and the process for reporting.
- Ensure that the near miss reporting process is easy to understand and use.
- Continue to communicate the importance of near miss reporting, encouraging the participation of all employees.
- Use the near miss reporting as a leading indicator and report back to the organization on the positive steps taken to improve workplace safety.
- Reinforce with employees that near miss reporting is nonpunitive.
- Consider incentives that encourage reporting and enhance the culture. Incentives that have the potential to discourage reporting must be avoided.
    - An example of a good incentive is one that recognizes the participation of workers in the recognition and reporting of hazards. This activity helps to enhance a reporting culture, engage workers in meaningful safety activities and continue a process of risk reduction.
    - An example of a poor incentive is one that recognizes supervisory and management performance based on OSHA recordable rates. This type of incentive has been shown to suppress reporting and can lead to punitive actions that further undermine safety efforts.
- Include training for new employees as a part of their orientation.
- Celebrate the success and value of the near miss reporting process with all employees.

The National Safety Council's 2013 white paper on near miss reporting is available at www.nsc.org/Documents/900002534_ADV_OSHA%20NearMissCase_R13.pdf and includes other sources to help you establish a proactive near miss reporting system. c



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A Passion for the Stage

Fresh off CMA 'Song of the Year' award, Lee Brice brings his hits to the Expo's Industry Appreciation Party Feb. 26

By Craig Mandli

The timing couldn't be better for country star Lee Brice to arrive in Indianapolis for the Pumper & Cleaner Environmental Expo Industry Appreciation Party. Fresh off his Song of the Year award for "I Drive Your Truck" at the 2013 Country Music Association Awards in November, Brice is quickly becoming one of the brightest and most sought-after performers around.

"Winning the CMA award was definitely toward the top," says Brice, when describing where the prestigious honor ranks among his career highlights. "It is simply amazing!"

While this will be Brice's first trip to the Expo, it's entirely possible that, had things gone a bit differently a decade ago, he would be a regular attendee. Brice attended Clemson University on a football scholarship and majored in engineering, fully intending to become a civil engineer. In fact, while Brice grew up in a musical family and has always had a passion for performing, he wasn't focused on music right away. It wasn't until a forearm injury forced him to step away from his role as the long snapper on the Clemson football team that he decided to take a serious look at a music career.

BECOMING A NASHVILLE HIT-MAKER

Brice latched on as a songwriter with Curb Music Publishing, cowriting some 150 songs his first year. Some of his writing credits include "Still" for Tim McGraw, "Not Every Man Lives" for Jason Aldean, "Crazy Days" and "What it Takes" for Adam Gregory, "More Than A Memory" for Garth Brooks, and "Crazy Girl," which became one of 2013's biggest hits for the Eli Young Band. Brice holds eight of the 13 writing credits on his newest album, "Hard 2 Love," and considers writing a big part of who he is as an artist.

> "My thing is, I just have a ball doing what I do. I grew up watching a lot of shows. I saw Garth Brooks one time, and I just loved that he could come out and rock you in your face, and then all of a sudden just break down to a guitar and sing to you … kind of like a roller coaster dynamic."
>
> Lee Brice

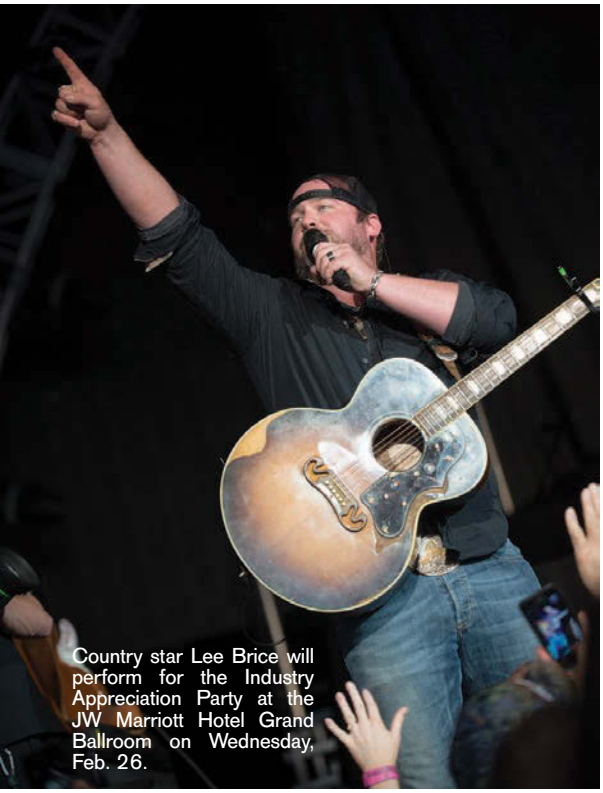
"It's awesome! That is one thing that never gets old," says Brice of the feeling he gets hearing another popular artist perform one of his songs on the radio. "It is always cool to hear people take what you wrote and give life to it in their own way."

DRIVING YOUR TRUCK

While Brice writes much of his own music, it was a song he can't take the writing credit for, "I Drive Your Truck," that took the big CMA honor. Cowritten by Connie Harrington, Jessi Alexander and Jimmy Yeary, the song could have been recorded by a number of major Nashville acts, but Brice was forward-thinking enough to know a powerful song when he heard, and felt it.

"The first time I heard the song, it absolutely slayed me. It brought me to tears," says Brice. "It became personal to me the very first time that I heard it, and I had a feeling that people were really going to be moved by it. The writers took a broad subject on a specific event and made it accessible for anybody to listen to and connect with through lyrics, and everybody does."

> "My family is everything to me. They inspire me to be my best, and I'm fortunate enough to get to do what I love and have a supportive wife and family behind me. I want to do well and continue doing well for them."
>
> Lee Brice



Country star Lee Brice will perform for the Industry Appreciation Party at the JW Marriott Hotel Grand Ballroom on Wednesday, Feb. 26.

The tune was inspired by a National Public Radio report on the sacrifice of Army Sgt. 1st Class Jared Monti, who died in Afghanistan while trying to save a fellow soldier. Jared's father, Paul, keeps the memory of his son alive by regularly driving Jared's Dodge Ram pickup. Brice's label threw a party to celebrate the song reaching No. 1 on the country charts last May, and Paul Monti was there to meet Brice and the writers whose work has made his son an inspiration to millions.

"It was a very moving experience to meet Paul. There is such a personal story attached to the song that you cannot forget Paul, and Jared's service to our country," says Brice. "It is such a positive song





> "It is always cool to hear people take what you wrote and give life to it in their own way."
>
> Lee Brice

about being able to connect with that someone you've lost in your life. Already knowing the story, being able to meet the family was just even more powerful and added more inspiration for the song."

A FAMILY MAN AT HEART

While Brice continues his passion for his music, he is even more passionate for his family – wife Sara and two young sons. A tireless writer and performer, Brice took the entire month of December off to spend with his growing family.

"My family is everything to me," says Brice. "They inspire me to be my best, and I'm fortunate enough to get to do what I love and have a supportive wife and family behind me. I want to do well and continue doing well for them."

In his downtime, Brice enjoys hunting and watching football. "The usual guy stuff," he says. "I can also always be found writing, listening to and recording music. It's my passion and I enjoy it even in my spare time."

A SHOW WITH ENERGY AND EMOTION

When Brice takes the stage Wednesday, Feb. 26, at the JW Marriott Grand Ballroom in Indianapolis, Expo attendees can expect a mix of his upbeat hits such as the catchy "Parking Lot Party," "Four On The Floor," "Hard To Love," and "Carolina Boys," along with heartfelt, emotional tunes like "Love Like Crazy," "Beautiful Every Time," "See About A Girl," "A Woman Like You," and, of course, "I Drive Your Truck."

"My thing is, I just have a ball doing what I do. I grew up watching a lot of shows. I saw Garth Brooks one time, and I just loved that he could come out and rock you in your face, and then all of a sudden just break down to a guitar and sing to you … kind of like a roller coaster dynamic," says Brice. "That's what I like to do … what I try to do anyway." **C**

INSIDE THE INDUSTRY APPRECIATION PARTY

For more than 30 years, COLE Publishing has thrown an Industry Appreciation Party at the Pumper & Cleaner Environmental Expo to recognize the hard work and dedication of those in the liquid sanitation industry. This year's party, slated to begin at 5 p.m. on Wednesday, Feb. 26, at the JW Marriott Hotel Grand Ballroom, promises to be another high-energy celebration. We recently sat down with COLE Publishing Founder Bob Kendall to discuss the history of the party, and find out what's in store this year.

Q: Why do you throw a party every year?

Kendall: The whole idea is to recognize the attendees for the hard work they do throughout the year. Often what they do goes unrecognized. They are the focal point of the industry, and deserve to be celebrated.

Q: You've had some big-name entertainers perform in the past. Who stood out to you?

Kendall: Just a few include the Oak Ridge Boys, Big & Rich, Montgomery Gentry, Neal McCoy, Dierks Bentley, Lonestar, Trace Adkins, Rodney Atkins. Craig Morgan did a great job last year. I love Sawyer Brown, and we've had them back several times. Jeff Foxworthy was a lot of fun, too.

Q: How do you choose which artist you'd like to perform?

Kendall: We always look for country talent that's on the rise. We've had the privilege of working with one of Nashville's premier booking agents, Autumn Farrell of Prime Source Entertainment Group, for several years, and she's always gotten us great names.

Q: Another highlight of the Party is, of course, the 25 cent tap beers. How did that come about?

Kendall: That's all part of the party. We've always offered choice refreshments to our attendees as a way to recognize and appreciate what they do.

Q: This year's performer, Lee Brice, fresh off his big CMA Song of the Year win, is one of the most sought-after performers in country music right now. How did you land him?

Kendall: Having Lee at the 2014 show is certainly great timing. We actually booked him months before his CMA award, and I have to admit I was pretty excited to see him take home that huge honor in November. That will certainly add to the excitement of the evening.

Q: You've switched the night of the party to Wednesday this year, after holding it on Tuesday evening for several years. Why is that?

Kendall: Wednesday is always the most well-attended day of the Expo, and we wanted to accommodate as many Expo attendees as we could. The evening is a terrific way for attendees to network with both their peers and exhibitors in a more laid-back setting, preferably over a frosty cold one.

Q: Why should attendees plan to attend the Industry Appreciation Party?

Kendall: First off, it's free with full registration. All they have to do is show their badge at the door. Second, the JW Marriot Grand Ballroom is a great setting. These are performers who are typically used to performing in front of sold-out arenas and stadiums, and our attendees can get right up next to them. It's a very intimate setting. That's what makes it the must-attend event for our industry.

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Making a Lateral Move

Specialized pipeline inspection camera helps Indiana contractor focus on enhanced productivity

By Ken Wysocky

money machines

OWNER:	Eco Infrastructure Solutions Inc., Lebanon, Ind.
EQUIPMENT:	Gen2 zoom system mainline and lateral-launch camera inspection system, housed in a Supreme Corp. box body mounted on a Ford F-450 chassis
FUNCTION:	Inspecting mainlines from 6 to 24 inches in diameter and laterals from 4 to 8 inches in diameter
FEATURES:	Six-wheeled mainline camera unit with 40:1 zoom, and pan, rotate and auto-focus features; high-resolution lateral camera with auto-upright capability; inspects up to 500 feet of main line sewer and up to 150 feet of lateral pipeline
COST:	About $150,000 to $180,000, including a truck

The Gen2 mainline and lateral-launch video-inspection camera owned by Eco Infrastructure Solutions Inc. in Lebanon, Ind., is dwarfed by the much larger vacuum trucks that produce the bulk of the company's profits. But its impact on the company is huge nonetheless.

"The inspection camera system makes money for us, for sure," says Jay Paul, vice president of field operations for the firm, based in Lebanon, Ind., on the northern edge of Indianapolis. "But it really benefits us by providing opportunities to bring in our vac trucks or do repair work. The lateral launch itself is not the big bread-winner. But it generates much more profitable work for other aspects of our company."

Made by RS Technical Services Inc., the truck-mounted camera system inspects mainlines from 6 to 24 inches in diameter and laterals from 4 to 8 inches in diameter. The six-wheeled mainline camera unit offers a 40:1 zoom lens with pan, rotate and auto-focus features; the lateral-inspection camera features a high-resolution camera with auto-upright capability. The primary unit can inspect up to 500 feet of mainline sewer and the lateral inspector can examine up to 150 feet of pipeline. The camera inspection system is housed inside a 12-foot box body made by Supreme Corp. and mounted on a Ford F-450 truck chassis, Paul says.

Eco Infrastructure, which also owns three vacuum trucks – two made by Vac-Con and one by Vactor Manufacturing Inc., plus a Mustang lateral water jetter – bought the Gen2 system four or five months ago. But in that short time period, it has proven itself as a valuable tool. One of the main benefits: It eliminates the need for homeowners to be present for lateral inspections, says Jeff Brooks, a salesman for Eco Infrastructure. The company's primary focus is pipeline inspections and repairs, mostly performed for municipal and commercial clients around the state of Indiana and the metro-Chicago area.

"That's a huge time saver," he explains. "Before, if a homeowner had a clean-out in the basement, we used a standard RST push camera for lateral inspections. But if there was no clean-out inside, we either had to install one [outside], which could set us back anywhere from a half day to a full day. Or we just couldn't do an inspection. Moreover, sometimes homeowners don't want an inspection because they have an illegal tap they want to keep.

"If a municipality is paying us 'x' amount of money per foot or per lateral to do inspections, we lose revenue if we can't



An inspection crew from Eco Infrastructure Solutions prepares to send the Gen2 mainline and lateral-launch camera (RS Technical Services) into the sewer.

get inside," he continues. "And if we can't do an inspection, we lose out on repair revenue, too. But with the lateral launch capability, we can go in from the mainline whether someone is home or not. The homeowner never knows we were even there. And we don't waste time hunting for clean-outs, either."

In addition, if a technician uses a push camera to inspect the line from the clean-out to the street, there's usually water in the pipe from the blockage, which dramatically limits visibility, Brooks adds.

Overall, Brooks estimates that the lateral launch capability has increased the company's inspection productivity by two- or three-fold. And that, in turn, has boosted profitability, Paul notes.

"It's hard to put an exact number on it, but it has increased our profitability significantly," he says.

Brooks and Paul say that lateral infiltration and inflow is prompting more and more demand for inspections in their service area. Many communities have already televised and repaired their mainline sewers, so examining laterals to stop stormwater inflow is the next logical step.

> "It's hard to put an exact number on it, but it has increased our profitability significantly."
>
> Jay Paul

Paul also lauds the system's high-resolution video quality and expansive reporting capabilities.

"The operator is sitting with a full-blown computer and can include any comments he wants," he says. "And we can put the report and video on all kinds of media for customers to view. For a municipality, we'll put all the lateral-inspection videos on a one-terabyte hard drive. For smaller commercial customers, we can put it on a thumb drive or a DVD. Sometimes we even upload inspection videos to YouTube and send the customer a link for viewing. It's great for instances when we run into a major problem that a customer needs to see ASAP, like a collapsed line or a cross-bore from a gas line."

Brooks and Paul agree that staying ahead of the technology curve is important because competition is fierce. Moreover, multiple capabilities make the company attractive to customers who prefer one-stop shopping for services, they add. Throw in the increased efficiency angle and it's clear why new, advanced equipment makes a difference.

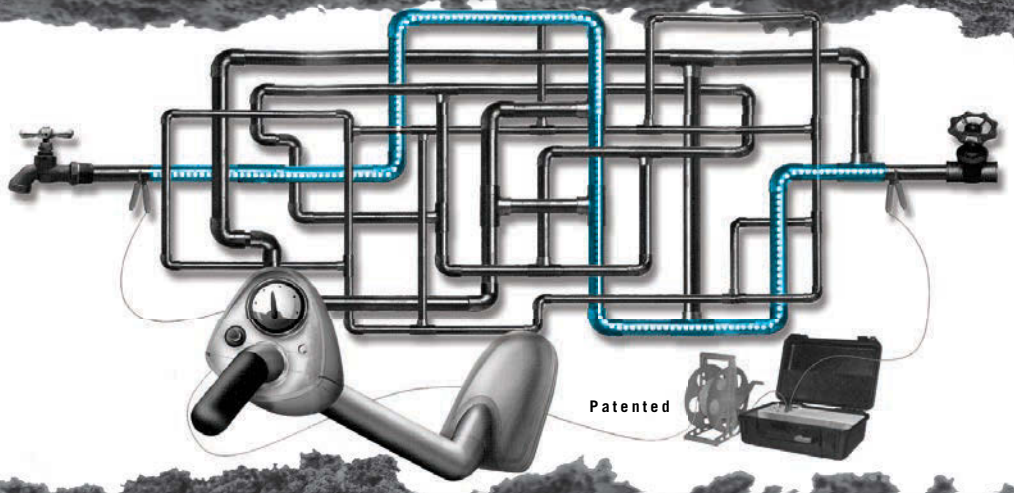
"We may not be the cheapest guys out there," Paul concludes. "But if we can do a job quicker than our competitors and still maintain quality, then we've become cheaper. The Gen2 with lateral launch has definitely been a good investment for us." **c**

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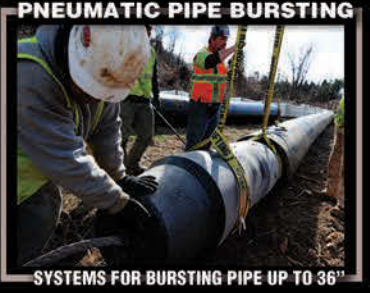
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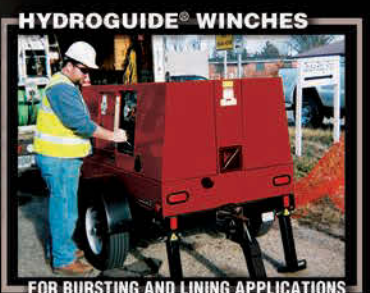
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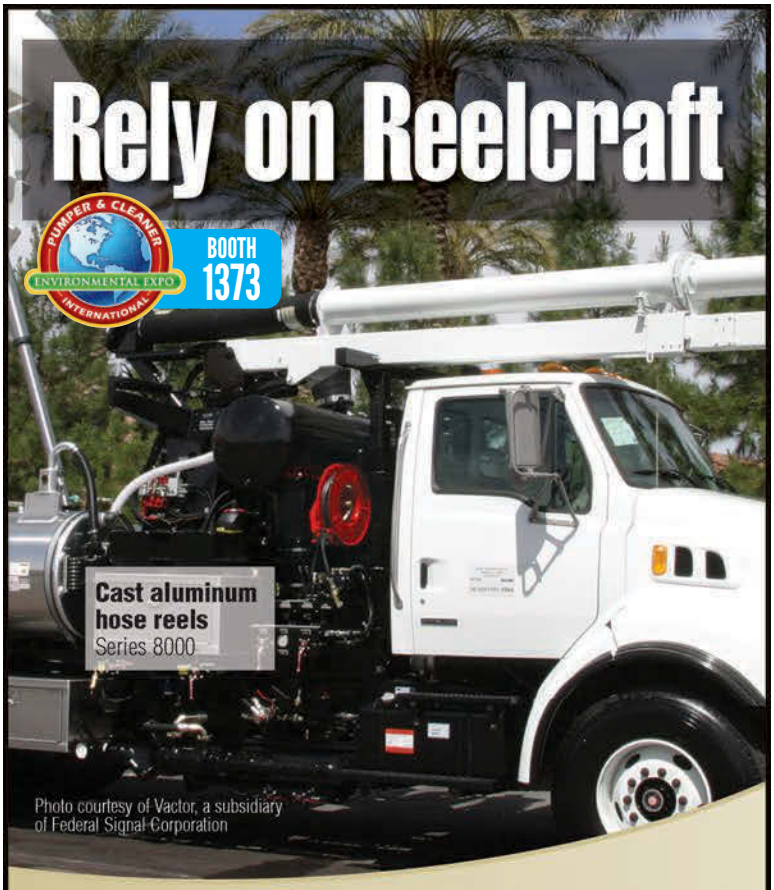
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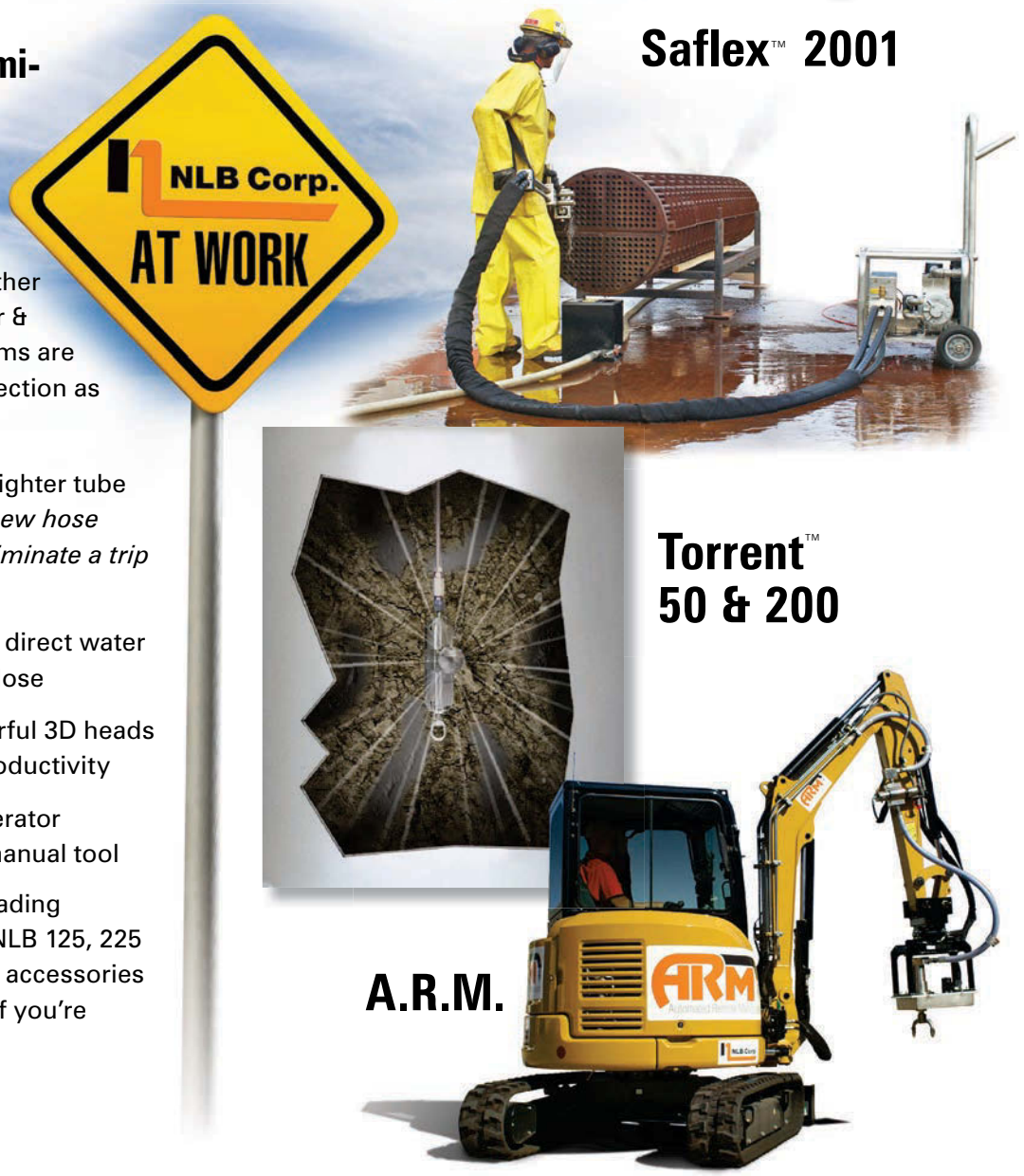
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FEBRUARY 24-27, 2014

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2014 EXHIBITOR LIST

Current as of January 7, 2014.
Subject to change.

27th Trucks, Inc.
3T Equipment Company Inc.
A. Rhodes & Associates, Inc.
A.R. North America
Abbott Rubber Company, Inc.
ABCO Industries Limited
Accelerated Tanks and Trailers
Acro Trailer
Advance Pump & Equipment
Advanced Containment Systems Inc.
Advanced Drainage Systems
Advanced Pressure Systems L.P.
Advantage Funding
Aero-Tech
AerraTech, LLC
AK Industries Inc.
Alderon Industries, Inc.
All Star Sewer Equipment
Allan J. Coleman Co.
Allied Forward Motion LLC
Allied Graphics
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AlturnaMATS, Inc.
Amazing Machinery, Inc.
Ameri-Can Engineering
American Express OPEN
Amthor International
Anua
AP/M Permaform
Aqua Mole Technologies
AquaOnDemand Solutions by Aqua-Aerobic Systems, Inc.
AquaSoles by TriStar Medical Products
AQUA-Zyme Disposal Systems, Inc.
Arcan Enterprises Inc.
Aries Industries Inc.
Arimitsu of North America, Inc.
Armal, Inc.
Art Co. LLC
Arthur Custom Tank / Mid-State Tank
Arthur Products
Ashland PolyTrap
Ashland Pump
Atlanta Rubber & Hydraulics Inc.
Avanti International
Bad Dog Tools
BakerCorp
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Biffs Pathfinders, LLC
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Black Tie Products
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BODUS GmbH
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Bright Dyes
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Canam Equipment Solutions, Inc.
Canplas LLC.
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Century Business Solutions
Century Chemical Corporation
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Coneqtec Universal
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Containment Solutions, Inc.
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Crescent Tank Manufacturing
Cretex Specialty Products
Crust Busters/Schmitz Bros.
CUES
CUSITEC CUSTOM TANKS AND TRAILERS
De Neef Construction Chemicals
Del Vel Chemical Co.
Depth Ray
Ditch Witch
Dove Ventures Inc.
Downey Ridge Environmental Company
Dragon Products
Drainbo Products
Draincables Direct
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Dyna Flex Inc
DynaLiner LLC
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E Z Onsite
Earthtek Environmental, LLC
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Envirologics
Environment One Corporation
Environmental Tank & Container (ETC)
Envirosight
Enviro-Tech of America, Inc.
Envirotub
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Pipeline Renewal Technologies
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PipeTech Software
Piranha Hose Products
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Plug-It Products
Point-of-Rental Systems
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PolyJohn Enterprises Corp.
Polylok/Zabel
PolyPortables, LLC
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Portable Sanitation Association Int.
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Sauereisen, Inc.
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Scorpion Protective Coatings
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Sekisui SPR Americas, LLC
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Solar LED Innovations, LLC
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Spartan Tool LLC
Specialty B Sales
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Stamp Works
Standard Cement Materials, Inc.
Standard Equipment
Statewide Supply, Inc (Bio Clean)
StoneAge, Inc.
Strategic Telecom Solutions
Sturgeon Tank & Equipment
Stutsman
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Sunbelt Rentals
Sunrise Environmental
Super Products LLC
Superior Signal Company LLC
Supervac 2000
Surco Portable Sanitation Products
Surpresseur 4S Inc.
SVE Portable Roadway Systems, Inc.
T & T Tools, Inc.
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VAR Co.
Vermeer
Veyance Technologies, Inc.
Vivax-Metrotech Corp.
Vogelsang
Vu-Rite Video Inspection Systems, LLC
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WC Leasing
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EDUCATION DAY | MONDAY FEBRUARY 24, 2014

NASSCO NATIONAL ASSOCIATION OF SEWER SERVICE COMPANIES

8 a.m.	Lessons Learned During Sewer Rehab on Public and Private Property
9:30 a.m.	Pipe Bursting a Mature and Diverse Trenchless Technology
11 a.m.	Resurgence of Chemical Grout Industry: Niche Business Opportunities
1:30 p.m.	Chemical & Biological Control of F.O.G. in a 2,500-Mile Collection System
3 p.m.	Lateral Rehabilitation, What's Available
4:30 p.m.	Fiber Optic Temperature Sensing Technology for CIPP Cure Quality Control

NEHA NATIONAL ENVIRONMENTAL HEALTH ASSOCIATION

8 a.m.	DEER in the Headlights
9:30 a.m.	Basic Chemistry of Onsite Wastewater Treatment Systems
11 a.m.	Making the Most of Experience: Training and Credentials for Wastewater Pros
1:30 p.m.	Winners Communicate
3 p.m.	Best Available New Technology
4:30 p.m.	Best Available New Technology: How to Get Your Regulators on Board

NPCA NATIONAL PRECAST CONCRETE ASSOCIATION

3 p.m.	7 Things About Design, Installation & Maintenance of Precast Concrete Tanks
4:30 p.m.	Grease Interceptors: A Slick Solution to a Greasy Problem

WJTA-IMCA WATERJET TECHNOLOGY ASSOCIATION INDUSTRIAL & MUNICIPAL CLEANING ASSOC.

8 a.m.	Preparing for your First High Pressure Waterjetting Job
9:30 a.m.	Vacuum Truck Operation and Safety
11 a.m.	Hydroexcavation: Getting the Best Bang for Your Buck

SAFETY SESSION JOHN CONLEY

8 a.m.	Preventing Tank Truck Rollovers

PSAI PORTABLE SANITATION ASSOCIATION INTERNATIONAL

9:30 a.m.	State of Global Sanitation
11 a.m.	Industry Image
1:30 p.m.	Visions of the PSAI and the Education Initiative
3 p.m.	What's New with OSHA Safety Requirements
4:30 p.m.	An Introduction to Entering the Federal Government Contracting Arena

SALES & CUSTOMER SERVICE FRANK TACIAK

8 a.m.	Be Always Profitable: Setting up the Sale
9:30 a.m.	Be Always Profitable: Your Best Sales Presentation
11 a.m.	Be Always Profitable: Servicing Your Sale
1:30 p.m.	Be Always Profitable: Our Attitude to Success

NAWT NATIONAL ASSOCIATION OF WASTEWATER TECHNICIANS

8 a.m.	CSA 2010 Implementation/Impact on Carriers/Drivers
9:30 a.m.	DataQ's: When and How to Challenge
11 a.m.	US DOT Update/Recent, Upcoming and Proposed Regulations
1:30 p.m.	What is a Good Septic System Inspection?
3 p.m.	The History of the PSMA Hydraulic Load Process
4:30 p.m.	Improving Arizona's Inspection Program to Meet Modern Challenge

NOWRA NATIONAL ONSITE WASTEWATER RECYCLING ASSOCIATION

» SITE EVALUATION AND DESIGN OF ONSITE WASTEWATER TREATMENT SYSTEMS

8 a.m.	Why Do We Care About Soils?
9:30 a.m.	Design for Dummies
11 a.m.	How to Do a Good Site Evaluation
1:30 p.m.	Designing for Tough Sites
3 p.m.	Wastewater and Soils: Clean It Up AND Get It To Go Away
4:30 p.m.	Good Installation for Long-Term User Satisfaction

» FROM INSTALLATION TO MARKETING YOUR BUSINESS AND EVERYTHING IN BETWEEN

8 a.m.	Look Out for Gophers! Taking Care of Mound Systems
9:30 a.m.	ATU's - How to Make them Work
11 a.m.	Rest Stops: A Case Study of Challenging Wastewater
1:30 p.m.	Troubleshooting Onsite Systems
3 p.m.	Installation Mistakes: How to Avoid and Fix Them
4:30 p.m.	Marketing & Customer Service for Small Business Owners

SSCSC SOUTHERN SECTION COLLECTION SYSTEMS COMMITTEE

8 a.m.	Personal Safety
9:30 a.m.	Understanding the Nuances of a Quality CCTV Inspection Program
11 a.m.	In the Trenches with Trenchless Pipeline Repair and Renewal
1:30 p.m.	Nozzle Application: What, Why, Where, When and How?
3 p.m.	Stop It! A Closer Look at Plugging
4:30 p.m.	Getting the Most out of Your Combination Unit

BUSINESS TRAINING & MARKETING SUZAN CHIN

1:30 p.m.	Marketing on a Shoestring
3 p.m.	Getting Some…Brand Recognition
4:30 p.m.	The Online Marketing Toolbox

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FEBRUARY 24-27, 2014

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TUESDAY SESSIONS

February 25, 2014

SSCSC TRACK

8 a.m.	Don't Fear the Shapefile
9:30 a.m.	What's Important for Your Company; Is it Size, or Profit or Both?
11 a.m.	1 + 1 = 14: Cleaning and Inspection Equipment Working as on Entity

NAWT LAND APPLICATION TRACK

8 a.m.	Be Ready to Land Apply
9:30 a.m.	Soils and Cropping Systems
11 a.m.	Land Application Rates and Nutrient Management

SAFETY COMPLIANCE TRACK

8 a.m.	OSHA Confined Space and Fall Protection Untangled
9:30 a.m.	Air Monitoring Application for the Liquid Waste Industry
11 a.m.	Waterjetting Hose and Nozzle Safety

MUNICIPAL TRACK

8 a.m.	Sealing - Take Control of Inflow & Infiltration in Manhole Sealing Systems
9:30 a.m.	DC Water is Utilizing CIPP to Rehabilitate the Nation's Capital
11 a.m.	Nozzle Explanation and Selections

INSTALLER TRACK

8 a.m.	Septic Tank Bells and Whistles
9:30 a.m.	Aeration Units for On-Site Septic Systems
11 a.m.	Understanding ATU's, their Service Requirement, and Maintenance

GENERAL TRACK

8 a.m.	Portable - The Best of Both Worlds - Liquids vs. Portion Control Deodorizers
9:30 a.m.	Vacuum Loaders - Taking the Mystery out of Vacuum Truck Operation
11 a.m.	DOT Compliance - The Value of DOT Certification for Vacuum Trucks

CUSTOMER SERVICE & EMPLOYEE DEVELOPMENT

8 a.m.	Gen Y + Gen X + Baby Boomers = #@$%???
9:30 a.m.	Get and Keep the Best Co-Workers
11 a.m.	Win, Win, Win in Residential Service Contracting

WEDNESDAY SESSIONS

February 26, 2014

BUSINESS TRACK

8 a.m.	Improving Profitability through Tracking
9:30 a.m.	How Paperless Operations Save Time and Money
11 a.m.	Book More Calls – Wow More Customers

PORTABLE TRACK

8 a.m.	Deodorizers and Making the Right Choices
9:30 a.m.	Oh Shift! 6 Future Trends You Must Gear Up For to Compete and Succeed
11 a.m.	Portable Restroom Service Units

MUNICIPAL TRACK

8 a.m.	Sewer Cleaning 101
9:30 a.m.	Underground Coatings – Restore Deteriorated Infrastructure
11 a.m.	How Small Contractors Can Make Big Money Doing Manhole Rehabilitation

LIQUID WASTE TRACK

8 a.m.	Right Sizing Your Pump System
9:30 a.m.	Make More Money by Using a Biological Product with Your Services
11 a.m.	Septic Drainfield Restoration

ADVERTISING & MARKETING TRACK

8 a.m.	Advertising and Marketing for Service Companies
9:30 a.m.	Getting Sales Personnel to Properly Price and Present
11 a.m.	7 Incredibly Effective Ways to Improve Your Sales

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ONSITE INSTALLER COURSE

8 a.m. – 5 p.m.	All Day Installer Course Jim Anderson and Dave Gustafson Sponsored by COLE Publishing and Onsite Installer Magazine

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LIVE ENTERTAINMENT



Network with your peers over a 25¢ tap beer and enjoy a private concert just for Expo attendees! The Industry Appreciation Party is the must-attend Expo event!

» Brice, currently on tour with Brad Paisley, has celebrated three back-to-back No. 1 songs from his 'Hard 2 Love' album and his hit 'Parking Lot Party' stormed to the top of the Country radio charts. You can expect a great time as Lee Brice brings his energetic show to the Industry Appreciation Party!

LEE BRICE *live*



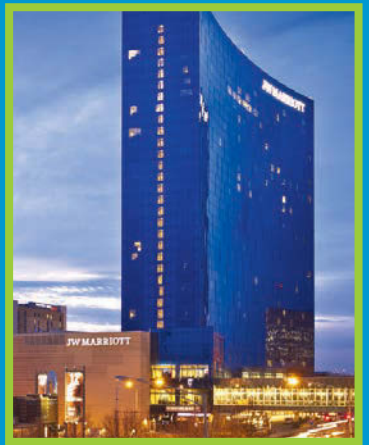
» Attendees enjoy Craig Morgan at the 2013 Industry Appreciation Party.

INDUSTRY APPRECIATION PARTY

5 P.M. - WEDNESDAY FEB. 26

GRAND BALLROOM
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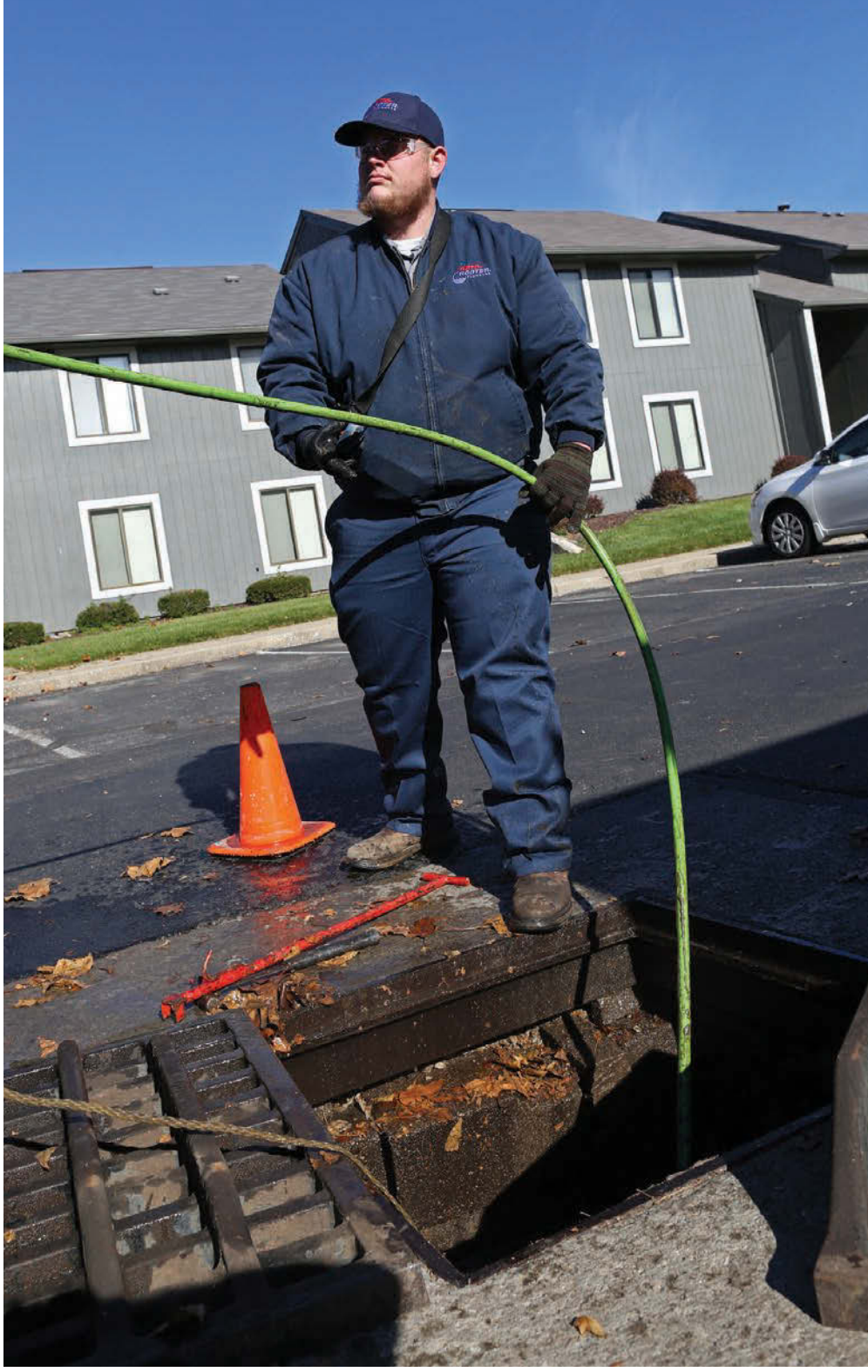
BY MARIAN BOND

PHOTOGRAPHY BY CHRIS BERGIN

{ INDIANA ROTO-ROOTER REBUILDS FRANCHISE BY ESTABLISHING RELATIONSHIPS AND PROVIDING NEW SERVICES FOR COMMERCIAL CLIENTS }

<< Christman Enterprises/Roto-Rooter employees Brad Carmichael, left, and Scott Wisley use a Mongoose trailer jetter to clean a storm drain in Bloomington, Ind.

>> Scott Wisley handles the high pressure hose off the jetter while cleaning a storm drain.



In 2003, Robert Christman purchased the Roto-Rooter franchise in Bloomington, Ind. In the first two years he went from an IBM electric typewriter to computers and accounting software and tripled his staff from two to six employees. Christman says he had faith the business would take off, but then the economy sagged and he began to struggle.

Fast-forward to November 2013. The franchise, which had grown to eight employees, celebrated its 10-year anniversary with its most successful year ever. Finally, there was a bright light at the end of the tunnel.

THE EARLY YEARS

Before purchasing the Bloomington franchise, Christman had worked for Roto-Rooter Services in Indianapolis as a general manager. He was also a licensed plumber, so he was well-qualified to run a cleaning business. When the Bloomington franchise came up for sale, Roto-Rooter Services had an opportunity to acquire it as a satellite operation. When they declined, Christman and his wife, Polly, bought the company.

> "You have to be ready – be prepared for whatever. Look people in the eye and be honest because it is much more important to do the right thing. If you don't, you will be the one who gets the negative review."
>
> Robert Christman

"The previous owners were ready to retire," Christman says. "They had been successful over the years, but the business had suffered in the later times. You have to adapt and change, and we came in with a fresh set of eyes – fresh blood, if you will. We needed to bring in new services in addition to drain cleaning. We needed to expand the commercial end of the business. We have been able to see our percentages grow to 60 percent residential and 40 percent commercial. If I were to speculate, I would say the previous owner was doing about 90 percent residential and the balance in commercial. To equalize that equation we had to do something. Marketing was the first priority," he says.

Christman embarked on a personal campaign to let people know about Roto-Rooter. He didn't just call on restaurants and potential customers. Instead, he took his family out to restaurants and he would make a point of speaking with the manager – commenting on their food service, asking for their business. Very often the response was "I don't really know why we don't call Roto-Rooter, but we will consider doing so in the future."

profile

CHRISTMAN ENTERPRISES LLC, ROTO-ROOTER PLUMBERS,
BLOOMINGTON, IND.



OWNER: Robert Christman
FIRST ESTABLISHED: 1972
OWNED BY CHRISTMAN: 2003
SERVICES: Drain cleaning, inspection, jetting, excavation
EMPLOYEES: 8
CUSTOMER BASE: Residential, commercial
AFFILIATIONS: Business Network International (BNI), Plumbing Heating Cooling Contractors (PHCC), Monroe County Chamber of Commerce



Brad Carmichael opens the valve on a fire hydrant to supply water to the jetter as he begins a cleaning job.

He found other ways of personally speaking with potential customers by using their services and offering his own. He joined organizations and introduced himself and his company. He wanted to know why people were not calling his business. He discovered that many didn't realize Roto-Rooter pumped small grease traps. As he made these efforts, he could see that "light bulbs were going off. People began to realize that we had something to offer."

> "My theory was that the customer had to be No. 1 and the company No. 2 in importance. I believed that if we take care of that customer, and get our technicians to follow that philosophy, it would mean we were working toward the same goals."
>
> Robert Christman

With the economy in a free fall so early on, this commercial business was essential in keeping the doors open.

"Commercial business is more recession-proof because to keep a business going they have to take care of problems in emergency situations. A homeowner might be able to put something off. A restaurant cannot," Christman says. "We were reminding these potential customers that we are a 24/7 operation, that our doors are open for them. We started bringing in that revenue."

Campgrounds, which are abundant in the area, became a valuable new source of business because they need maintenance and must be kept operational.

"When they have lift stations that are down, [the campgrounds] cannot function. They need working showers and facilities. This has become an important portion of our commercial business. Many of the people using these facilities also live in the area, and when they see the Roto-Rooter truck, it becomes another advertising tool for us."

Christman's residential customer base was solid, but it tended to be an older generation, and he needed to reach younger homeowners. So, he immediately hit the radio waves and prepared fliers.

"We had to establish ourselves if we were going to continue. First target was commercial and then the residential customer," he says.

As the recession progressed, Christman was able to hang on thanks in part to relationships he had established earlier, which included not only customers, but his banker.

"We were a small business in our community," Christman says. "They knew we needed a line of credit. They did not want to see a small business fail. They wanted to work with us and not against us. It is important to be proactive when things get rough."

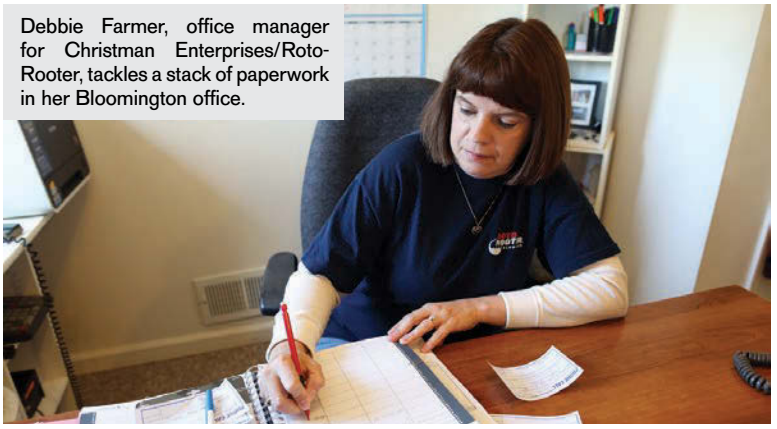
GOOGLE IT

During the recession, Christman noticed interesting changes in residential work.

"People became more cost conscious, but at the same time, they didn't always want to just do a spot repair," he says. "They want to do what is best for their home. They don't want a short fix where we would be back in six months. With the economy turning they are telling us to fix the line permanently in the way we are suggesting. They are saying 'This will make things better for me.' They are seeing that this is money well spent."

Internet searches have also created a new type of customer. Customers who call Roto-Rooter say, "I think I have this problem. Do you have this particular camera I've seen online? I'm going to have you come out and run the clean-out, I think the problem is about 30 feet out."

"Ten years ago, people were amazed you could put a camera in the sewer. Now they know about it in advance," Christman says. "In some ways this is good, but in some ways not so great. They don't always have the solution quite right. We are also finding that it's not just the younger people being savvy. We can have an older fellow telling us he just Googled to find out what his problem is."



Debbie Farmer, office manager for Christman Enterprises/Roto-Rooter, tackles a stack of paperwork in her Bloomington office.

BUILT ON A SOLID FOUNDATION

Soon after purchasing the Roto-Rooter Plumbing franchise in Bloomington, Ind., Robert Christman decided the best way to reestablish the viability of the company was to become heavily involved in the community.

Today, he says it is one of the most amazing and important things he did, and the thing that gives him the most pleasure.

"I became involved in a business networking group, and I have faithfully attended their weekly meetings for breakfast on Wednesday mornings," he says. "There are about 30 other business owners and professionals in this group. When you meet and share, you grow those relationships. We can look back over the last several years and compare notes and experiences. It truly is amazing. We get to know what services they offer. If I have an issue with computers, I can call the IT guy. If I need catering, I call the restaurant guy. When someone needs plumbing or drain cleaning, they call me."

He says these relationships have helped his company become part of the community.

"One day, I will be having lunch somewhere with the IT guy and likely sitting also with the restaurant owner. We talk about how to grow business for everyone.

"These relationships give me a great deal of pleasure, but also have been a most rewarding benefit to the growth of our company."

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By the same process, consumers can make or break a company with a good or bad review. Christman says this has made professionalism in the industry a must.

"You have to be ready – be prepared for whatever," he says. "Look people in the eye and be honest because it is much more important to do the right thing. If you don't, you will be the one who gets the negative review."



Christman Enterprises/Roto-Rooter Owner Robert Christman, center, explains his services to local restaurant owners Jaimie and Ed Schwartzman.

GAME CHANGERS

Christman says that adding the camera in 2004 was the biggest game changer for his business.

"When you can show proof to the homeowner right there on the spot – here is the problem – they can see it for themselves. It is real and not just your opinion. That technology is irreplaceable. You need to have a camera available. That was one of the smartest things we did, and I give credit to my wife, Polly, who was with me at the Pumper & Cleaner [Environmental Expo International]. She was amazed and insisted I have that camera."

They have two Spartan mini-cam pushrod cameras.

Christman's policy is to charge an additional amount for the camera. However, technicians are authorized to make an exception for putting the camera in the line when the extra fee creates a hardship for the customer. Technicians then call the office and get authorization to reduce or eliminate the charge.

> "Drain cleaning is expensive. It is too hard to earn money these days, and then to have to give it to someone who has given substandard service, or to someone who does not share in a common goal."
>
> Robert Christman

In 2012, Christman purchased a Mongoose 184 trailer jetter from Sewer Equipment Co. of America, which was an important step. Before residential jetting service took off, they began getting calls from competitors who needed help.

"These were our competitors – our adversaries," he says. "I would think, 'Why don't I have this job? I don't want to help this guy.' But then we had a gut check. We decided to get over it. If they call for help, let's go help. They were sold on what we could do for them. They thought it was fantastic, and said they would call whenever they needed our jetter. Now we have more people calling us, and we keep the jetter busy with our own clients and those of our competitors. We are heroes to their customers when we show up and take care of a problem that looked impossible. Our competitors are providing a service. We are the experts because we made that investment and became a resource.

"We show up in our Roto-Rooter truck. We are not there to steal a customer, but to do the job. It's a win-win for everyone. Our jetter is out constantly. It does the job the cable machine cannot do. It means lower overhead for all, and it is trickle-down profitability."

In a short time, the jetter was being used equally for residential and commercial accounts. With residential, the jetter opens lines the cable can't handle. With commercial accounts, when an entire apartment complex is backed up and three manholes are standing full, the jetter is the tool of choice.

Christman continued his equipment upgrades with a new backhoe, so he can handle excavation when a line needs to be replaced or repaired. Typically the lateral lines are less than 100 feet – most often about 50 feet long. Adding relining or pipe bursting is something Christman says he will consider later.

"In our area, there is a lot of clay and cast iron, and we also have to deal with Orangeburg pipe, which often has to be repaired or replaced."

Their fleet includes a 2002 Ford van and five Chevrolet Express 3/4-ton vans.

CUSTOMER FIRST

Early on, Christman realized he had a turnover problem with personnel.

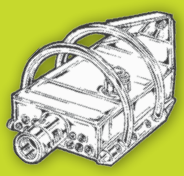
"After we settled down, I saw that I would need to be sure and get the right people onboard," he says. "My theory was that the customer had to be No. 1 and the company No. 2 in importance. I believed that if we take care of that customer, and get our technicians to follow that philosophy, it would mean we were working toward the same goals. But I needed to have the right people. It also meant having people who would care for and take care of the equipment in their charge."

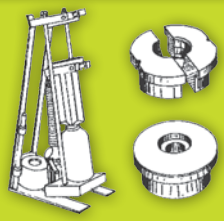
It's not unusual for Christman to call a candidate back two or three times before making a decision.

CONTINUED >>

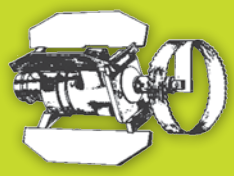
Pipeline/Sewer Cleaning & Maintenance Equipment

for Jetters & Jet/Vacs

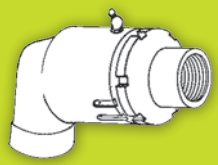

Floor/Bottom Cleaner


Hose Mending/ Swaging Machines


Clamps

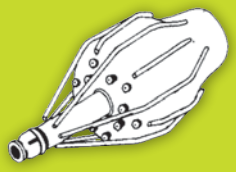

Root Cutter Assemblies

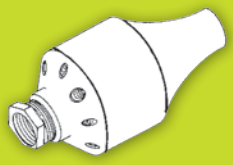

Saw Blades


Swivel Joints


Vacuum Tubes


Sewer Hoses


Shark


Aluminum Sand

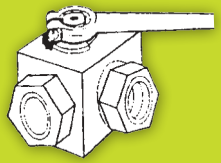

Radial Bullet

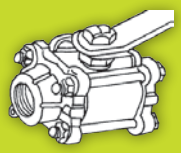

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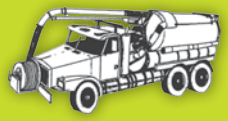

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"We are lucky in our area, which is rural in many regions," he says. "We have rural and blue-collar folks. Often when we sit down to talk with a candidate, he might say he has been working on his grandfather's farm putting up hay. You can tell when someone is ready to roll up his sleeves and go to work. It is easy for us to find hard-working people.

"We are a small company, and so we are like a family. I also depend on my production manager, John Farmer, and his wife, Debbie, who is our office manager, to weigh in on candidates during the interview process. Debbie has an excellent sense in judging an individual."

Technicians in the field are assigned their own service vehicle and are responsible for the equipment onboard, valued at about $10,000. They can choose to drive back and forth from work or to leave their truck at the yard in Bloomington unless on call. The business is located on a 1/2-acre lot in the city, which includes a shop and room for vehicles.

"Plumbing is expensive," Christman says. "Drain cleaning is expensive. It is too hard to earn money these days, and then to have to give it to someone who has given substandard service, or to someone who does not share in a common goal. We want to be that provider who offers to all our customers – residential or commercial – the highest quality product available in the market today." c

more info

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Dining Out

When you get a hunger on at the Pumper & Cleaner Expo, grab a bite at one of these popular Indy eateries

By Judy Kneiszel

The Pumper & Cleaner Environmental Expo International gives attendees the chance to check out the latest offerings from equipment manufacturers. It also provides the opportunity to check out the latest food offerings from Indianapolis restaurateurs. When your head is swimming with new information and your stomach is growling with hunger, you've got countless options for dining in the Circle City. Here are a few interesting Indy eateries to get you started.

Note, price ranges are a per person estimate not including tax, tip or beverage.

Bazbeaux Pizza

334 Massachusetts Ave. | 317/636-7662 | www.bazbeaux.com

Voted Indy's best pizza every year since 1986, you can buy it by the slice or get a whole pie. Choose white or wheat crust; thin or thick. If you can make it past the menu's 13 meat pizzas and 11 vegetarian options, Bazbeaux also has sandwiches, salads, an array of appetizers and several Italian dessert choices.

Hours: Sun. - Thurs., 11 a.m. to 10 p.m.; Fri. & Sat., 11 a.m. to 11 p.m.

Price range: Slices range from $2.50-$3.25; whole pies from $7.25 for a 10-inch; $22.95 for a 16-inch large specialty pizza. Sandwiches range from $6.95 to $8.95.

Menu sampling: *Bazbeaux special pizza with fresh basil, garlic and sun-dried tomatoes; Colossus pizza with pepperoni, Italian sausage, ham, mushroom, red onion, green pepper, black olives; Stromboli stuffed with Italian sausage, green pepper, mushroom and onion, baked with tomato sauce and cheeses; sorbet and gelato desserts.*

Dick's Bodacious Bar B Q

50 N. Pennsylvania St. | 317/916-9600 | www.dicksbbq.com

This place looks and feels like Texas but when you walk out the door you'll still be in Indiana! From barbeque chicken on the bone to pulled pork and beef brisket … you name it, they smoke it and you can get it in a sandwich, as a plate or on a salad. Just don't get it on your shirt if you're going back to the Expo.

Hours: Mon. - Thurs., 11 a.m. to 9 p.m.; Fri. & Sat., 11 a.m. to 11 p.m.; Sun. noon to 8 p.m.

Price range: $5-$18

Menu sampling: *Loaded smoked baked potato, chili cheese nachos, smoked salmon salad, barbeque chicken wings, pulled pork sandwich, ribs, sugar cream pie.*

Slippery Noodle Inn

372 S. Meridian St. | 317/631-6974 | www.slipperynoodle.com

Established in 1850, the Slippery Noodle is the oldest bar in Indiana, and has been called one of the nation's top blues bars by *Rolling Stone* magazine. The Noodle serves up a full menu as well as live blues seven days a week.

Hours: Full menu available till 11 p.m. nightly; late night menu offered. Open every day at 11 a.m.

Price range: $8-$20

Menu sampling: *Shooter of shrimp, BBQ chicken quesadillas, whiskey pepper cheeseburger, filet mignon, Southern style pork barbeque, chicken and broccoli Alfredo, toasted turkey sub.*

Harry & Izzy's

153 South Illinois St. | 317/635-9594 | www.harryandizzys.com

Created by the owners and operators of the legendary St. Elmo Steak House, Harry & Izzy's provides a more casual, updated environment, but features some of the same items St. Elmo is famous for, like the "World Famous St. Elmo Shrimp Cocktail." Harry & Izzy's has something for every budget from four different $5 sliders to a $50 steak.

Hours: Lunch: Mon. - Sat., 11 a.m. to 4 p.m.; Sun., 10:30 a.m. to 4 p.m. Dinner: Mon. - Thurs., 4 p.m. to 11 p.m.; Fri. & Sat., 4 p.m. to 12 a.m.; Sun., 4 p.m. to 9 p.m.

Price range: $5-$45

Menu sampling: *Prime rib sandwich, brick oven baked pizzas, 14-ounce New York strip steak, smoked pork chops, roasted half chicken, shrimp po boy sliders, blackened catfish, bread pudding.*

Shapiro's Delicatessen

808 S. Meridian St. | 317/631-4041 | www.shapiros.com

Named one of the Top 10 delis in the country by *USA Today*, Shapiro's is a must for corned beef fans! Quick cafeteria-style service means more time to savor your sandwich, contemplate dessert from their full service bakery or simply get back to the Expo!

Hours: 6:30 a.m. to 8 p.m. everyday

Price range: $5-$14

Menu sampling: *Sandwiches including Reuben, pastrami, and smoked turkey; Matzo ball soup; cabbage borscht; Shapiro's bagels; stuffed cabbage; short ribs; stuffed peppers; potato pancake; sour cream egg noodles; hot German potato salad.*

Ocean Prime

Keystone Crossing Corridor, 8555 N. River Road | 317/569-0975 | www.oceanprimeindy.com

If your party can't decide between steak and seafood, Ocean Prime is the place for you. "Prime" refers to the quality of steaks and seafood, as well as their handcrafted cocktails and award-winning wines. Ocean Prime also features a raw bar, and offers a menu of gluten-free dining options.

Hours: Mon. - Thurs., 5 to 10 p.m.; Fri. & Sat., 5 to 11 p.m.; Sun., 5 to 9 p.m.

Price range: $30-$50

Menu sampling: *Lobster bisque, oysters on the half shell, Chilean sea bass in champagne truffle sauce, jumbo lump crab cakes, aged prime steaks from an 8-ounce petite filet mignon to a 16-ounce rib-eye, ten-layer carrot cake.*

Maxine's Chicken & Waffles

132 N. East St. | 317/423-3300 | www.maxineschicken.com

Hearty home cooking is always on the menu at Maxine's where their slogan is "A Taste of Love in Every Bite." This is a menu full of made-from-scratch comfort food.

Hours: Mon: Closed. Tues: 10:30 a.m. to 2:30 p.m.; Wed. - Fri: 10:30 a.m. to

8:30 p.m.; Sat: 9 a.m. to 8:30 p.m.; Sun: 9 a.m. to 6 p.m.
Price range: $5-$15
Menu sampling: *Jumbo fried chicken wings and waffle topped with peach butter, omelets with house potatoes, smothered chicken, catfish or tilapia with grits, half-pound burgers, fried green tomatoes, candied yams, black-eyed peas, seasonal cobbler.*

The Eagles Nest at Hyatt Regency

1 S. Capitol Ave. | 317/632-1234 | www.indianapolis.hyatt.com

The Eagle's Nest, perched high atop the Hyatt Regency, slowly revolves giving diners stunning views of the skyline. The menu, which changes seasonally, provides elegant and creative takes on classic American continental cuisine.
Hours: 5-10 p.m. daily
Price range: $40-$80
Menu sampling: *Dry-aged peppercorn-crusted bone-in New York strip steak; pan-seared halibut with Parmesan potato gratin; lobster corn chowder; strawberry crème brulee.*

Fast Burrito Mexican Grill

111 Monument Circle | 317/917-8090 | www.fastburritomexicangrill.com

If you need lunch in a hurry, but want something a bit healthier than a greasy fast food burger, Fast Burrito offers fast, fresh cuisine prepared using authentic Mexican recipes. Four salsas from mild to extra hot will add just the right kick to your meal.
Hours: 7:30 a.m. to 3 p.m. every day
Price range: under $10
Menu sampling: *Burrito with choice of fillings; burrito bowl; grilled quesadilla; tacos; nachos; salad with chipotle ranch dressing. Fillings include marinated chicken, skirt steak, barbacoa (marinated beef brisket), ground sirloin or sautéed peppers and onions.*

Loughmiller's Pub & Eatery

301 W. Washington St. | 317/638-7380 | www.loughmillerspub.com

A patriotic décor welcomes diners to this relaxed, casual, independently owned pub serving up an array of burgers, sandwiches and other traditional American favorites. Choose one of their 35 beers to wash down the hearty pub grub.
Hours: 11 a.m. to 12 a.m. Mon.- Sat.
Price range: $8-$15
Menu sampling: *Bacon and cheese fries; Southwest nachos; homemade chili; Indiana Cobb salad; Loughmiller's Little Cuban sandwich; pulled pork sandwich; English beef sandwich with cheddar and horseradish.* **C**

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FB-PIC3188D

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Hit the Mark

Create dynamic promotional pieces that sell your business and attract your ideal clients

By Dawn Josephson

Whether you're creating a sales letter, a brochure, newsletter or any other business promotional piece, you need to write in a way that not only explains your product or service, but that also compels your prospects to contact you.

Unfortunately, many promotional pieces miss the mark. Outrageous claims, weak calls to action and boring text are the common mistakes that plague most people's writing. Such errors accomplish only one thing: They destine your promotional piece for the infamous "round file." They also show prospects that you're lazy, lack creativity and are possibly incapable of delivering quality work.

In order to entice prospects to contact you based on your promotional mailings, you need to keep your writing both lively and factual. The following guidelines will help you write promotional pieces that even your toughest prospects can't resist.

1. WRITE A HEADLINE THAT GETS TO THE POINT.

You have less than five seconds to impress your prospects to read on. And the first thing any prospect reads is the piece's headline. So craft a compelling headline that immediately conveys why this information is important to your prospects. The four main headline formulas that work are:

- How To – The formula is "How to" + verb + product/service/noun + benefit.

Example: How to Create a Store Promotion that Increases Revenue

- New – The formula is "New" + product/service + benefit.

Example: New Tax Law Saves You Money

- Power Verb – The formula is "Power Verb" + product/service + benefit.

Example: Prepare a Business Plan that Boosts Company Profits

- Free – The formula is "Free" + product/service + benefit.

Example: Free Booklet Reveals the Secret to Lowering Your Interest Rate

Since your headline determines if the prospect keeps reading, craft yours wisely.

2. KEEP THE HYPE TO A MINIMUM

Many people think that in order to get people to read their promotional piece they must write something outrageous. To some degree, this is true. Saying something outrageous is a great way to generate interest, as people naturally love controversy. Plus, if you can stir things up, you'll get lots of exposure. The thing to remember, however, is that you must be prepared to answer questions and/or prove everything you write. So if you want to write something just for sensationalism but can't back it up, don't. You must be able to support everything you print.

3. GO EASY ON THE POSTURING

While you may produce the best products or offer the most unique services in the world, that is for your prospects to decide. Every superlative you use in your promotional piece will reduce the prospect's trust in what you say. So instead of telling prospects that your product is "the most extraordinary thing to ever hit the market" or that your service is "capable of revolutionizing the industry," show your prospects how these claims are possible. Give the benefits of using the product or service as they pertain to your prospects' lives so they can determine just how extraordinary or revolutionary the product or service really is.

Unfortunately, many promotional pieces miss the mark. Outrageous claims, weak calls to action and boring text are the common mistakes that plague most people's writing. Such errors accomplish only one thing: They destine your promotional piece for the infamous "round file."

4. EVOKE IMAGES

As you write, evoke more than one of the five senses. Paint a picture with your words so prospects see, hear, smell, taste and feel what you're describing. Contrary to popular belief, the best promotional writers think in pictures, not words. They see the image they want to convey to their prospects, and that's what they write. So if you're a candy manufacturer or a florist, for example, write so that your readers smell the candy or the flowers, not just see what they look like. If you're in the restaurant business, help your readers taste the food. If you're writing about business productivity, help your prospects hear the hustle of productivity and feel the rush of a sales call. Do more than just tell prospects what's going on.

5. ALWAYS MAKE A COMPELLING CALL TO ACTION.

What do you want the person reading your sales letter, brochure or other promotional piece to do? Buy your product? Call you for more information? Visit your website? Whatever action you want your prospects to take, state it clearly. Too many promotional pieces ramble on about all the features and benefits of the product, but they never tell the prospects to actually do

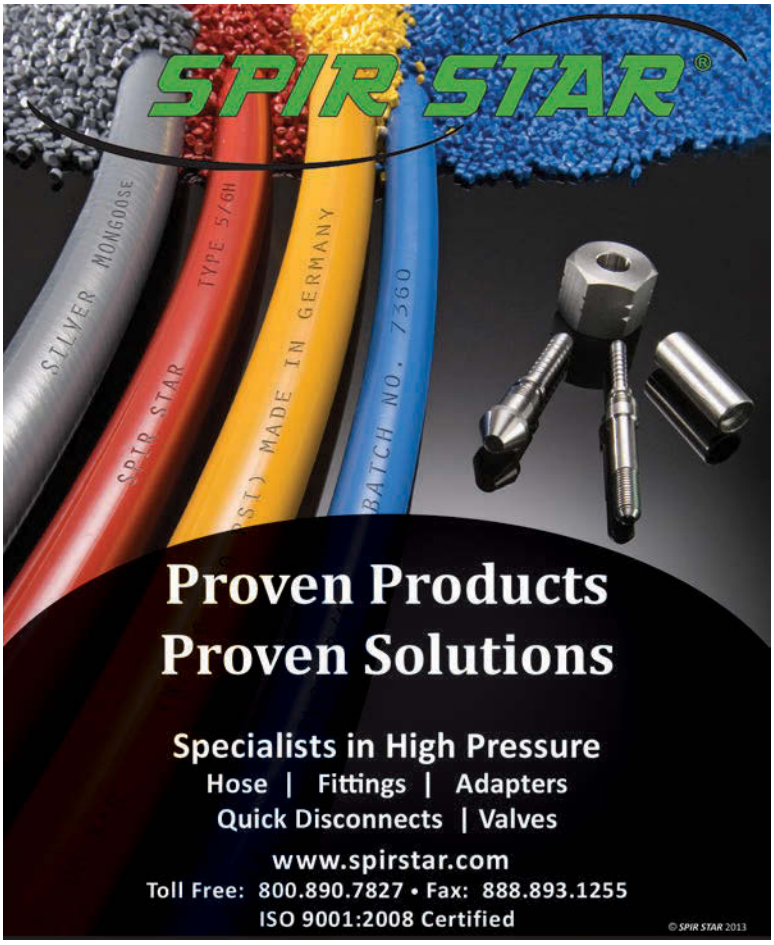
anything. For example, in a sales letter you could write: "Please call our office immediately for more information on how we can help." A brochure could say: "Order the widget at our special introductory price today." In a newsletter you could write: "Visit our website for more information about our new product line." Tell prospects precisely what you want them to do.

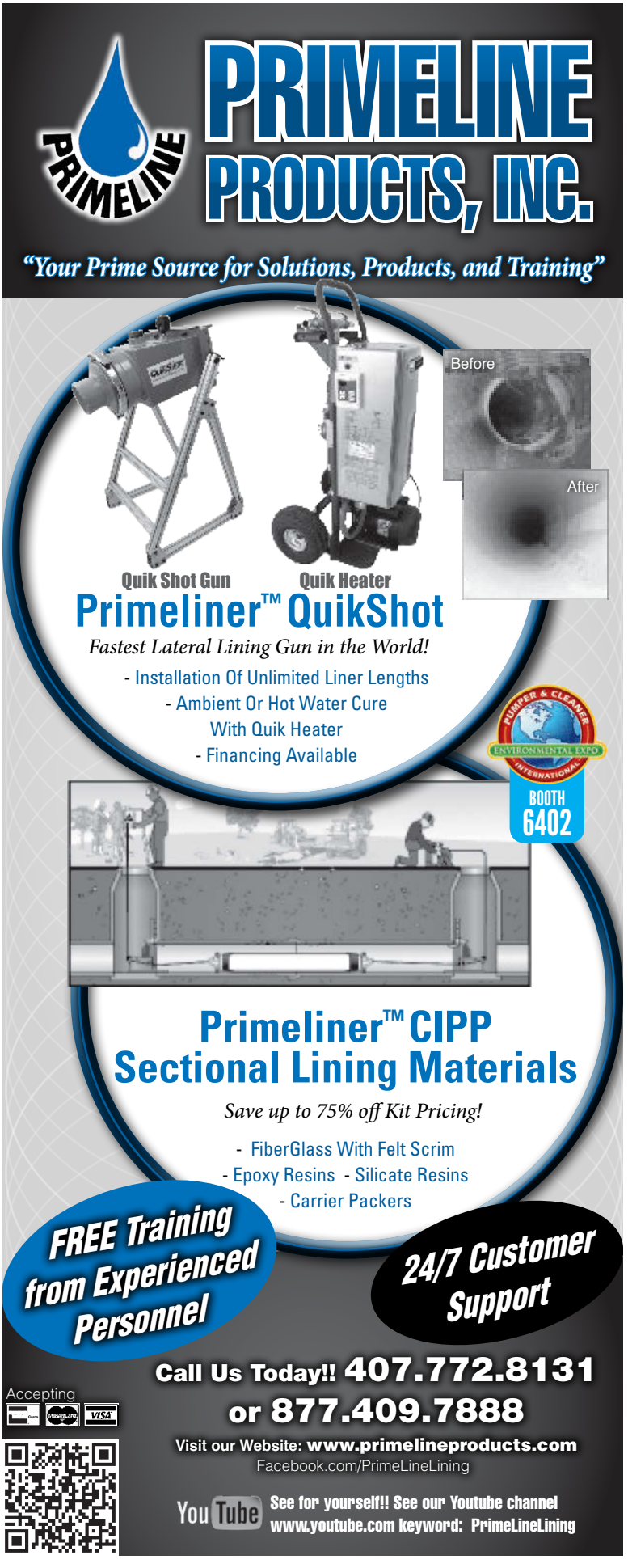
MAKE YOUR PROMOTIONAL PIECES WORK FOR YOU

When your promotional pieces present your information in the most compelling and factual manner, your prospects will find them and your company irresistible. So as you write future sales letters, brochures or other promotional pieces, keep these guidelines in mind. When you do, you'll create a promotional piece that delights prospects and makes them eager to do business with you. **C**

ABOUT THE AUTHOR

Dawn Josephson is a ghostwriter, editor and writing coach. Visit www.masterwritingcoach.com for more information about how she can help you.







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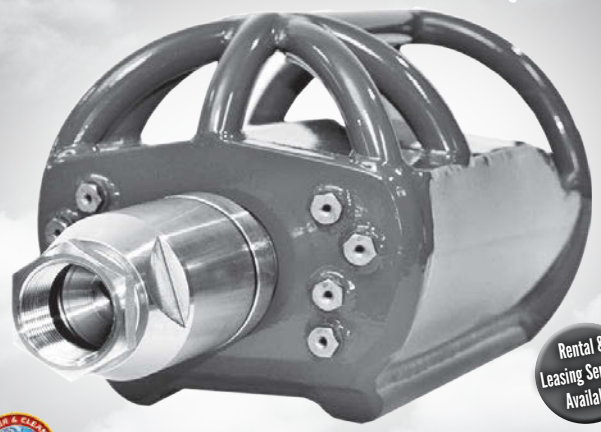
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COME SEE IT ALL

Drain and pipe cleaning professionals will have the opportunity to see the industry's top tools and equipment at the 2014 Pumper & Cleaner Expo

By Craig Mandli

The Pumper & Cleaner Environmental Expo International will once again fill the Indiana Convention Center in February with an array of the newest and best products and services the drain and pipe cleaning industry has to offer.

To make sure you don't miss out on any of the breakthrough industry offerings in Indianapolis, be sure to check out the interactive floor plan on the Expo website (www.pumpershow.com). Whether you're a first-time visitor or long-time attendee, you're guaranteed to bring home new product knowledge that will help build your business in the coming year.

Here's a look at some of the products and services set to be highlighted this year.

2014 PRODUCT PREVIEW

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LINING SYSTEMS/PRODUCTS

1. AP/M PERMAFORM Inc.

CentriPipe from AP/M PERMAFORM Inc. provides a cost-effective, no-dig solution for underground infrastructure rehabilitation using a bidirectional spincaster to centrifugally compact a precision liner at the best design thickness for the size, shape and conditions of deteriorated pipe. It inhibits rust, waterproofs and seals, is resistant to abrasion, and structurally reinforces and protects round, arched and elliptical pipe. It is professionally applied through a global network of certified applicators. **800/662-6465; www.centripipe.com; Booth #2113.**

2. Clayton Industries

The Sigmafire Steam Generator from Clayton Industries is a lightweight, compact steam boiler designed to respond rapidly to sudden load demands. It will provide full steam output from a cold start within five minutes, cutting cure times significantly. Hot water curing causes the entire water supply to be styrene contaminated. Steam reduces that to a simple condensate collection (5 to 55 gallons). Test samples show that liners cure more effectively, as the cross linking during the cure is superior due to higher heat. **630/855-5482; www.claytonindustries.com; Booth #4643.**

3. Cretex Specialty Products

EasySeal SG from Cretex Specialty Products is a two-component spray-applied urethane sealant that provides a flexible seal in the grade ring area of manholes to reduce or eliminate frame-chimney inflow. It has been formulated for use in sanitary sewer manholes and allows for quick, easy application with minimal surface preparation. It features ideal elongation, peel strength and tensile strength in excess of 3000 psi. It is a thixotropic material that gels within seconds of application, allows for easy material buildup and is dry to the touch in minutes. **800/345-3764; www.cretexseals.com; Booth #1233.**

4. Dove Ventures Inc.

The Diameter from Dove Ventures Inc. is a tool created to confirm pipe sizes to correct as-builts, related drawings or video pipe inspection reports, clarifying pipe sizes for a pipe liner, without using confined-space entry. It is built from rugged aluminum for field use, and is easy to adjust for any pipe size. **604/218-1981; www.dovediameter.com; Booth #5356.**

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5. DynaLiner LLC

High-performance trenchless pipeline rehabilitation liners from DynaLiner LLC are manufactured with specially formulated PVC and PVC copolymers developed to maximize performance. They are designed specifically for sewer, stormwater and culvert lining applications, with a formulation that allows for maximum processing during installation, allowing for greater variations in pipe diameter and size-to-size transitions with limited deformities. They are manufactured in a wide range of sizes to fit most applications. **970/948-7401; www.dynalinerllc.com; Booth #5362.**

6. Easy Liner LLC

The Pit Shot Liner Combo Kit from Easy Liner LLC is a value pack solution for lateral CIPP projects where lateral liners need to terminate within 6 inches of the junction. It is a coated felt liner with reinforcement in only one direction that works along the length of the tube, resulting in a liner tube, which is stiff in the length direction but flexible in the radial direction, allowing effortless inversion around bends at pressures as low as 5 psi. The kit includes 164 feet of liner, cal tube, premeasured resin and fully illustrated instructions. **888/639-7717; www.easy-liner.com; Booth #1341.**

7. Formadrain Inc.

DURAPOX epoxy resin from Formadrain Inc.can be relied on for 60 days open time. That much work time means no liners lost over time restraints or unforeseen difficulties. The crew can focus on their work without stress. Liners can be shipped pre-wet. The system is a steam cured pull-in-place lining used for lining laterals, spot repairs, industrial process pipes and LMC Lateral-Main-Connections. Pipe diameters range from 2 to 48 inches. **888/337-6764; www.formadrain.com; Booth #1244.**

8. LMK Technologies

T-Liner from LMK Technologies is a one-piece homogenous main and lateral CIPP connection liner that is ASTM F2561 compliant. It has a uniform wall thickness and incorporates compressible lining material at the upstream and downstream ends, creating a smooth tapered transition to the host pipe. Both the mainline and lateral sections are formed as a structural cylinder that renews 18 inches and 360 degrees of the mainline, and extends up the lateral pipe as one continuous lining. Its Insignia compression gasket-sealing technology between the host pipe and the liner provides a verifiable nonleaking system. **815/433-1275; www.lmktechnologies.com; Booth #1350.**

9. Madewell Products Corp.

The Mainstay PortaMortar machine effectively mixes, pumps and sprays heavy-bodied mortars. It is used in conjunction with a medium to large skid-steer loader, and is powered by the loader's engine and hydraulics. This combination of equipment allows for efficient applications in difficult to access areas. Hydraulic power for the mixer and rotor/stator pump provides torque for mixing and pumping mortar, and provides long life with low maintenance. An ergonomic design puts the top of the mixer at waist level, allowing the operator to perform the job with less strain and effort. **800/741-8199; www.madewell.net; Booth #1446.**

10. MaxLiner USA

Part of the complete MaxLiner USA CIPP lining system for vertical and lateral pipes, the FlexLiner can work in up to 90-degree bends and handle diameter changes from 4 to 6 inches. **276/656-1225; www.maxlinerusa.com; Booth #1160.**

11. MTC

The CIPP lateral liner from MTC is extremely flexible, easy to invert and ideal for rehabilitating gravity-fed pipelines 4 to 6 inches in diameter. **636/530-3355; www.mtubeonline.com; Booth #5457.**

12. Nu Flow Technologies Inc.

The Nu Cure pipelining curing system from Nu Flow Technologies Inc. will cure the company's lining product in about an hour, allowing for the installation of more liners within a shorter period of time. The hot water unit can fill at 5 gpm and has an adjustable water temperature from 100 to 185 degrees F. The piping manifold allows cold/hot water and air to be regulated or nonregulated. When it is set on the highest temperature, it can be used to reform normal epoxy liners. **800/834-9597; www.nuflowtech.com; Booth #4109.**

13. Parson Environmental Products

The Pro 50 Starter mortar spray system from Parson Environmental Products is portable, with each component easily lifted by two people. It can be powered by a 7.5 kW generator, allowing it to be utilized just about anywhere. It includes a rotor/stator mortar pump with a 3-cubic-foot hopper, an integrated air compressor for use with the spray gun, plus 33- and 16-foot hoses. There is also an onboard computer that controls the functions. The mixer is powered by a 2 hp electric motor and is positioned above the mortar pump for easy dispensing. **800/356-9023; www.parsonenvironmental.com; Booth #4320.**

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14. Perma-Liner Industries LLC

The complete manhole lining system from Perma-Liner Industries LLC is engineered by the use of a flexible universal-fit liner to create a structural cured-in-place seal. Vacuum powered, resin-impregnated liner is inverted manually into the manhole, and uses an inflation device to press the liner against existing manhole walls. This contact allows for the liner to form to the shape of the manhole. During this process excess resin migrates into imperfections, where the liner is sealed and mechanically held in place. Depending on the depth of the manhole, cure times will occur within one to two hours ambient. Once cured, the result is a smooth interior surface that prevents inflow. **866/336-2568; www.perma-liner.com; Booth #3223.**

15. Quik Lining Systems Inc.

CIPP sewer lateral lining systems from Quik Lining Systems Inc. install pipe directly from the "wet out" stage into the ground without transporting, storing or loading it into the launching device. They also allow for the installation of unlimited lengths of resin-impregnated liner from 3- through 8-inch diameters, and can handle all products designed for an inversion-type installation. The pinch roller allows precise calibration of up to 10-inch-diameter CIPP tube and virtually any design thickness from 2 to 100 mm. The propane-driven heater delivers 199,000 Btu per hour to quickly cure CIPP liners, allowing the user to operate the heater indoors. It is mounted on an easy-to-move one-man handcart.
714/296-5262; www.quiklining.com; Booth #6406.

16. Sauereisen

SewerGard Glaze No. 210G from Sauereisen is a protective coating formulated for municipal wastewater environments. It provides a chemical-resistant barrier for concrete and steel, and can also serve as a sealing topcoat over other restorative materials and protective linings. Installation is easily completed using plural component spray equipment, airless spray equipment or a roller. A 100 percent solids epoxy polymer, it is specified wherever corrosive conditions exist. Applications range from manholes and lift stations within collection systems to tankage, structural steel and secondary containment at treatment plants.
412/963-0303; www.sauereisen.com; Booth #6140.

17. Trelleborg Pipe Seals Milford Inc.

DrainPlus Liner from Trelleborg Pipe Seals Milford Inc. are comprised of a polyester needle fleece with a TPU coating designed to overcome lateral pipes with multiple bends and pipe diameter transitions and reduced wall thickness when the liner covers a change in internal diameter. They have great flexibility so are able to negotiate multiple 90 degree bends with minimal wrinkles. They are also designed to bridge transitions in pipe diameter up to two dimensions while retaining the minimum required wall thickness in the larger size pipe section. The TPU coating allows high-temperature resistance, and when used in combination with epoxy resins can be steam cured, allowing fast processing time.
800/626-2180; www.trelleborg.com/npc; Booth #1332.

18. Trenchless Solutions Inc.

The Shoot 'n' Steam all-inclusive rental and install program from Trenchless Solutions Inc. allows any organization to begin mainlining. If you are unsure if becoming a CIPP installer is the right choice for you, this is the opportunity to try before you buy, or simply continue to use the service. First they assist contractors and municipalities on properly assessing their specific pipe lining project needs. Then they deliver refrigerated pre-impregnated liner, with all installation and curing equipment to the job site. Finally they install and cure the materials. **855/546-3874; www.trenchless-inc.com; Booths #6150, #6151.**

19. TRY TEK Machine Works Inc.

The Controlled Water Pressure (CWP) Inversion Unit from TRY TEK Machine Works Inc. installs 6- to 18-inch CIPP liner manhole to manhole. With water's superior heat retention, groundwater infiltration into host pipe is less likely to prematurely cool the liner causing incomplete curing and lifts. Incompressible water reacts instantly when unit is jogged, resulting in easier navigation of bends and irregularities. The liner remains constantly inflated from inversion through curing, eliminating host-pipe damage caused by multiple inflations. It can operate in places not accessible to high scaffolds or lift trucks. **717/428-1477; www.trytek.com; Booth #1222.**

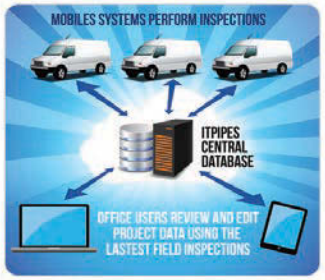
PIPE BURSTING

20. Pow-r Mole Sales

The Model PD-33 pipe bursting machine from Pow-r Mole Sales features a long 24-inch stroke. Its nonslip cylinder-activated jaws are designed to prevent cable damage, while developing 60,000 pounds of pulling force at a rate of 6 feet per minute. It offers a cost-effective alternative to open cut by reducing excavation up to 85 percent, and is capable of bursting cast-iron, concrete, HDPE, asbestos cement, PVC, ductile iron, Orangeburg and clay pipe from 2 to 6 inches. It is a modular machine and can be disassembled into easily transported pieces with no single part weighing over 98 pounds. **800/344-6653; www.powrmole.com; Booth #5446.**

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21. RODDIE Inc.

The lightweight lateral pipe bursting machine from RODDIE Inc. slides apart into two components of 50 and 60 pounds that can be lowered and reassembled by hand in the excavated pulling pit. In most cases this machine is powered and operated by a mini-excavator or bobcat tractor. It is capable of a pulling force of 30 to 50 tons, and can be used in 4-, 6- and 8-inch sewer lateral, but can also replace 1- to 4-inch water services. **888/406-3821; www.pipeburstingamerica.com; Booth #4323.**

OFFICE MANAGEMENT, TRACKING

22. CallSource

DealSaver from CallSource is a lead-recovery tool designed for any appointment-driven company in the home services industry. Incoming lead calls are analyzed within minutes, and those not ending with an appointment are promptly sent back to a manager in order to recapture the lead, usually within the hour. The alert contains the lead's name and phone number, along with the company rep that handled the call, all giving the team a second chance at converting the lost prospect into a new customer. **818/596-6949; www.callsource.com; Booth #5455.**

23. Clear Computing

The TAC (Total Activity Control) Online management system from Clear Computing is a cloud-based system that allows access from a Mac or iPad, Android Tablet or any computer connected to the Internet. Benefits include the ability to run a business from home, office, vehicle or on vacation; seasonal variation options that allow users to pay for only what they need each month; the ability for route drivers and sales force to work from the field; and the cost savings of not having to upgrade or purchase new computers, or have frequent tech support visits. It is hosted in secure, backed-up 24/7 data centers. **888/332-5327; www.clearcomputing.com; Booth #2339.**

24. EZTrakR Systems Inc.

iButton technology from EZTrakR Systems Inc. verifies services on a driver's route are completed with electronic service validation. It tracks the date and time of each service, delivery or pickup per unit. Operators can quickly access customer history to verify services completed for resolving billing discrepancies. It offers reports such as inventory count, employee productivity and missed services. It combines this technology in one simple program for improved customer service and more accurate billing. **866/529-1938; www.eztrakr.com; Booth #3005.**

25. GPS North America

Smart Antenna vehicle tracking hardware from GPS North America is a tamper-proof and scalable device providing standard GPS tracking. It can also interface with third-party hardware for job dispatch, navigation and electronic driver logs. The company also specializes in the development and support of paperless forms for hand-held, mobile data collection, and enables companies to control fuel and labor costs by locating and monitoring fleets and assets through their SignalTrack Web portal. **888/760-4477; www.gpsnorthamerica.com; Booth #5415.**

26. Infrastructure Technologies

The ITpipes Sync from Infrastructure Technologies is effective for organizing CCTV inspection reporting, as it automatically transfers new field inspections from the truck into a selected project, managing data, reports and media. Work can be uploaded via broadband throughout the day, and inspections automatically go into their designated project. Operators have up-to-date project information and billing, can plan for the next schedule and send out emergency crews as needed. **877/487-4737; www.itpipes.com; Booth #2473.**

27. InSight Mobile Data Inc.

StreetEagle Mobile Barcoding from InSight Mobile Data Inc. equips field workers with not only asset locations on a map, but also barcode technology to enable them to scan any asset to communicate activity and inventory data. For operations that depend on utility vehicles, equipment and other mobile assets to get their work done, keeping track of their location, status and usage history is critical for maximizing efficiency. **301/866-1990; www.insightmobiledata.com; Booth #2341.**

28. Magnets by Stamp Works

Magnets by Stamp Works is offering a magnetic tandem-axle pumper truck decal. The all-vinyl decals are weatherproof and suitable for outdoor display. They are approximately 0.35 mm thick, and are printed in full color. **800/758-2743; www.pumpertruckmagnets.com; Booth #6025.**

29. Pipeline Analytics

WinCan VX from Pipeline Analytics emphasizes a productivity-oriented, fully customizable user interface with cloud-based data access and enhanced reporting and analytical capabilities. It also offers support for value-added processes like pipe cleaning, rehabilitation and leak detection. Beyond that, it augments existing functional areas like GIS, laser/sonar scanning, side scanning, image measurement and municipal database integration. To accommodate even the largest municipalities, it has been performance benchmarked on databases exceeding 5 million records. **877/626-8386; www.pipelineanalytics.com; Booth #6046.**

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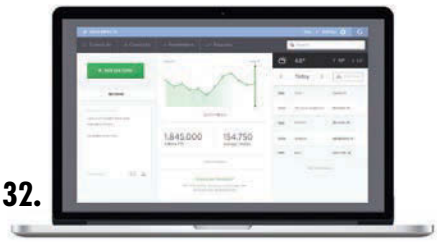

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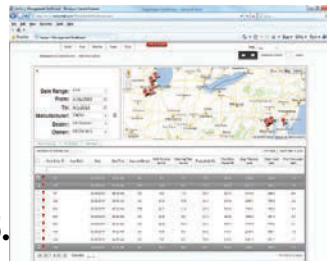

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30. Point-of-Rental Systems

Mobile WorkForce from Point-of-Rental Systems allows the mobile worker to eliminate the paper equation by performing tasks onsite, with any wireless device or laptop, without having to be granted full access to the company server. Service personnel performing maintenance can open the service contract from the job site and scan the barcode on the unit to mark the service completed. The task is then instantly reflected in the contract, automatically noting the latitudinal-longitudinal location as well as the date-time stamp. It includes a call log feature, signature capture feature, photo captures and arrival notifications. **972/602-9819; www.point-of-rental.com; Booth #4326.**

31. Ritam Technologies LLC

Summit software from Ritam Technologies LLC is simpler and faster than previous versions, getting you back to doing what makes you money. At $17 per month, the Lite edition captures thousands in repeat business. For $77 per month, the Pro edition provides a company management system from customer orders to dispatching, routing, mapping, email invoices and automatic credit cards. **800/662-8471; www.ritam.com; Booth #4300.**

32. Tank Track LLC

Tank Track is a business management program specifically for the septic industry. The simple, user-friendly design allows users to manage customer information, track property details, upload plans, schedule appointments, assign trucks, map routes, manage reminders, and generate pumping and dumping data for reporting. Users can customize job form fields and print any page easily. The program is securely accessible from any computer with an Internet connection, and customer service is included. Optional integration with QuickBooks lets users enter customer information only once. Users can import contacts from other programs. No contract is required. A mobile app is coming soon. **888/732-4882; www.tank-track.com; Booth #6243.**

33. Trade-Serve

The Trade-Serve system allows technicians to make a professional and consistent presentation of bundles and options to customers in just under a minute. In addition to eliminating paper in the field, service managers have the ability to coach every call from the office, owners control margins with the click of a button and warehouse managers monitor inventory quickly and efficiently. It takes ordinary and familiar business models and makes them easy to use and relevant to technological advances. **636/222-2222; www.trade-serve.com; Booth #5354.**

34. US Fleet Tracking

The AT-X5 live GPS tracking device from US Fleet Tracking is compact, discreet and easy to install. It assures turn-by-turn monitoring of mobile assets, and features 5- and 10-second tracking, historical playback and virtual fences. It comes standard with weather overlay and traffic features for safety and efficiency, plus the ability to create and edit up to 20 different logs while in the field. The Web-based system is compatible with every mobile platform. **405/749-1105; www.usft.com; Booth #5452.**

35. Vactor Manufacturing

The VactorTRAK data collection system from Vactor Manufacturing monitors and reviews sewer cleaning operations on Vactor 2100 Plus combination sewer cleaners equipped with the system. It collects and transmits comprehensive, operational intelligence to a secure, hosted website where the public utility or contractor is able to access information 24/7 from any internet-connected device. It can track key data, including hours of operation, water consumption, distances of lines cleaned, vacuum utilization and fuel consumption. It allows the manager to view statistics for each unit or the entire fleet over a given time period. **800/627-3171; www.vactor.com; Booth #5038.**

FINANCING, INSURANCE, EDUCATION

36. NASSCO Inc.

The ITCP (Inspector Training Certification Program) is NASSCO's standard national training and certification program that provides comprehensive education and tools for professionals to better understand and inspect trenchless infrastructure renewal technologies. In addition to CIPP technology courses, a certification program for manhole rehabilitation technologies is offered, and will soon include pipe bursting. **410/442-7473; www.nassco.org; Booth #1086.**

37. Standard Equipment Company

The Custom Rebuilt line of sewer cleaning, maintenance and televising equipment from Standard Equipment Company offers a choice of rebuilt combination sewer cleaners, trailer- and truck-mounted jetters, catch basin cleaners, hydroexcavators and sewer televising equipment. The company starts by selecting high-quality units available for rebuild, and then processes them through a consistent evaluation system, using OEM trained technicians. All aspects of a machine are evaluated and rebuilt if necessary, including body and chassis components. The company inventories a wide variety of equipment to meet all operational needs and budget constraints. **800/633-2997; www.standardequipment.com; Booths #2355, #2356.**

38. Trans Lease Inc.

An independent lease and finance company, Trans Lease Inc. covers the United States and Canada, with a focus on the transportation industry. The company's Specialty Markets Division covers specific industries, such as industrial cleaning and excavation. **877/600-6423; www.transleaseinc.com; Booth #2345.**

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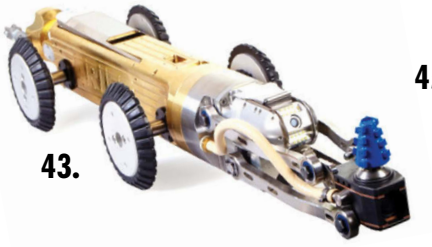




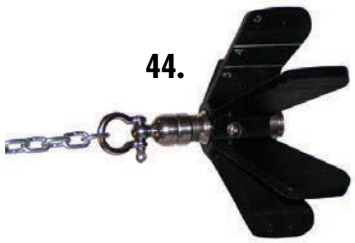
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LEAK DETECTION, LOCATORS

39. General Pipe Cleaners

The Gen-Eye Hot Spot pipe locator from General Pipe Cleaners features a field antenna array and on-screen icons that lead operators right to the target, without a long learning curve. The easy-to-see auto backlit LCD display features arrows that point operators in the right direction. The null icon indicates the pipe location and the camera icon confirms the target. Circle the energized pipe or tracer wire until the utility icon appears on the screen to find utility lines. Rated at IP65, it's dust and dirt proof, water resistant, and passed the one-meter drop test, and the screen passed the 18-inch steel ball drop test. **800/245-6200; www.drainbrain.com; Booth #6412.**

40. Sensors & Software Inc.

The LMX100 utility line locator from Sensors & Software Inc. locates metallic, plastic or concrete utilities. It can detect utilities with broken tracer wires, discover undocumented utilities and find unexpected obstacles. It's ideal for outfitting fleets, as it's tailored for the locate-and-mark needs of utility locating contractors. **800/267-6013; www.gprlocates.com; Booth #6166.**

41. SubSurface Instruments

The AML (All Material Locator) from SubSurface Instruments is a highly sensitive instrument that utilizes advanced, ultra-high frequency radio waves to locate buried PVC pipes. It also locates nearly any subsurface material with an edge, including plastic, metal, wood, cable and concrete. It will function in clay, wet soil, snow or standing water without the need for a separate transmitter and receiver, wires, clips or clamps. It was designed specifically for use in the utility, water, gas, construction and cable industries. **855/422-6346; www.ssilocators.com; Booth #1305.**

42. Superior Signal Company LLC

Smoke Fluid Systems from Superior Signal Company LLC are used to find faults and sources of surface water inflow in collection systems. The smoke fluid is both high quality and economically priced. All blowers are engineered for smoke testing, and use a double-insulated heating chamber with stainless steel injector to maximize dry smoke output, and produce the best quality liquid-based smoke. The Superior Smoke Testing Technique has been in use since 1961. **800/945-8378; www.superiorsignal.com; Booth #2323.**

PIPE CLEANING, JETTING

43. Aries Industries

The Wolverine from Aries Industries is a self-propelled, wheeled cutting and grinding system enabling accurate and efficient underground lateral reinstatement operations. The standard system provides high-powered cutting and camera combination for 6- to 16-inch pipelines and travels up to 570 feet. It mills or grinds liners with powerful cutting forces ranging from 1.6 to 3.35 hp. Cutter and camera functions perform simultaneously and are remote-controlled through a transmitting cable that delivers data to an above-ground workstation. This system also can be installed in existing trucks. **800/234-7205; www.ariesindustries.com; Booth #5158.**

44. Arthur Products Co.

The Cnt-r-KUT TOW HOOK nozzle from Arthur Products Co. allows for all pressurized water to be applied to the task at hand by the integration of a towing nozzle which can be pulled through the line. It has the ability to pull a line point-to-point if required. Manufactured from aerospace elastomer, it is flexible enough to conform to damaged or deformed lines and can easily be trimmed in the field to fit virtually any line from 2 to 8 inches in diameter. Simply attach a 3/8- or 1/2–inch hose to one end. It is available in both a standard and mini size. **800/322-0510; www.arthurproducts.com; Booth #1349.**

45. Chempure Products

Root Rat cutting nozzles from Chempure Products are used with jetters from 11 hp to large truck-mounted models. Manufactured of hardened stainless steel, the cutters come with a toolbox with two interchangeable rotors – one with cables and the other with chains. The combination kit includes extra chain, cable and bearings. They need no repair or rebuilding other than bearing replacement, which can be completed in less than two minutes for under $10 in parts. **800/288-7873; www.chempure.com; Booth #4002.**

46. Draincables Direct

Sectional drain cables from Draincables Direct are available for almost every brand of machine on the market. Sizes include 5/8-, 7/8- and the larger 1 1/4-inch-diameter cables, along with several choices of inner cables and various lengths with the right fittings to match specific machines. **800/421-4580; www.draincables.com; Booth #4110.**

47. Duracable Manufacturing

The DM162 cable machine from Duracable Manufacturing is ideal for running 5/8-inch cable up to 80 feet. It is equipped with a 1/2 hp motor, which runs at 265 rpm. It features a built-in toolbox, and a heavy-duty casted, self-aligning head bearing to maintain proper alignment while in operation and allow for quick change-outs. It can be operated in both the horizontal and vertical positions, and offers a three-year limited warranty. **877/244-0556; www.duracable.com; Booth #5239.**

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48. Enz USA Inc.
The Bulldog Antiblast nozzle from Enz USA Inc. was designed specifically to prevent blowing toilets while jetting in residential areas. It reduces the water pressure through toilets and vent traps, reducing negative pressure arising ahead of the nozzle or excess pressure following the nozzle if the installations are not correct or venting is not working properly. The company collaborated with a prestigious technical institute to develop and test the nozzle, and guarantees cleaning in all directions. **877/369-8721; www.enzusainc.com; Booths #1197, #1193.**

49. Gorlitz Sewer & Drain
The Model GO 68HD heavy-duty electric drain cleaning machine from Gorlitz Sewer & Drain is available in two different versions, either with an open steel reel or enclosed polyethylene drum, and can be outfitted with an optional power feeder. Standard configuration is 150 feet of 11/16-inch hollow-core cable, which should reach most blockages with a single reel. The unit weighs 185 pounds, and adding a loading ramp and electric winch to any vehicle makes transportation quick and simple. It is designed to clean pipes from 3 to 8 inches in diameter. **562/944-3060; www.gorlitz.com; Booth #5064.**

50. J. Hvidtved Larsen US
The RECycler sewer-cleaning unit from J. Hvidtved Larson US features an automatic cleaning process that ensures full continuous recycling of the jetting water. It is built on a three- and four-axle chassis, has a tank capacity of 11 to 14 cubic meters, and has a continuous cleaning process generating annual savings of approximately 22,000 cubic meters of freshwater. It is equipped with a removable partition, dividing the tank into two sections of variable size. The piston can be locked in three fixed positions and moved pneumatically by means of vacuum/pressure from the compressor. The unit can also be used as a regular vacuum truck for both large and small tasks. **312/705-3813; www.jhluk.co.uk; Booth #6036.**

51. Jetter Depot
The Magredi Nozzle from Jetter Depot is designed for heavy removal in larger pipeline applications. This skid-shaped nozzle makes easy work of removing sand, sludge, mud, stones and rocks. It is effective in 12- to 60-inch pipe, and comes with replaceable ceramic inserts angled at 0, 5, 10, 15 and 25 degrees. **770/406-8248; www.jetterdepot.com; Booth #2375.**

52. KEG Technologies
The KleenScan from KEG Technologies combines fluid mechanics for sewer cleaning with a battery-operated upright image video camera to clean and record at the same time with only a jetter hose connection. It is designed for use in pipes down to 8 inches, and is completely sealed with magnetic on/off switch. A yellow LED indicates recording on/off, and 80 LEDs ensure illumination and video quality. The video camera is powered by a long-life, quick-change, rechargeable lithium-ion battery. A red LED change battery indicator eliminates changeover guesswork. Video files are automatically date and time stamped for easy downloading to a laptop. **866/595-0515; www.kegtechnologies.net; Booth #2425.**

53. NLB Corp.
The Torrent 200 self-rotating nozzle from NLB Corp. offers 3-D cleaning action for totes, tanks and a variety of vessels. It is designed specifically for high-horsepower applications, and is rated for pressures up to 20,000 psi, with flow rates up to 200 gpm. It features two high-velocity water jets mounted on a rotating head. The jets spin vertically while the head spins horizontally, resulting in complete 3-D coverage. It makes it unnecessary for workers to enter tanks during the cleaning process, enhancing worker safety and reducing the time needed to effectively clean the interior of vessels. **877/652-7796; www.nlbcorp.com; Booth #1257.**

54. NozzTeq Inc.
The BL SWIPER sewer nozzle from NozzTeq Inc. features stainless steel construction inside, with a green poly body outside. Inside the stainless steel tubes loop the water along air channels that increase airflow and jet stream length in the pipe. The design reduces the pressure at the truck and thus at the nozzle to reduce the amount of blown toilets with proper training and setup for 6- to 18-inch lines. It can create a Ventura Effect in pipes, sucking them dry by pushing the water through the channels in the nozzle. **866/620-5915; www.nozzteq.com; Booth #1250.**

55. RootX
RootX is a dry powdered formula that can be applied with existing sewer-cleaning equipment or directly from the package. Just add water to the formula and you can create a root-killing foam that effectively kills the roots the foam comes in contact with and also leaves a residual to stunt new growth for a longer period of time than cutting. The simplicity of the application means a city sewer crew can do root control on demand and a professional drain cleaner has a powerful tool to add to their business. It is registered with the EPA for both sanitary and storm use (EPA Reg. 68464). **800/844-4974; www.rootx.com; Booth #5060.**

56. Sewer Equipment Co. of America
The Mongoose Model 184 jetter from Sewer Equipment Co. of America features a tubular steel frame, corrosion-resistant prepainted sub assemblies, state-of-the-art controls, a strong hose reel, a high-quality diesel engine and a run-dry pump. **800/323-1604; www.mongoosejetters.com; Booth #3127.**


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57. Shark Pressure Washers & Jetters

The SJPE-1500 from Shark Pressure Washers & Jetters is portable, compact and features a detachable hose reel. Its retractable handle accomodates easy loading and unloading into vehicles, and allows for transport around work sites. Its Pulse Technology propels hose through the line and around tight curves to break through clogs. Rated at 1.7 gpm at 1,500 psi, it operates on 115-volt electricity and comes standard with a 35-foot power cord with GFCI. Designed for use in pipes less than 4 inches, it features a roll cage steel chassis, triplex pump and heavy-duty Baldor motor, and fits into tight work spaces with easy one-person operation. Its is ETL safety certified. **800/771-1881; www.sharkpw.com; Booth #6324.**

58. Soil Surgeon

The Soil Surgeon X2 tool is designed to effectively clean manway storm drains and their filter separator screens. It fits any sewer combination truck equipped with a telescopic 6- or 8-inch boom, and has a 1-inch water connection. The operator controls water pressure and power with truck controls. Six jets are angled up and outward to dislodge caked solids from screens and filters. Bumpers on the bottom protect the jets. **949/363-1401; www.soilsurgeoninc.com; Booth #6231.**

59. Southland Tool Mfg. Inc.

Scoopa Screens from Southland Tool Mfg. Inc. come with the added advantage of having a screen on the back. They connect to the company's quick-connect fiberglass pole system. These scoops come in sizes for lines 6 to 12 inches, and are ideal for picking up debris. The side holes and back screen let the water through, but keep the debris in the scoop for easy removal. **714/632-8198; www.southlandtool.com; Booth #3001.**

60. StoneAge Inc.

The Sabertooth automated tube lancing system from StoneAge Inc. is remotely operated, offering better visibility and increased safety by moving the operator away from the hoses. The self-contained dual-hose reel has up to 52 feet of usable stroke for cleaning tubes from 0.87 to 2 inches at up to 22,000 psi. It recognizes when a nozzle has reached a blockage and automatically retracts the hose slightly to keep the tool rotating, allowing the operator to clean continuously without binding. The positioner window has a large working area adjustable to 15 feet. It can be quickly dismantled to fit through 24-inch manways. **866/795-1586; www.stoneagetools.com; Booth #5130.**

61. T&T Tools

The Mighty Probe from T&T Tools features a 3/8-inch hex rod, which is approximately 20 percent stiffer than a round rod, or a 7/16-inch hex rod, approximately twice as stiff as the standard round rod. Stiffer hex rods bend less to make the probe easier to push into the ground, especially when probing at deeper depths. Lengths are available from 36 to 78 inches, in 6-inch increments. When the probe is combined with a slide adapter, an integrated mini slide-hammer probe is created, allowing the technician to pound through difficult spots. **800/521-6893; www.mightyprobe.com; Booth #6000.**

62. US Jetting

The entry-level trailer jetter unit from US Jetting is designed specifically for the plumber who wants to expand service offerings into the jetting business. It features a 4,000 psi, 16 gpm pump, a Hatz three-cylinder diesel engine, galvanized frame and a hydraulic pivoting hose reel with a 500-foot hose capacity. **800/538-8464; www.usjetting.com; Booth #5333, 5334.**

63. USB – Sewer Equipment Corporation

The Primus Nozzle – 3D from USB – Sewer Equipment Corporation features a high-performance ceramic drive and controlled rotation speed. The turbine wheel behind the cleaning head provides additional torque as well as continuous, uniform rotation of the cleaning head independently from the amount of flow and backpressure. No lubrication or replacement of internal mechanical parts within the first 12 months of operation makes it user friendly. It is constructed from stainless steel and can be operated with recycled water. The operational pipe range is 6 to 24 inches and can be used between 30 and 120 gpm at 2,000 to 3,000 psi. **866/408-2814; www.usbsec.com; Booth #5043.**

PIPE REPAIR

64. Avanti International

AV-100 from Avanti International is an ultra low-viscosity chemically reactive gel available as either granules or liquid. Having the same viscosity as water, it permeates anywhere water can travel and cures within a controllable time frame from 5 seconds to 14 hours. Once cured, it creates an effective, long-lasting water barrier while providing soil stabilization. It is used to stop water infiltration in manholes, sanitary and storm sewer mainlines, joints, laterals and underground structures by stabilizing external substrate. It can also be used in tunnels and mines to control groundwater. **800/877-2570; www.avantigrout.com; Booth #5218.**

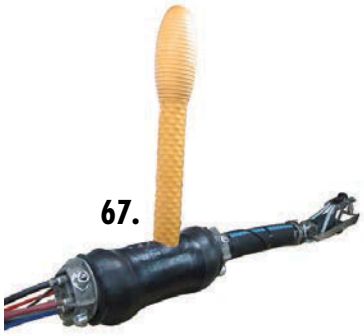
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65. Bowman Tool Company & Systems

The Dominator 430 reinstatement cutter from Bowman Tool Company & Systems is designed to operate in 6- to 30-inch relined pipe. It features no external air tube, and its 72-pound construction from a solid billet of stainless steel makes it stable in the pipe. Its head assembly incorporates a pinion-less, quick-change design and one adjustable gib to reduce adjustment time and maintain accuracy. Lateral reinstatement is achieved with a 0.8 or 1.2 hp cross flow air motor, with a 2.5 hp geared air motor available. It can be disassembled and reassembled in approximately 30 minutes due to its eight-moving-part design. **717/432-1403; www.bowmantool.com; Booth #5221.**

66. Infrastructure Repair Systems Inc.

The Trenchless Infrastructure Point Repair System Kit from Infrastructure Repair Systems Inc. is a fast, easy and cost-effective way to spot repair any size or type of pipe. It is a permanent solution for cracks, leaking joints and even missing pieces of pipe. It can compliment a lining system as a presealer, filler for miss-cuts or unsealed ends. With chemically formulated resin and fiberglass, it will form a watertight seal even against active inflow. There is no shrinkage, it is stronger than the host pipe and is certified to last 100 years. **877/327-4216; www.irsi.net; Booths #2469, #2470.**

67. Logiball Inc.

Test and Seal Grouting Packers from Logiball Inc. are used by specialty contractors and municipalities to stop infiltration at lateral connections and in lateral joints from the mainline sewer access to as far as 30 feet from the mainline. Chemical grout is pumped through the packer and forced out through existing pipe defects to seal and stabilize the soil around the injection points, preventing washout of backfill into the sewer and sealing off infiltration. **800/246-5988; www.logiball.com; Booth #5227.**

68. Picote Solutions

The Twister from Picote Solutions is used for the reinstatement and removal of collapsed liners, allowing users to quickly and safely open connections in small-diameter pipes. It can be used inside any plastic or cast-iron pipe, and has successfully reinstated over 1,000 branches from 2 to 6 inches to date. With a specialized drill head, it is also an ideal tool for removing collapsed liner. It is manually operated either with a Picote Miller cleaning and grinding machine, or by a regular hand drill. **219/440-1404; www.picotesolutions.com; Booth #4316.**

69. Pipeline Renewal Technologies

The Micro Premium lateral cutter from Pipeline Renewal Technologies delivers 30 percent more cutting power than the smaller Micro Pro, as well as a touch-screen interface, larger reservoir for flushing water, and easier connection/monitoring of supply air. Using remote-inflated air bladders, the arm positions itself remotely by creeping and climbing, clamps itself for precise cutting in vertical or horizontal orientation, and feeds the cutting head a full 4 inches. Just 72 mm in diameter, the arm fits through small openings, and its agile articulation (400-degree rotation and 90-degree swivel) facilitates precision cutting, as well as maneuvering through 90-degree bends in 4-inch lines. **866/936-8476; www.pipelinert.com; Booth #6024.**

70. Source 1 Environmental

The PipePatch cured-in-place point repair system from Source 1 Environmental consists of components tested and listed to NSF 14 and NSF SE 10990. The liner is 100 percent fiberglass, and consists of a knitted biaxial and chopped strand composite, saturated with a proprietary silicate resin which, when mixed, is inert and nontoxic. After mixing, resin shall be yellow in color, which when applied to a white fiberglass mat will serve as visual aid to an installer to ensure total and complete saturation. It meets all ICC-ES PMG listing requirements, and complies with the 2012 and 2009 International Plumbing Code (IPC), 2012 and 2009 International Residential Code (IRC), and 2012 and 2009 Uniform Plumbing Code. **810/444-5364; www.s1eonline.com; Booth #5304.**

71. Standard Cement Materials Inc.

The Reliner MSP Cement and the Sun Rover II Spin-caster from Standard Cement Materials Inc. repair aging corrugated metal pipes, reinforced concrete pipes and horizontal, round and elliptical-shaped stormwater culverts. The trenchless, all-aluminum constructed, pneumatic spin-cast nozzle uses on-the-spot structural renewal to eliminate heavy construction costs when excavation or system replacement is not an option. The Sun Rover II Spin-caster applies the high strength, cast-in-place Reliner MSP Cement liner to a 4-inch thickness in even the longest and deepest running pipes. **888/278-1337; www.standardcement.com; Booth #4321.**

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HOSE, REELS, ACCESSORIES

72. Atlanta Rubber & Hydraulics Inc.

Green and Black hose assemblies from Atlanta Rubber & Hydraulics Inc. are constructed with Kanaflex 300 EPDM all-weather hose. They are ideal for anyone working in the septic pumping industry. Custom assemblies are available in any size or length, and with any fittings needed by customers. Each fitting is attached with two bands. High-quality Kuriyama and Dixon fittings ranging from aluminum and stainless steel to polypropylene and nylon are mainly used. Assemblies are typically made with quick couplings, but other fittings are available upon request. **800/282-6272; www.atlantarubber.com; Booth #2442.**

73. Hannay Reels

The 1000 Series from Hannay Reels is a compact manual-rewind reel. Applications include high-pressure washdown and sanitizing. It is designed to handle single 1/4-, 3/8- or 1/2-inch I.D. hose. It is lightweight yet durable and has an e-coated frame for extra protection in demanding environments. A direct-crank rewind is permanently attached, and its exterior mounting holes enable easier installation. It features a redesigned pin lock and a standard adjustable cam-lock brake. It handles pressures to 3,000 psi and temperatures from 20 to more than 400 degrees F. **877/467-3357; www.hannay.com; Booth #5027.**

74. Kuriyama of America Inc.

Tigerflex Amphibian AMPH Series hose from Kuriyama of America Inc. features a highly abrasion- and oil-resistant polyurethane inner liner that better resists internal wear than rubber hoses, especially in the bends where the material hits, leading to less costly downtime. It is effective vacuuming above ground in normal temperatures, or hard-to-reach areas in extreme subzero temperatures. It's highly flexible Cold Flex materials and corrugated outer cover allow for ease of use. **847/755-0360; www.kuriyama.com; Booth #3021.**

75. Omega Liquid Waste Solutions

The Remote Control Powered Hose Reel from Omega Liquid Waste Solutions offers the ability to slash the time required to lay out and stow either 3- or 4-inch vacuum hose; what can typically take 10 to 15 minutes is achieved in seconds. It is also hinged to swing away from the back of the tank in order to facilitate rear dumping and to deploy hose in the direction of the job site. With universal mounting to any truck frame, the install is simple and secure and only requires a 12-volt connection for operation. Operators have complete control of "reel in and reel out" and "swing open and swing close" functions via a small hand-held remote with a range of 200 feet. **450/651-0444; www.exprolink.com; Booth #6167.**

76. Piranha Hose Products

Brutus and Lil' Brute portable hydraulic hand swagers from Piranha Hose Products can be taken anywhere to install hose ends. Lil' Brute is designed for hose sizes 1/4, 3/8 and 1/2 inch. Brutus is designed for hose sizes 3/4, 1 and 1 1/4 inch. Both machines include a drawer that holds up to three sets of dies and pushers to provide the complete package. They are sold either as a kit with one unit, one die and one pusher, or as individual components. **800/250-5132; www.piranhahose.com; Booth #3017.**

77. Pressure Lift

The Power Booster from Pressure Lift, available in 3-, 4- and 6-inch models, provides increased vertical lift and long-hose capability, while shortening project time and cutting maintenance cost in any pumping application. Powered by compressed air or water, the booster handles a range of viscous liquids, from water to drilling mud to heavy municipal sludge. Made of lightweight aluminum, units are reversible, allowing for slurry suspension, potholing or breaking up crusty sludge. **972/355-0550; www.pressurelift.com; Booth #5116.**

GREASE HANDLING

78. Ashland PolyTraps

The 4800 Series high-density polyethylene (HDPE) grease traps/interceptors from Ashland PolyTraps will not rust or corrode, and feature lightweight, one-piece mold construction that's shippable anywhere. They are PDI certified/approved, UPC listed and IAPMO listed. They can be installed on the ground or belowground, are economical and nonstick for easy cleaning. They are available in a multitude of sizes for virtually any application, with commercial sizes up to 350 gpm. Oil, lint, hair and solids traps/interceptors are also available. **800/541-8004; www.ashlandpolytraps.com; Booth #6237.**

79. Chempace Corporation

The foaming action of Sewer Foam from Chempace Corporation, when combined with the high-pressure water of a jet truck, breaks down grease and organics from all types of pipes. From large municipal sewer lines to residential pipes, its use in sewer line cleaning saves time and money. It is highly concentrated at 2 ounces per gallon, making it cost-effective and economical. It is noncaustic and is safe for all pipes and jet trucks, and can be used while jetting drainlines. **800/423-5350; www.chempace.com; Booth #1472.**

80. Downey Ridge Environmental

The SM BG 10,000 Series GREASEZILLA from Downey Ridge Environmental comes preassembled, allowing for quicker onsite installation and startup. It processes concentrated raw trap waste into a marketable commodity – a clean product that features moisture content of less than 1 percent. Its hydronic heating system burns brown grease, the petroleum-free, green, renewable biofuel it produces. The system can be accompanied by two 10,000-gallon double-walled process tanks built with a 3-inch interstice filled with a poured insulation, resulting in efficient heating and code compliance. The control panel requires 120-volt power. **304/658-4778; www.greasezilla.com; Booth #6519.**


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81. Lenzyme/Trap-Cleer Inc. Premium High Count from Lenzyme/Trap-Cleer Inc. can be used for heavy grease breakdown, drainfield rejuvenation, municipal plants, sewer and lateral lines, sewage ponds, settling ponds, grease traps, pump stations, organic spills or wherever a problem area is detected. It is available in 5-gallon pails and 50-pound totes. Both products can be private labeled. **800/223-3083; www.lenzyme.com; Booth #3026.**

82. One Biotechnology
BioOne from One Biotechnology contains bacteria selected for their ability to consume animal and vegetable fats, oils and greases (FOG), with no unwanted byproducts. It does not contain any added enzymes, surfactants or fragrances, so FOG does not flow out of the system into municipal wastewater treatment systems. It has also been recognized by the EPA's Design for the Environment program. **800/951-4246; www.onebiotechnology.com; Booth #4245.**

83. RecoverE LLC
The ESep trap grease separation system from RecoverE LLC accepts grease as pumped from the interceptor and separates it from water and most solids with an energy-efficient, two-stage process without additives. After separation, the brown grease is recovered as a pasteurized, low-water biosolid, which has market value as a bioenergy or chemical resource, while the grease-free water and solids can be disposed of easily. It operates as a closed system, simplifying odor management. In a typical installation, the automated and instrumented system can reduce up to six 5,000-gallon truckloads of as-pumped grease daily to about 1,200 to 3,000 gallons of solid, separated grease. **269/370-3165; www.recovere.biz; Booth #1323.**

84. Vaporooter
Grease Release from Vaporooter is an industrial-strength detergent that contains a blend of surfactants that penetrate and soften animal fat, vegetable oil and grease (FOG). Once it emulsifies the FOG it will not resolidify. It also penetrates surfaces to slow future build up of FOG, and enhances preventive maintenance programs by coating surfaces with a grease-repelling barrier making future cleaning simpler, easier and more effective. An optional metering system is engineered to deliver the exact concentration needed. **800/841-1444; www.vaporooter.com; Booth #2018.**

85. Westmoor Ltd.
The Conde ProVac from Westmoor Ltd. is an industrial liquid waste pumping system that is ideal for grease trap pumping. It is quiet and pumps at 120 gpm. A flip of the switch starts it in the vacuum mode for pumping. Built-in exhaust deodorizer keeps odor at a minimum. Flip the switch to the pressure mode for off-loading. It is an intelligent pumping solution for locations not suitable for large vacuum truck hoses, and ideal for the indoor/remote tough-to-get-to jobs. It is easy to maneuver, use and maintain. **800/367-0972; www.westmoorltd.com; Booth #5124.**

HYDROEXCAVATION, INDUSTRIAL VACUUM TRUCKS/ACCESSORIES

86. Banjo Corp. (Banjo Corp VSFMT220SS) CMPITG
The VSFMT220SS 2-inch NPT stubby valve from Banjo Corp. features a 2-inch full port male adapter, 100 percent polytetrafluoroethylene ball seats, a compact design, Teflon TFE seals with no elastomers and a maximum pressure of 1,000 psi. **765/362-7367; www.banjocorp.com; Booth #1325.**

87. Crescent Tank Mfg.
The all-in-one rectangular vacuum tank from Crescent Tank Mfg. features a low-profile design with low center of gravity for hauling portable restrooms, additional water tanks and any other equipment needed for the job. Liquid waste is held inside the tank, along with a separate freshwater poly tank. The vacuum tank can be configured for volumes from 100 to 2,000 gallons. **585/657-4104; www.crescent-tank.com; Booths #1102, #1103.**

88. Ditch Witch (Ditch Witch FXT50) CMPITG
The FXT50 Truck Vac from Ditch Witch is mounted directly to a truck's frame rails, allowing the system to flex independently of the truck, promising stability and confidence. It can be mounted to the single-axle truck of the customer's choosing, and can be customized with toolboxes and other support equipment (e.g. 1,020 cfm blower, 3,000 psi water system flowing 5 gpm.) It is quiet and offers quality filtration. **800/654-6481; www.ditchwitch.com; Booths #5214, #5216.**

89. Dynamic Filtration Limited
ME-68K5-MC vacuum truck filters from Dynamic Filtration Limited are specifically developed to remove atmospheric dust from the air intake, protecting the blower from damaging particles. Features include metal end caps for extended durability and vulcanized two-part urethane end seals to provide a positive seal. Each unit comes with standard 10-micron polyester filter media, with additional media available upon request. They are ideal for use in general site clean up and hydroexcavation. **800/265-4544; www.dynamicfiltration.ca; Booth #6062.**


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90. GapVax
The HV Advanced Series from GapVax is the company's most popular hydroexcavator, with a CANbus system control allowing the operator to observe and troubleshoot the entire system. It has a 15-cubic-yard debris body and water tank options ranging from 350 to 1,200 gallons. Features include a positive displacement vacuum pump rated at 3,500 cfm with 28 inches Hg. The tailgate is fully opening with a field-adjustable hinge and dual cylinders. Options include cold-weather recirculation package, sludge pump, auger unloading, body pressurization system, remote pendants and wireless remotes, high rail package, washdown system, stainless steel body and high-dump system. **888/442-7829; www.gapvax.com; Booth #6004.**

91. Hi-Vac Corporation
The X-10 or X-15 hydroexcavator models from Hi-Vac Corporation virtually eliminate the risk of underground utility strikes. These versatile trucks are capable of hydroexcavation along with vacuum excavation, potholing, daylighting and more. The easy operation and simple maintenance required on the X-10/15 provides for maximum efficiency when on the job. They feature a state-of-the-art water pump and vacuum technology that combine to create ideal vacuum excavation power.
740/374-2306; www.x-vac.com; Booth #1362.

92. Imperial Industries
MRK6000 Series aluminum vacuum trailers from Imperial Industries come standard with a 6,000-gallon aluminum tank (6,300-gallon units are available). They feature full-length aluminum hose trays, external ribs, three topside 20-inch aluminum manways, a 12-inch primary with a 4-inch air line, a 4-inch intake and 6-inch discharge, LED running lights, a Henderson INTRAAX AAT 25K suspension, leveling height control, an air-ride suspension, Haldex slack adjusters and optional full-length catwalk with hand rails. **800/558-2945; www.imperialind.com; Booth #4020.**

93. Joe Johnson Equipment
The Vactor HXX 15-yard, 1,200-gallon hydroexcavator from Joe Johnson Equipment is specially designed for cold-weather operation. The company offers recent and up-to-date used and rental vehicles.
800/263-1262; www.jjei.com; Booth #4250.

94. Keith Huber Corporation
The King Vac from Keith Huber Corporation combines two different loading principles – deep vacuum loading and high air conveyance – into one machine. Eight features have been redesigned to improve the overall operating efficiency. The versatile unit can perform a multitude of tasks including hydroexcavation, hazmat response, jetting, general industrial cleaning and many other tasks in industries such as gas, oil and mining.
800/334-8237; www.keithhuber.com; Booth #4115.

95. Logan Clutch Corporation
The self-adjusting Bell Housing PTO Clutch from Logan Clutch Corporation is ideal for use in industrial waterblasting and vacuum excavation equipment. It replaces mechanical, hand lever-engaged PTOs with a fluid or air-actuated unit. Clutch engagement is smooth and consistent, eliminating the need for mechanical linkage, lever arms and yokes. Also, since it's air or fluid activated, the clutch can be engaged with the push of a button from the control panel or cab. They are available with or without pilot bearings, for diesel and gas engines in the 60 to 1,600 hp range.
440/808-4258; www.loganclutch.com; Booth #1464.

96. Muncie Power Products Inc.
The CS24 from Muncie Power Products Inc. is a clutch shift PTO designed for Allison World and Caterpillar automatic transmissions. It is engaged by means of a solenoid-activated, wet clutch pack. The engagement solenoid is built into the PTO, and installation is simplified by the requirement of only one hose connection. It features four remote-mount output shaft options, rotatable direct mount flanges, is compatible with PTO shaft extensions and includes the Muncie output shaft brake.
800/367-7867; www.munciepower.com; Booth #2010.

97. Presvac Systems Ltd.
The Hydrovac from Presvac Systems Ltd. is a versatile hydroexcavator designed for cold-weather operation, and is offered as an option to be in full compliance with DOT collection and transportation of hazardous materials. The high-vacuum blower allows extraction of all types of soils, gravel, rock, clay, water and silt. Material knock out features in the debris tank minimize carryover. Modular filtration configured to the blower size provides blower protection and minimal maintenance. It has a heavy-duty 8-inch boom (up to 25 feet long) with six-way hydraulic power and wireless controls for all boom functions, water pump (soft start), vacuum breaker and truck engine speed control.
800/387-7763; www.presvac.com; Booth #5000.

98. Scorpion Protective Coatings
The three-part polyurethane XO2 batch mix system from Scorpion Protective Coatings is a professional-grade liner that protects truck beds from abuse. This liner is virtually impenetrable and resists both moisture and rust. It is UV stable and will not fade. **765/653-1736; www.scorpioncoatings.com; Booth #1420.**


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99. STAC Inc.

Mobile hydraulic drive systems from STAC Inc. eliminate the need to use the drive shaft of the vac truck to power a blower or vacuum pump, which can sometimes be difficult due to tight space and angles. Benefits of a hydraulic system include safety, longevity, reduced downtime, added value and reduced maintenance. **800/334-7699; www.thermaflow.com; Booths #2457, #2458.**

100. Super Products

The Mud Dog 1200 from Super Products is a 12-yard-debris-capacity hydroexcavator featuring a rear-mounted boom capable of a 19- to 27-foot reach, 335-degree rotation, 45-degree upward and 25-degree downward pivot. This range allows crews to achieve greater work area access and deeper digging without the need to halt production to reposition the trunk. It uses ejector plate unloading technology, and its tilt-unloading feature ensures that liquids in the debris tank are cleared quickly and efficiently even when unloading in an up-slope/nose down position. Options include the Acculevel load sensor system that offers precise debris tank level measurement. **800/837-9711; www.superproductsllc.com; Booth #6238.**

101. Tornado Hydrovacs

The F4 Slope hydrovac from Tornado Hydrovacs holds 13 cubic yards of mud and more than 2,100 gallons of freshwater. They feature a water tank from which you excavate, a mud tank to which the excavated spoils are held, a water pump, a boiler to heat the water, and a 3,600 to 6,300 cfm positive-displacement vacuum blower to pull the spoils to the tank via a boom. The boom has a 342-degree rotation and a 26-foot reach. All of the critical components are housed in an insulated and heated aluminum van body. The mud sweep enables operators to empty the tank without having to hoist it, eliminating the dangers of dumping on uneven ground and overhead power lines. **877/340-8141; www.tornadotrucks.com; Booths #1417, #1418.**

102. Vac-Con

The X-Cavator from Vac-Con is designed to handle the toughest and most challenging excavating jobs. It is powerful, durable and easy to operate. It features a chassis engine with hydrostatic drive for the vacuum that is efficient because it's less complicated and eliminates the need for PTO, clutch and gearbox operation. It also features water systems up to 4,000 psi, and a wireless remote control system that enables the operator to work the chassis engine rpm, boom, automatic vacuum breaker, dump controls and hydraulic door locks from remote areas up to 1/2 mile away. The boom rotates up to 270 degrees. **888/491-5762; www.vac-con.com; Booth #1190.**

103. Wastequip

The Cusco Hydro-Trencher Excavator from Wastequip is designed for directional boring and removing liquids, sludge, slurries, mud, gravel and other solid waste materials. It's ideal for excavating around fragile oil and gas pipelines, installing fiber optic cables, repairing utility lines or excavating in remote areas with limited access. It has dual 500 USG stainless steel vertical water tanks that separate water storage, maximizing weight distribution and providing corrosion resistance and safer dumping. Features include cyclonic filtration technology with vacuum system airflow ratings of 5,300 cfm that generate 28 inches Hg of vacuum, an 18 gpm, 3,000 psi wash pump and high-pressure waterjetting. **800/490-3541; www.wastequip-cusco.com; Booth #2259.**

104. Western Mule Cranes

Fold-A-Way Bumper Cranes from Western Mule Cranes allow the handling of heavy loads to become a one-person operation, completing the job faster and safer. It serves as a crane, bumper, hitch and winch. An optional MAN-LIFT attachment is available, which meets/exceeds OSHA and ANSI standards for confined-space rescue. With 15 models available and lifting capacities ranging from 750 to 2,500 pounds, a bumper crane is available to fit any application. The crane folds away into the bumper for convenient storage and easily folds out in seconds. **800/288-6853; www.westernmule.com; Booth #4339.**

PUMPS

105. Boerger LLC

Mobile Rotary Lobe Pumps from Boerger LLC are self-priming, valveless, positive-displacement pumps used for rapid deployment of flood water, stormwater, domestic wastewater, industrial effluents and sludges, spill situations (oil, gasoline, diesel, etc.), digester and lagoon clean up. Twenty pump models in six series are offered with pulsation-free operation, fully reversible rotation, dry-run capabilities and flow rates up to 5,000 gpm. All wear parts can be easily replaced through the front cover, without the removal of pipe or drive systems. Suction and pressure hoses can be installed in minutes. **612/435-7300; www.boerger.com; Booth #2461.**

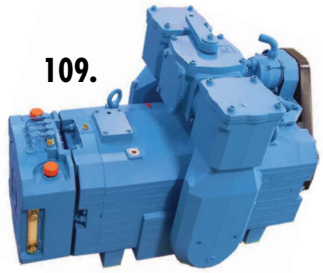
106. CEI – Chandler Equipment Inc.

The manifold of the Jurop RVC360 side-mount vacuum pump from CEI – Chandler Equipment Inc. can be disassembled, cleaned and reinstalled with minimal time and without a gasket and/or seal kit. Inflow of air into the final filter design was restructured to allow for effective capture of debris. The back-flow check valve was also redesigned to reduce if not eradicate replacement due to delaminating. It is ideal for applications requiring a vacuum pump, hi-vac tri-lobe blower or self-priming transfer pump. **800/342-0887; www.chandlerequipment.com; Booth #4234.**

107. General Pump

Specifically designed for sewer jetting, the General Pump MW Series offers five plunger sizes to cover flow ranges from 36 to 105 gpm and pressures up to 4,350 psi. It also features a movable gearbox with three ratio options, including an available SAE C hydraulic "plug and play" for hydrostatic drive units. The packings are water lubricated with a "run dry" teflon/graphite option available. **888/474-5487; www.generalpump.com; Booth #3207.**


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108. Hammelmann

The HDP-MC high-pressure pump from Hammelmann is a compact, direct-driven 1,500 hp unit available with pressures to 43,500 psi and flows exceeding 785 gpm. It is built to operate at the continuous maximum duty stated in the performance parameters, and deliver high fluid efficiency. A complete line of accessories and 3-D tank cleaners are available. **800/783-4935; www.hammelmann.com; Booth #3109.**

109. Moro USA

The PM3000 liquid-cooled vacuum pump from Moro USA is capable of pumping nonvolatile liquids and sludge from long distances, with a suggested tank capacity of 3,000 to 6,000 gallons. It includes an integrated check valve, changeover valve, automatic oiling system, industrial-duty bearings, Viton seals and high-flow-rate asbestos-free spark-proof vanes. Its onboard liquid cooling system incorporates a forced circulation external water pump. It is capable of 43.5 psia and a continuous vacuum of 24 inches Hg, along with a flow rate of 1,000 cfm and 1,200 rpm rotating speed. It also features 4-inch flange connection. **800/383-6304; www.morousa.com; Booth #3122.**

110. Pat's Pump & Blower

The Myers D65-20 high-pressure reciprocating plunger pump, distributed by Pat's Pump & Blower, is capable of 65 gpm at 2,000 psi, and is used in a variety of applications from fire-fighting units, to high-pressure washdown systems, to sewer cleaning and hydroexcavating. It is a safe, reliable workhorse pump. **800/359-7867; www.patspump.com; Booth #3012.**

111. VARCo

The Patriot 300 from VARCo is a ballast-port-cooled, continuous-duty pump with over 300 cfm of vacuum. It features auto-lubed front bearings, an auto oiler, diesel flush port and an external oil tank for easy viewing of oil levels. **866/872-1224; www.varcopumper.com; Booth #5150.**

INSPECTION SYSTEMS

112. Amazing Machinery

The Viztrac Pipe Inspection Camera from Amazing Machinery has a durable 3/8-inch push cable with fiberglass rod inner core, a 20-inch cage reel and attached water-sealed case containing the controls and a high-resolution 7-inch LCD monitor. It also has a 1-inch powder-coated lay-flat frame with upright carry handle; a 1 3/8-inch O.D. metal camera housing; nine dimmable high-output 5 mm LED lights; high-resolution color camera; scratch-resistant sapphire glass lens; high-grade 512 Hz sonde locator with an average range of 12 to 15 feet; and an integrated digital video recorder with remote control, compatible with most standard SD cards. **800/504-7435; www.amazingmachinery.com; Booth #3024.**

113. Cobra Technologies

The Kummert Portable inspection system, distributed by Cobra Technologies is designed to inspect 6- to 42-inch pipelines. If truck mounted, the components can be easily removed and converted to a portable system. It offers up to three hours of integrated lithium-ion battery-supplied operation in the event a power supply is unavailable. The camera is permanently fixed to the motor-driven, adjustable lift arm designed to keep it in the center of the pipe. The synchronized electric cable reel controls the process of unwinding and rewinding, matching the crawler's speed. It features 1,000 feet of lightweight cable, a high-resolution sunlight-readable monitor and the Cobra CDL 9000 data-collection system. **800/443-3761; www.cobratec.com; Booth #3212.**

114. CUES

The CUES Base Station is mounted in a compact, rugged, weather-proof enclosure and can fit into an ATV, van or pickup truck to access easements and hard-to-reach areas. Featuring wireless control, the unit operates all CUES transporters, cameras and video cable reel functions to accommodate 6- to 200-inch pipe inspection. The reel features automatic payout with a capacity of 1,700 feet of video cable. Camera options include a built-in inclinometer, sonde, laser diode system to measure cracks and offsets, and a laser pipe profiling system to measure ovality. Heavy-duty welded lifting eyelets and forklift skids are provided for quick deployment to the host vehicle. **800/327-7791; www.cuesinc.com; Booth #5016.**

115. Electric Eel Mfg.

The Ecam ACE 2 pipeline inspection system from Electric Eel Mfg. features one-touch USB recording, an on-screen footage counter and a wheel kit. It also features a stainless steel-housed 1.68-inch color camera with sapphire lens, 20 LED light ring and high-resolution CCD element (with an optional self-leveling color camera available), 200 feet of Kevlar-braided 1/2-inch pushrod, a 512 Hz Sonde, 5.4-inch LCD monitor encased in an anodized aluminum housing mounted to the reel, a protective acrylic antiglare monitor shield, a video output jack for recording option, flexible camera spring to navigate 3-inch P-traps, a secure-locking reel brake and a centering skid. **800/833-1212; www.electriceel.com; Booth #4156.**


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116. Envirosight

The ROVVER X-SAT lateral launch system from Envirosight allows a remote operator to perform pan/tilt video inspection 150 feet into a 4-inch sewer lateral from an adjoining sewer mainline. The system allows municipalities to confirm the presence of blockages in laterals, and helps utility contractors locate gas line cross-bores before disaster strikes. Its steerable six-wheel-drive crawler helps it maneuver to troublesome launch points as far as 300 feet down mainlines 6 inches and larger. Its sonde-equipped, auto-leveling color camera with shadowless illumination pans 360 degrees and tilts 90 degrees to capture both sidewall detail and distant targets. **866/936-8476; www.envirosight.com; Booth #6018.**

117. Forbest Products

The Network Video Repeater from Forbest Products offers an option for a remote real-time view via the Internet, allowing operators to discuss an on-site issue with staff at the site. When a Forbest camera is connected to a laptop with Windows via this device, those in the office can view the real-time picture/video captured by the camera from a computer or laptop, iPhone or iPad or other terminal with Web connectivity. **650/757-4786; www.forbestusa.net; Booth #6233.**

118. Hathorn Corporation

The Magnum DVR command module from Hathorn Corporation features USB recording and a navigation menu that is simple to use and easy to learn. With its 10.4-inch daylight readable monitor, images can be seen clearly in bright sunlight. The system features a full-size keyboard, 16 pages of text writing, 512 Hz sonde, on-screen footage counter, 8X zoom, microphone, speaker and a two-hour built-in battery with smart charger. There are several different reel options available, along with three camera head sizes. The command module can also be programed to work with other manufacturers' reels. **905/886-2835; www.hathorncorp.com; Booth #5041.**

119. InfoSense Inc.

The Sewer Line Rapid Assessment Tool (SL-RAT) from InfoSense Inc. is an acoustic inspection technology that can improve pipe inspection and condition assessment for collection systems. The device is used to make blockage assessments in 6- to 12-inch gravity-fed sanitary sewer lines in under 3 minutes, with no flow contact or confined-space entry. The acoustic score for the segment ranges from 0 to 10 (0 – blocked, 10 – fully open pipe), and is typically used to help prioritize cleaning and CCTV inspection resources. **877/747-3245; www.infosenseinc.com; Booth #2024.**

120. MTech

The Electro Scan ES-620 series from MTech is designed for scanning sewer pipe from 6 to 60 inches in diameter, and available for direct integration to existing CCTV trucks. Variations of electricity flowing through the pipe wall, associated with distance measurements, are automatically transmitted to the Windows-based application to record and display defect locations and their relative size. Municipal utilities and sewer contractors can determine accurate locations, measurement and characterization of potential infiltrating or exfiltrating pipe leaks for any SSES project or cost-effective pipe repair, renewal or replacement project. **800/362-0240; www.mtechcompany.com; Booth #2062.**

121. Pearpoint/SPX

The P350 Flexitrax portable crawler system from Pearpoint/SPX features the simplicity and transportability of a pushrod system while delivering the functionality and performance associated with complex crawler systems. Options include a manual or powered drum, three interchangeable cameras and a range of wheels, tires, cable length and crawler size. An integrated report writer can create inspection reports on site using the command module. It can be van or truck mounted and wheeled onsite using the ergonomic barrow design. Once onsite, the system is quick and easy to setup and deploy. **800/688-8094; www.radiodetection.com; Booth #2242.**

122. RapidView IBAK North America

The PEGASUS HD inspection system from RapidView IBAK North America captures, transmits, processes and displays your inspection video in lossless 1920 x 1080 high definition. The resulting HDCCTV data and imagery is precise and clear, and the system features a 10x optical zoom, one-push autofocus and LED lighting. The camera head is capable of 240-degree pan-and-tilt range, with built-in presets for 45 and 90 degrees, as well as for 360-degree joint inspections. The system also includes an integrated laser for pipe diameter and defect measurements. **800/656-4225; www.rapidview.com; Booth #2207.**

123. Ratech Electronics

The Pan n' Tilt Push Camera from Ratech Electronics rotates 360 degrees and 210 degrees up and down, allowing technicians to view the pipe condition easily and in more detail. An optional steerable gooseneck assists the camera. Combining this camera with a control unit gives recording capability using SD/USB drives, and allows MPEG video capture and JPEG image capture of pipe inspections. Features include a 512 Hz sonde, an on-screen text display overlay system, electronic distance counter, time, date and eight pages of memory. Standard Gel-Rod cable length supplied is 200 to 400 feet. **800/461-9200; www.ratech-electronics.com; Booth #5140.**

124. Ritec GmbH

The RiFlexio S from Ritec GmbH is a tilt/rotate push camera ideal for inspecting all house connecting pipes. It can be steered through several turns and bends. By pressing a button on the remote control the camera head is lifted upwards and can be pushed over obstacles or staggered pipe joints. Because of its slim shape, the camera can turn into pipes as small as 2 inches in diameter. Even inside pipes the camera head can turn 90 degrees sideways without losing the possibility of endless rotation. **www.ritec-tv.de; Booth #1301.**



















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125. ROTHENBERGER USA

The ROCAM 3 from ROTHENBERGER USA is a drain inspection camera featuring a 10.4-inch removable monitor for working in tight spaces, a 98-foot heavy-duty push cable, multimedia capabilities for recording photos, video and audio, and an exchangeable head system to attach various camera heads. It also features an integrated transmitter and an on-screen digital distance counter for accuracy. Downloadable software updates are available directly from the company's website. It is an ideal tool for inspecting, locating and documenting damage or obstructions in pipes from 2 to 12 inches. **800/545-7698; www.rothenberger-usa.com; Booth #1321.**

126. RS Technical Services

The GEN2 Zoom mainline and lateral inspection system from RS Technical Services performs inspections in 6- to 24-inch pipelines. Locatable via a built-in 512 Hz sonde, the system features a pan-and-tilt mainline camera, an auto-upright lateral camera, rearview camera and tilt-up connector. A launch camera actuator allows for insertion into 90-degree laterals, and the 90-watt motor produces pushing force for lateral inspections up to 100 feet from the mainline. The six-wheel-drive tractor features three forward speeds, reverse and freewheel with speeds up to 70 fpm. Also included is a reel with 600 feet of cable (100 feet of push cable and 500 feet of 3/16-inch armored Sincon cable). **800/767-1974; www.rstechserv.com; Booth #2431.**

127. Spartan Tool

The Sparvision 200 pipe inspection camera from Spartan Tool is self-contained in a single unit for easy on-the-job maneuverability. It is outfitted with either an iPad4 or an Android-based tablet for a viewing screen, and features 200 feet of ultra-slick pushrod and a color self-leveling camera. It offers instant snapshots, an on-screen keyboard and Telestration drawing ability, a 512 Hz locating beacon and a distance counter. **800/435-3866; www.spartantool.com; Booth #5024.**

128. Trio-Vision USA

The TVS-15 inspection camera system from Trio-Vision USA is designed for use in 6- to 60-inch pipelines. Typical applications include the inspection and investigation of sewerage and rainwater pipe. It features a modular design, interchangeable cameras, water resistance to IP68, a short-wheelbase crawler powered by two DC motors, integral circuit protection, a high-resolution CCD camera with 0.01 lux light sensitivity, an autofocus pan-tilt-zoom camera, and rearview camera and lighting. **707/793-0673; www.trio-vision.com; Booth #5432.**

129. Vivax-Metrotech Corp.

The vCam-5 inspection system from Vivax-Metrotech Corp. features text writer, voice over, locatable sonde and traceable pushrod. The standard reel is available with 200 or 400 feet of pushrod, and choices of 34 or 46 mm self-leveling color camera. The smaller mini reel is available with 150 feet of pushrod and choices of a 25 or 34 mm color camera. The system features a control module with an 8-inch color LCD, distance counter and internal rechargeable batteries with 6-plus hours of battery life. Video recording and JPEG format pictures can be saved to the internal 320 GB hard drive, USB thumb drives or SD card. The control module has built-in Wi-Fi. **800/446-3392; www.vivax-metrotech.com; Booth #4233.**

130. Vu-Rite Video Inspection Systems

The Model C-150 T2M mini camera from Vu-Rite Video Inspection Systems is ideal for inspecting sewer lines as small as 2 inches or larger lines with the use of a mini-lift adapter. The full-color camera features a heavy-duty stainless steel lens cover and body. The lightweight, versatile frame features removal/extendable wheels, legs and handle for operating in confined spaces. Interchangeable reels allow the use of different pushrod lengths and camera head sizes. **423/256-3063; www.vu-rite.com; Booth #6521.**

131. Wohler USA Inc.

The VIS 350 visual inspection camera from Wohler USA Inc. features a pan-and-tilt camera head to inspect wastewater lines, house connections, flue gas systems and ventilation lines. Locate the position of the camera head on a vibrant display and maintain your sense of orientation with the home function. Pinpoint damage with the integrated locator transmitter. It also comes equipped with two rechargeable batteries, giving operators greater mobility on the job. **978/750-9876; www.wohlerusa.com; Booth #1456.**

SAFETY, JOB SITE ACCESSORIES

132. AlturnaMATS

Ground protection mats from AlturnaMATS protect turf/subsurface, while providing access for heavy equipment without a risk of getting stuck. They are sold throughout the world, to a wide variety of industries, and provide a fast, effective way to build a temporary road that is durable enough to withstand the weight of very heavy equipment. They offer a cost-effective way for construction and septic companies to quickly prepare a site, complete the work and move on to the next project. They have a load rating of 120 tons. **888/544-6287; www.alturnamats.com; Booth #6229.**

133. BW Technologies by Honeywell

The GasAlertMax XT II multi-gas detector from BW Technologies by Honeywell features IntelliFlash, the flashing LED compliance indicator that indicates whether the gas monitor is functioning correctly. Workers feel safer and incidents are minimized. That means savings realized from business continuity and productivity. It is compatible with the MicroDock II automated testing/calibration/docking station for intelligent fleet maintenance and simplified recordkeeping. **888/749-8878; www.gasmonitors.com; Booth #4138.**

134.



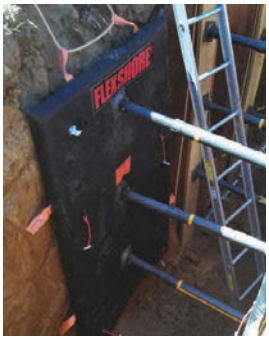
136.



138.



135.



137.



139.



134. Milwaukee Rubber Products

The GasAlertQuattro gas detector from Milwaukee Rubber Products features one-button operation. The graphic LCD displays information icons, including bump test and calibration status for on-site auditing. IntelliFlash provides continuous visual confirmation of detector operation and compliance. The unit is compatible with BW Technologies by Honeywell's MicroDock II automatic test and calibration system. **800/325-3730; www.milwaukeerubber.com; Booth #3032.**

135. Pronal-USA Inc.

The SMARTSHORE shoring system from Pronal-USA Inc. is PE certified to be in compliance with OSHA Standard 29 CFR part 1926, subpart P. It is approved for type A, B and C60 soils at depths up to 6.5 feet. It is easy to handle, as it only weighs 28 pounds, and made of tough material resistant to puncture. Its design allows two people to set up a trench box in under 10 minutes. It requires minimum storage space, and is flexible and adaptable to most types of excavations. **386/310-1558; www.pronal-usa.com; Booth #1210.**

136. RKI Instruments Inc.

The lightweight GX-2009 personal confined-space gas monitor from RKI Instruments Inc. weighs only 4.6 ounces, and monitors combustibles, oxygen, hydrogen sulfide and carbon monoxide using individual sensors for each gas. All four gas readings are displayed on an LCD display that has auto backlighting. Gas alarms are adjustable, and alarm types include a 95 dB audible alarm with dual speakers, vibration alarm and bright visual alarms on three sides of the instrument. It is also waterproof and dustproof with an IP-67 rating. Also included is a large-capacity data logger. **800/754-5165; www.rkiinstruments.com; Booth #2062.**

137. Safety Corporation of America

The corrugated aluminum ultraSHORE trench shoring system from Safety Corporation of America features stackable panels that can be used horizontally or vertically for bury depths to 12 feet in Class C soils. Extra features include leg and wheel kits for OSHA regulations. Easily transported in a pickup, the system can be closed off on one or both ends with quick-release, spring-loaded end-closure panels. **800/746-7464; www.shoring.com; Booth #5005.**

138. Safety Sewer Drain

The Safety Sewer Drain eliminates the mess and threat of contamination when removing the clean-out on a plugged drain. Made of clear polypropylene, the device fits over a 4-inch clean-out. Sewage drains through a valve-controlled hose into a bucket for disposal. It also can be adapted to work on a 3-inch clean-out. **906/753-4002; www.safetysewerdrain.com; Booth #4116.**

139. SVE Portable Roadway Systems Inc.

TRAKMATs from SVE Portable Roadway Systems Inc. are lightweight full-size ground protection mats. Its "Power Cylinder" surface creates superior traction, while allowing the mats to slide apart smoothly for easy loading/unloading. Hand cutouts are standard for safe lifting. Mats are available in Utility Black or Cool Green to prevent burnt grass. They come in several sizes to help work smarter and save money by reducing weather delays and protecting customer's property from damage. **800/762-8267; www.mudtraks.com; Booth #6316.**

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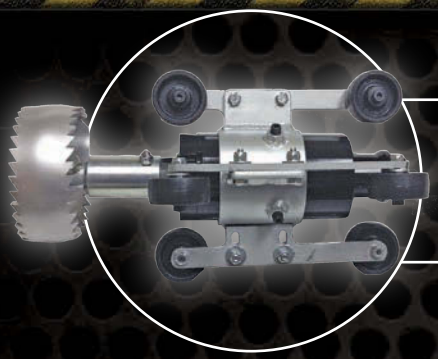
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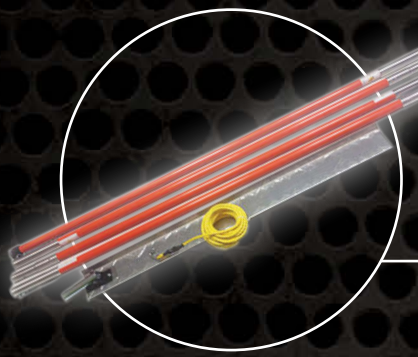
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Puma Hydraulic Root Cutter Motor. *This motor provides up to 215 lbs. of torque. Able to be used in 4" lines and up. Here it is pictured with adjustable wheeled skids from 8" to 10" and a concave saw in front. This motor is available in kits that can be adjusted to fit your size requirements.*



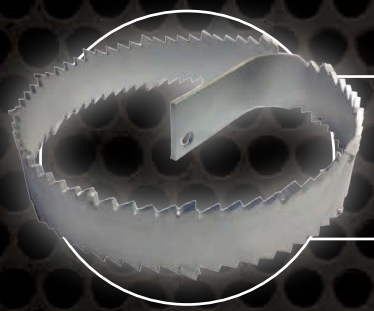
Debris Grit Catcher Baskets. *These are almost a must on every jetter. Don't let the debris flow down the line to cause a problem elsewhere. These Grit Catchers not only catch debris but also the fine sand and grit since they have covered bottom and half-moon back. Here is seen using our fiberglass pole system in any length you need.*



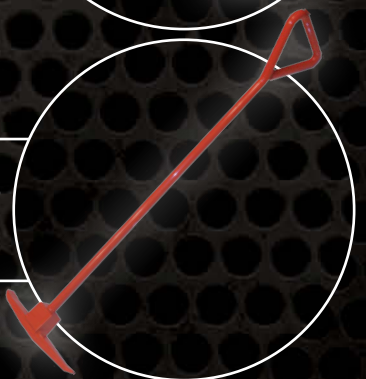
Drop Manhole Bridge Kit. *The kit include the Drop Bridge that bridges the gap for your nozzle or camera over the drop hole. It comes with 24' of fiberglass poles that connect up easily. The bridge has a 25' rope to lift in into the pipe. Comes in widths of 5" or 6" and is 48" long.*



Quick-Mount Fiberglass Pole Carriers. *These carriers are a great way to store fiberglass poles on your truck. Can be used with poles, hooks and similar round handled tools. Made of cast aluminum and powder coated. The rubber uv protected flex-draw latches firmly holds the pole in place.*



Carbide Tipped Root Saws. *These saws have a carbide tip every 5th tooth on the front and every 10th on the back. Used for cutting out collapsed liners and super hard roots and grease. Available in any sizes from 4" to 20", concave or flat.*



Pook. *This patented design is the toughest on the market. One side is a pick to chip away asphalt and one side is a hook to flip open the manhole cover. Hence the name "POOK" a pick and a hook. Strong 3/4" handle. The whole unit is heat treated and powder coated safety orange.*



Debris Basket with Rope. *The baskets are lowered into place with a 25' rope. Eliminated the need for the poles and is easily retrieved at a 45° angle to avoid any spillage when lifted out of the invert.*

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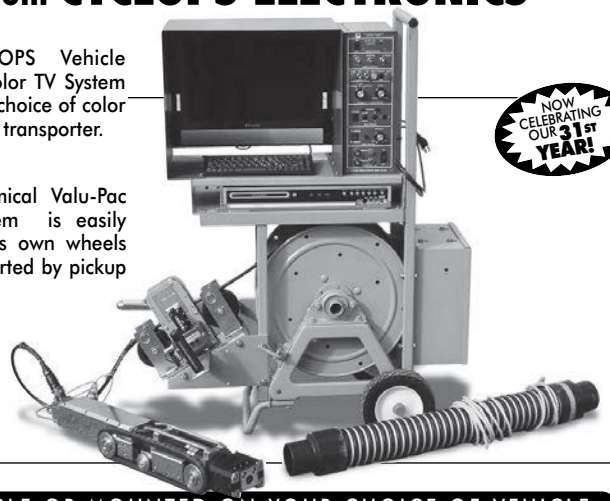
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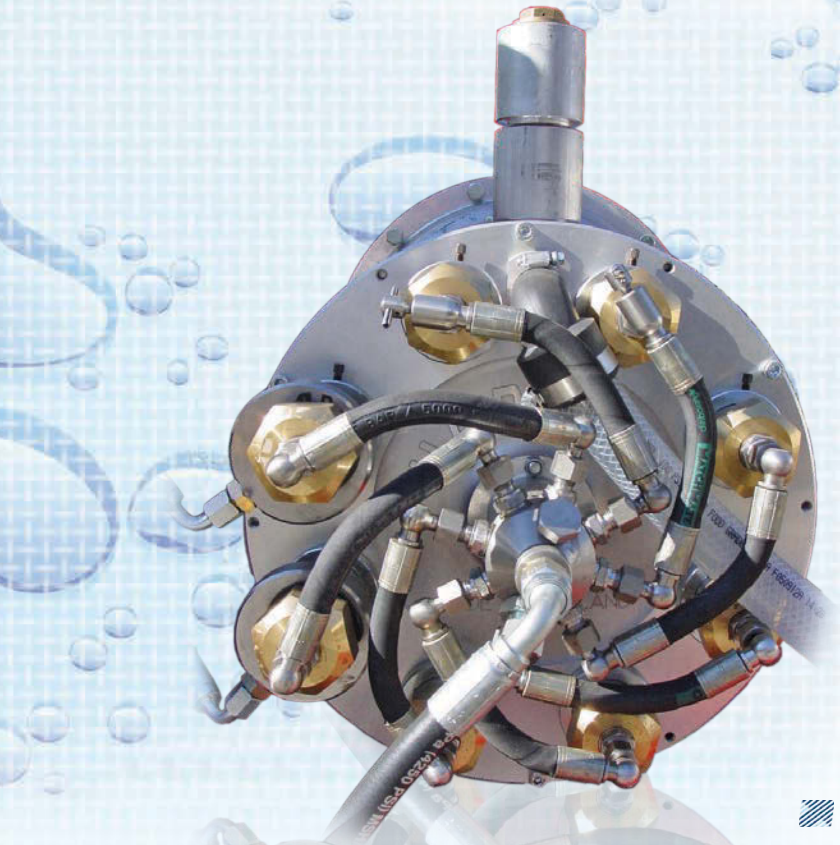
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Erik Gunn is a magazine writer and editor in Racine, Wis. Readers may direct inquiries to him by contacting this publication at 800/257-7222 or emailing editor@cleaner.com.

Buy Like You Want to Sell

The decisions you make on equipment purchases will come back to you when you're ready to cash out your company

By Erik Gunn

When it comes time to buy new equipment, you face scores of decisions. What brand? What make and model? What features? Should I buy new or used? Should I lease instead of buy? Or if I do buy, how should I finance it?

Other questions require deeper reflection: Will this equipment make my business more productive? Will I be able to generate the cash flow to pay off the loan? Is it good for my business?

And some of these decisions have even longer-term implications still – not when you buy the equipment, not even necessarily a year or two later.

Instead, those turn up when you decide you're ready to retire and sell the business to someone else. And that's true whether you're selling it "in house" to a business partner, your children or your employees, or whether you put it on the market and sell it to the highest bidder among a bunch of strangers.

> "If you're intending to sell, look at your equipment as the bank would look at your equipment."
>
> Mo Howard

ADDED VALUE?

It's a bit like a homeowner who weighs whether to remodel. Sooner or later every homeowner will hear that remodeling the kitchen or finishing the basement will add handsomely to the price your house will fetch when the time comes to sell. And while that's partly true, there's a limit to how much you'll benefit in that way.

Real estate experts point out that, above a limited threshold, you probably won't get back all the money you put into that remodel. The real impact may be intangible – such as, reducing the time your house is on the market before you get an offer.

So your decision to remodel, and how much to remodel, should focus on what you want out of it. Get the high-end stove because you're an amateur gourmet chef and will use it to practice your skills – not because you think it will guarantee you $5,000 more from the person who buys your house three years from now.

Business owners need to look at major equipment purchases in the same way, says Bud Miller, chief sales officer and senior VP for small business sales and distribution at TD Bank, which has banks across the country.

When a homeowner upgrades the kitchen or puts on a new roof, "that will all be a part of the analysis of the new buyer," Miller says. For a business owner, new equipment before a sale has much the same impact.

THINK LONG TERM

The first rule, he says, is buy what you need to buy. Don't skimp – but also, don't buy more than you need.

If you get highly specialized equipment, be sure you'll really be able to use it and that it will ultimately pay for itself. Don't think you've got to buy some fancy new truck just to catch the eye of a business buyer down the road.

If you really are on the verge of selling, you need to be especially cautious, he adds. "Perhaps you want to not purchase something new if you're planning on selling the business next year."

Some new gadgets can help you "tease" a prospective buyer – but it could just as well work the other way: If you get a particular brand that some future buyer doesn't like, that could scotch the deal before it's even off the ground.

Besides that, expensive new equipment is going to add to your debt. No buyer wants that to be larger than it has to be – and if it's too high, they will walk away without even kicking the tires of your operation.

EXIT STRATEGY

Mo Howard, CEO at Ultegra Financial Partners in Denver, Colo., says that when you buy equipment for a company you know you're selling in the near future, your decisions need to relate directly to your preferred exit strategy. So it helps to look through the eyes of a potential buyer for your firm.

"You really should consider, 'What can my new purchaser finance?'" Howard says. "If you're intending to sell, look at your equipment as the bank would look at your equipment."

Equipment that has a longer life cycle is probably going to hold its value longer – and so will add the most to your company's potential purchase price. Short-life equipment will have the opposite impact: If your computers are six years old, don't expect them to add anything to your overall selling price, considering that information technology tends to be obsolete inside of 18 months.

SECOND-HAND DANGERS

So should you prefer used equipment instead, since it will be cheaper and put you in less debt?

Not necessarily. Once again, think about your future buyer's needs.

If you weren't planning to sell, you would want used equipment that you can rely on – not equipment that will cost you more in continuing repairs than it will make for you in new business.

The same is true if you are planning to sell – only it's your buyer who will have to rely on the equipment you buy. You can be sure if the buyer's financial team sees a money pit in your "inexpensive" second-hand trucks, that will come off the bottom line of your sale at best – or leave you without anyone to sell it to at worst.

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YOUR BUSINESS

The bottom line? New or old, and whatever kind it is, you really need to think about whether the equipment you buy will enhance the business when the time comes for you to sell it – or whether, instead, it will just be a burden on the buyer.

"You should operate your business like it's an ongoing entity – do what is right for it," Miller says. Whatever you may have in mind for its future, "own it and operate it like you were going to have it another 50 years." **c**

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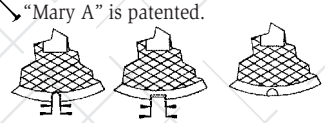
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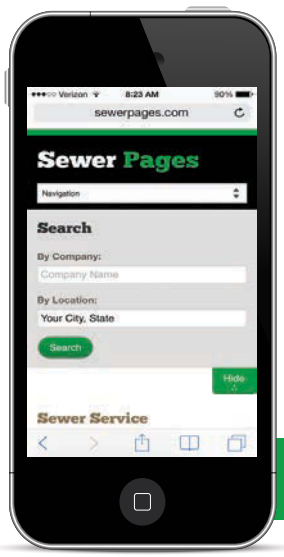




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Everything is Connected

From your hotel to the classrooms and exhibit floor, focus on getting the most out of your time in Indy

By Luke Laggis

It's Expo time. Soon the Indiana Convention Center will be filled with the newest and best tools and equipment the industry has to offer. Contractors and utility operators from across the globe will be in attendance, and you should be too.

This will be my third trip to the Pumper & Cleaner Environmental Expo, and I'm excited to get back to Indianapolis and see so many industry professionals together in one place. Even a casual observer could learn a great deal over the four days of the Expo, and if you spend some time on the show floor and attend a few education courses, you'll get enough out of the show to keep breathing new life into your business all year long.

> Pick a few topics you'd like to learn more about and focus on those as you plan your week in Indy. Whether its hydroexcavation techniques and equipment or nozzles and new jetting technology, seek out opportunities to learn everything you can about those subjects. There's no better place to get a thorough education.

The thing about the Expo, and its venue in downtown Indianapolis, is that everything is connected and the opportunities to grow in your industry are everywhere, from the moment you leave your hotel room to the very end of the night. In the elevator on the way down to the lobby, at breakfast, on the walk to the convention center and all throughout the day, you'll have no problem striking up conversations with your peers wherever you go.

And don't forget to give in the give-and-take. Just as you can learn from your peers, there are plenty of other cleaners out there who could benefit from your story and the insight you have to share. We can even help with that.

This year we're going to have a live video booth set up on the show floor so people can share their stories with all our readers and website viewers. We're looking for some good candidates in advance, people who'd like to answer a few questions and tell their stories to our audience. These three-minute videos will be posted on www.cleaner.com, and participants will all receive a free "3-Minute Cleaner" T-shirt for their time. Anyone who is interested in being interviewed can email me at editor@cleaner.com. I'd like to hear from you.

Above all, whether you're walking the show floor or sitting in a classroom, the Expo is about education. My advice: Pick a few topics you'd like to learn more about and focus on those as you plan your week in Indy. Whether its hydroexcavation techniques and equipment or nozzles and new jetting technology, seek out opportunities to learn everything you can about those subjects. There's no better place to get a thorough education.

Use the online planning tools at www.pumpershow.com to get familiar with the schedule of education seminars, event schedules and the vendors who will be exhibiting. If you want to learn about nozzles and new jetting technology, you can start out first thing Monday morning, Education Day, with **Preparing for Your First High Pressure Waterjetting Job**. In the afternoon, you can learn about the business end of jetting systems with **Nozzle Application: What, Why, Where, When and How?**

When the show floor opens Tuesday morning, take your first walk and note the tools and equipment you really want to see and learn more about. If the vendors are swamped with the initial blitz of contractors vying for their time, mark it on your map and stop back later. Then just before lunch, check out **Nozzle Explanation and Selections**. After three classes on the subject, you'll have a much better idea of how you might like to incorporate the technology in your business, and you'll know what questions to ask as you begin searching for the right equipment.

Armed with all that knowledge, you can head back to the show floor, talk to manufacturers and find the tools that will help you grow and improve your business. And that's what the Expo is all about.

Take the time to plan out your Expo visit so you can get the most out of your stay in Indy. You and your business will see the benefits all year long. **C**



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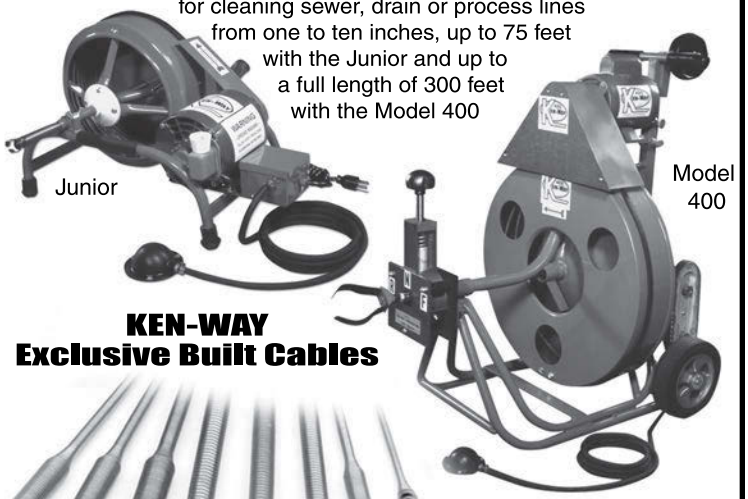
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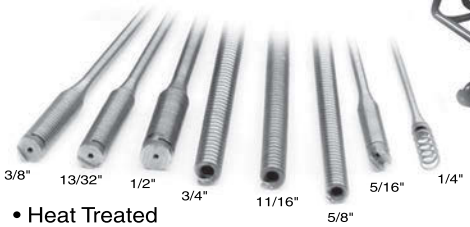
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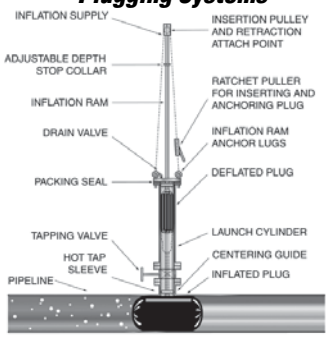
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Peerless adds circuit breaker line

Peerless Electronics added Sensata's First Technology automotive circuit breakers to its line of products. The EXT 300 Series is designed as a drop-in replacement for mini type fuses.

ePIPE receives SABS approval

ePIPE FRS two-hour cure lining material from Pipe Restoration Technologies received approval from the South African Bureau of Standards (SABS) as fully complying with the South African Standards for Drinking Water (SANS).

SPIR STAR expands SAMI product line

SPIR STAR expanded its line of SAMI Instruments. Offerings include tube compression fittings, 6,000 psi and 10,000 psi needle and ball valves, instrumentation valves, DPT manifolds, monoflanges and double block and bleed (DBB) valves.

HIP opens expanded manufacturing plant

High Pressure Equipment Co. (HIP) opened a 43,000-square-foot manufacturing plant in Erie, Pa. HIP manufactures and markets products to the waterjet cutting and oil and gas industries.

WJTA-IMCA name officers, board members

Bill Gaff, vice president of sales and marketing for Vacuum Truck Rentals and Vacuum Truck Sales, was elected 2013-2015 chairman of the board for the Waterject Technology Association (WJTA)-Industrial & Municipal Cleaning Association (IMCA). Also elected for the 2013-2015 term were George A. Savanick, president; Bill McClister, vice president; Kathy Krupp, secretary; and Larry Loper, treasurer. New board members include Fred D. Clark, Kay Doheny, Mohamed Hashish and Gary Noto. They join current members Luis Garcia, Kerry Siggins and Forrest Shook.

FER-PAL opens Illinois office

Canadian-based FER-PAL Infrastructure, manufacturer and provider of water main pipeline rehabilitation technologies, opened an Illinois headquarters for its U.S. subsidiary in Elgin, Ill. The company also has a U.S. satellite office in Taylor, Mich.

Guardair receives Pro Tool Innovation Award

Guardair Corp.'s Lazer Palm Switch safety air gun kit received the 2013 Pro Tool Innovation Award from Pro Tool Reviews magazine as the most innovative air compressor accessory in the pneumatic tools category.

RIDGID launches enhanced website

RIDGID launched www.ridgid.com, a single, global company website with responsive design that enables it to work on Internet-enabled devices. The website dynamically scales larger and smaller, depending on the device and its orientation, and enables users to review, rate and ask questions about specific products.

TT Technologies expands pipe ramming gear inventory

TT Technologies expanded its in-stock inventory of pneumatic pipe ramming gear to accommodate 4-inch through 120-inch casing installations.

Electric Eel celebrates 75 years

Electric Eel Mfg. celebrates its 75th anniversary in 2014. The manufacturer of professional quality drain and sewer cleaning equipment has been based in Springfield, Ohio, since 1939.

Bowman Tool receives design patent

Bowman Tool Company & Systems received a patent for its electric drive motor design from the U.S. Patent Office. The feature eliminates gear binding and evenly distributes gear load, increasing the life and performance of electric drive motors on Bowman's Dominator 4-30 lateral reinstatement cutters. **c**

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What is that gripper?

A brilliant pneumatic gripper, especially designed for catching objects in channels or in conducts of ventilation.

bodus gmbh – Pneumatic gripper as an animal rescuer!

The great pneumatic gripper, which was conceived for gripping objects in the sewerage system or ventilation ducts, is a very versatile device.
The pipe cleaning company TS-Rohrreinigung from Nürtingen/ Reudern found out about this recently, when this great device was also used as an animal rescuer.
The rescue took place in April 2012. TS-Rohrreinigung received a call from the district Frickenhausen/ Linsenhofen, with the information that noises could be heard in a rain water sewer DN 150 on the industrial estate.
After just a short time, a technician was on site with an equipment van and investigated the sewer with a camera. At around 6-8 meters, a living baby animal was sighted, which obviously could not find its way out of this sewer by itself. Immediately, everyone present was asking themselves: how can the baby animal be rescued from the sewer without being injured?
Suddenly, the technician had the idea of using the bodus gripper. You can reduce the gripping pressure with the regulation valve to such an extent that it could grip the baby animal without injuring it.
And that's how it happened. The technician prepared the bodus gripper and slid it up to the baby animal in the sewer. The bodus gripper was closed carefully and the baby animal was pulled out of the sewer. After an examination at the vets, it become apparent, to the astonishment of everyone involved, that it was a young fox.
The animal was housed with a family living on the edge of the forest, and, as of August 2012, the fox is doing well. He comes and goes and continues to visit the family that reared him.
That is the pneumatic gripper from bodus gmbh: the only device that is able to get almost anything out of the sewer!
In order to be able to rescue more animals, every pipe cleaning vehicle should be equipped with a fishing rod from bodus gmbh!



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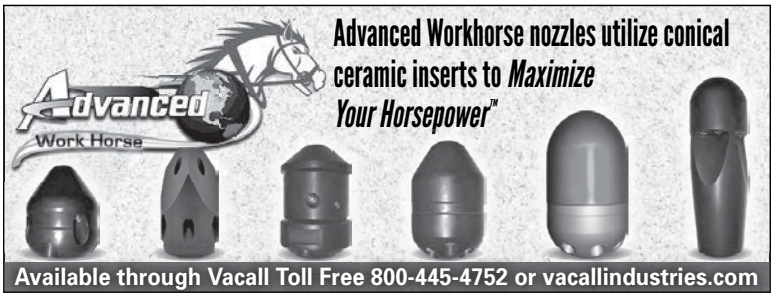
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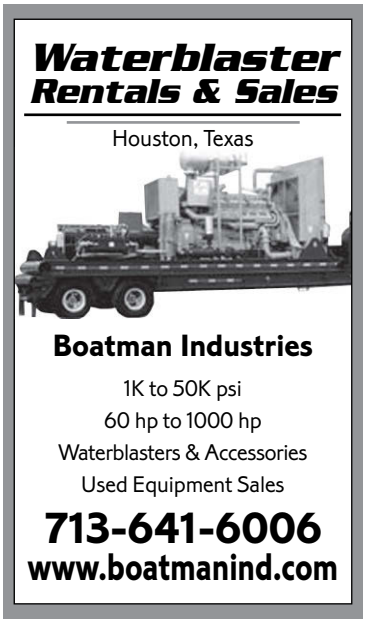
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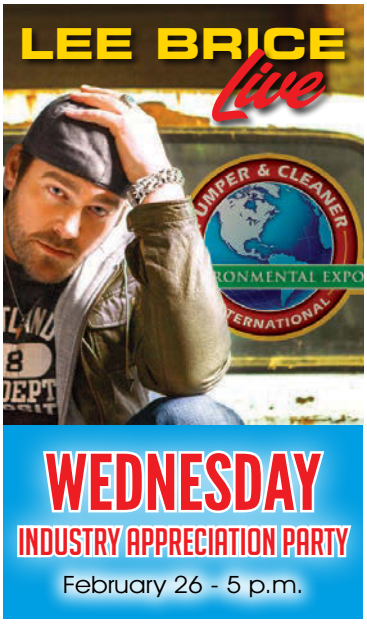


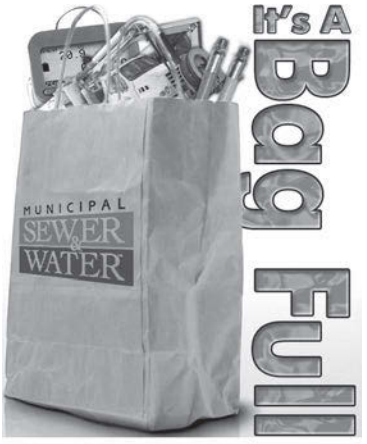












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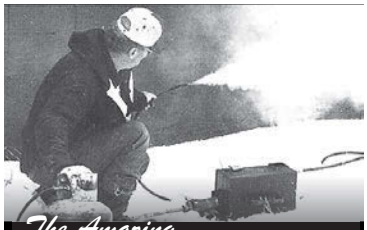


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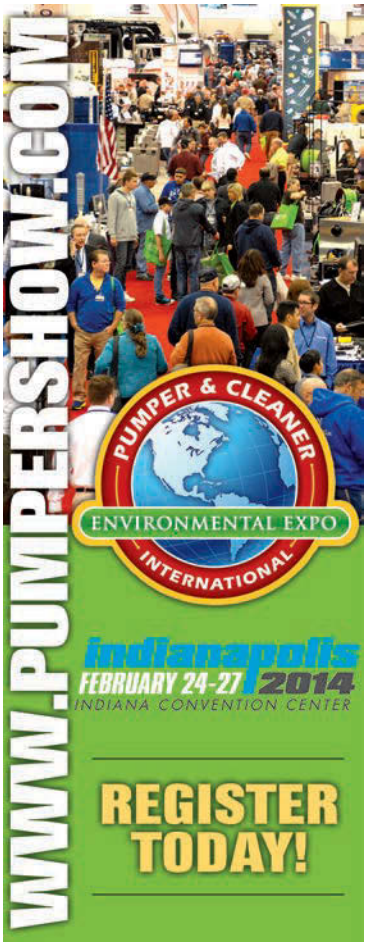
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2007 Vactor Model 2112 on a Sterling LT7500. 50,876 miles. Two-stage fan. 65gpm, 2000psi pump. Was a city-owned unit. Price $157,500. Pictures at www.empireequip.com. 714-639-8352. (CBM)

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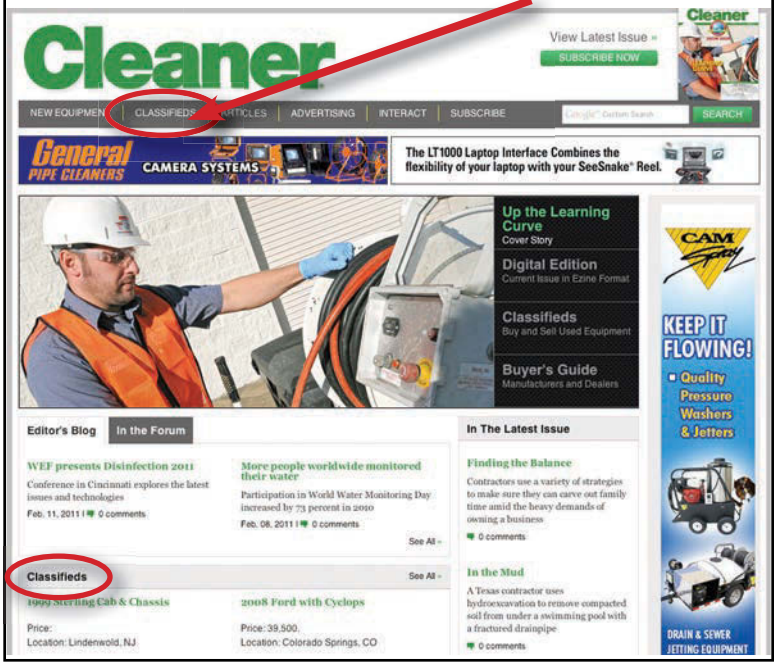
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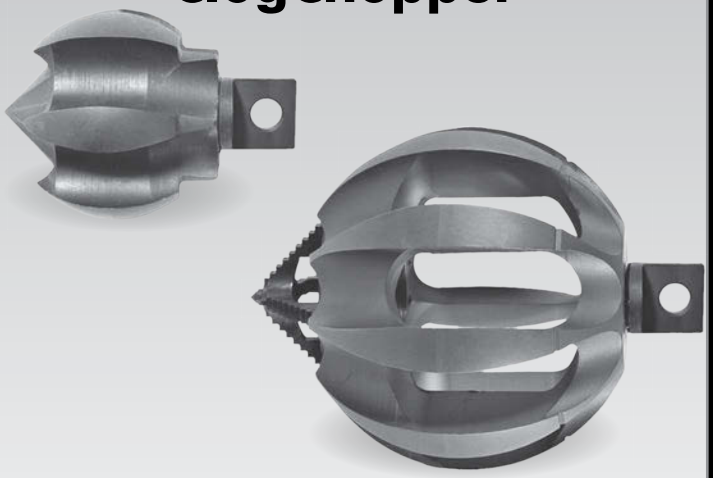
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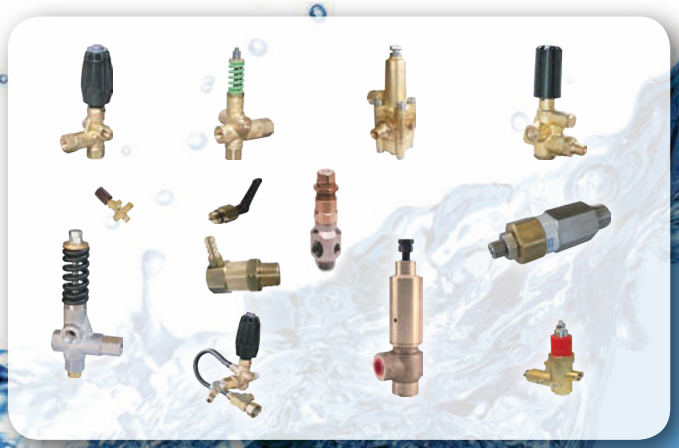
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