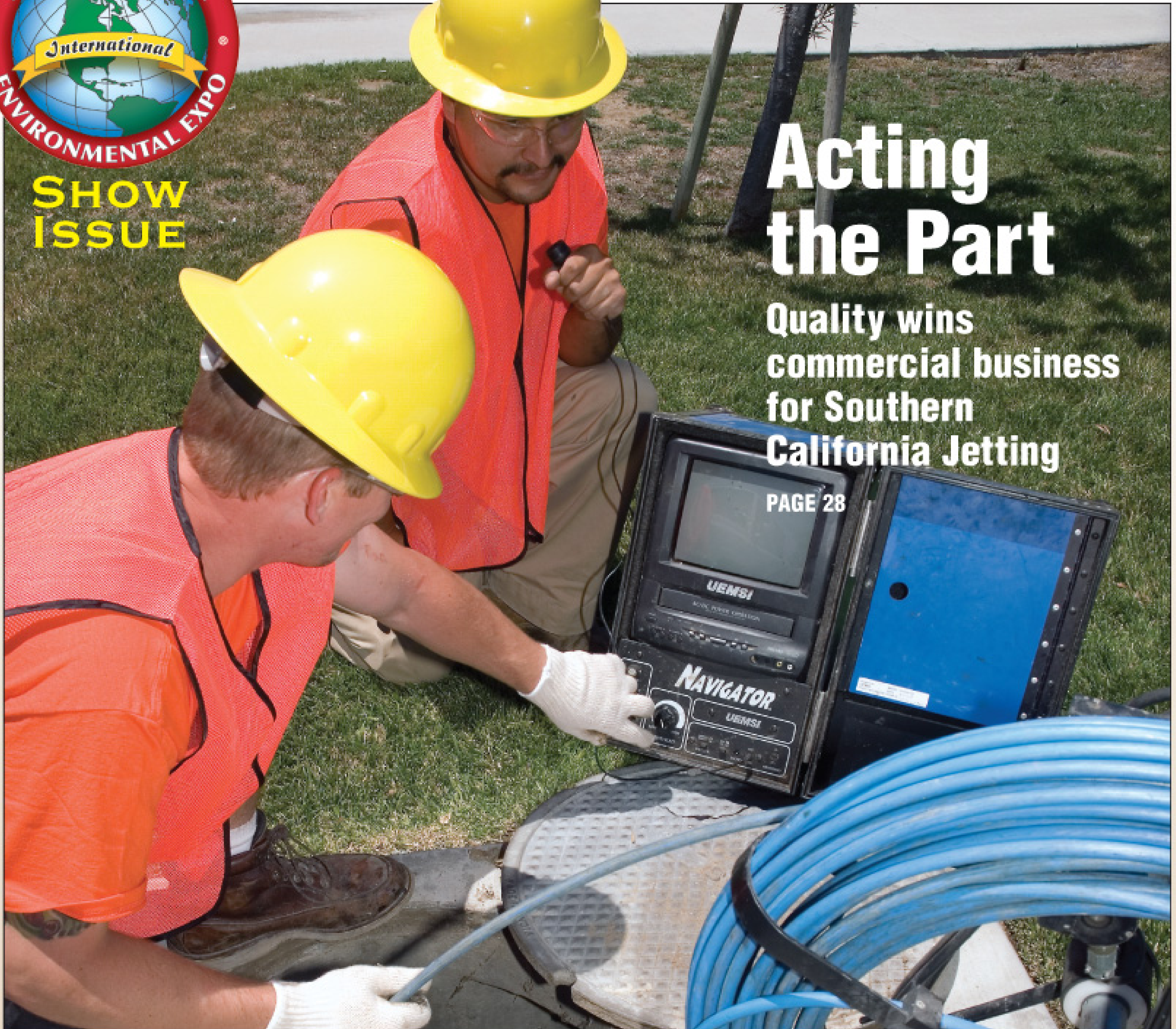


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ISSUE**



Acting the Part

Quality wins
commercial business
for Southern
California Jetting

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TECH PERSPECTIVE

GPS technology as
"the new telephone"

MONEY MANAGER

Common mistakes
investors make

SAFETY FIRST

Serious lessons from
a fatal trench collapse

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Booth 3147

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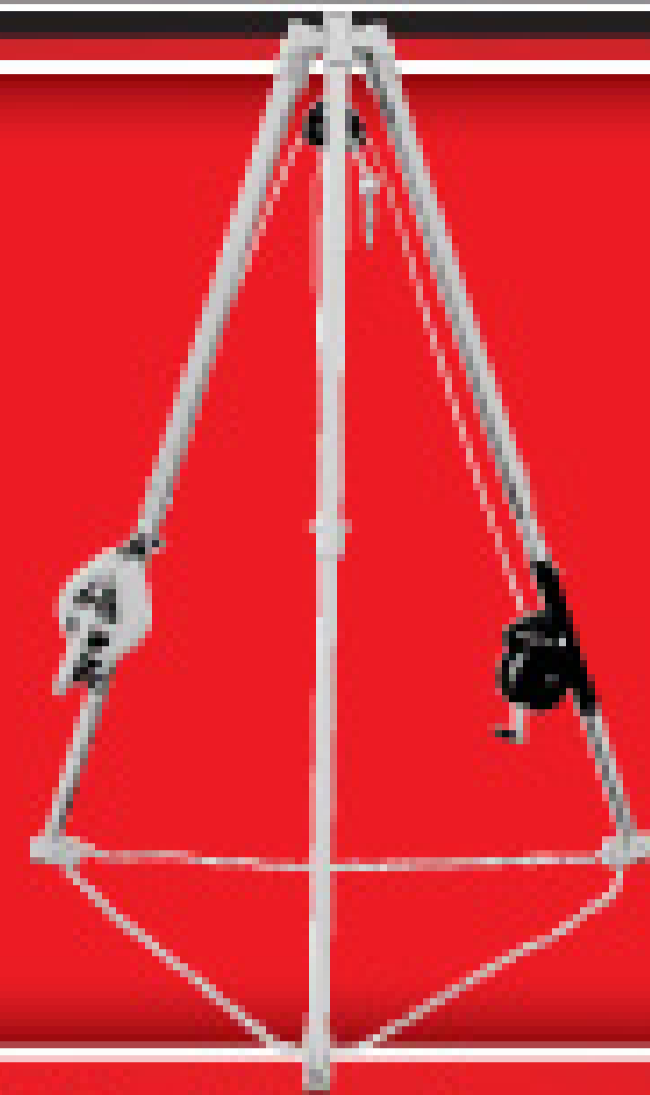
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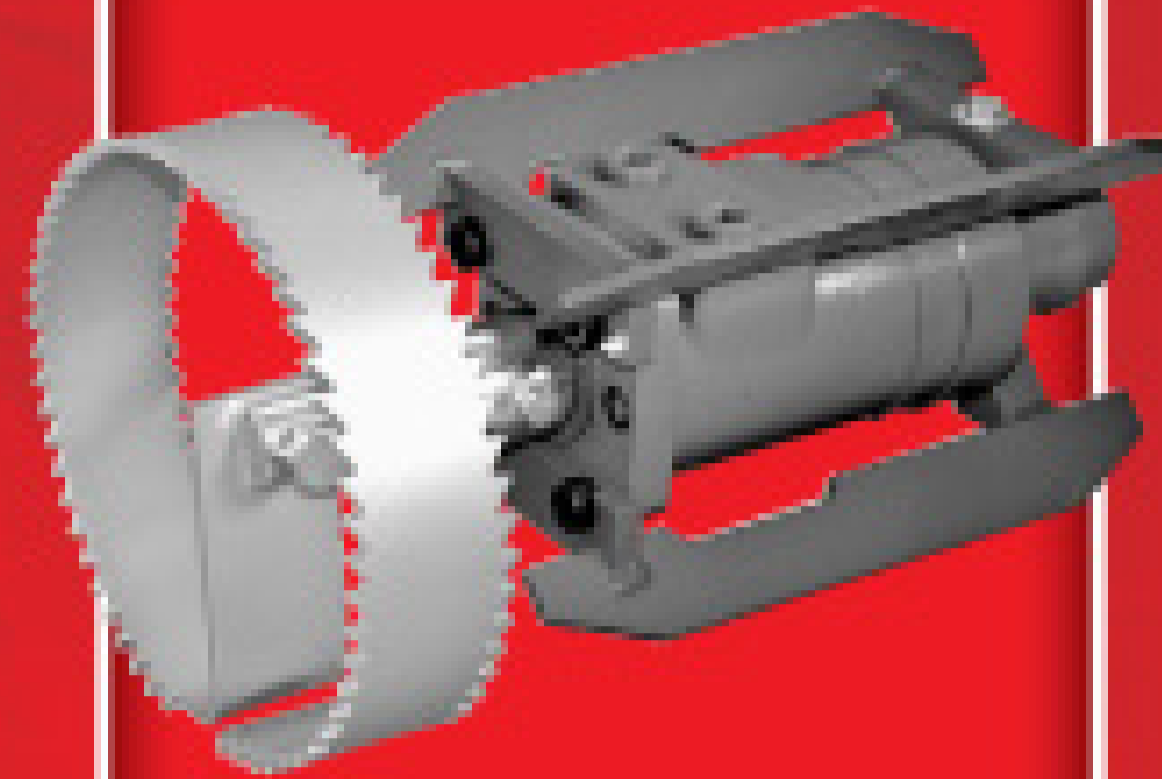
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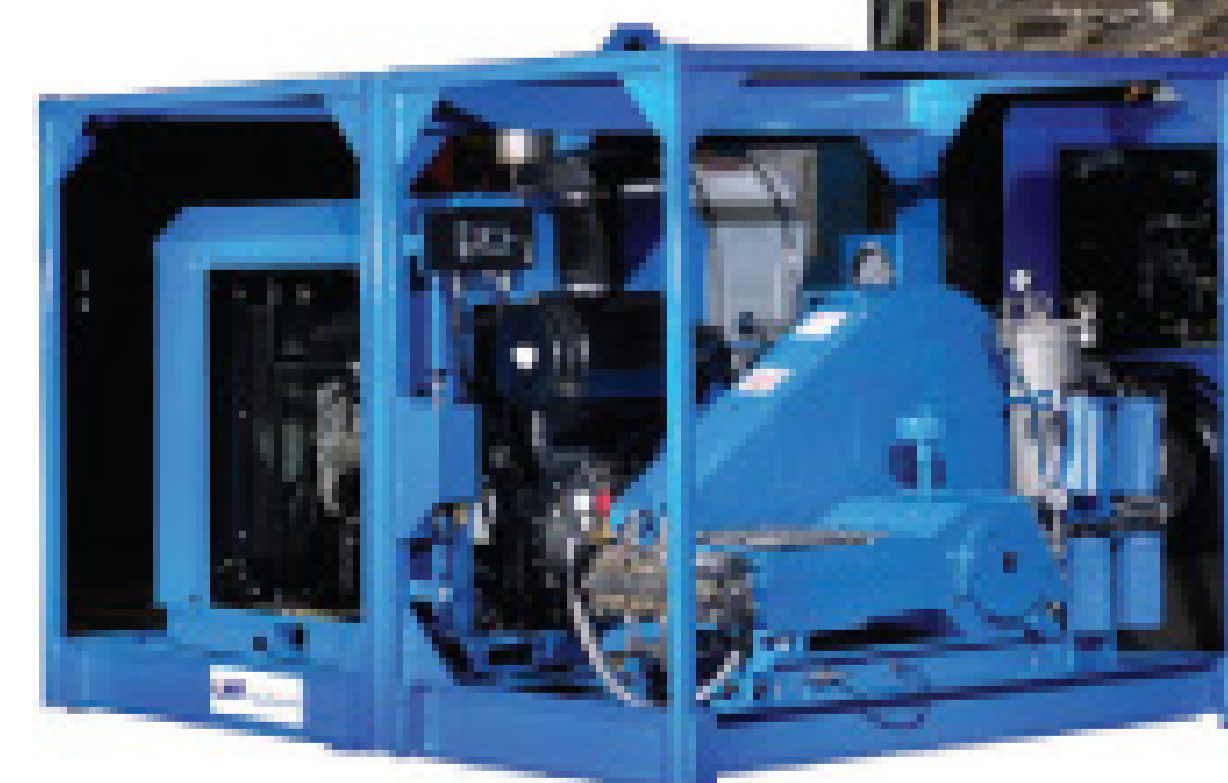
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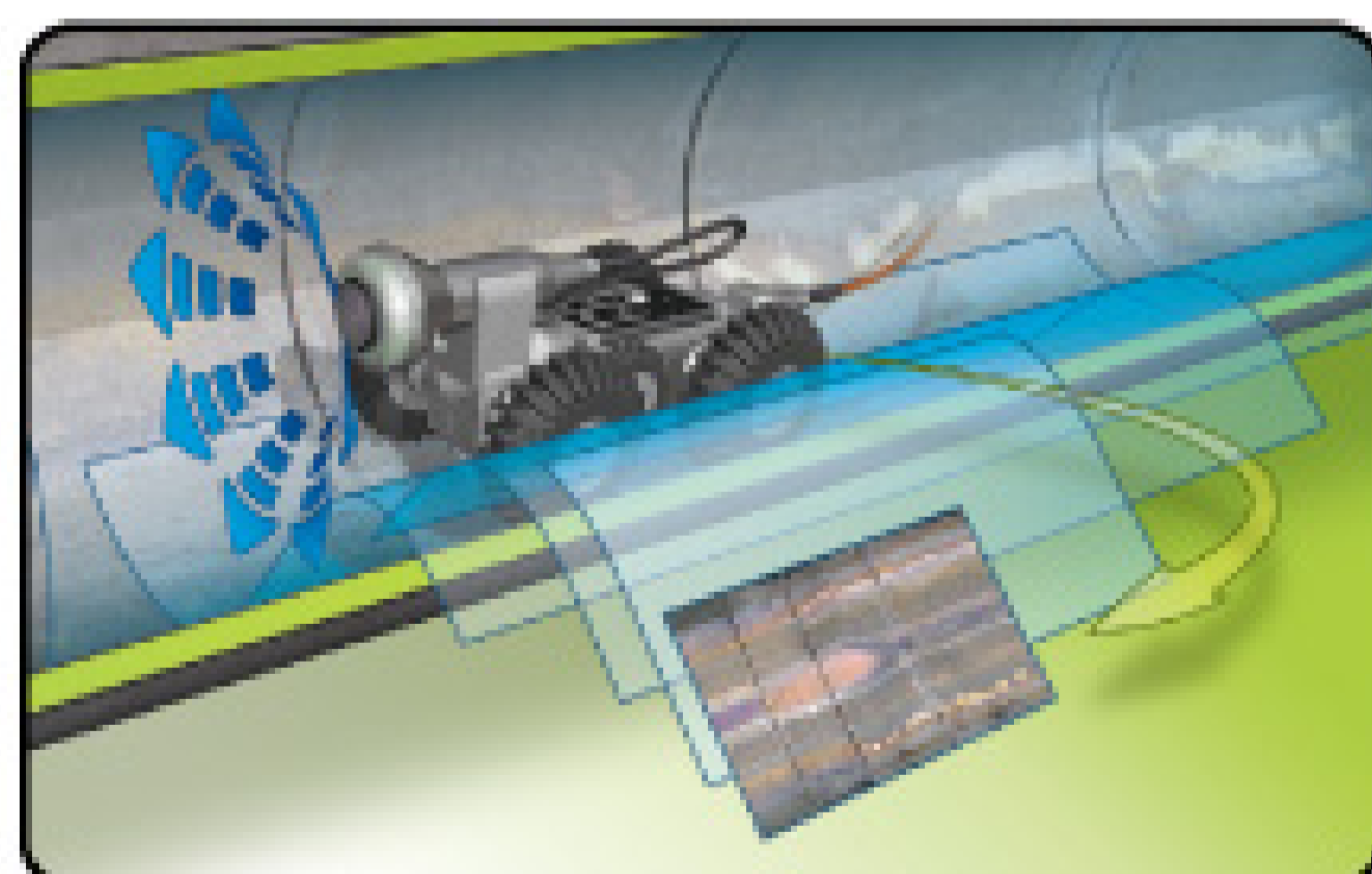


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A manual height-adjustment accessory for the ROVER 125 maintains the camera's centerline view in a variety of pipe sizes.



A rear-view camera for ROVER 125 helps prevent tangles during reverse crawl, and sheds additional light during forward travel.

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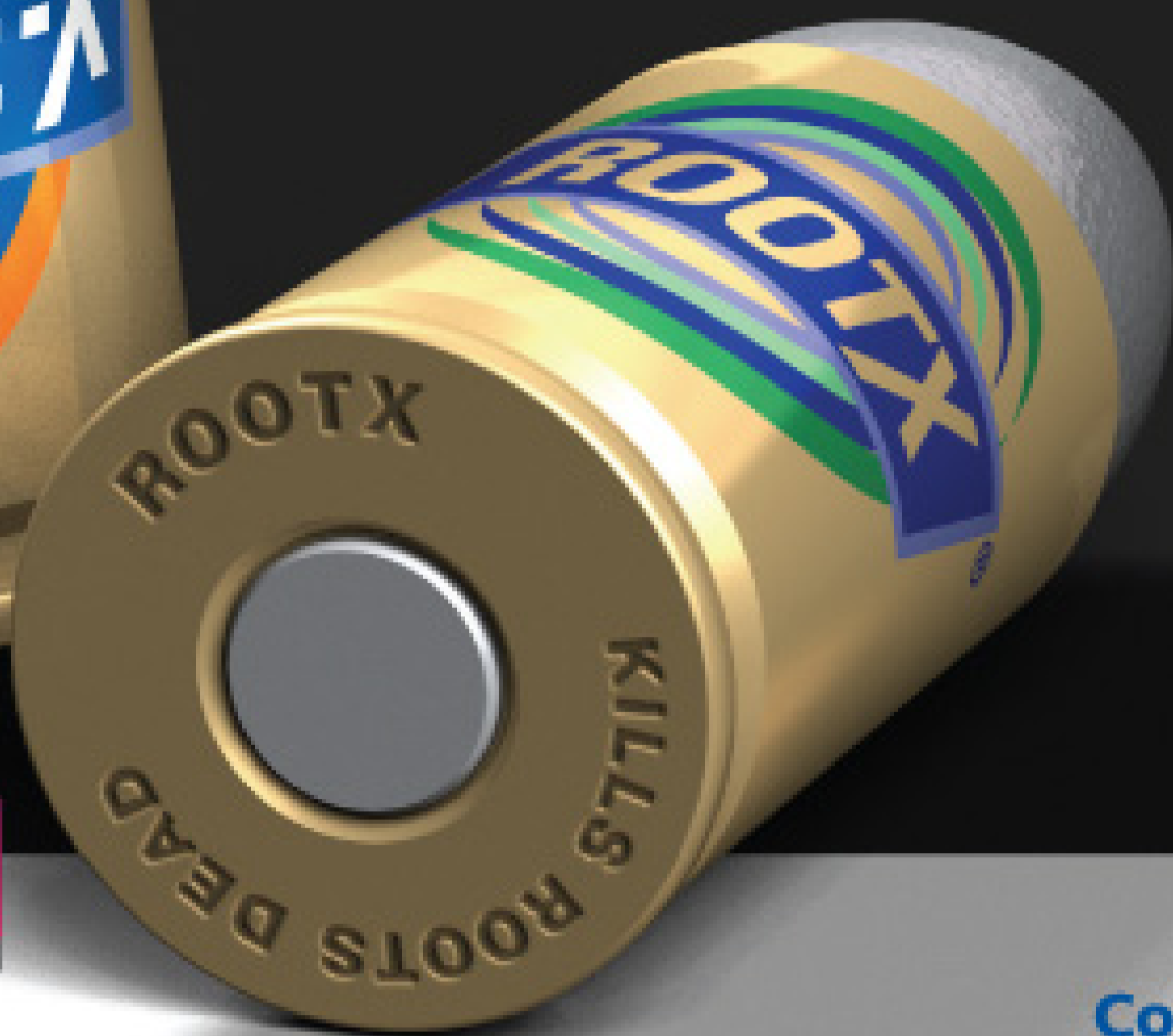
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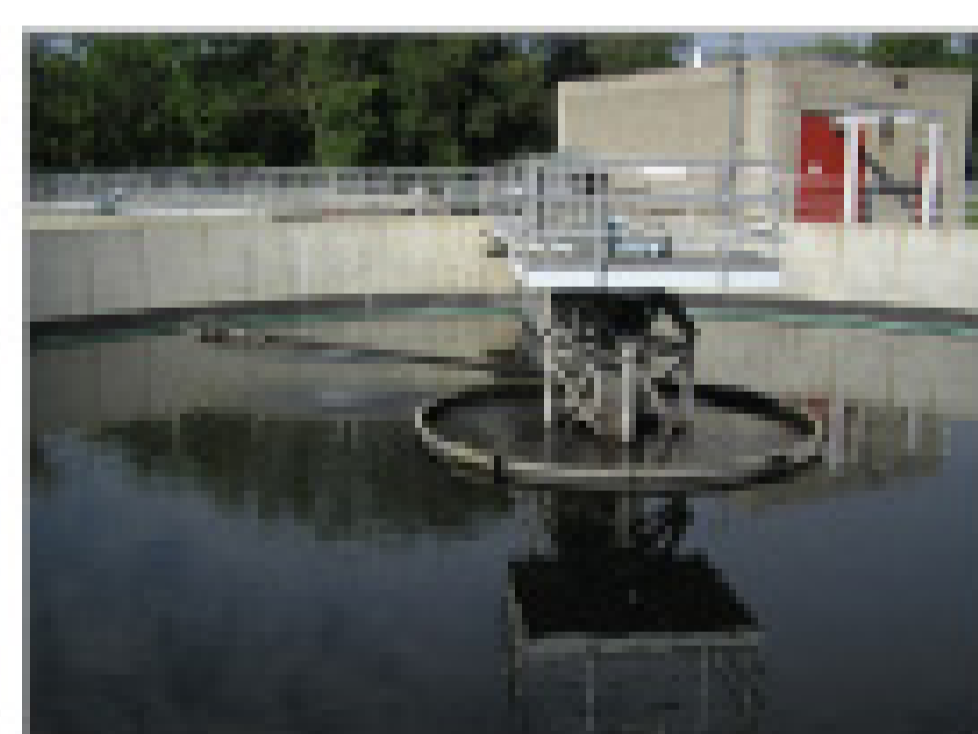
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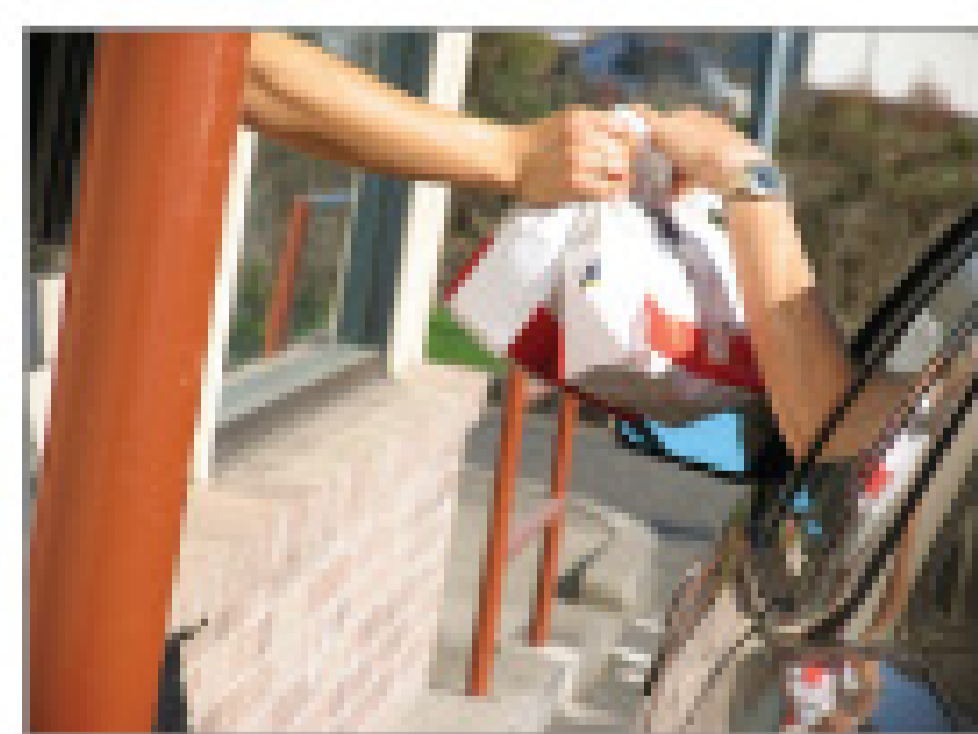


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Ted J. Rulseh



It's a story we hear often: a reader calls or writes us at *Cleaner* to report on trouble with a competitor who is taking away business while operating without a license, cutting prices, and taking all manner of shortcuts.

Most recently, a plumbing, drain and septic service company in California shared with us a complaint the owner filed with the state's fraud investigative team about a competitor who had won a large share of the work connecting sewers to homes in a gated community with 78 lots.

Upon investigation, this owner found that the competitor's bids had come in at about half the price quoted by his and other local businesses. As best this owner could determine, the cut-rate competitor was operating with questionable licensure, no insurance and no workers' compensation, and was probably paying its workers in cash.

What to do? Well, in such circumstances, complaining to the right regulatory agency is certainly a legitimate step. The fact remains, though, that there will always be price- and corner-cutters, and a business simply has to learn to deal with them.

The high road

The contractor in this case is not tempted to cut his prices or his standards — to mud-wrestle with his new competitor. But beyond filing a complaint, how should a business respond to such a threat? The short answer is: by sharpening its focus on customers who understand value

and are willing to pay for it.

Sure, it's annoying when a company that is not thoroughly professional comes in, slashes prices, and takes business your company might otherwise have had. Sometimes that company isn't doing anything illegal or unethical. It could be someone just starting out and trying to buy market share. It could be a solo practitioner offering low prices because he has very little overhead.

It seems whenever one of these outfits goes out of business (and most eventually do); another

In every market, there are also customers who live according to the words of fashion designer Aldo Gucci: The bitterness of poor quality is remembered long after the sweetness of low price has faded from memory. Businesses that know how to find and win these customers can largely ignore the price-cutters.

croops up to take its place. There are always people who think they can succeed by charging less than everyone else. In any market, at any given time, there will always be bottom feeders.

Fortunately, in every market, there are also customers who live according to the words of fashion designer Aldo Gucci: The bitterness of poor quality is remembered long after the sweetness of low price has faded from memory. Businesses that know how to find and win these customers can largely ignore the price-cutters.

Do you really lose?

Sure, it hurts to see homeowners and businesses giving jobs to ill-qualified, low-ball

operators. But are those really your prospects in the first place? Are they — the perpetual price-shoppers, the Yellow Pages quote seekers — the kind of people on which to build a business?

Bargain hunters are notoriously fickle: Win them over once and next time they'll probably go to someone else who is five bucks cheaper. Furthermore, their ranks include many who don't like to pay their bills — on time or at all.

So how do you focus on value-conscious customers? One way is simply to stay away from situations where the deciding factor is price. Mass advertising — like Yellow Pages — attracts price-shoppers. That doesn't mean you shouldn't run Yellow Pages ads. It does mean your ads should stress quality, value and reputation. And it does mean you should train your staff to identify and cultivate callers who are not strictly price-driven.

Another way to find customers who buy value is to analyze your customer base. Who are your best and steadiest customers? Where do they live? What do they do? Where do they work? Target their neighbors and co-workers with direct marketing.

Most of all, know who your best customers are and hold on to them for dear life. They are the heart and soul of your business. It costs far less to keep them than to find new ones like them.

Enough to go around

As for Cheap Charlie competitors, take action against those who cheat or otherwise violate the law — they are bad for the profession and bad for the public, too. Otherwise, try not to lose sleep over the customers you might lose to them.

In an important sense, those were never your customers, anyway. Remember: You can't lose what you never had. And you won't miss what, deep down, you never really wanted in the first place.

If you keep value front and center, you'll always deal with the kinds of customers you favor, and you'll compete against other contractors you respect. That game may not be easy, but at least the field is level. ■

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We have been waiting for over a year to be able to say that. For the thousands of industry professionals who have made it to this year's show you probably already know how hospitable and welcoming Louisville is. As you spend time walking the exhibit floor, gaining knowledge in the seminars, enjoying the entertainment or exploring the many diverse venues Louisville has to offer, you will understand why we are excited to welcome you to this year's show.

The shows are always an exceptional value. This year there is more of everything. More exhibits in a much larger exhibit hall is making it easier for the industry's top manufacturers, dealers and suppliers to show you what they have to offer. The number of educational programs has been increased, offering you more opportunities to learn and take knowledge back home to help you grow your businesses. There is also more entertainment than ever before, and with a line up that includes Jeff Foxworthy, Big & Rich, Cowboy Troy and John Corbett, it's hard to imagine anyone not having a great time.

The best of the industry is here and that includes you. All of us at COLE Publishing want you to enjoy the show, enjoy Louisville and enjoy yourselves.

Bob Kendall
Co-founder
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Schedule of Events

WEDNESDAY

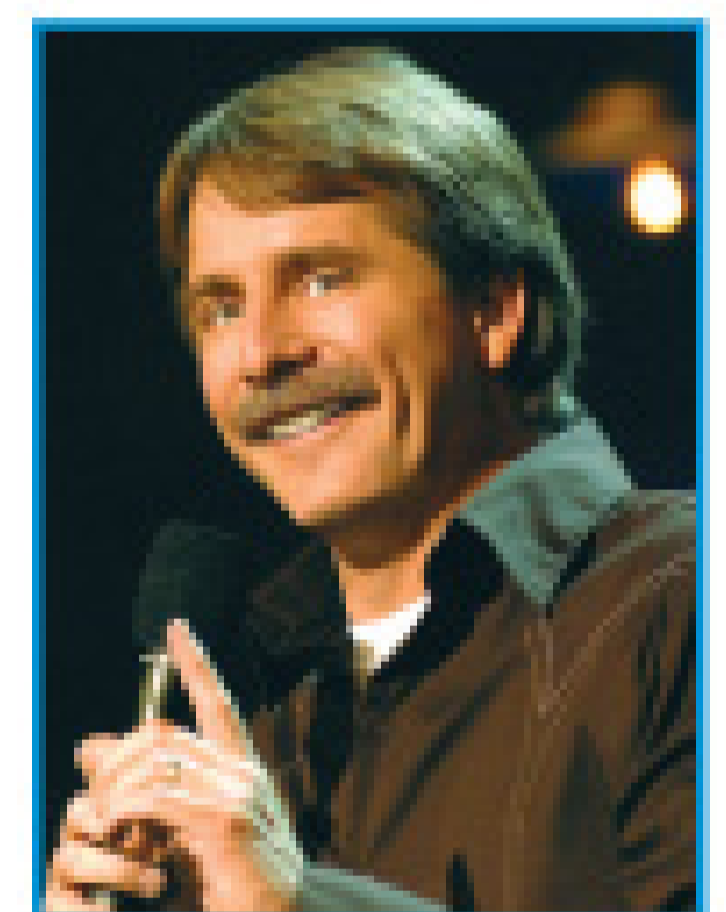
February 27, 2008

- Education Day
- 56 Educational Sessions (Exhibit Halls Closed)
- Industry Appreciation Lounge open (COLE Pub)

THURSDAY

February 28, 2008

- Certified Onsite Installer Course
- Exhibits Open: 9 a.m. - 5 p.m.
- Educational Seminars: 8 a.m. - 12 p.m.
- Industry Appreciation Party
5 p.m. • Cash Bar
- Jeff Foxworthy - 7 p.m. • Cash Bar



FRIDAY

February 29, 2008

- Exhibits Open: 9 a.m. - 5 p.m.
- Educational Seminars: 8 a.m. - 12 p.m.
- Industry Appreciation Lounge open (COLE Pub)

SATURDAY

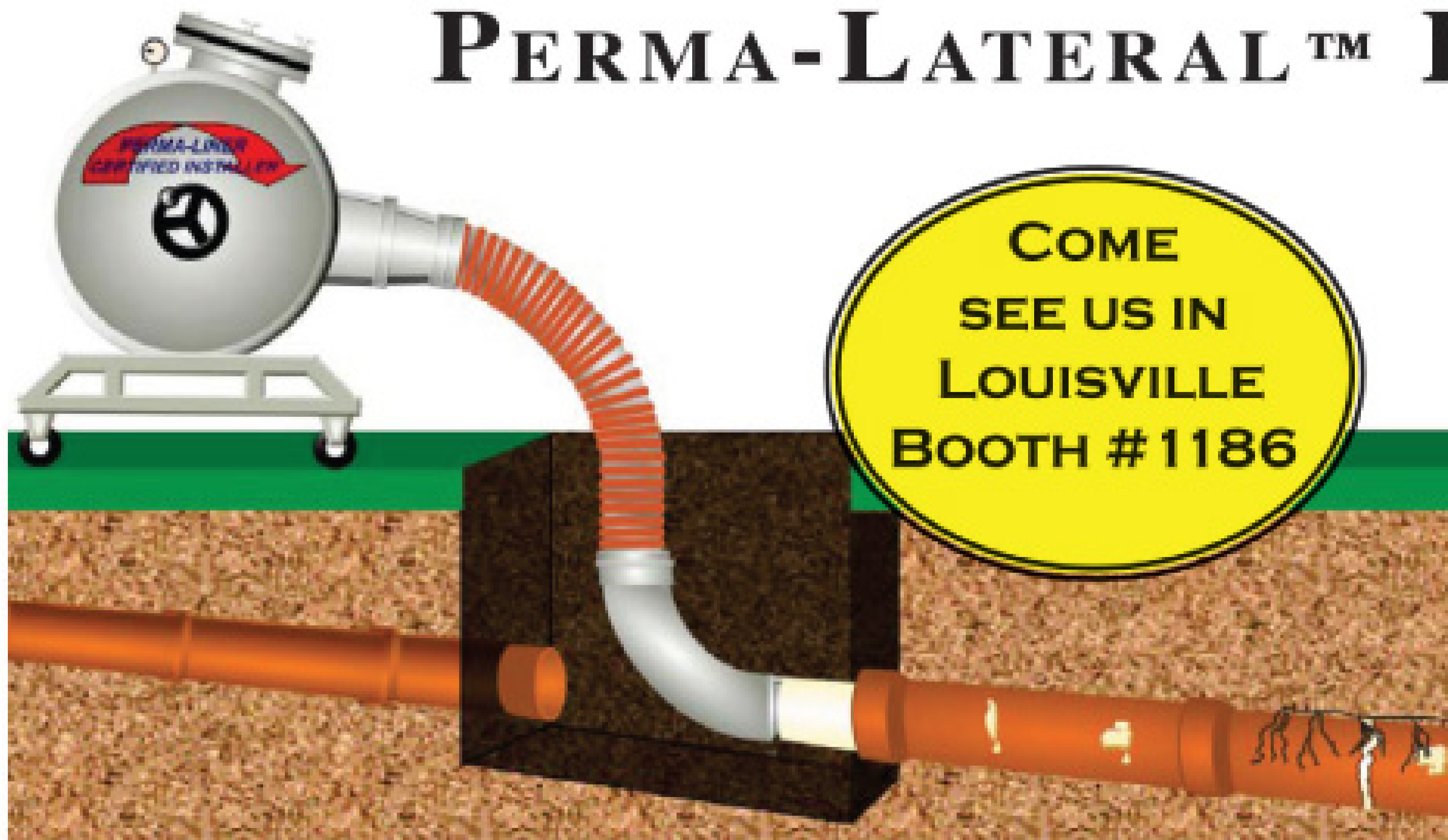
March 1, 2008

- Exhibits Open: 9 a.m. - 3 p.m.
- Industry Appreciation Lounge open
- Saturday Evening Jam
5 p.m. - John Corbett
7 p.m. - Big & Rich w/Cowboy Troy

(Show times are approximate)



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Yet Another Reminder

The death of a 52-year-old worker in a trench collapse underscores the importance of protective measures

By Scottie Dayton

Fatalities from trench collapses continue to occur despite Occupational Safety and Health Administration (OSHA) standards that specify sloping and benching, shoring, and trench boxes or shielding to reduce excavation hazards.

Such an incident took place last December in the Town of Somers, Wis.

to free him to about the chest before the earth collapsed again, burying him.

Recovery attempts were hampered by groundwater and mud that continued to fill the hole. Steel plates up to 20 feet long were brought in to shore the trench as crews battled for 12 hours in below-freezing temperatures before recovering Oviedo's body.

All too common

Based on data from the U.S. Bureau of Labor Statistics, an average of 54 workers die in cave-ins annually — half of them while working on sewer or water systems. A person buried alive can survive for only a limited time due to the pressure exerted by dirt, rocks, and debris.

According to Canada's National Occupational Safety and Health Director Dr. J. Donald Millar, these

deaths can be "almost without exception, anticipated and avoided using existing safety precautions. They are not accidents."

More than half the time, earth, rocks, and debris inflict fatal injuries. A single cubic yard of earth weighs 3,000 to 4,000 pounds, depending on soil type and moisture content. Only a few feet of soil can prevent lungs from expanding and cause suffocation in as little as three minutes. Heavier soils can crush the body in seconds.

Once the earth moves, there is a 98 percent chance of a second collapse. This shows the importance of soil analysis to determine appropriate sloping, benching, and shoring. If an excavation is less than five feet deep, OSHA does not require a protective system unless the competent person sees signs of a potential cave-in.

For trenches five to 20 feet deep, shoring and sheeting, shielding, sloping and benching are acceptable protective measures. Project planners and the competent person onsite must determine which systems will work best. If an excavation is greater than 20 feet deep, a registered professional engineer must design the protective system.

"Regardless of the depth of the trench, OSHA requires a competent person to inspect conditions at the site daily, and as frequently as necessary during the work to assess hazards," says Keith Lamberson of Safety Corporation of America in Atlanta, Ga.

Barriers to safety

A study by the Center to Protect Workers' Rights published in March 2006 lists a casual attitude toward safety by employers and workers as a main barrier to ensuring safe trench work. "Many workers believe a cave-in will not happen to them or that they can outrun it," said a safety specialist.

The second major barrier to trench safety, according to the report, is a lack of appropriate safety training for competent persons and

workers. Also problematic are contractors who are inexperienced in and ignorant about trenching hazards.

"Contractors may lack information about the specific protection needed, where to get it, or that it may be rented," says author Barbara A. Plog, University of California at Berkeley. "The problem is particularly acute among contracting companies that employ fewer than 10 workers."

The study also cited as barriers insufficient OSHA enforcement and the cost of implementing safety measures. "Many contractors believe

"Regardless of the depth of the trench, OSHA requires a competent person to inspect conditions at the site daily, and as frequently as necessary during the work to assess hazards."

**Keith Lamberson
Safety Corporation
of America**

that the cost of trench protective equipment, as well as its transportation, installation, and storage, are excessive and affect company profits," says Plog.

Keys to prevention

The consensus among safety experts is that consistently implementing the requirements of the OSHA excavation standard (Subpart P, Excavations, of 29 CFR Part 1926.650, .651, and .652) would prevent most trenching-related deaths and serious injuries. In particular, they emphasized the need for a properly trained competent person at every trenching worksite to assess the hazards and ensure the appropriate use of trench protective systems. ■

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Juan Oviedo, 52, was 25 feet down laying sewer pipe when the mud caved in below his trench box. Oviedo was submerged up to his neck. Two area rescue teams using vacuum trucks worked for two hours



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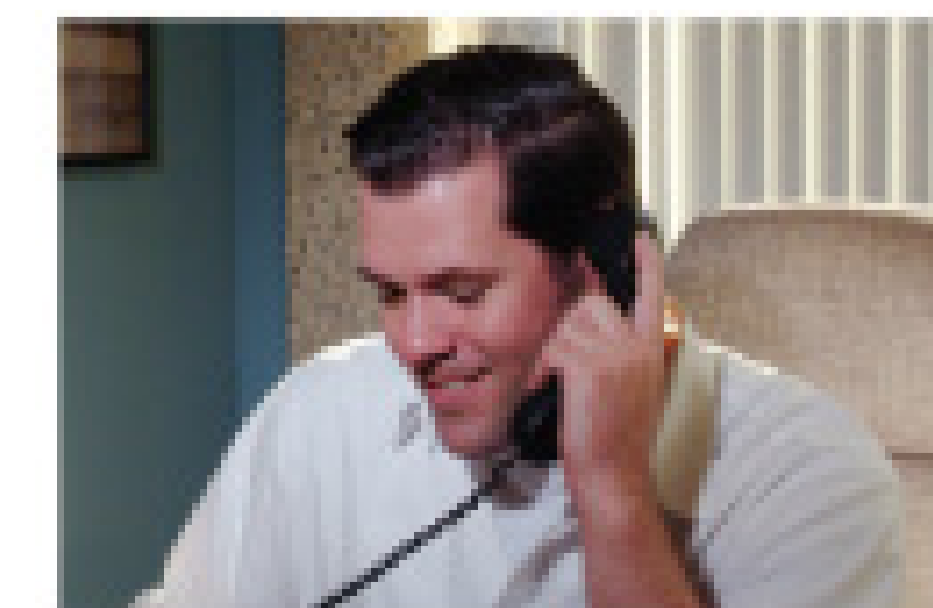
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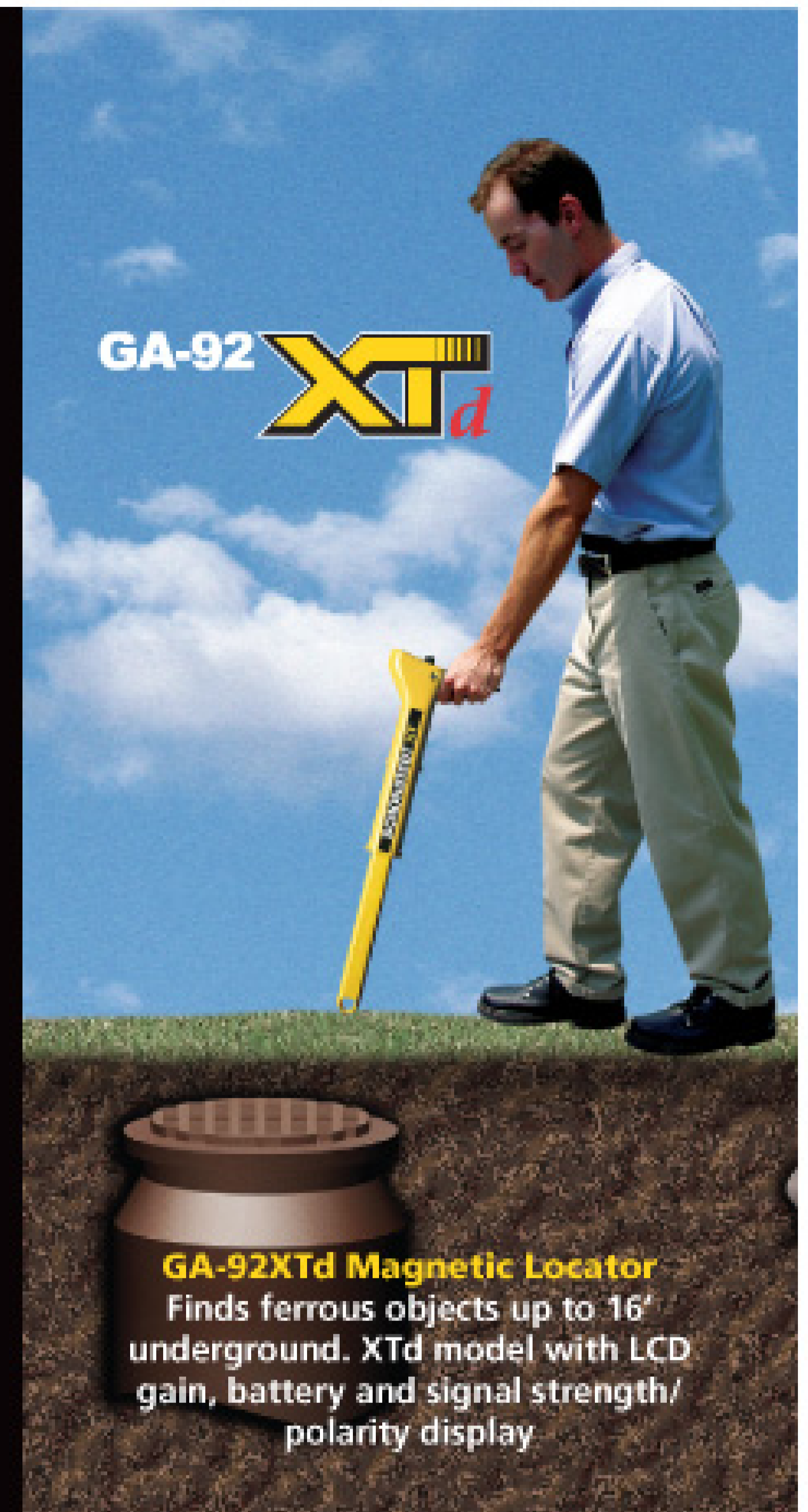
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People News

They come from varied backgrounds to become Mr. Rooter® franchise owners. What they've found ... structure, success and satisfaction.



K. Scott and Pam Hobbs, Ken Hobbs Panama City, Fla.



For Scott Hobbs (pictured far right), it's rewarding to work with his family: father Ken, daughter Brandi and wife Pam.

K. Scott Hobbs began his plumbing career in new construction in 1989. But after a decade of going through the typical struggles a new construction plumber goes through, Scott and his father Ken ventured into the service side.

In 2000, they slowed down their new construction company of 40 plus employees to a profitable and manageable size and started a separate company to focus on only service. They ran the new shop for a few years trying to grow. They would get up to three trucks and then back down to one truck.

Following several years of no sustained growth, they turned to *Mr. Rooter*, which Scott calls a perfect match.

"I knew I had to align myself with an organization that could help us grow to the potential I know we have," Scott says. "My father and I visited the *Mr. Rooter* corporate office and were impressed with the integrity of the entire staff and their willingness and ability to help us grow."

They started their *Mr. Rooter* franchise in 2004 with one technician and one helper. They now have eight technicians. Scott gives the credit to learning an established system and having the ability to tap into decades of experience from other *Mr. Rooter* franchisees.

In 2007, they received the Personal Achievement award, which acknowledges outstanding achievement in sales, manpower growth, personal growth or franchise development.

"I can't imagine trying to build this company, stay ahead of the competition and survive through challenging economic times without the guidance, training and support we receive from the *Mr. Rooter* Corporation as well as all the other *Mr. Rooter* franchisees," Scott says.

"After looking at other organizations, we found *Mr. Rooter* to be a perfect match."

With the help of *Mr. Rooter*, Scott has a business plan to more than double the current size of their company over the next few years.

"We have a lot more to learn and a lot of growth to achieve," Scott says. "My wife and our daughter have joined the company to help with the growth."

Frank Czeronka Landisville, N.J.



Frank's big catch at scout camp in Alaska.

For eight years Frank Czeronka worked as the service manager for a competitor plumbing company. He didn't have the luxury of taking

three-day weekends, and he didn't see financial security in his future.

When he read about *Mr. Rooter* in *Cleaner* magazine back in 2001, it motivated him to open a *Mr. Rooter* franchise. And he's never looked back.

"I've learned to play golf, and I am able to pursue my hobbies like fishing."

"It's a dream come true," says Frank, who runs a 10-van operation with 14 dedicated and hard-working team members. "I've seen constant growth. My only regret is that I didn't start my own business sooner."

From the "unlimited support" and training to the regional meetings and annual conferences, Frank credits the *Mr. Rooter* system for his success. "I believe in following the system," he says. "If I would have started Frank's Plumbing, I would have had to re-invent the wheel, and I would have been alone."

Instead, he says *Mr. Rooter* is like a family, helping him develop goals and achieve them. Since opening his franchise, Frank earned his Master Plumber, Plumbing Inspector, Plumbing Subcode and Construction Official licenses. He is also president of the New Jersey State League of Master Plumbers and a member of the New Jersey Plumbing Inspectors Association.

It's a dream come true ... I've seen constant growth. My only regret is that I didn't start my own business sooner.

Frank admits he's a hard worker, but he also likes to play, and having his own business allows him to do just that. "I travel constantly," he says. "I've learned to play golf, and I am able to pursue my hobbies like fishing."

(continued on next page...)

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Derek Moreland and Mike Kolakovic

Toronto, Ontario in Canada



Derek Moreland and Mike Kolakovic, with their spouses, accept their Franchisee of the Year Award during the 2007 Mr. Rooter International convention.

Derek Moreland and Mike Kolakovic, co-owners of the *Mr. Rooter* franchise in Toronto, are the first to receive Franchisee of the Year and Sales Leader of the Year awards in the same year. An achievement they did in 2007.

"I've always been a visionary and a dreamer, and I knew I wanted to be the biggest and the best," Derek says. It was a dream that was decades in the making.

Derek emigrated from Scotland and completed his plumbing apprenticeship. He worked for various companies before starting his own business in 1985. After 10 years of "getting nowhere fast," he got a call from the *Mr. Rooter* Corporation.

I am extremely fortunate to be able to spend more time with my kids, and it's because of the *Mr. Rooter* system and the great team we have working for us.

"I was impressed with the quality of service. I knew it was the way service should be delivered, so I purchased my first territory," Derek says.

Now they own the entire Greater Toronto area and run a 30-truck operation. Growth Derek and Mike accomplished by combining their strengths – Derek, the service side of plumbing, and Mike, the commercial work.

Mike grew up tagging along with his father on plumbing jobs. In 1987, he became an industrial plumber. Six years later he started his own company, but after a year decided to look at other options. When Mike saw a

Mr. Rooter ad for technicians, he called Derek for an interview. The rest, you could say, is history.

"We now work better than we did when we had our previous businesses," Mike says. "I am extremely fortunate to be able to spend more time with my kids, and it's because we use the *Mr. Rooter* system and have a great team working for us."

When Mike isn't at the shop, you can find him coaching his daughter's soccer team, rooting for his sons at their hockey games or watching his daughter Croatian folk dance. "It's a lot of fun," Mike says. "I'm also fortunate to go to Croatia every summer with the whole family for six weeks and have business carry on without skipping a beat."

As for Derek, his son, Sean, is following in his footsteps. Sean just finished his plumbing apprenticeship and works at the shop with his dad. "It's great," Derek says. "I see him every day. I actually see my son more now than ever before."

Roger and Stacey Goertz

Houston, Texas



Roger and Stacey Goertz pictured with their *Mr. Rooter* fleet.

When Roger and Stacey Goertz left The Dwyer Group®, parent company of *Mr. Rooter*, to buy an existing *Mr. Rooter* franchise, neither of them had plumbing experience.

But what they did have – a combined 51 years in the corporate world – proved to be an ideal blueprint for success. They received the Rookie of the Year award in 2005.

"Throughout my career I learned about the hiring process, motivating employees and

operations overall," says Roger, who served as president of several franchising companies, including Aire Serv®, a sister company of *Mr. Rooter*, as well as vice president of operations for the *Mr. Rooter* Corporation. "With Stacey's accounting and marketing skills we are able to properly run a business."

... I will help out on jobs to let our team know we will not ask them to do anything we would not do ourselves ...

As for learning the plumbing part, this business savvy couple with college degrees did their homework. They read, studied and attended technician training classes. Most of all, they earned the respect of their team.

"Our team in turn taught me the technical side," Roger says. "Even today I will help out on jobs to let our team know we will not ask them to do anything we would not do ourselves."

In four years of owning a *Mr. Rooter* franchise, they turned the five-van operation they purchased into a 21-truck fleet and increased sales.

"When your business grows, your employees see the financial results," says Stacey, who was director of marketing at *The Dwyer Group* before becoming a *Mr. Rooter* franchisee. "It makes the whole team proud to be a part of making it possible."

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Running Off the Rails

A variety of common mistakes can keep you from meeting your financial goals and supporting the lifestyle you want for your retirement years

By Ted J. Rulseh

Just for fun, try searching the Internet under “mistakes investors make.” You’ll find articles that list 15 mistakes. Our four. Or 18. Or seven. Or 10. And almost every list will include mistakes that others don’t.

Mistakes. We all make them. But judging from all these articles, and all the errors so many of us commit, it’s a wonder anyone makes it to retirement in one financial piece. Of course, most of us don’t make catastrophic blunders, like betting our life savings on a hot tip involving commodities markets. Still, it’s worthwhile now and then to remind ourselves where we can go wrong if we’re not careful.

So, here are some common investment mistakes, pulled from a variety of sources believed to be reliable. In no particular order of importance:

1. Expecting too much. The Merriman Berkman Next money management firm cautions against demanding perfection in order to be satisfied. “We’ve all known people whose attitude is that nothing is good enough for them,” principal Paul Merriman writes in an article on the firm’s web site. “People who can’t stand to have anything but the best are rarely successful at investing.”

Indeed, as a wise man once said, “The perfect is the enemy of the good.” No matter what investments you own, there will always be something performing better.

If you pay attention to that, you’ll tend to jump constantly from one investment to another — and do worse than if you had stuck to a long-term plan.

2. Following fads. Remember the dot-com boom and bust in 2000? That wasn’t the first fad, and it won’t be the last. Fad-following is a key reason many people get the traditional “buy low, sell high” advice exactly backwards, according to Cathy Tuckwell, a Certified Financial Advisor in Toronto, Ont.

Fad investors tend to buy the *popular* stocks of the day, which typically become fashionable for brief periods. Many people invest at the height of a trend, just in time to ride it downward, Tuckwell says. She advises looking critically at prospects for an investment’s future performance — not just past performance.

3. Taking too little risk. Merriman observes that some people are afraid to lose any money at all. They want everything secure and guaranteed — but that isn’t possible. “Very low risk almost

always equates with low return,” Merriman says. “If you put your emergency money in a bank account and earn one percent, you may think you’re taking no risk. But in fact you are taking the very real risk that inflation will rob your money of its purchasing power.” It’s the same with money we invest for retirement.

4. Holding on to a loser. When an investment heads seriously south, it can be hard to admit having made a mistake and sell. The tendency is to try and hold on until the investment comes back at least to the price we paid.

“Not every investment decision you make will pay off,” says Dan Kiley, chairman and chief compliance officer with Retirement Corporation of America. “When you do make a mistake, acknowledge the error, sell the shares, and invest in something more promising. The longer you stay anchored, the more money you will have tied up in assets that may never return what you originally paid for them.”

“Not every investment decision you make will pay off. When you do make a mistake, acknowledge the error, sell the shares, and invest in something more promising.”

Dan Kiley

5. Taking advice from talking heads on TV. “These programs should come with a big disclaimer: For Entertainment Purposes Only — because that is just what they are,” says John Nyaradi, president of Ridgeline Media Group LLC and owner of Wall Street Sector Selector. “They’re fun to watch and provide fast-moving commentary, but if you’re investing according to what you hear on television, you are doomed to failure.”

The *hot tips* you hear on these programs are already common knowledge in investment circles. Whatever good news the commentator is peddling, you can bet it’s already factored into the investment’s price. That means you won’t get a bargain.

6. Having a big head. “The majority of people (though men are more guilty of this than women) think they are better than average at a variety of tasks, such as driving and investing,” says Roger Ibbotson, Ph.D., chairman of Ibbotson Associates, a financial diversification company in

Chicago. “But by definition, a majority of people can’t be above average. This unrealistic assessment of one’s own investing prowess causes investors to overtrade and pay the resulting higher fees and taxes.”

7. Putting too much faith in brokers. Investment sage Warren Buffett has asked rhetorically why people drive Rolls Royces into the city to get financial advice from people who rode in on the subway. Brokers may know more about investing than the average person, but if they really knew which stocks and funds were the best, they would have long since retired. It’s wise to do research as a check against what a broker recommends.

8. Taking advice from amateurs. If we have a toothache, we go to a dentist. Yet many of us, when dealing with our financial health, put trust in *hot tips* or hearsay from friends, family members, or co-workers who have no real training or credibility. “The lure of the hot tip is all but irresistible to some investors eager to find a shortcut to wealth,” Merriman says. “Unfortunately, many investors have to learn the hard way that there are no reliable shortcuts.”

9. Trying to time the market. It’s tempting when the market gets rough to try and pull out at a high point, then try to get back in on the next upswing. Unfortunately, not even professionals can do that. No one can predict at any given time where markets will go. Furthermore, many stock market gains take place in short bursts. Those sitting on the sidelines miss those opportunities.

10. Procrastination. The specter of mistakes can be intimidating, but perhaps the worst investment mistake is to delay.

“Procrastination takes many forms,” says Merriman. “You don’t start saving for retirement until it’s nearly on top of you. You know you should review your investments, but other things always seem more pressing. You think you’ll catch up later when the market is better, when you’re making more money, when you have more time. And there’s the irony, because the longer you wait, the less time you have. Every day you delay is a day of opportunity that you can never get back.”

Most of us have probably made one or more of these mistakes at one time or another. And there are many more we could make that are not listed here. If we’re going to make mistakes, the goal should be to make little ones instead of big ones and, above all, keep trying to get better. ■

Ted Rulseh is the editor of *Cleaner* magazine. He can be reached by calling 800/257-7222 or e-mailing editor@cleaner.com.





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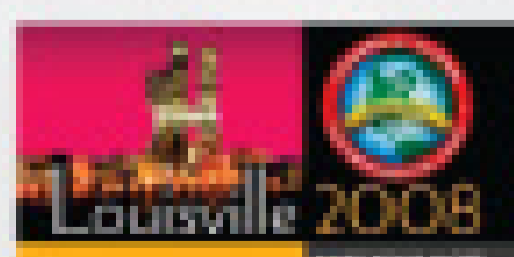
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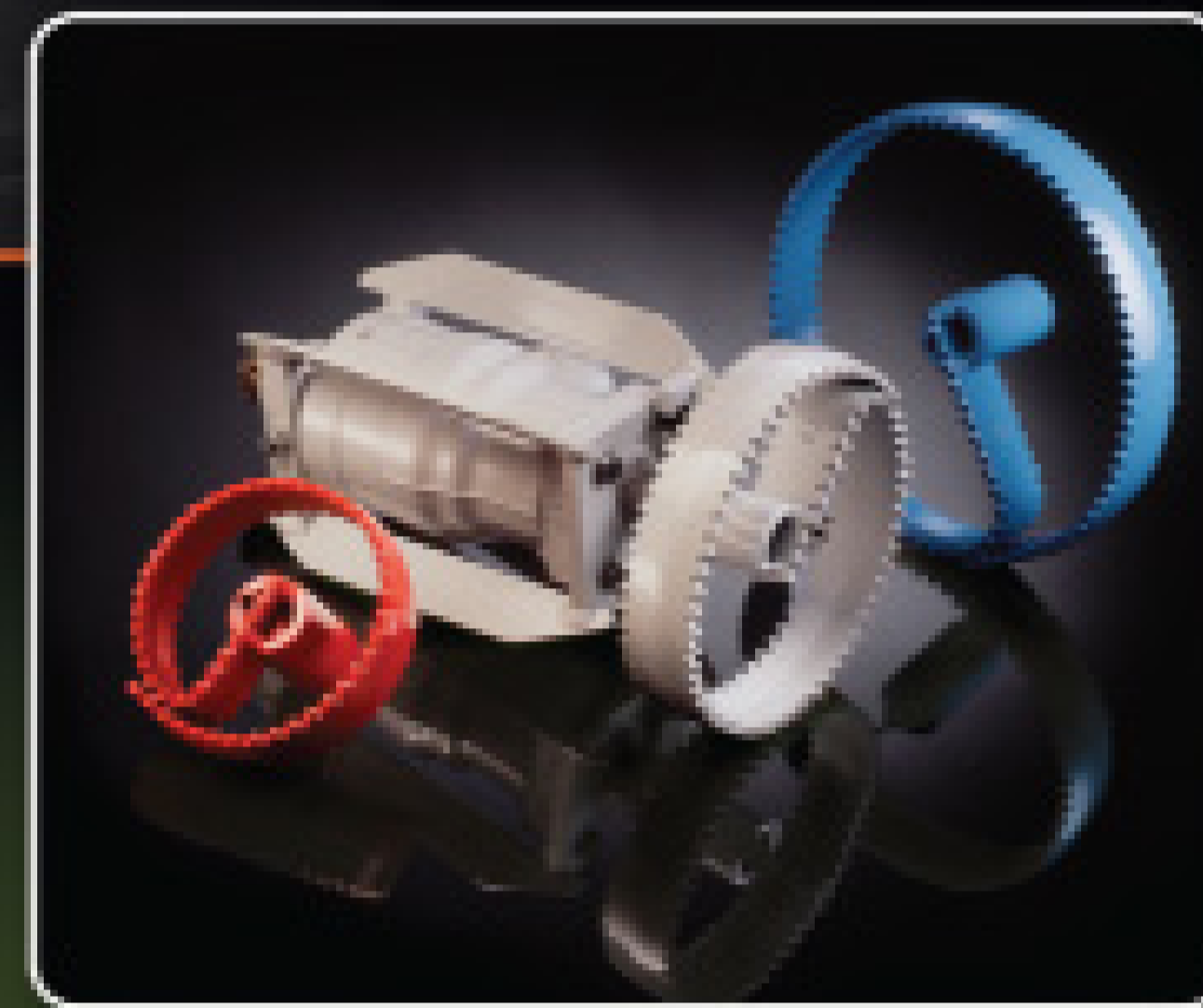
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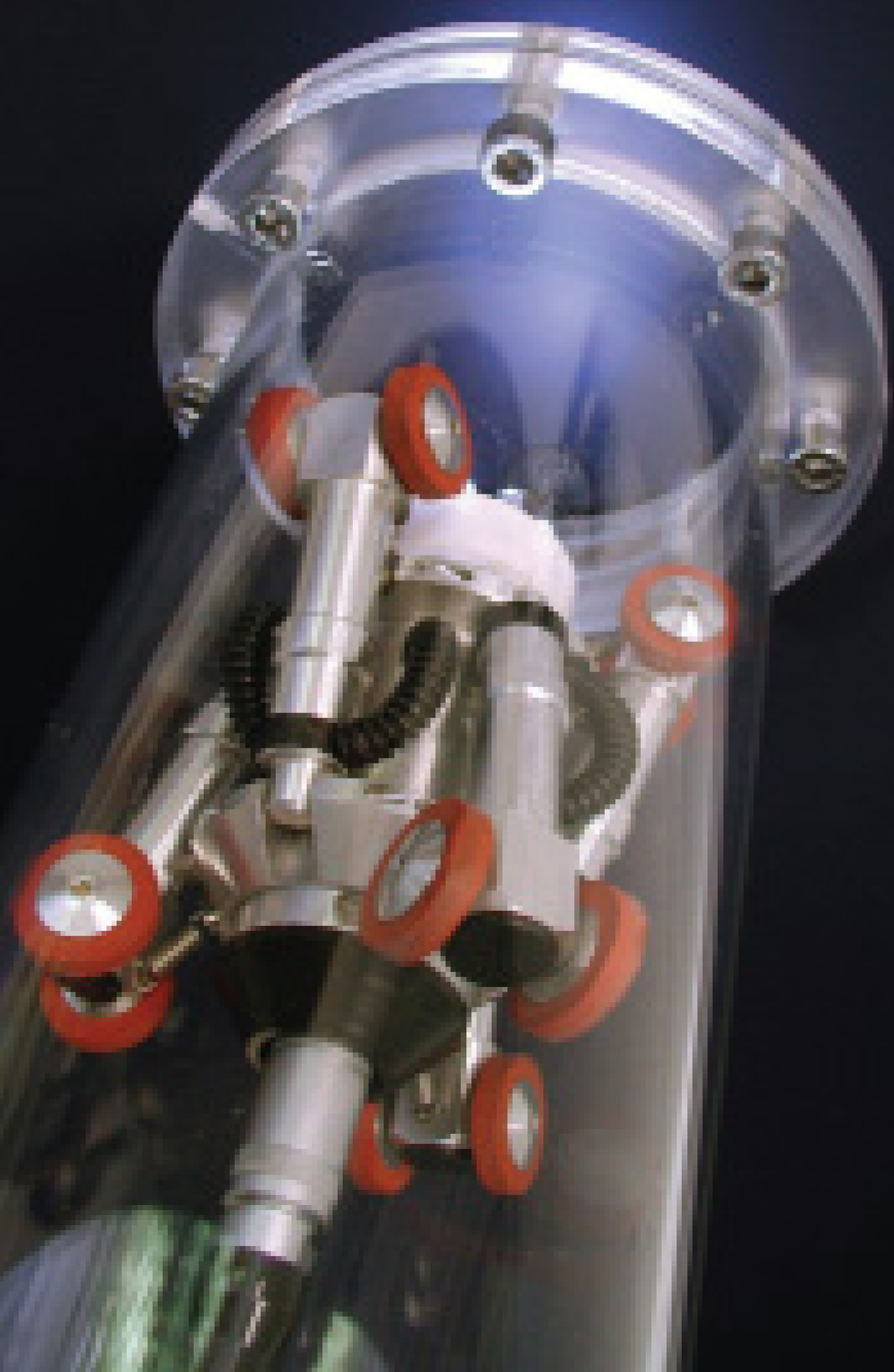


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Southern California Jetting and Plumbing Co. technicians Robert McKechnie and Rafael Manzo use a US Jetting 4018 hydrojetter to clear a sewer line. (Photography by Paul Kiler)

Acting the Part

Southern California Jetting and Plumbing Co. wins and keeps commercial accounts with quality equipment and reliable performance

By Rosalie E. Leposky

Commercial clients expect a high-level of service, and that demands quality equipment. Southern California Jetting and Plumbing Co. steps right in with modern waterjetters, video cameras and utility locators, operated by experienced crews who look and act like professionals.

That formula has helped the company build a strong and growing customer base among shopping centers, hotels, golf courses, mobile home

parks, and municipal clients. From its base in Murrieta, the firm serves a territory that extends from north of Los Angeles to the Mexican border.

"Our clients are contractors, property managers, and owners," says Dennis Carver, founder. "When they request a service, we figure out a way to accommodate them by working closely with the manufacturers of equipment designed to fulfill that request. We always try to send the same employee to a repeat client."

Seeing the potential

Carver entered the business after seeing firsthand its profit potential. While attending college, he worked as an electrician, pipefitter, and plumber for a temporary employment agency. After earning an associate degree in electronics, he worked for eight years in the maintenance department of a food processing company.

"My employer hired outside plumbers, and the jetter and pipe video technology was just being introduced," he says. "I saw this as a new, special, lucrative business field, and I wanted to own my own company." He founded his firm in 1994,

offering jetting and pipe video services on a subcontract basis. Other services now include leak detection, and pipe lining and patching.

"When I started the company, I did not have a lot of business experience," Carver says. "We operated not as a growth company but as a way to make a living. Four years ago, we started to grow the company, and now we are beginning to expand and hire new employees with the right attitude and work experience.

"We pay well, but it's hard to find employees willing to work the long hours, and sometimes in dirty working conditions. Currently we have four full-time employees in addition to my wife, Laura, and me. Laura and I take all the phone calls and dispatch the jobs to our employees."

Heavy on maintenance

Before launching his business, Carver did what he still does each time he considers adding a service: He called a manufacturer and asked questions. "I called Nick Woodhead,

PROFILE

SOUTHERN CALIFORNIA JETTING AND PLUMBING CO. MURRIETA, CALIF.

OWNER: Dennis Carver
FOUNDED: 1994
SERVICE AREA: Southern California
EMPLOYEES: 5
SPECIALTIES: Waterjetting, pipe repair and inspection, utility locating
WEB SITE: www.commercialplumbingspecialists.com





Technicians Robert McKechnie (from left), Rafael Manzo and company owner Dennis Carver prepare to video inspect a storm drain. Modern equipment and a high level of service has enabled Southern California Jetting and Plumbing Co. to establish a strong and growing customer base among shopping centers, hotels, golf courses and municipalities.

“We have worked hard to develop business relationships with property developers, managers, and other plumbing companies. We subcontract for about 30 other plumbing companies.”

Dennis Carver

president of US Jetting LLC,” he says. “We talked about my plan to set up my own business, and the fact that I couldn’t afford to purchase a new jetter.

“Nick told me about a used jetter available in Washington, D.C. My younger brother, Terry, knows equipment, so he drove with me to D.C. We rented a van with a hitch, picked up the jetter, and drove it to California. I started using it the next day.”

The vast majority of the company’s jobs involve maintaining sanitary sewers and storm sewer drains, and about 20 percent of the work is emergency cleaning. Sixty percent of the jobs require a jetter. “All of our jetters are used every day,” Carver says.

The company owns four 4,000-psi hydrojetters: two 14-gpm model 4014 units from Harben Inc., and two 18-gpm model 4018 units with 100 gallons of water storage from US Jetting.

“When a shopping center’s restaurant tenant has a blockage, we like to be able to show up with one of our jetters and open the blockage

within minutes,” Carver says. “That benefits the shopping center, the restaurant tenant, and us, and it saves on damage to the property.”

To help enable fast response, employees take company trucks home at night, so they can go directly to the jobsite upon receiving a service call from the office. The company buys parts and supplies from plumbing supply houses all over the region and maintains accounts with all of them.

Building the business

Carver says commercial clients don’t use the Yellow Pages to find hydrojetters or video inspectors. “We have worked hard to develop business relationships with property developers, managers, and other plumbing companies,” he says. “We subcontract for about 30 other plumbing companies.”

On subcontract jobsites, Southern California Jetting and Plumbing provides seamless service. “Our employees show up wearing the other company’s logo shirts,”



Dennis Carver uses a UEMSI locator to find where the storm drain connects to the trunk line.

Carver says. “Property developers, managers, and plumbers talk with one another and share information on subcontractors. Two of our vans are marked with our name, and two are not. We use the unmarked vans on subcontracting jobs.”

About 90 percent of revenue comes from repeat customers. “They know we don’t need to be baby-sat,” Carver says. “We receive a phone call, and whether it’s at 2 p.m. or 2 a.m., we’ll be there and stay on the site until the job is complete. We’ve



A plastic card holder, known as the CardCaddie, enables potential customers to obtain company business cards, even from parked service vans.

ALTERNATE ADVERTISING

Southern California Jetting and Plumbing Co. has found a new and innovative way to advertise and win new customers.

“Our employees are constantly asked for business cards,” says Dennis Carver, founder. One afternoon he was driving to visit a customer. “To my amazement I saw something unusual on a vehicle — a little plastic caddy holding business cards,” he says. “We stopped the vehicle in front of us, pulled over, and bought some holders right on the spot from Derrick Slocum, the founder of CardCaddie in Upland, Calif.

“Now the caddies stand ready for potential customers 24/7, no matter where our vans are parked. Potential customers tell us they have taken cards from our vans parked on shopping center parking lots.”

Slocum invented CardCaddies in 2005 to hold business cards on the outside of his vehicle. The caddies are made of hard and durable plastic. They attach to vehicles with heavy duty tape.

been known to bring a camping trailer and camp on the jobsite until the job is completed.”

The demands of commercial

clients require the company to use the best and most efficient equipment. "Many of these clients are in commercial neighborhoods that are very busy and expensive," Carver says. "They don't have time for us to learn on the job. They expect experienced workers with well-maintained, dependable equipment."

"Customer service and safety come first with us. When we start a job with special safety issues, we make sure everyone is current on safety rules and regulations. Our employees carry up-to-date personal protective equipment in their vehicles."

"We receive a phone call, and whether it's at 2 p.m. or 2 a.m., we'll be there and stay on the site until the job is complete. We've been known to bring a camping trailer and camp on the jobsite until the job is completed."

Dennis Carver

Keeping customers happy

In all cases, Southern California Jetting strives to maintain the integrity of clients' property. "If we do our job right, there will be no plumbing problems," Carver says.

"One big issue is bootleg tenant improvements — modifications made without permission of the management company or property owner, often by an unlicensed contractor. The management company discovers what was done when the bootleg work fails, or the tenant moves."

Most of Southern California Jetting's subcontract jobs involve routine work such as root removal, but some are highly specialized. One annual customer is a ready-mix concrete plant in Irvine, owned by one of the nation's largest cement companies. "Once a year we blast off the reclaimers stuck to their tumblers," Carver says. "At other times they call us to clean their overflow pipes."

In addition to jetters, Southern California Jetting has invested about \$300,000 in technical equipment that neighborhood plumbers don't typically own. "Within months of starting our business in 1994, we began offering video inspection," Carver says. "We use our video cameras to locate lines and find breaks."

"When we started, a few national franchise companies in our area had jetters and video inspection, but none of the local independent companies did. We set the trend. We were able to offer them subcontract

services, and then many of our subcontract clients started advertising their jetting and inspection services."

The firm has acquired a new inspection camera almost every year. The company now owns six Chaser and Navigator lateral push cameras (for 2- to 6-inch lines) and a Predator mainline camera, all from UEMSI.

The company's services include e-mailing the results of video inspections to property owners so that they can see problems immediately, understand what repairs are required, and approve the repairs.

Moving into locating

"We've added leak-location services and utility-searching services on private property, both of which require additional equipment," Carver says. "Just as state organizations locate public utilities buried in public property, we search for public utility lines and pipes on private property for commercial, industrial, and municipal clients."

The company uses leak detection equipment from Goldak Inc. "Recently, we bought utility locating equipment from Metrotech Corp.

The unit hooks onto a pipe and sends out an electronic signal that helps us locate all the buried utilities. Two of our trucks carry Goldak and Metrotech equipment at all times.

"Recently we used that equipment at a shopping center in San Diego. A fire line under five tenant spaces broke, and the water raised the concrete pad four feet and broke it underneath a Mexican restaurant. Two of our employees spent two days locating the electric, gas, telephone, and water lines and cables. We made sure the lines were clear and free of mud and debris, and we capped off all the water lines before the fire-line repair crew started to work."

Factory training

When taking on new equipment, Carver prefers to buy the newest available and obtain factory training. "Rather than hire subcontractors, we purchase and learn to use new special-purpose equipment," he says.

"Our first step is to ask manufacturer representatives to bring their equipment to a job and show us how it works. That way we can make sure their equipment will do the job. Once we purchase a piece of equipment, the manufacturer trains all of us thoroughly in how to use it."

In 2006, Carver saw a new pipe-patching system from Fernco Inc. "It allows us to patch sanitary sewers without having to dig up the line," he says. "When necessary, we hire a local backhoe operator or use one of our plumber clients to dig,

but we prefer to make repairs without digging."

Diverse services have enabled the company to expand into municipal contracting. Several smaller municipalities in the area do not own inspection systems or storm sewer cleaning equipment and so delegate that work to Southern California Jetting.

In addition, the company serves several older mobile home parks. To keep the sewer lines root-free, technicians use a Warthog rotary nozzle from StoneAge Inc. "For one trailer park in San Juan Capistrano, we provide quarterly maintenance and do all of their repairs, including broken pipes," Carver says.

Southern California Jetting is quick to accept challenges, helping clients find creative and economical solutions to difficult problems. It's a formula that helps clients avoid future problems and keeps the company on a strong growth curve. ■

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Robert McKechnie and Rafael Manzo (right) use a Goldak locator to pinpoint a leak at a California shopping mall.

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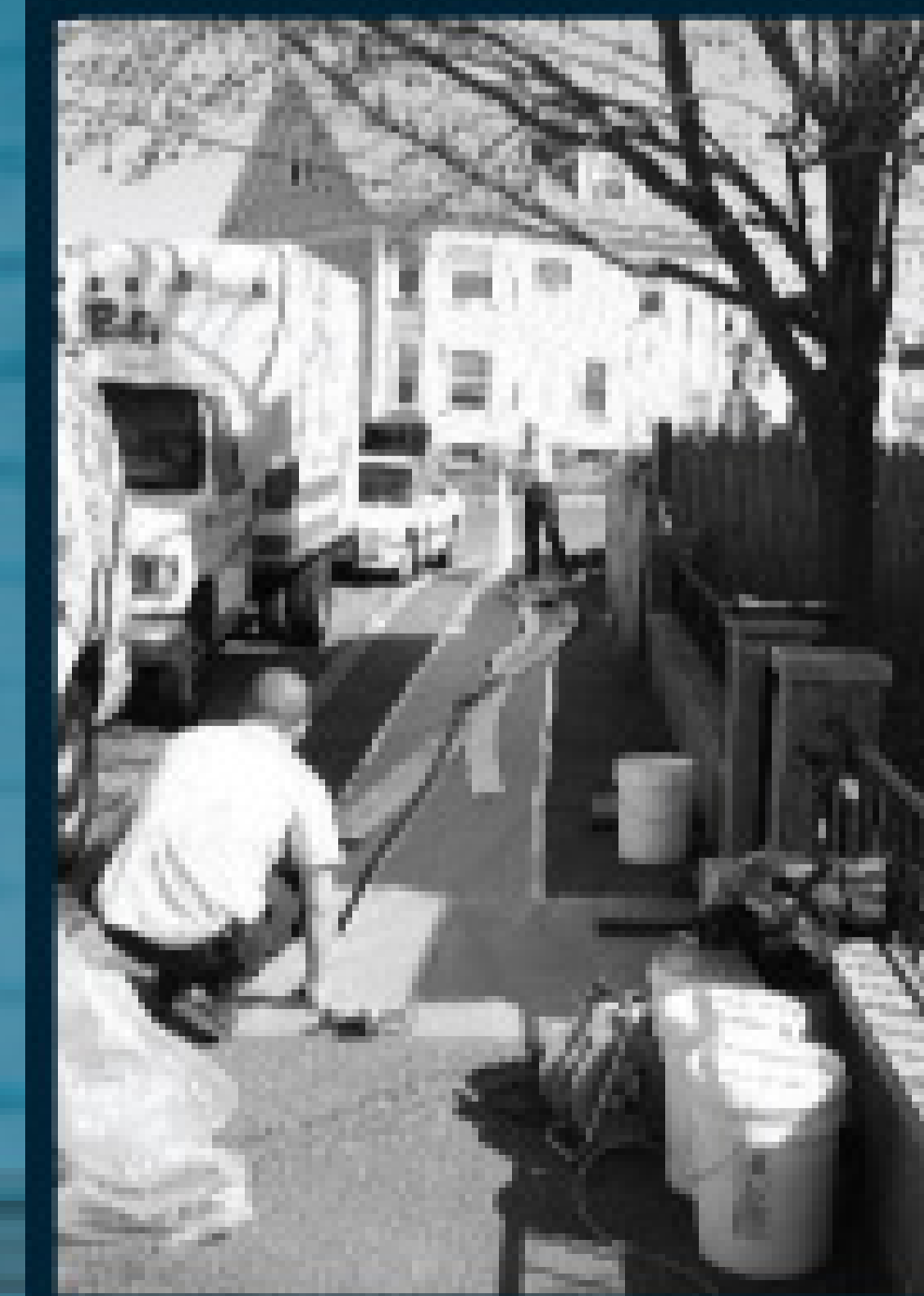
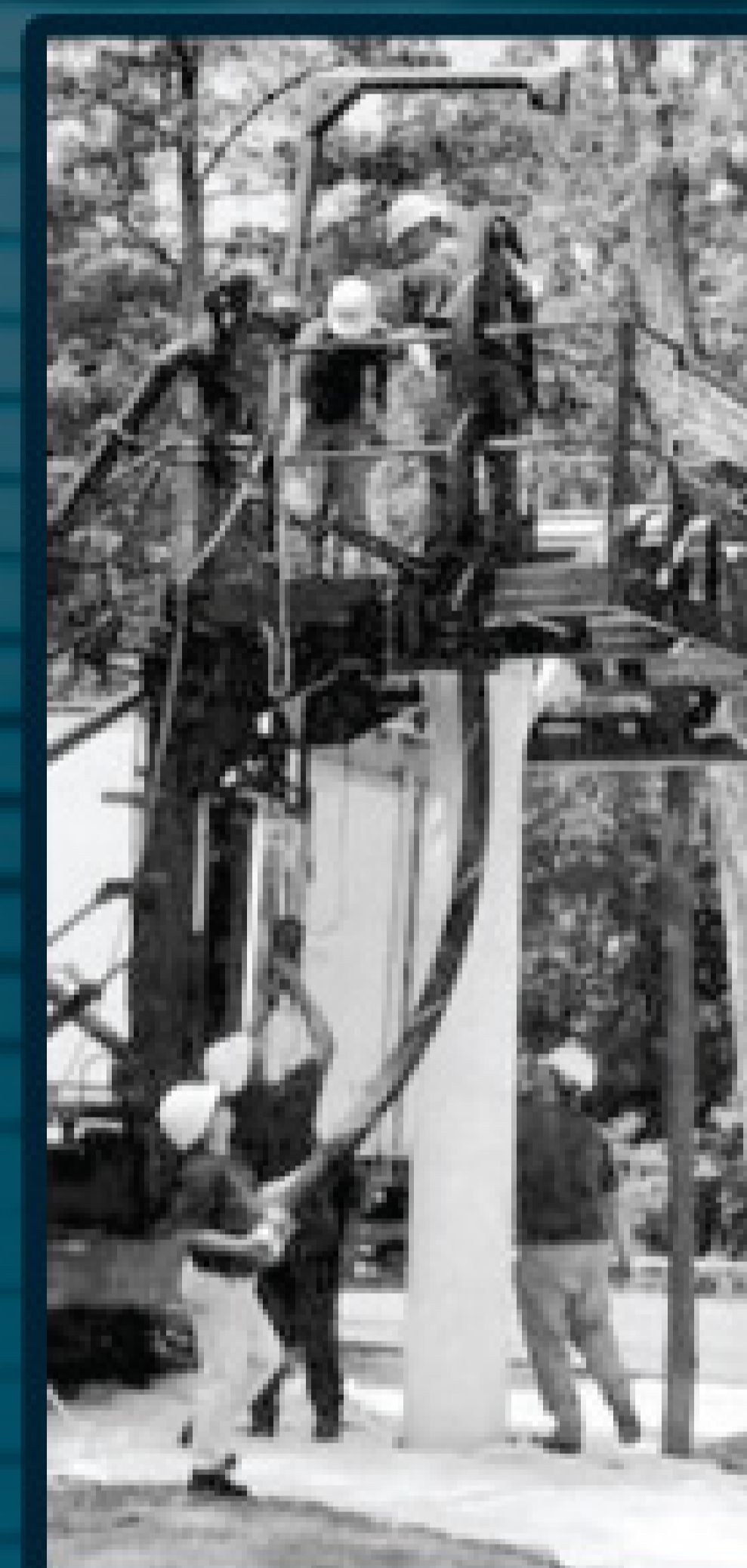
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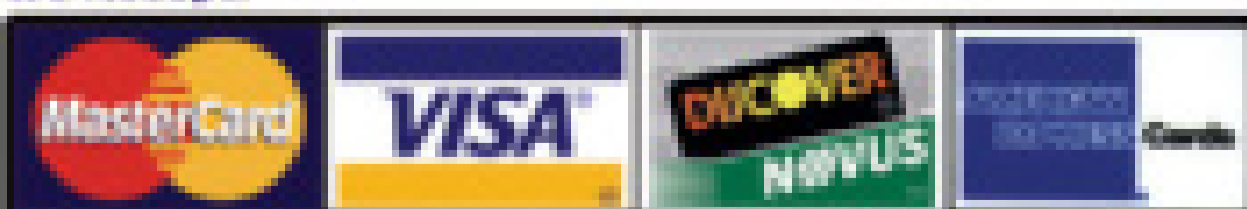
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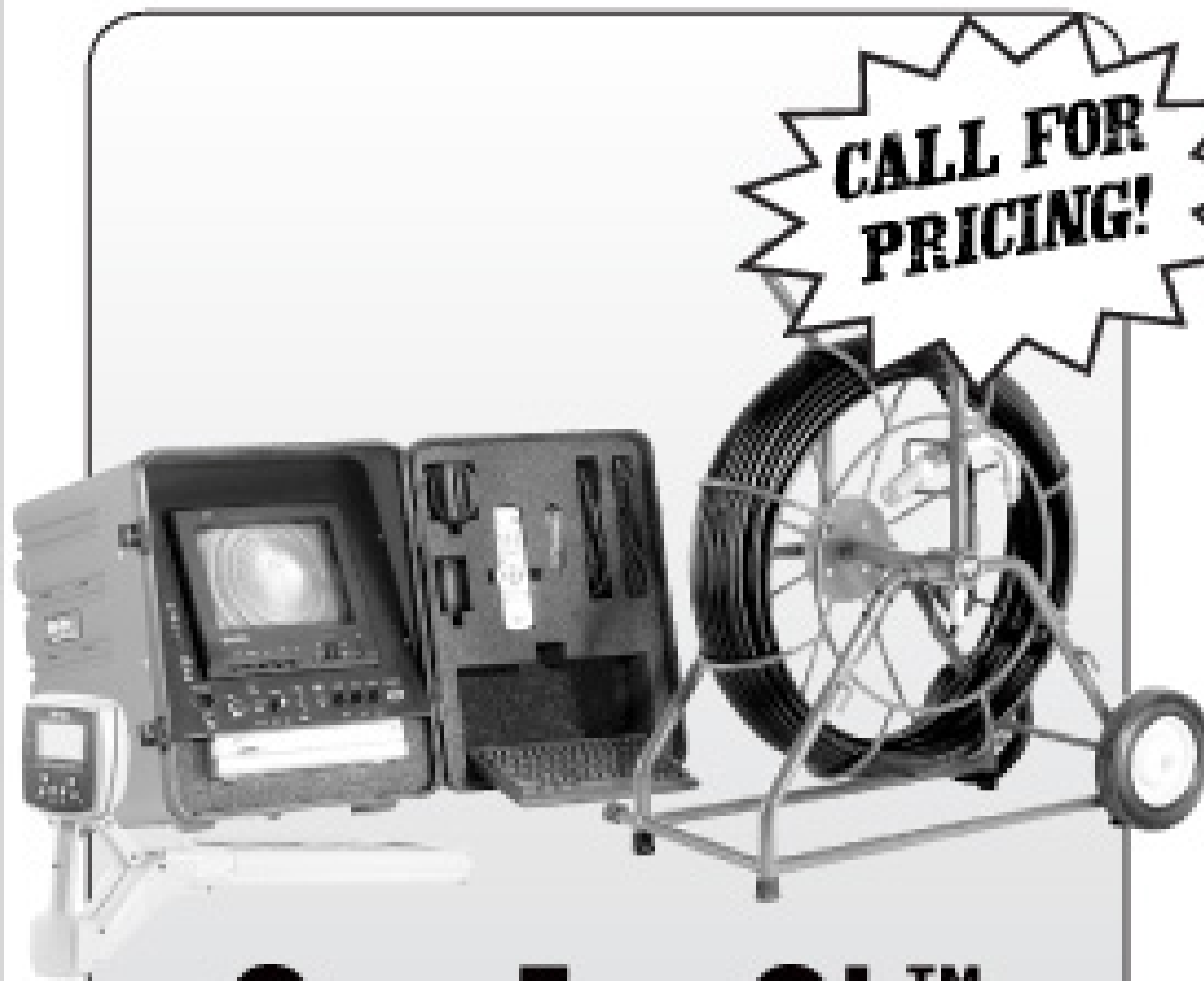
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The Big Bang

Louisville residents still remember the Friday the 13th sewer explosion in 1981 that destroyed some 13 miles of lines and left 38-foot deep craters

By Scottie Dayton

At 5:16 a.m. on Friday, Feb. 13, 1981, an explosion in downtown Louisville, Ky., hurled a passenger car into a railroad overpass structure and dropped it into a crater. At the same time, officers in a police helicopter saw a series of explosions begin at the railroad underpass on Hill Street (three miles northwest of the Kentucky Exposition Center site) and continue along the streets of Old Louisville.

The cause was the ignition of highly volatile hexane from a Ralston Purina soybean processing plant that escaped into the city sewer system. The explosion demolished more than 13 miles of lines in a 3-square-mile area, leaving 38-foot deep craters where manholes had been and collapsing several blocks of Hill Street into the space that had been the 7.5- to 12-foot concrete sewer line.

Students at the University of Louisville saw their bathrooms blow apart. Shockwaves knocked people

off their feet. As fumes built up downstream in the sewer line, police evacuated several schools and an oil refinery. At 3:45 p.m., the "Friday the 13th monster" gasped its final breath, popping a manhole cover at Second Street and Burnett Avenue.

No serious injuries occurred, but 2 1/2 to 3 feet of sewage continued to flow in the inverts, causing health officials to evacuate 107 residents from their homes. Chimneys on 43 buildings collapsed and stairways fell, but building foundations were mostly undamaged. On Monday morning, schools opened and a traffic flow plan funneled commuters into the downtown area.

Not typical tofu

The cause of the explosions was the overflow of a containment basin of hexane, a solvent used at the Ralston Purina plant, southeast of the university campus. Company officials informed the city of the problem on Thursday, Feb. 12. They temporarily shut down the facility to reduce flow.

The volume of the floating chem-

ical, however, eventually depressed the water beneath it and rushed into the sewer main through the basin outlet. A city inspector is said to have found no explosive readings at the site Thursday night.

Experts theorize that fumes rising from a manhole on Hill Street became trapped in the underpass area and were touched off by a passing car. The two women in the car sustained moderate injuries. Water flowing from broken water mains

Experts theorize that fumes rising from a manhole on Hill Street became trapped in the underpass area and were touched off by a passing car.

washed away underground supports, creating more craters.

The explosions prompted the City of Louisville and Jefferson County to adopt the community's first hazardous materials ordinance, charging the Metropolitan Sewer District (MSD) with regulating the storage and disposal of such materials.

Massive cleanup

The destroyed section of Hill

Historic photos show wreckage from the sewer blast, caused by hexane that leaked into the sewer system from a grain processing plant.



A 1981 magazine featured the Louisville sewer gas explosion on its cover.

Street became an open trench as crews cleared away the debris and prepared to replace the sewer line. The stench from the trench, which remained open all summer, was so bad that the MSD used huge blocks of restroom deodorant to mask the odor. It did not work.

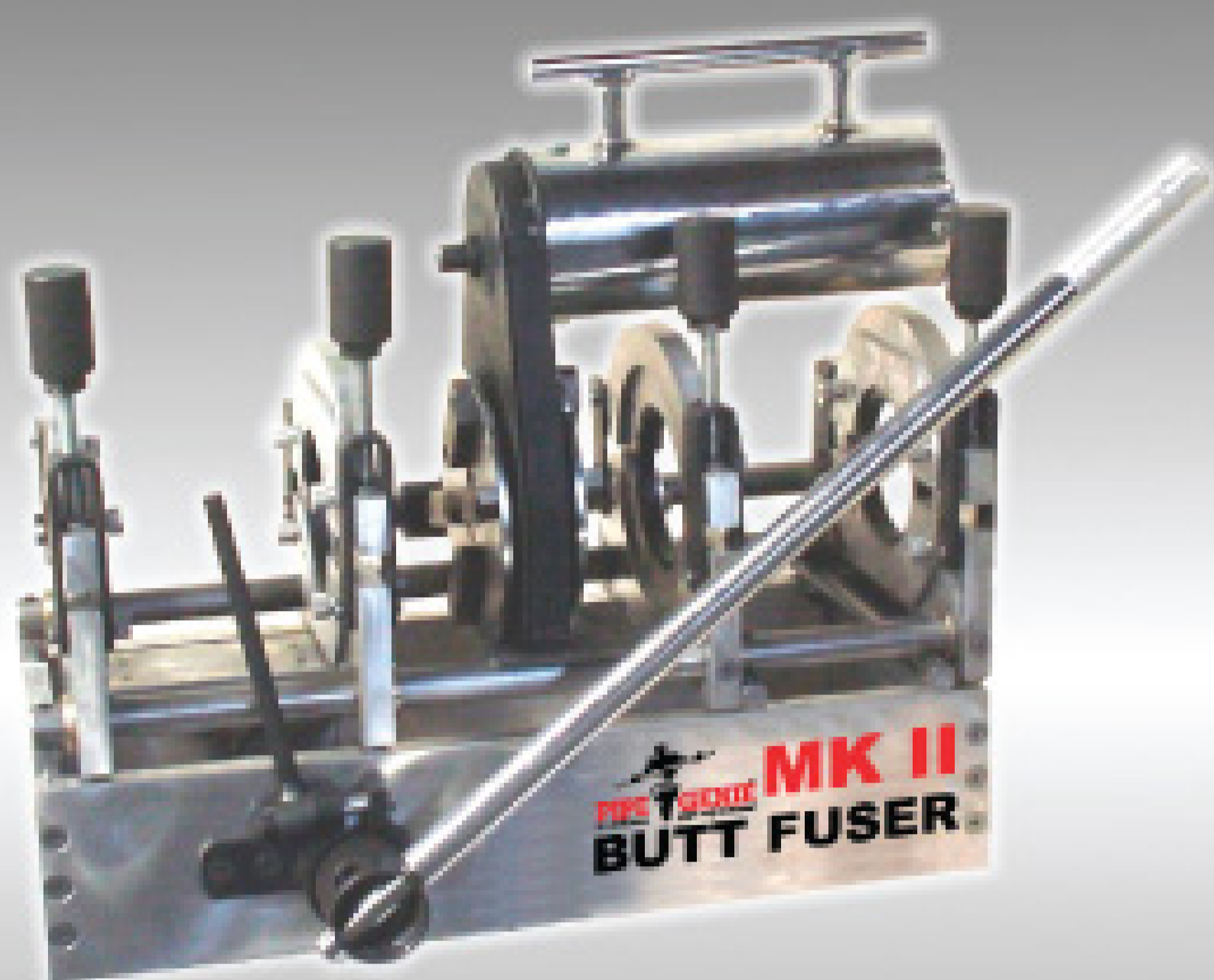
Bud Schardein of MSD disaster and emergency services says the explosion is one reason the agency still closely monitors explosive gases and limits their concentrations in sewer lines. It took 20 months to restore the sewer lines and several more to repair the streets. Ralston Purina pleaded guilty to four counts of violating federal environmental laws, and paid a fine of \$62,500.

In February 1984, the company agreed to pay MSD more than \$18 million in damages, and more than \$8.9 million to 16,000 plaintiffs and government agencies. Ralston Purina admitted that it released hexane into the sewers, but denied negligence. ■



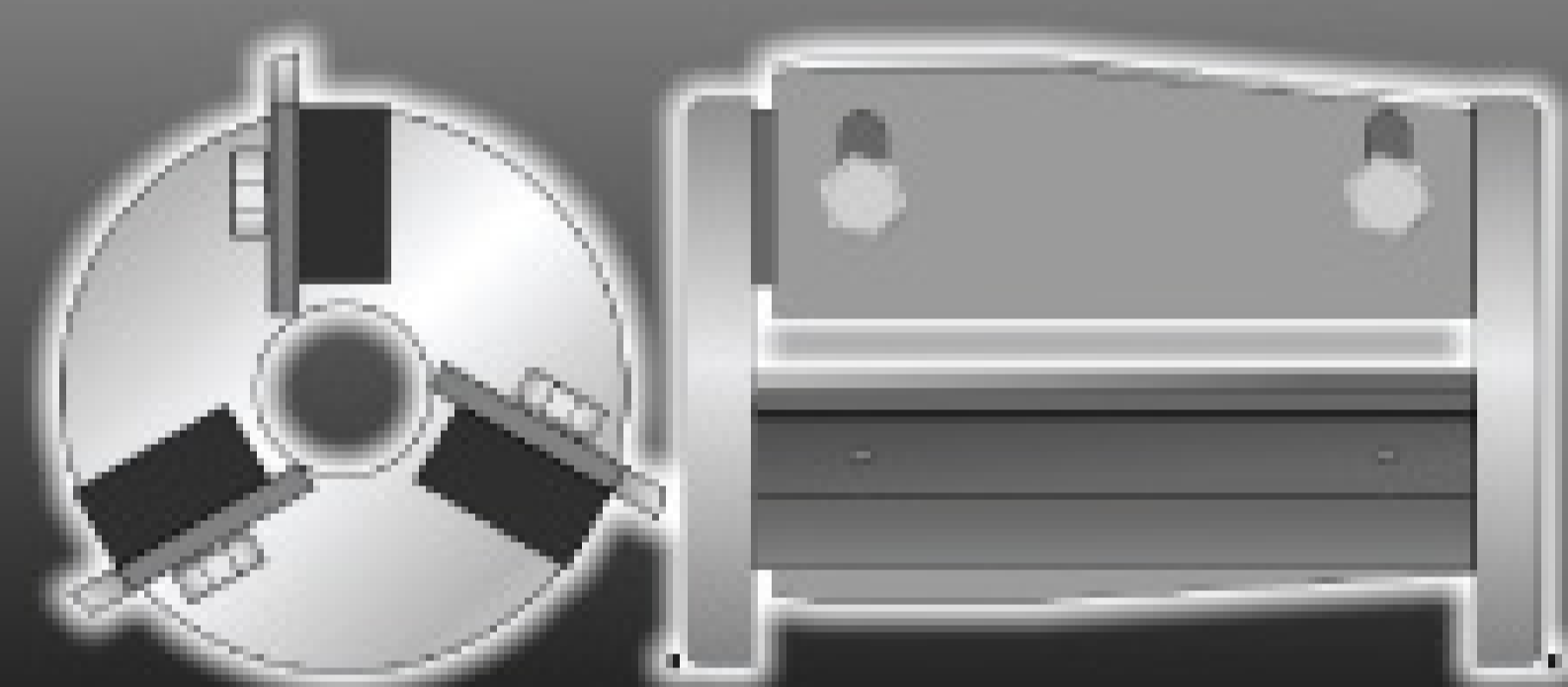
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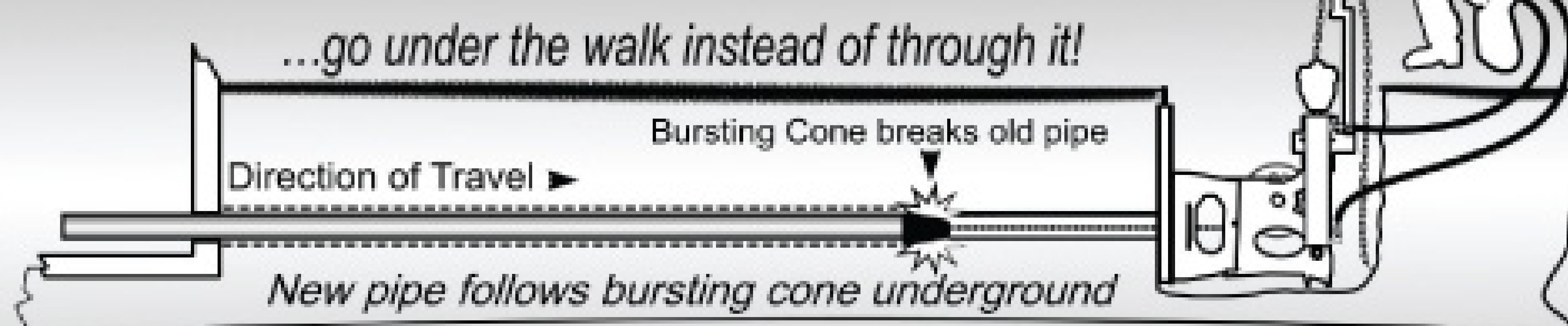
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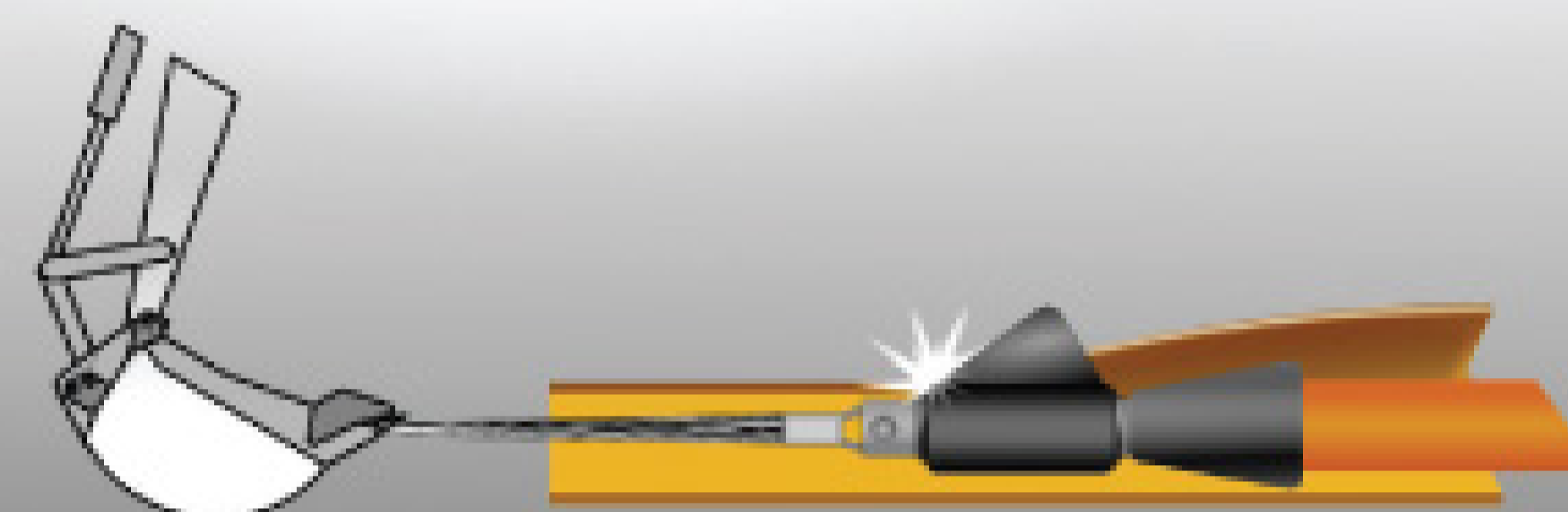
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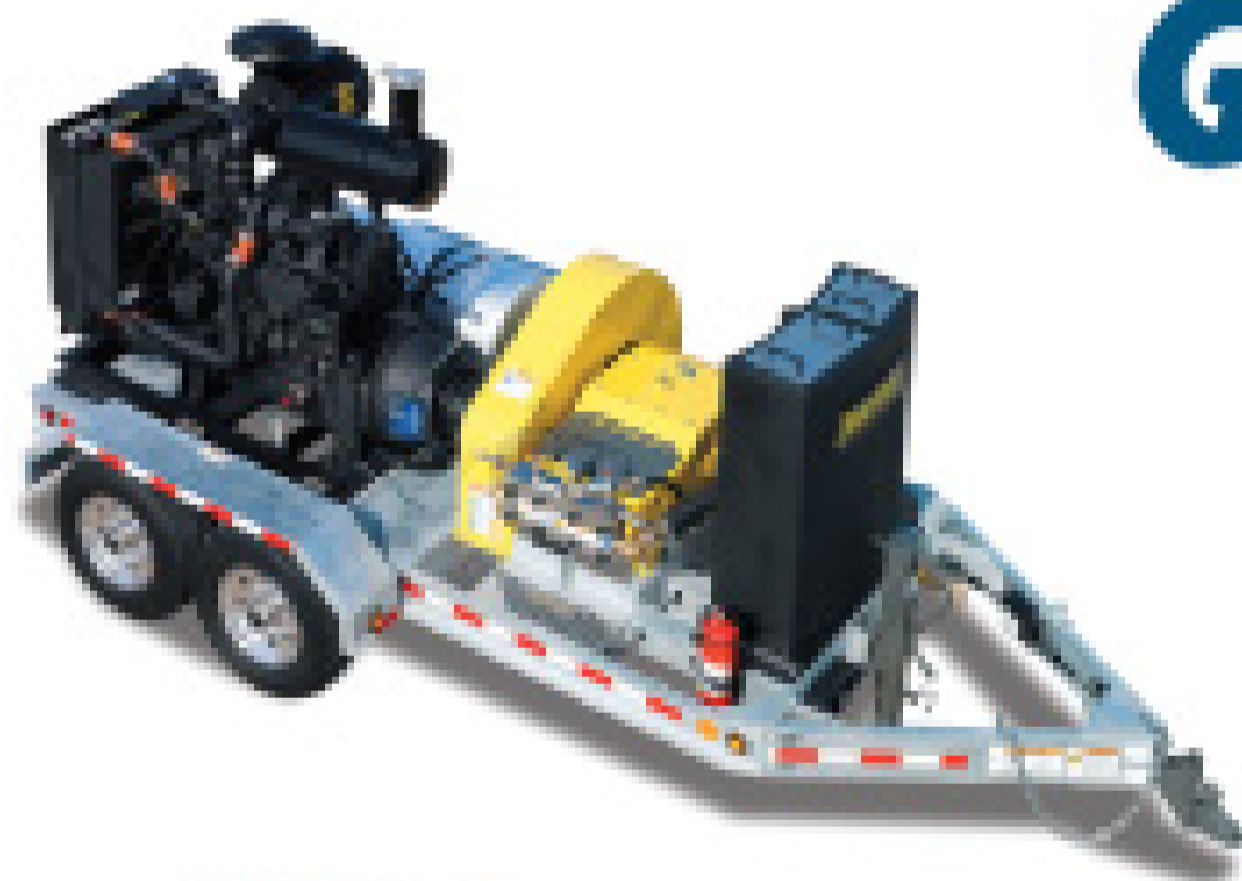
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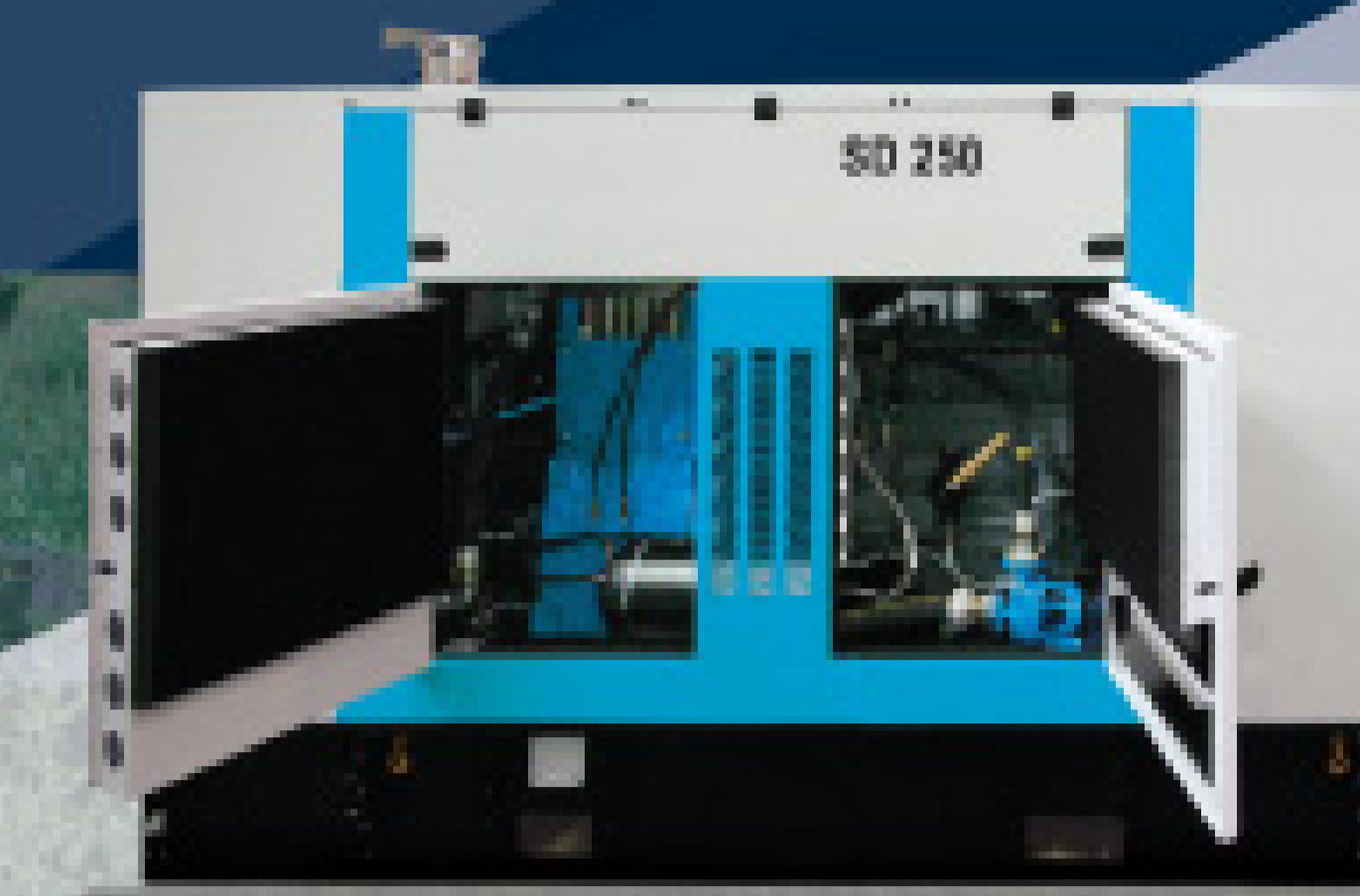


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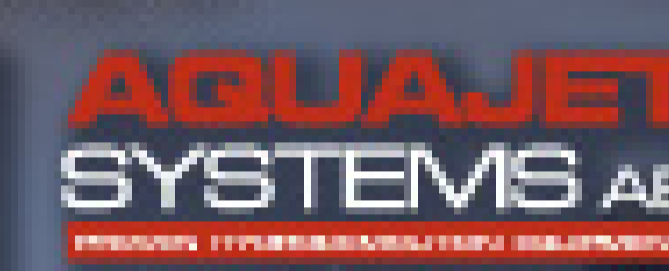


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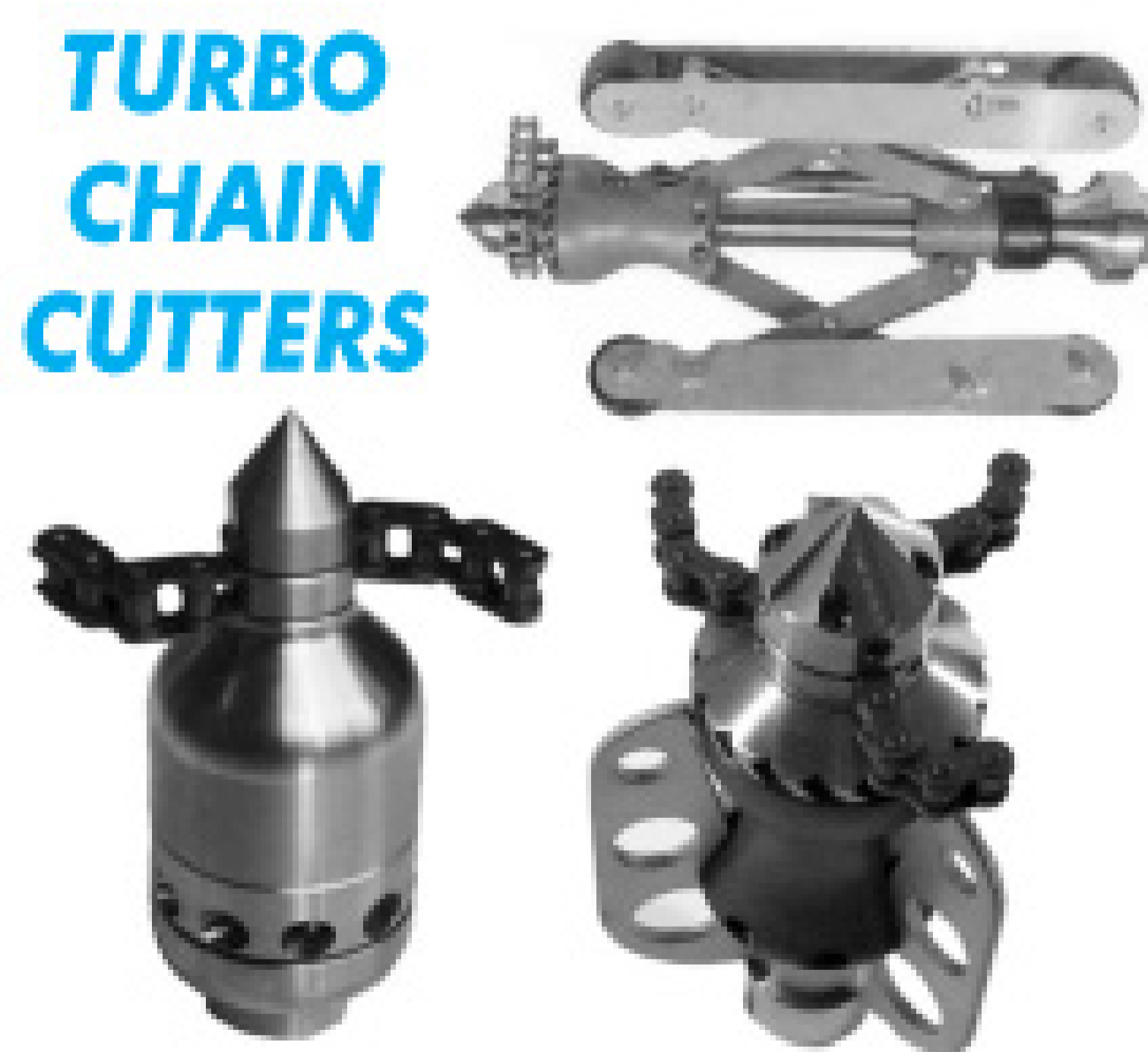
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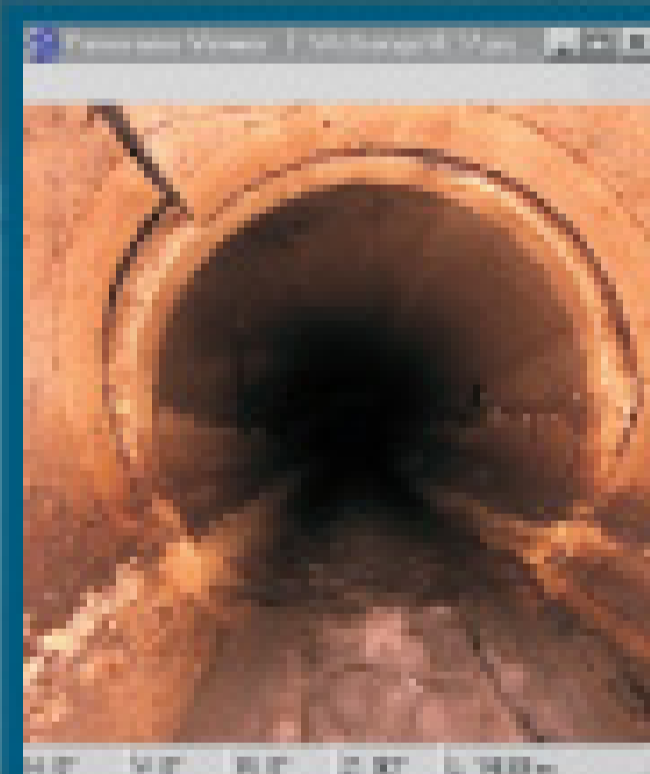
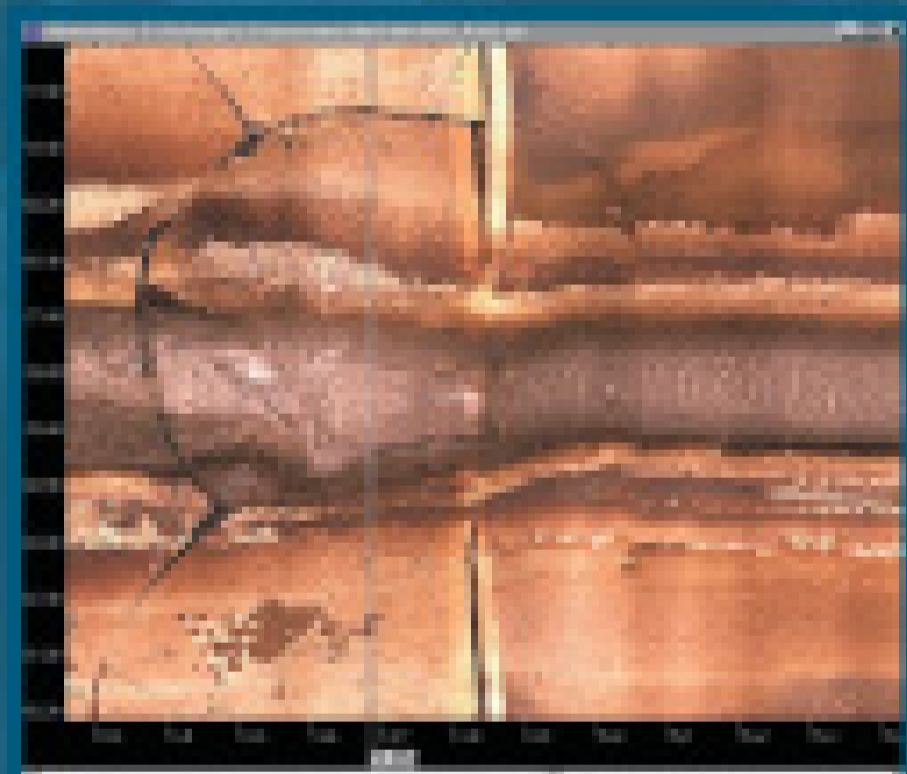
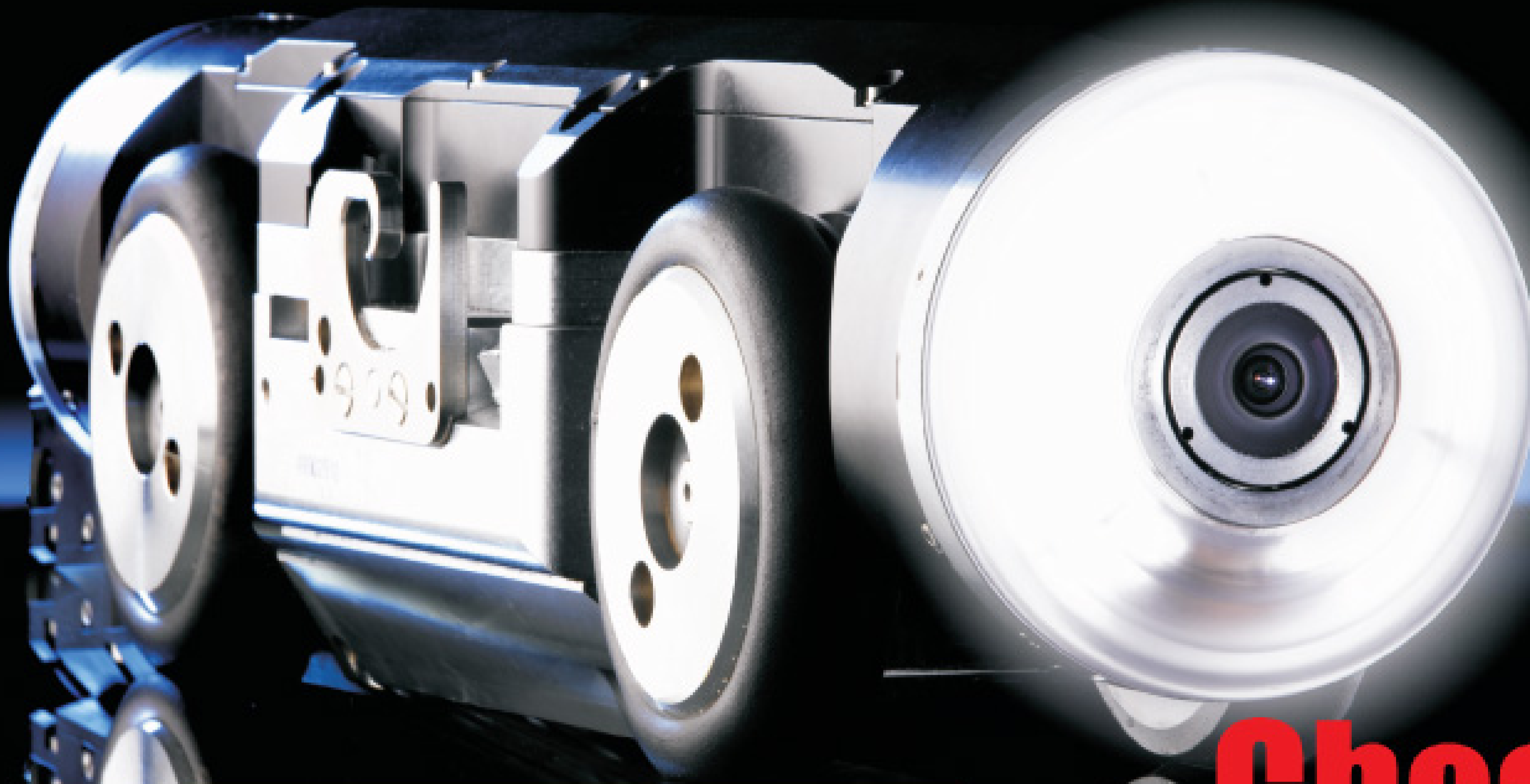
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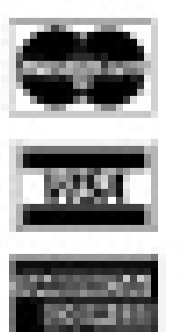


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Communicating Through Conflict

Know the difference between false and real conflicts — and know how to act quickly to resolve the real ones

By Ronnie Moore

Where there are people, there is conflict. It affects us all. The failure to communicate effectively, or to communicate at all, is a leading cause of conflicts. If not confronted early and well, conflicts will escalate, negatively affecting your organization.

We can't banish conflict from our lives, but we can communicate more effectively through it. It's a topic that can fill volumes, but you can get a handle on it by using these five tips:

1. Distinguish between true conflicts and false conflicts. Before you can think about how to communicate through a conflict, decide whether you need to communicate at all. Not all conflicts need to be resolved. Before you do or say anything, ask yourself, "Is this a true conflict or a false conflict?"

A true conflict has to be resolved — if not, it will get bigger and will have negative consequences. You and your colleague must write a proposal for a customer. There is conflict about how to write the proposal and how to allocate your time to it. As a result, there is a risk that the proposal will not be the best it can be and might not be completed on time. There is risk, therefore, that your business will not get the contract. This is a true conflict.

False conflicts are differences that don't have to be resolved. You and your colleague disagree about how smart your boss is. That does not have to be resolved for the two of you to be able to work, share a break, or attend meetings together.

Be careful. Choose your battles. Let the false conflicts go. Refuse to engage in unnecessary argu-

ments and debates. There's nothing wrong with a rousing political debate or a lively discussion containing different opinions. However, if you become known as someone who always argues everything, you will lose your credibility, and people around you will no longer listen, even when what you have to say matters.

2. Remember that confrontation is not a dirty word. Once you determine that you are dealing with a true conflict, you need to communicate. Often, we don't want to confront; we want to avoid — but true conflict cannot be avoided. We struggle with confrontation primarily because we confuse it with fighting, anger, and unpleasantness.

Confrontation is not a dirty word. It comes from Latin, meaning, *to face*. Properly defined, to confront means to face an issue instead of avoiding it. Yet, we often use the word *confrontational* in a negative way. "She's so confrontational," we say, as if that's a bad thing. We often avoid conflicts that should be confronted, and the longer we wait, the harder it is to resolve them.

3. Get objectivity. If you've lost your objectivity about someone, try to get it back before you communicate. There are two parts of any conflict: the issue and the persons attached to the issue. Sometimes, when conflict has gone on for a while without being confronted, we start liking the other person less and less, losing our objectivity. Once we can no longer be objective about the person, it is hard to communicate through the issue.

How do you regain objectivity about the person attached to your conflict? Observe him or her. Note competencies and positive attributes. Is he a

good father? Does she donate time to charity? Try to get a more balanced view. If you can only think negative thoughts, those thoughts will guide your communication. Even if you choose the right words, the communication will fail, if your face says, "You make me sick."

4. Start on a foundation of sameness. Instead of starting the

Ronnie Moore is a speaker, trainer and national expert on spoken and written communication. She is the author of *Why Did I Say That? Communicating to Keep Your Credibility, Your Cool and Your Cash!*, of which this article is an excerpt. She can be reached at Ronnie.moore@rmoorecommunications.com.



communication with the conflict and why you're angry, start with something about which you do agree. Start with something you share. "We both have worked here a long time." "We both love our children." "Our friendship has helped us both through some difficult times." Then move to the issue causing the conflict.

By talking about common interests and goals (such as wanting to resolve this conflict), you can stay away from how you feel about the other person. When you start communicating with a negative, you may ignite immediate defensiveness and leave no positive or productive place for the communication to go. Start on a foundation of sameness, collaboration, and sincere desire to resolve the issue. You can do this with integrity, no matter how you feel about the person attached to the issue.

Confrontation is not a dirty word. It comes from Latin, meaning, to face. Properly defined, to confront means to face an issue instead of avoiding it. Yet, we often use the word confrontational in a negative way.

5. Beat up issues, not the people attached to the issues. If your goal is to resolve a conflict and change another's behavior (what a person does or doesn't do) for the better, your communication has to address the behaviors. When we attack others, they generally attack back or retreat out of a real or perceived lack of power. Either way, the real issue will not be resolved because when we are attacked we cannot hear, nor do we focus on how we can change our behavior.

Calling someone lazy or a jerk or saying that he or she has a bad attitude will get you nowhere. Telling that person what he or she said or did that needs changing is the only chance you have to change that behavior. If your goal is to change behavior, communicate in behaviors.

Increasing the odds of resolving conflict requires good thinking and good communication. Think, confront true conflicts only, choose your battles, and focus on the behaviors that need changing, not on the people attached to those behaviors. ■



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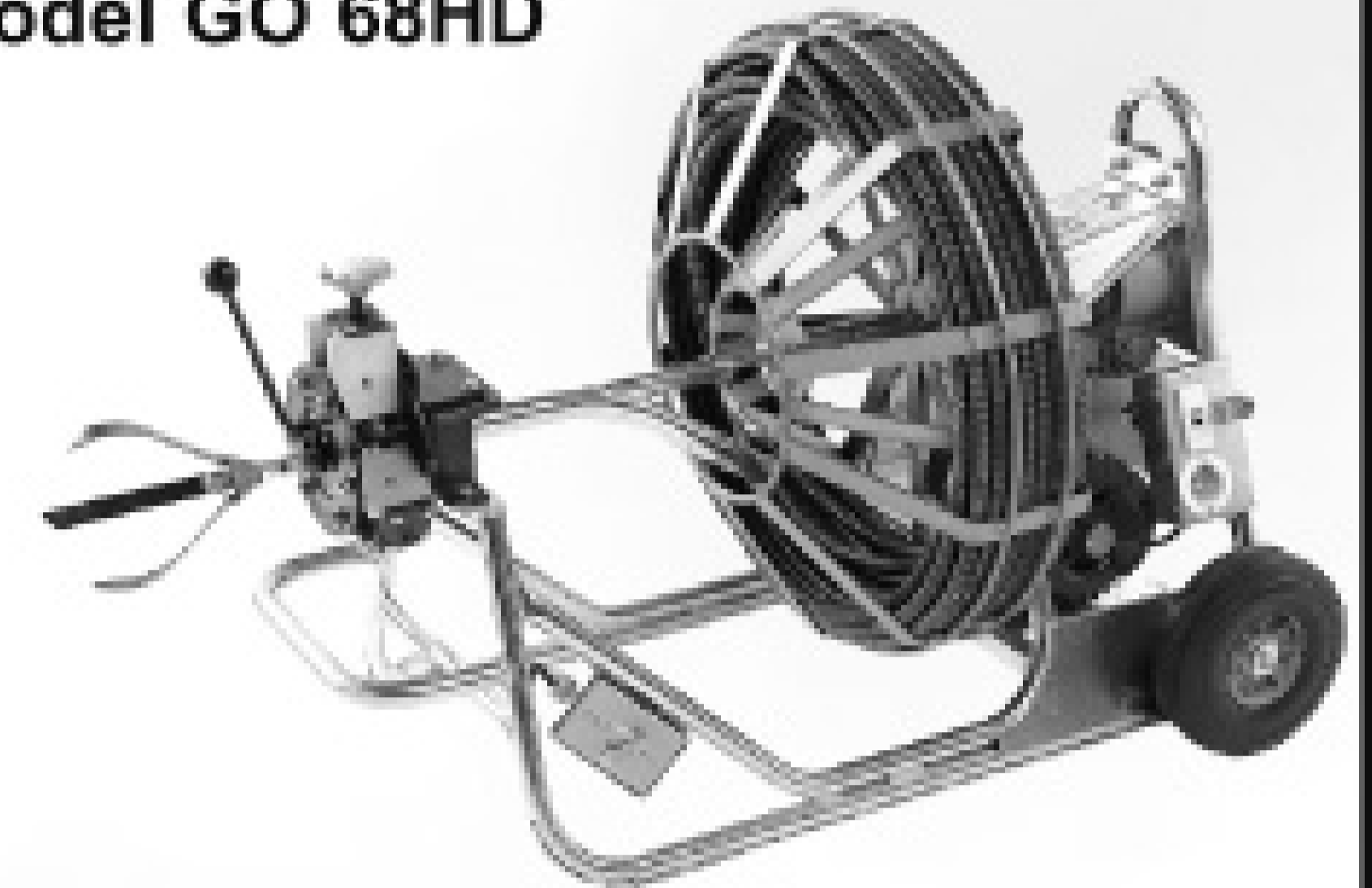
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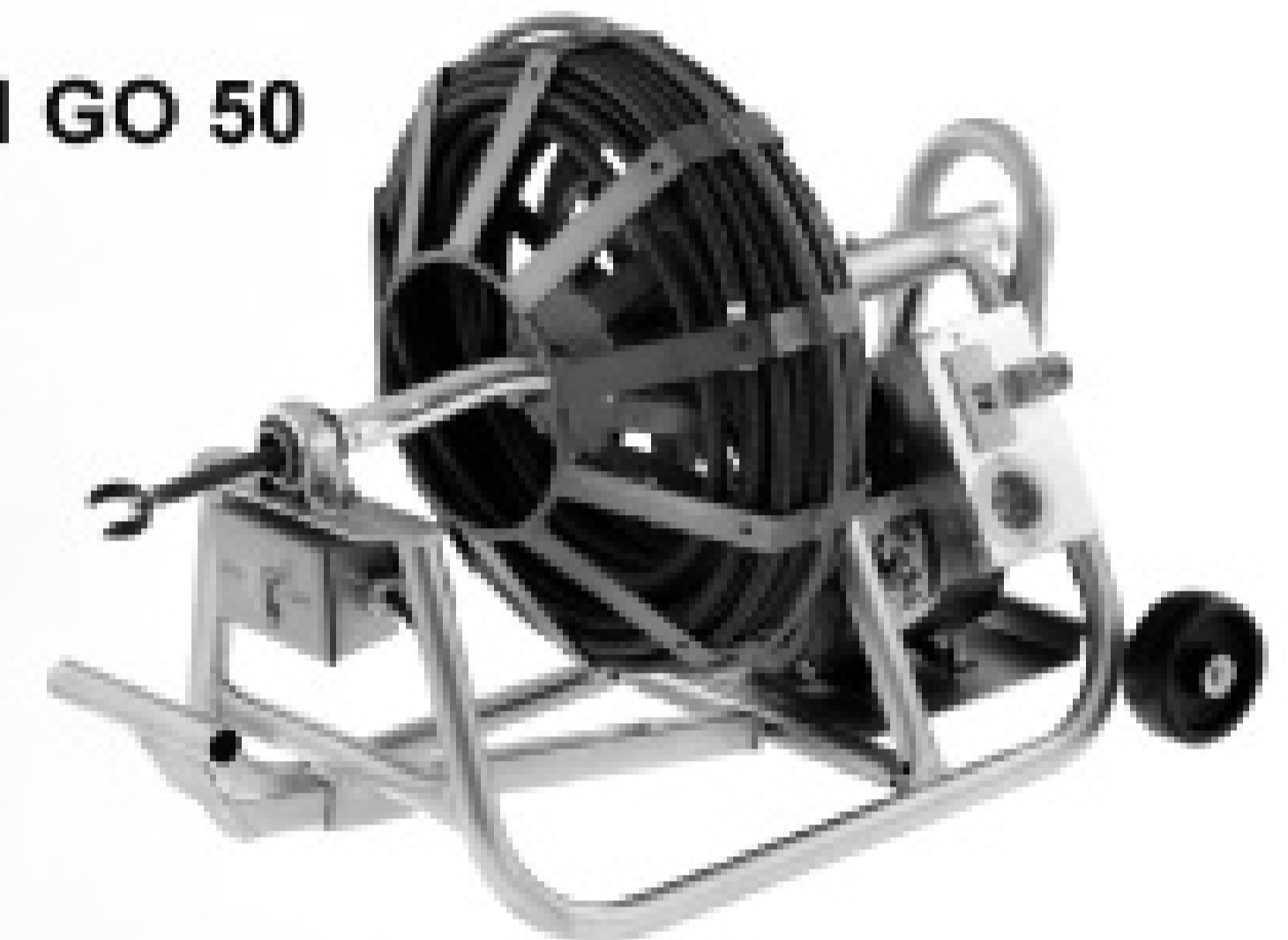
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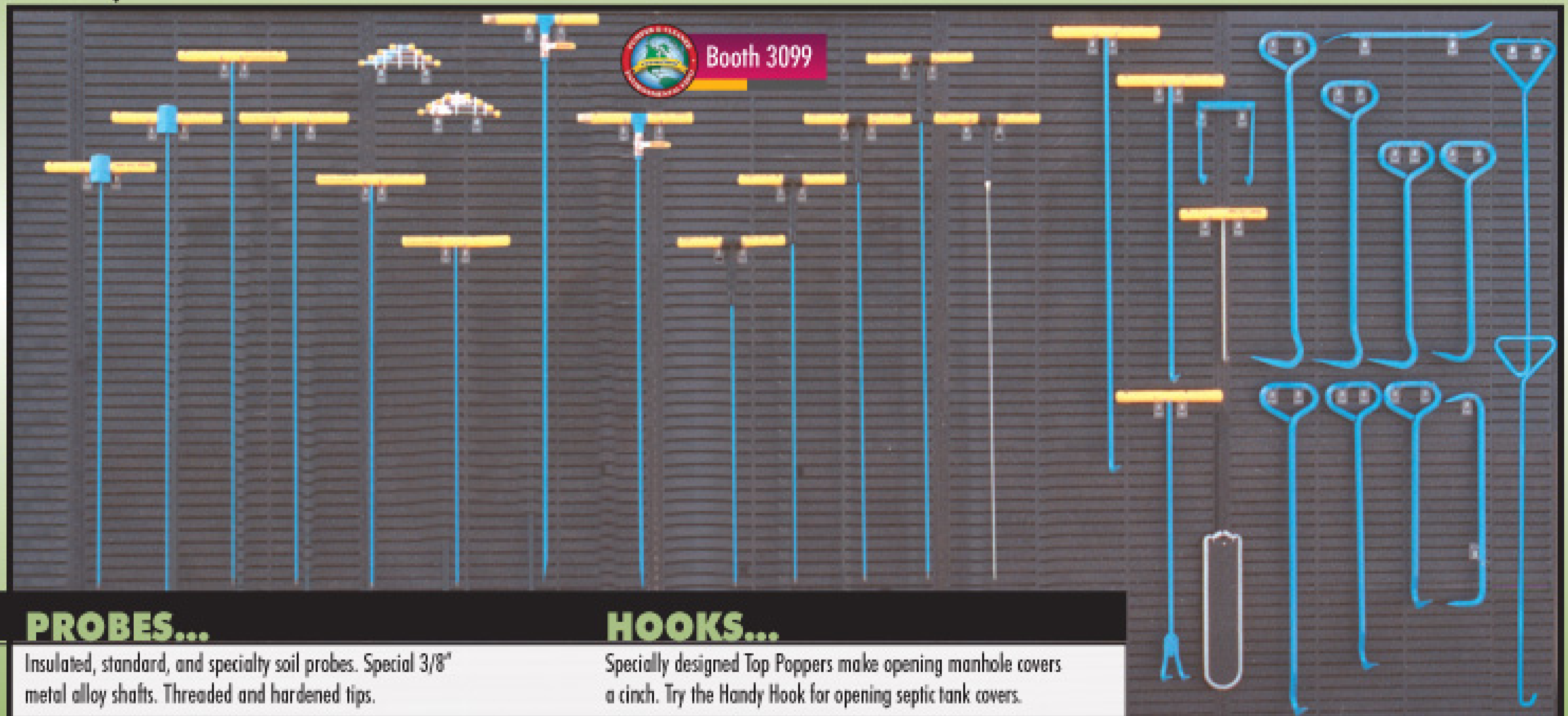
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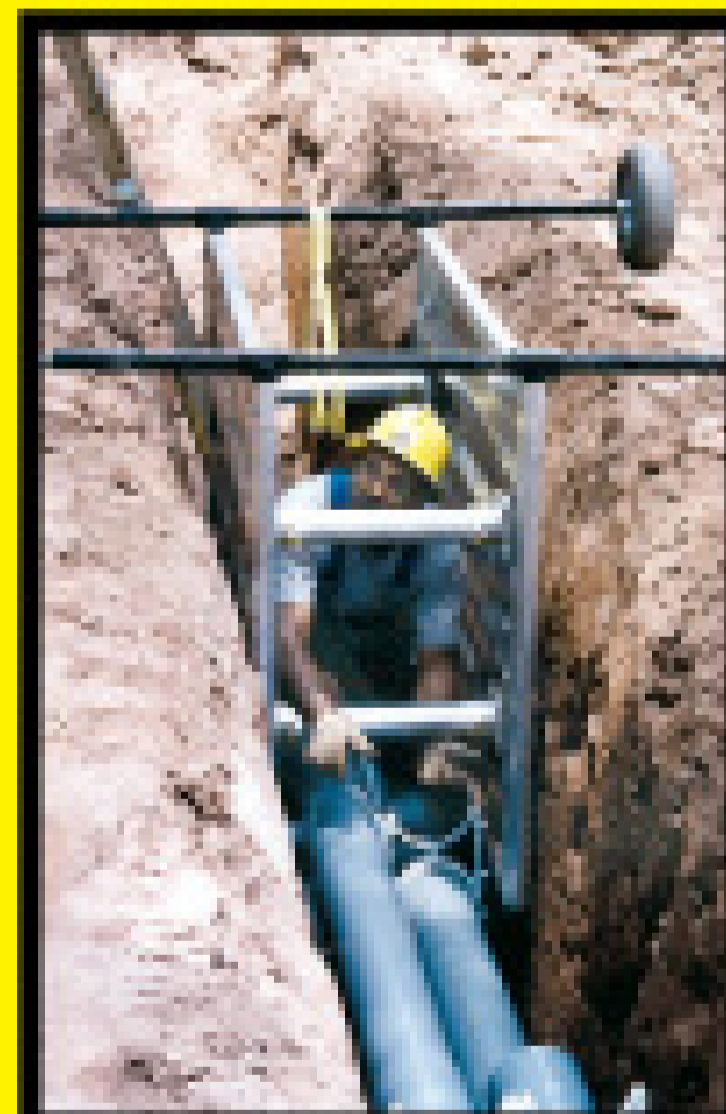
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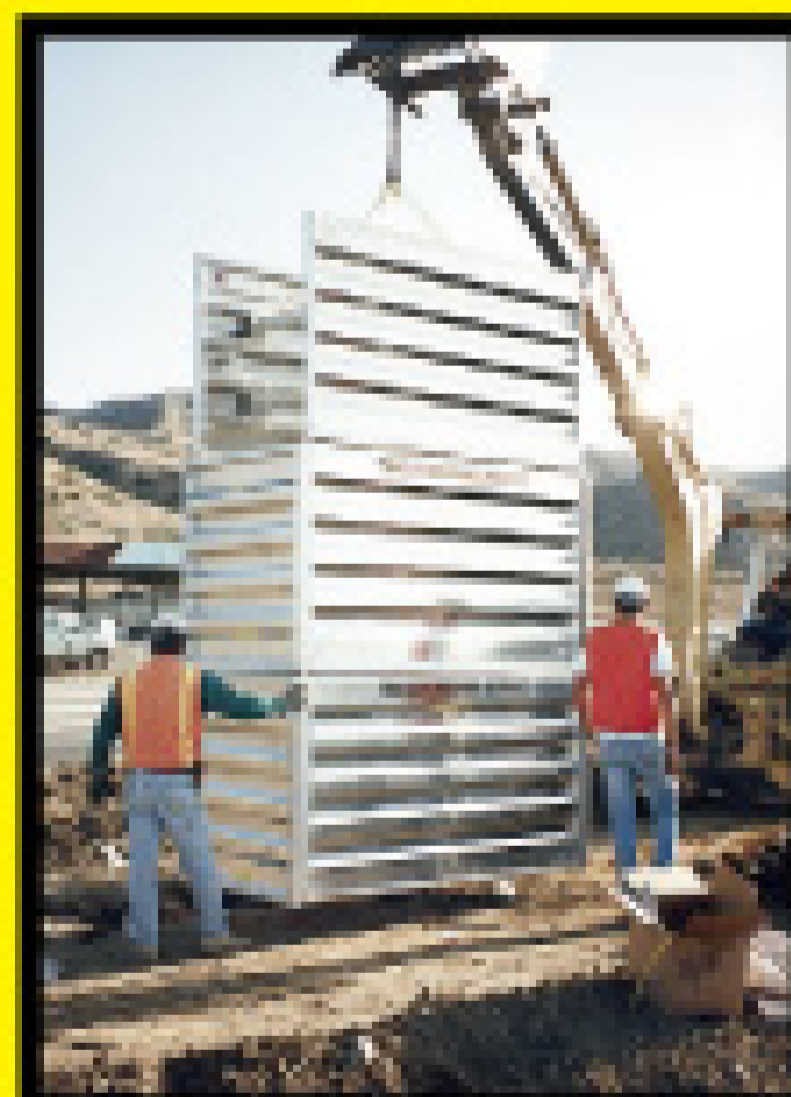
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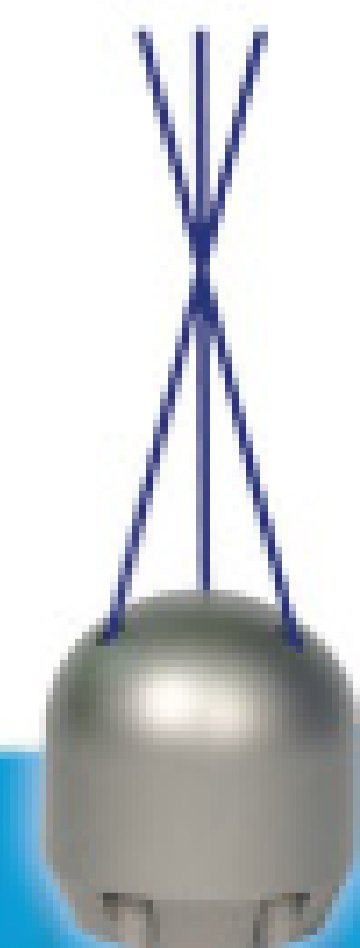
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Still Going Strong

At age 87, Arnie Schweiss still keeps long hours in his own drain-cleaning company — while staying competitive with investments in better technology

By Ken Wysocky

As the owner and only employee of Arnie's Plumbing and Sewer Cleaning in New Ulm, Minn., Arnie Schweiss gets up at 3 a.m. every day, routinely works 10-hour days, often including weekends. He embraces new technology and recently purchased a \$40,000 trailer jetter.

None of that is very unusual for a busy sole proprietor except that Schweiss is 87 years old. "I love the work," Schweiss states simply. "If I got up and ate breakfast, then sat in a chair and slept until dinner, well, I can't live that way, and I won't live that way. I'd rather curl up in a corner and die."

"I feel better when I work. I either sleep or work. I was like that even as a kid — first guy out in the fields and the last guy in."

Arnie Schweiss

That attitude and energy keeps Schweiss going strong, working as hard as or harder than men half his age. He credits his work ethic to his parents, German farmers. "I feel better when I work," he says. "I either sleep or work. I was like that even as a kid — first guy out in the fields and the last guy in."

Born in 1920, Schweiss grew up on a 160-acre farm in Fairfax, a small town in south-central Minnesota. His family raised cows, pigs and chickens and grew grain. In 1945, his parents moved into town while he stayed to work the farm. About this time, he took a liking to new technology, much to the chagrin of his old-school father.

"Horses were going out of the picture and tractors were coming in, and I was all for that," he recalls. "I also bought a refrigerator, and that was a no-no. I bought a milking machine, and that was a no-no, too. Because of the Depression, my dad was scared to stick his neck out on anything."

New career beckons

Later, Schweiss' father sold the farm. Left without work, Schweiss heard that a local plumber was looking for help, so he decided to give it a try. "The guy said he'd put me on for 50 cents an hour, and I ended up working for him for five years," Schweiss recalls. "Then I started thinking: If I can work for him, why can't I work for myself? So in 1947, I got myself a city license, and I'm still at it today."

The business in those days included digging water lines out to barns, along with plumbing and drain cleaning. He was the first in the area to start pumping septic tanks. The tools of his trade were simple: a rope and a bucket. "Then I went to a hand pump with a 4-foot wooden handle," Schweiss says. "Then I got a little smarter and figured out a way to turn the engine on my 1950 Chevrolet half-ton pickup truck into a vacuum pump. I made a 300-gallon waste tank out of an old boiler."

"The pump didn't work very well. All that moisture running

Arnie Schweiss says he got his work ethic from his parents, who were farmers of German ancestry.



PROFILE

ARNIE'S PLUMBING AND SEWER CLEANING NEW ULM, MINN.

OWNER:	Arnie Schweiss
YEARS IN BUSINESS:	60
EMPLOYEES:	Solo operation
SPECIALTIES:	Pipe cleaning and inspection
SERVICE AREA:	75-mile radius



through the motor ruined it. But then I found an old milking machine pump. It worked pretty good, but it took forever to build up enough vacuum. I used it until the late 1960s, when I bought a Better-Bilt pump

and a 1,500-gallon waste tank."

The septic tank pumping business ended in 1990, when he learned he had to go to school to get certified. "I figured if I have to go to school to pump tanks, I'm quitting."



A 1990 Chevrolet step van is a workhorse for Arnie Schweiss on his commercial cleaning jobs.

Schweiss says. "And that's what I did. If they hadn't gotten so strict and crazy about regulations, I'd still be doing it."

Drain-cleaning dynamo

Schweiss then turned to cleaning drains, equipped with two cable machines. After nearly 20 years, about half his business is residential and the other half is commercial, mostly local hog farms and restaurants. He cites customer service as the key to success.

"I do a lot of hog farm work," Schweiss says. "They seem to like my operation. No matter when they call, I go if I'm here, even on a

Sunday. My motto is: 24-hour service, if available. If I'm not going to a wedding or funeral or dance, I'll go to a job."

A lot has changed since Schweiss started out. Today, he relies on a 1990 Chevrolet step van for commercial jobs and a 2002 Ford 1-ton van for smaller residential jobs. His equipment includes two jettiers from All American Cleaning Systems, one producing 3,500 psi/10 gpm; the other 3,500 psi/5 gpm. He also uses a robotic inspection camera made by Electric Eel Manufacturing Co.

Prompted by a large hog farm job, he recently invested in a SideWinder trailer jetter from Spartan

WORK HARD, PLAY HARD,

After working for 60 years, 87-year-old Arnie Schweiss has learned an important lesson: Making time to play helps you stay sharp and refreshed for work. "I play the concertina for a half hour every morning," says Schweiss, owner of Arnie's Plumbing and Sewer. "I learned to play after my dad bought me one while we worked on the farm. I got kicked out of the barn a lot because I was such a nuisance with it."

More than 20 years ago, he bought a new concertina and has been at it ever since. "I just love old-time music, and it's a good pastime," he says. "I can play for an hour, and it seems like five minutes."

Schweiss also dotes on a fully restored 1926 Ford Model T pickup truck that he and his wife drive to dinner virtually every night. "I learned to drive one when I was 10 years old," he says. "My parents went into town with a load of oats and left the key in the truck. Once I got going, I didn't know how to stop it, so I went around in circles until I figured it out."

With the proper balance of work and play, it looks like Schweiss will be firing on all cylinders for some time to come.



Arnie Schweiss at play.



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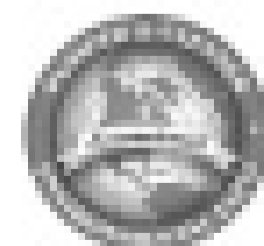
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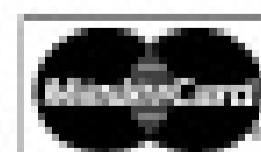
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quick, because after a while, others will have it, too. You've got to stay ahead of the competition. Besides, running a jetter is so much easier than dragging around all those cables."

He admits that some people think he's crazy for working so hard

"I do a lot of hog farm work. They seem to like my operation. No matter when they call, I go if I'm here, even on a Sunday. My motto is: 24-hour service, if available. If I'm not going to a wedding or funeral or dance, I'll go to a job."

Arnie Schweiss

"I said if I got the job, I could do it in about half the time if I bought a bigger machine, and they said, 'Go ahead.' It was not a nice job. A lot of people aren't cut out for this kind of work. But after years on a farm, I'm used to it."

Schweiss will give discounts to farmers who give him a hand on the job. He gets most of his business by word-of-mouth, although he runs a small ad in the *New Ulm Journal* newspaper. He also has a one-line listing in the Yellow Pages. "If new people move into town and need a plumber, that's where they look," Schweiss says. "If not for that, I wouldn't do it. Everyone in town knows me anyway."

Embracing technology

Schweiss bucks the stereotype of a closed-minded old-timer who wants nothing to do with newfangled equipment. "That's not the way to go," he warns. "When something new comes out, you've got to get in

at age 87, much less investing in expensive new equipment. Schweiss says he could live comfortably without working. But when you're optimistic about the future, it all makes sense. "No one in town can figure me out, but I don't care," Schweiss says. "I plan on being in business until I get a ride in that Cadillac with a door in the back." ■

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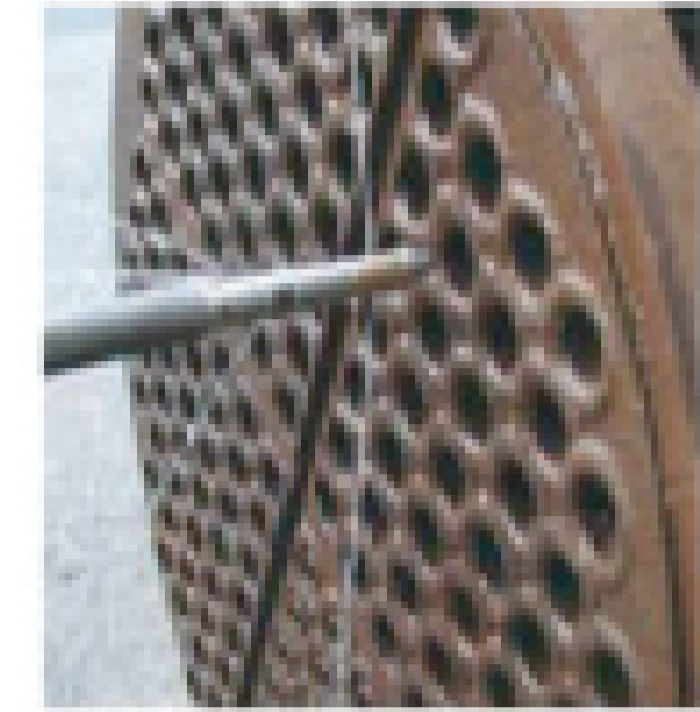
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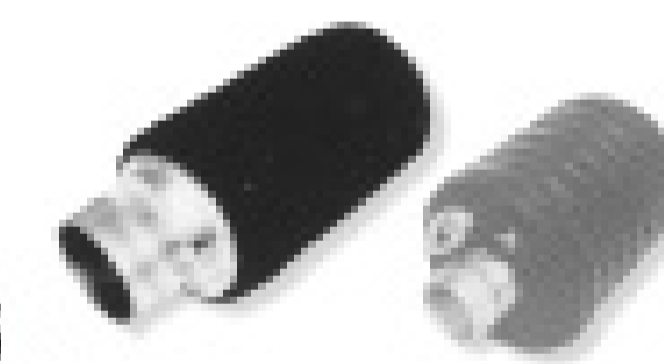
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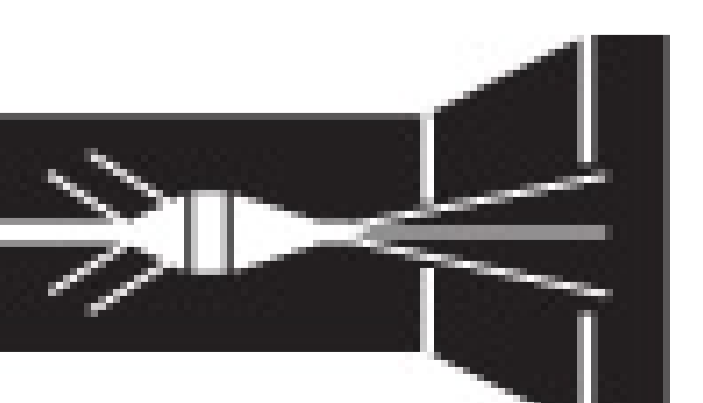
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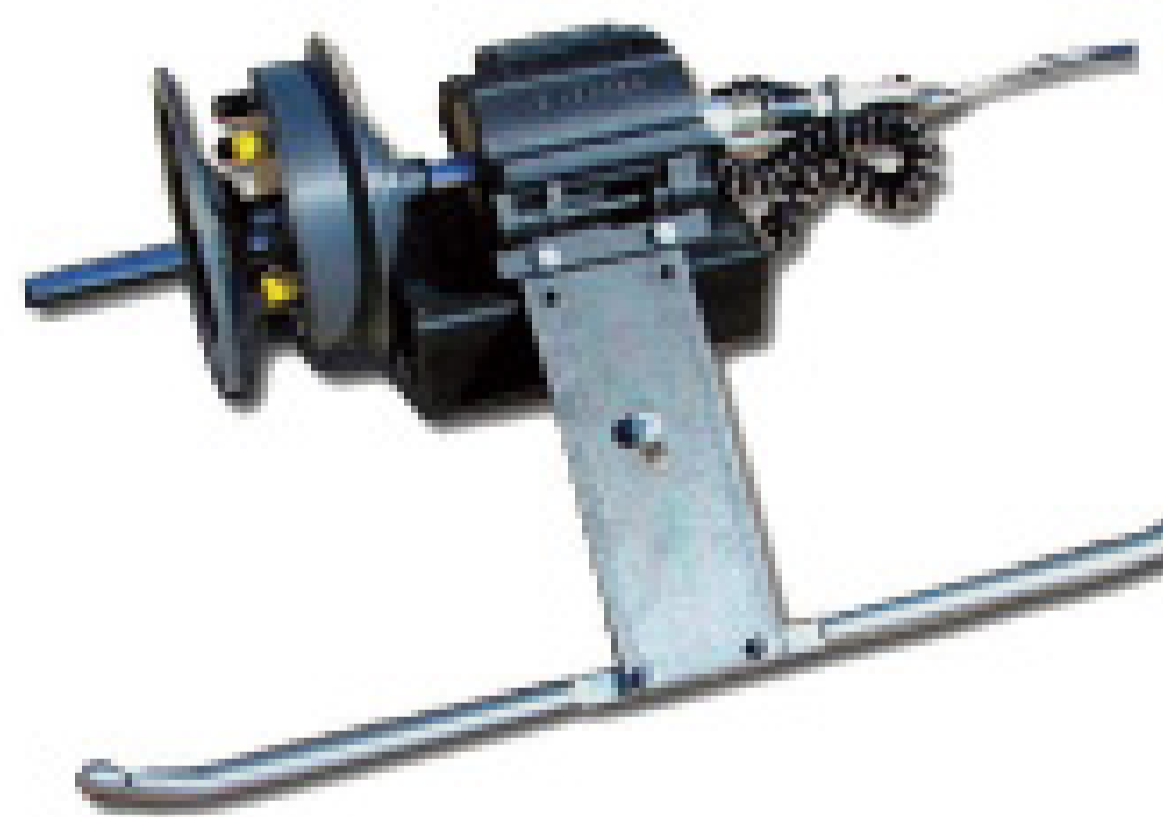


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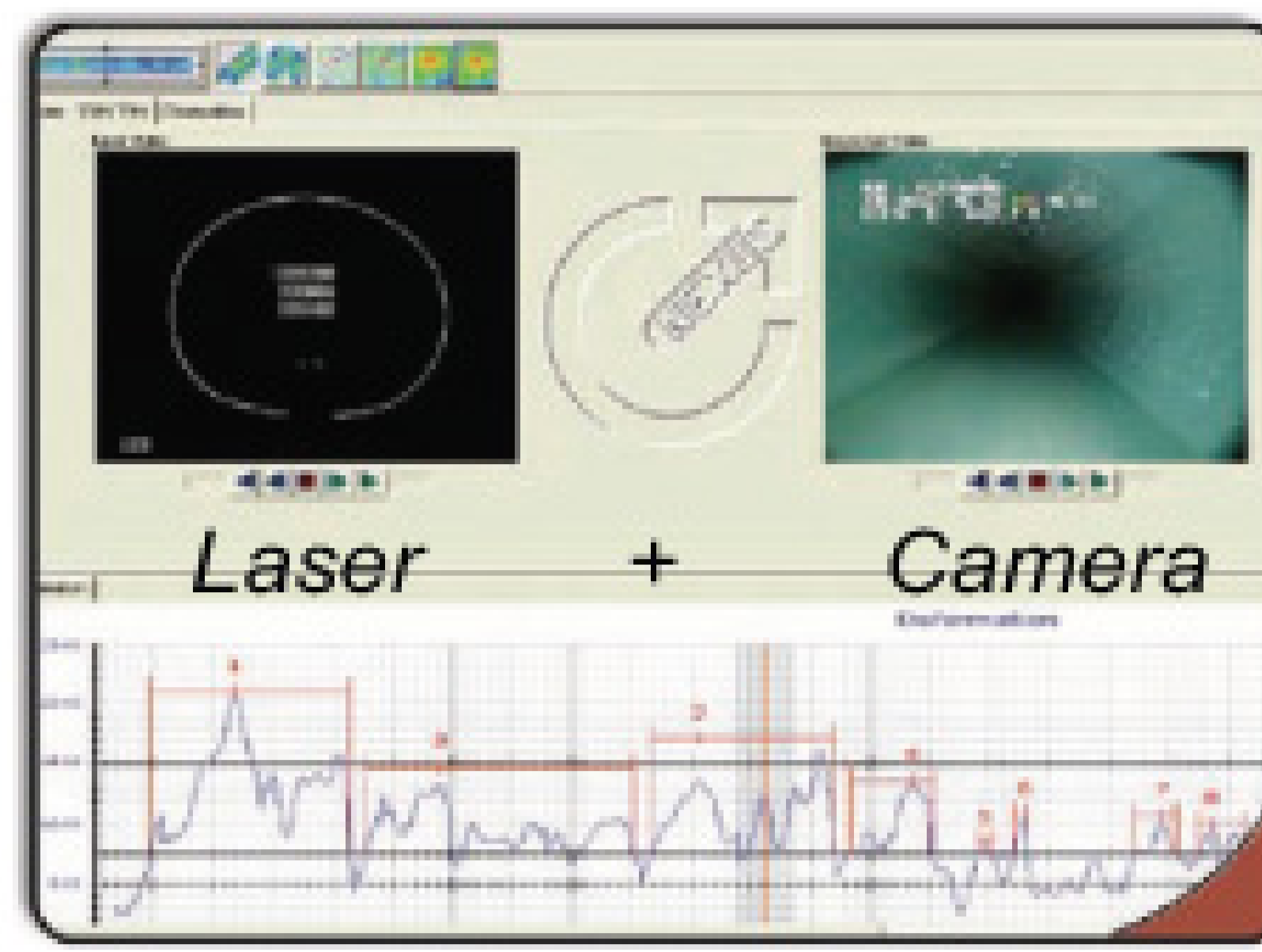
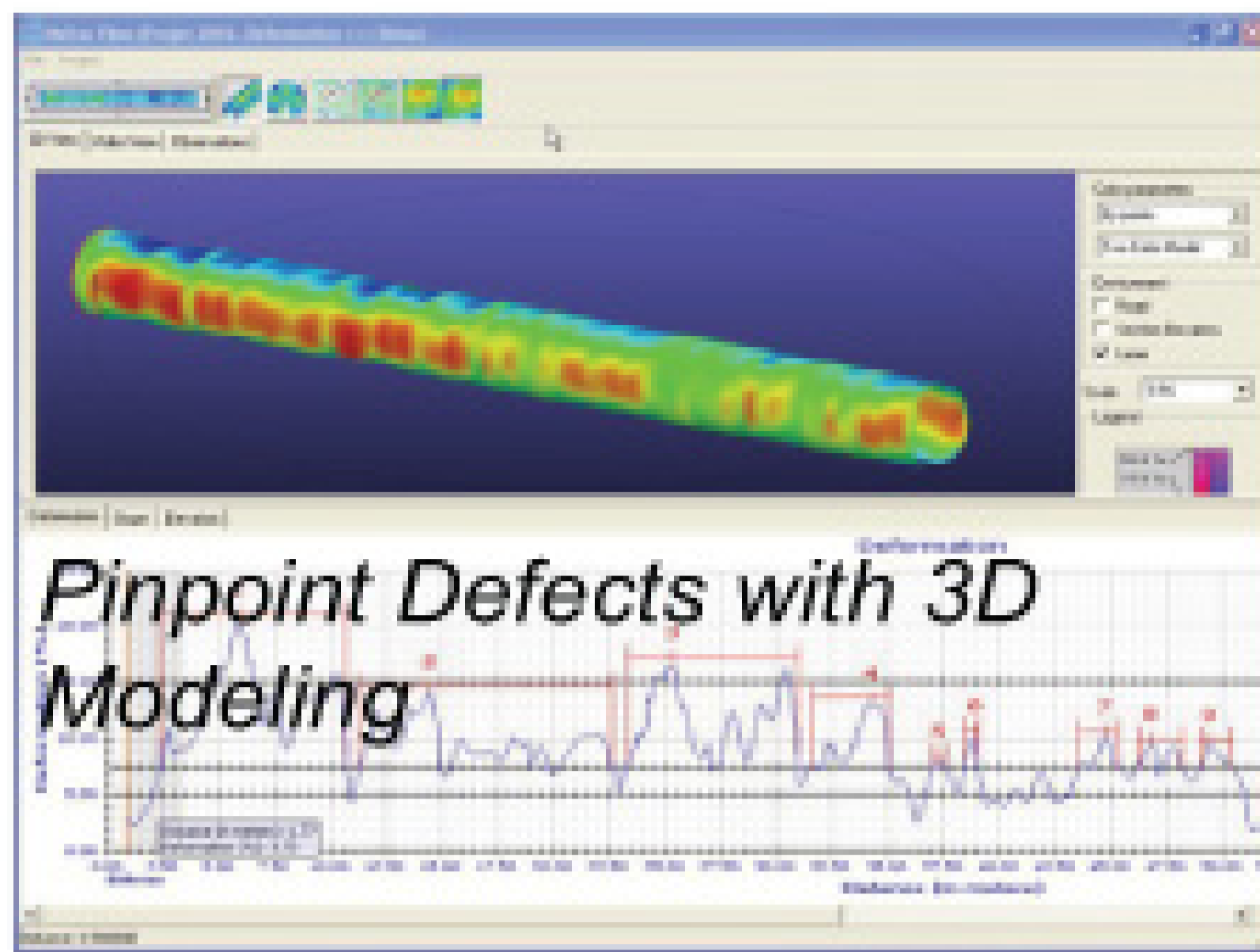
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6	11.7	11.7	0.0	11.0	100%		
7	11.7	11.7	0.0	11.0	100%		
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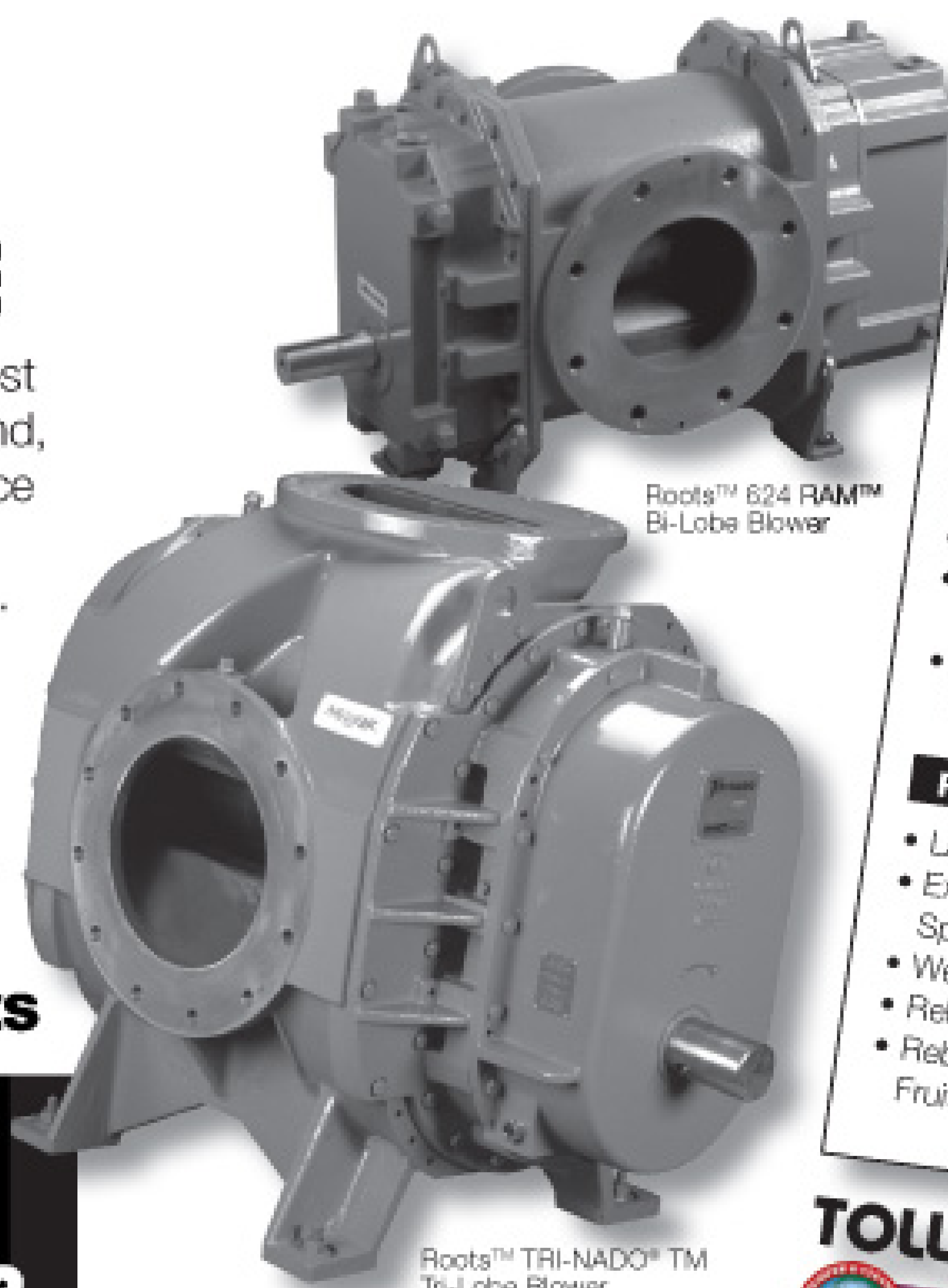
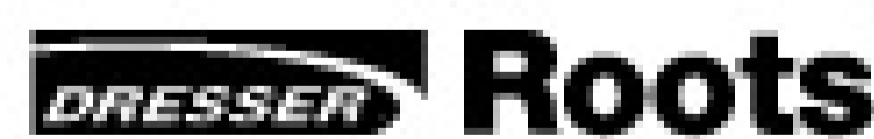


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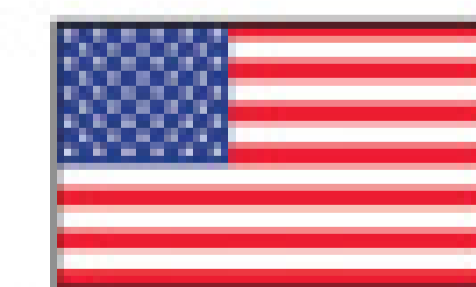
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Marketing Makeover

Drain-cleaning contractor American Minutemen gets aggressive with branding and with Internet, direct mail and media advertising

By Erik Gunn

Joe Simonetti knows it's not enough just to sell the customer a good steak. The buyer has to hear it sizzle. Simonetti doesn't run a restaurant — he owns American Minutemen, a specialized drain-cleaning business in New City, N.Y., about 35 miles north of Manhattan in Rockland County. But the principle is the same.

Simonetti built the business three decades ago on canny marketing. Now he's giving that a major boost. Marketing is a specialty inside the business, right alongside the cleaning technicians and the customer service people who work the phones. He even has a team dedicated to marketing and branding, and he believes it's already showing results.

Simonetti has seen tomorrow and it's on the web. "That's where the future growth of customers is going to come from," he says. Already, the company is among the few drain-cleaning businesses that allow customers to request service calls online.

The company also markets aggressively with Yellow Pages advertising and targeted direct mail, and Simonetti is looking at broadcast ads.

The company and its 24 employees serve Rockland, Westchester and Orange counties in New York; Bergen County, N.J.; and Fairfield County, Conn.

Birth of the Minutemen

In a way, branding has always

been a core strategy for Simonetti. He started the company in 1975 as American Sewer and Drain. His father, Joseph C. Simonetti, had left a franchise drain-repair business that year. While his father went back to being a butcher, his son planned to take over the drain business.

Having watched how hard his father worked, Simonetti wanted to do some things differently. "I wanted to build the business up to the point where we would not have to go on the road ourselves 24 hours a day," he says. "I wanted to take it a step further."

had just passed, they called it American Minutemen.

"We identified with the fact that the Minutemen were the first out there and they were always ready, back in the Revolutionary War," Simonetti says. "That was the concept we wanted to get across to our customers: When they were in trouble they could count on us night and day." They devised an icon for the business — a silhouette of a horse and rider at full gallop — that went on the letterhead and in Yellow Pages ads.

But not on the trucks: In those

"Now we understand that all of our ads need a similar look, that customers need to notice that icon, and that it needs to look familiar to them. We want it to pop up in front of them in many locations."

Joe Simonetti

The elder Simonetti had a two-year non-compete clause once he left the business. When that expired, father and son incorporated the new business and, in homage to the nation's bicentennial of 1976, which

days, the company subcontracted drain-cleaning work for plumbing contractors. By using unmarked trucks, the company could come in under the umbrella of whichever plumber had referred the job.

American Minutemen and its 24 employees — 14 technicians and 10 office personnel — serve Rockland, Westchester and Orange counties north of Manhattan, as well as Bergen County, N.J., and Fairfield, Conn. Its fleet includes 16 Ford vans, a pair of pickup trucks, and three box trucks (Photos by Jeffrey Fleisig)



Company makeover

After years of hiding a clever brand, Simonetti decided to make a change. "We recently decided that as long as we don't do any plumbing, the plumbers don't mind recommending us," he says. So the company undertook a top-to-bottom marketing makeover. "Within the last year we just decided to update everything."

Simonetti credits the revolution to Tracye Blackwell-Johnson, brand and business strategist. "Tracye basically sold me on the idea of branding," he says. She conducted a "business health check" that led to an overhaul of the business.

First came the logo. The older horse and rider silhouette is still part of the look, but now it's inside a stylized drop of water, punched up with red-and-white stripes that bring to mind a waving American flag. And this time the logo isn't just in the ads and on the letterhead.

"Now we understand that all of our ads need a similar look, that customers need to notice that icon, and that it needs to look familiar to them," Simonetti says. "We want it to pop up in front of them in many locations." The logo is on circulars, technician uniforms, promotional items such as air fresheners, and even uniforms the business supplies

WORKING WITH EXPERTS

Joe Simonetti owes one of his key business relationships to a job that went wrong. He had just hired a marketing coordinator, Tracye Blackwell-Johnson, to design brochures and create the logo for American Minutemen.

Then he got a call to handle a drain problem at a local office. It didn't go well.

"We made a mess," Simonetti says. When word of the problem got back to him, "I called the person in charge and apologized. I said we would clean it up, and I told him I would pay for it."

Then he asked the business owners what they did. It turns out the firm was an advertising agency that worked on web sites. Simonetti smoothed things over with the customer and brought the agency some new business: his own.

The story reflects a lesson Simonetti learned a long time ago: Do what you do well, and hire experts for what you don't. He recalls a conversation with a stockbroker and customer. "I asked him, 'Can I make money at what you do?' He said,

'No. I can, because that's what I know. You can make money in the drain business, because that's what you know.'"

Sophisticated marketing is the same way. "Sometimes these things are overwhelming," Simonetti says. "But if you have a person in marketing in your office and you're dealing with professionals in the business who are aware of all the ins and outs, you're much better off."

At left, senior service technicians James McLoughlin and Darnell Steen snake a line. Drain cleaning, sewer cleaning, jetting and video inspection are among the services American Minutemen offers and promotes through its web site. Below, senior service technician James Frain and supervisor Glen Rice use a truck-mounted waterjetter from US Jetting.



PROFILE

AMERICAN MINUTEMEN SEWER AND DRAIN INC. NEW CITY, N.Y.

OWNER:	Joseph A. Simonetti
SERVICE AREA:	5 counties
EMPLOYEES:	24
ANNUAL REVENUE:	\$2.5 million (2006)
SPECIALTIES:	Drain cleaning, waterjetting, video inspection, leak and line detection
WEB SITE:	www.americanminutemen.com



Branding and marketing have played a key role in the growth of American Minutemen. Owner Joe Simonetti credits the revolution to Tracye Blackwell-Johnson, business strategist, meeting here with Simonetti and his wife, Suzanne, special projects director.

to local sports teams. Of course it's also in the Yellow Pages ads.

But that was just the start. With the hiring of Blackwell-Johnson, the business created a marketing team. Simonetti's wife, Suzanne, and daughter, Justine, are co-brand officers. They ensure that the logo is included on all company communications, whether to the staff or to the public. They also implement direct mail advertising to specific market segments, evaluate the results, and recommend future promotions.

Simonetti also hired a sales manager, Glenn Rice, dedicated to corporate accounts. Rice came to the business with 25 years in the industry, first as a service technician and later as a sales manager.

Healthy fleet

The marketing supports a substantial operation. American Minutemen has 14 service technicians and 10 office employees. The fleet includes 16 Ford 250 vans, a pair of Ford pickup trucks, and three box trucks (one Mitsubishi, two Ford). As older vehicles are retired, the new logo goes on the new equipment.

The business also has five water-jetters from US Jetting, two trailer-mounted and three mounted on box trucks. Each has a 300-gallon tank and pumps 18 gpm at up to 4,000 psi. Equipment also includes a half-dozen push cameras and two self-propelled cameras, all from Insight Vision.

The company put up a web site several years ago, but on the cheap, and Simonetti admits he never took full advantage of the Internet. No more. "Over the last six months, the team has been working with another company to redo the whole web site, to make sure it not only looked good but helped us bring in business," he says.

They made sure that key words reflecting American Minutemen's services that customers might use on an Internet search — drain cleaning, sewer cleaning, jetting, video



"We feel as though there are a lot of people at work who don't want to go through the trouble of scheduling appointments on the phone. We made the web site work for us that way. If I can have the customer e-mailing me, that cuts down on the amount of help I need in the office."

Joe Simonetti

camera, and more — were embedded in the site so that search engines would capture it.

Even more important, the site enables visitors to book service calls online.

"We feel as though there are a lot of people at work who don't want to go through the trouble of scheduling appointments on the phone," Simonetti says. "We made the web site work for us that way." Customers like that, and it saves the company money.

"If I can have the customer e-mailing me, that cuts down on the amount of help I need in the office," Simonetti says. "It's already starting to work. Customers are e-mailing us about maintenance calls." There is far less telephone tag in scheduling work, and it's much easier to schedule an efficient day for the technicians, Simonetti says.

And by connecting with customers via e-mail, American Minutemen can send out advertising at a fraction of the cost of any other medium — such as for seasonal specials. "We can let our customers know without having to send out paper and circu-

lars, with stamps and all the time it takes to fold them, by building a customer base with e-mail addresses," Simonetti says.

A menu of media

Simonetti understands that the Internet is just one part of a comprehensive media presence, but he also believes it's growing. Eventually, he expects to buy radio and television advertising, although he's cautious about that. "I know that with TV I'm going to be laying out money over a six-month period before any of the money starts coming in," he says. "The same with radio."

In short, broadcast ads demand the sort of patience of a baseball team that wins with a series of singles. While that unfolds, Simonetti also wants to "hit home runs now." One home run is a recent revision of his customer database with new computer software.

"We're getting our hands on our customer base over the last seven years," Simonetti says. "We're pulling out those names and we're going to be sending out a mailer to all customers that no longer use us." The

mailers will be tailored to specific kinds of customers — corporate, commercial, and residential. He's also been hitting restaurants hard, and reaching out to plumbers as a rich source of referrals.

But each circular is narrowly targeted: "I'm looking at a rifle shot, rather than a shotgun," Simonetti says. It's a far cry from the days when he had nothing but an all-purpose flyer that went to all prospective customers.

The makeover was implemented in the summer of 2007, so it's too soon to show hard results, but Simonetti and Blackwell-Johnson see positive signs. One is that business in August remained on track with previous months instead of slowing down as it normally does. They credit several initiatives: the search-engine marketing, a mailer to inactive customers, a Yellow Pages coupon, the web site improvements, and another mailer to local school districts.

One part of the picture isn't entirely clear: Yellow Pages. For now, Simonetti remains entrenched in that medium, and he is updating the company's ad. But he wonders about its future.

"One of our counties had seven Yellow Pages books," Simonetti says. Then those seven got condensed to two, and ads cost \$3,000 a month. "Those two books are so big that nobody's going to keep them in their drawer," he worries. "I see it going in the closet and not being used. Today, more and more people are simply sitting down and typing it on their computer and, bingo, the name comes up. Who wants to go into the book? And that is pennies compared to what the Yellow Pages are."

American Minuteman may take its name from the nation's heritage, and pride itself on old-fashioned service. But Simonetti's eye is on the future, and he's positioning his business to get there as fast as he can. ■

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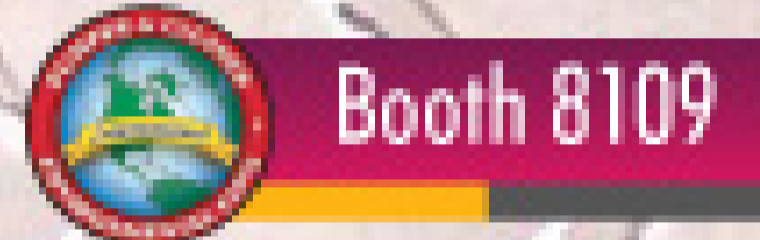
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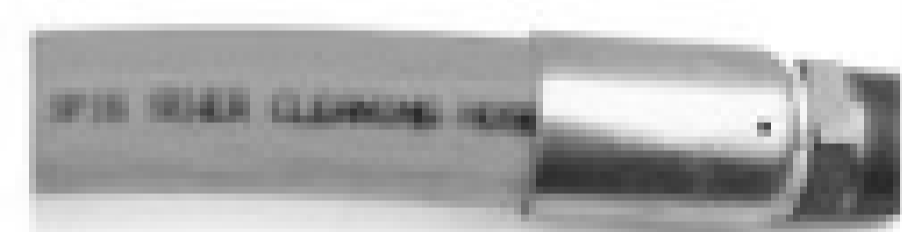
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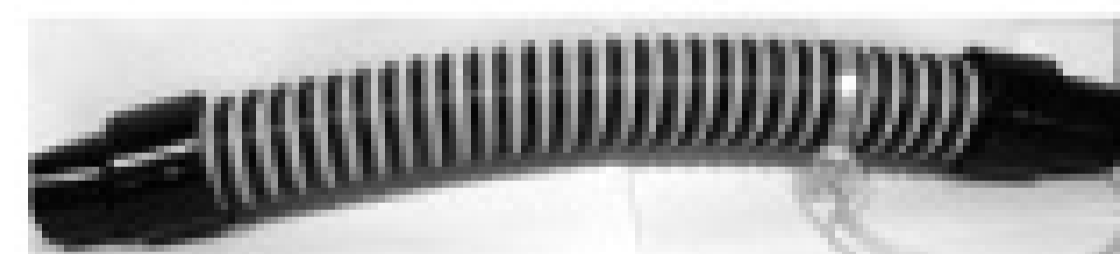
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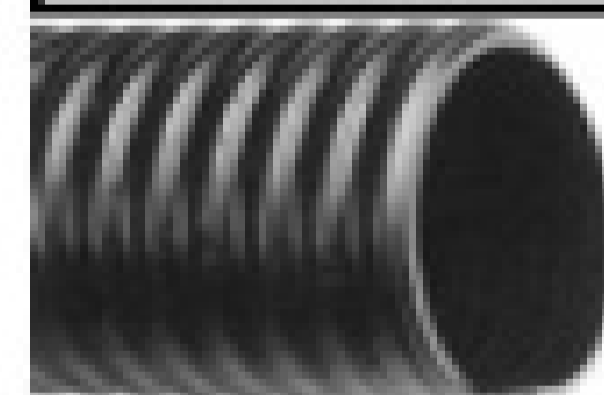


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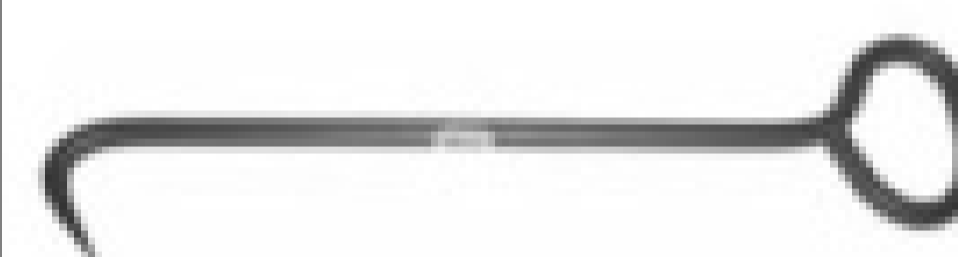
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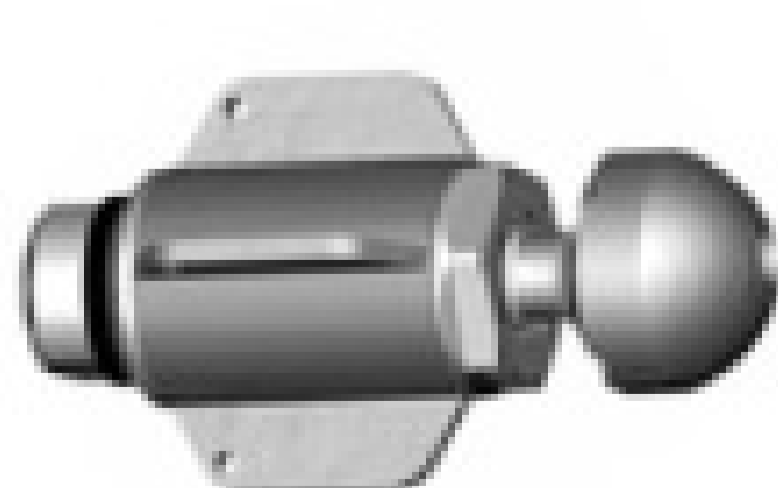
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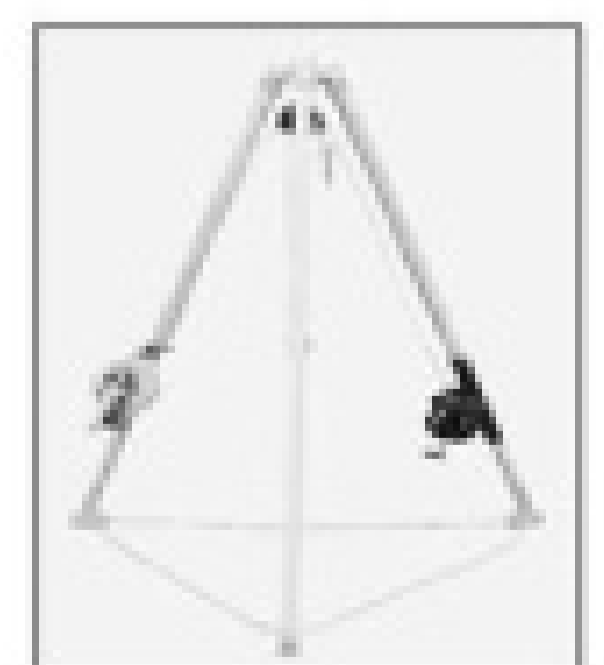
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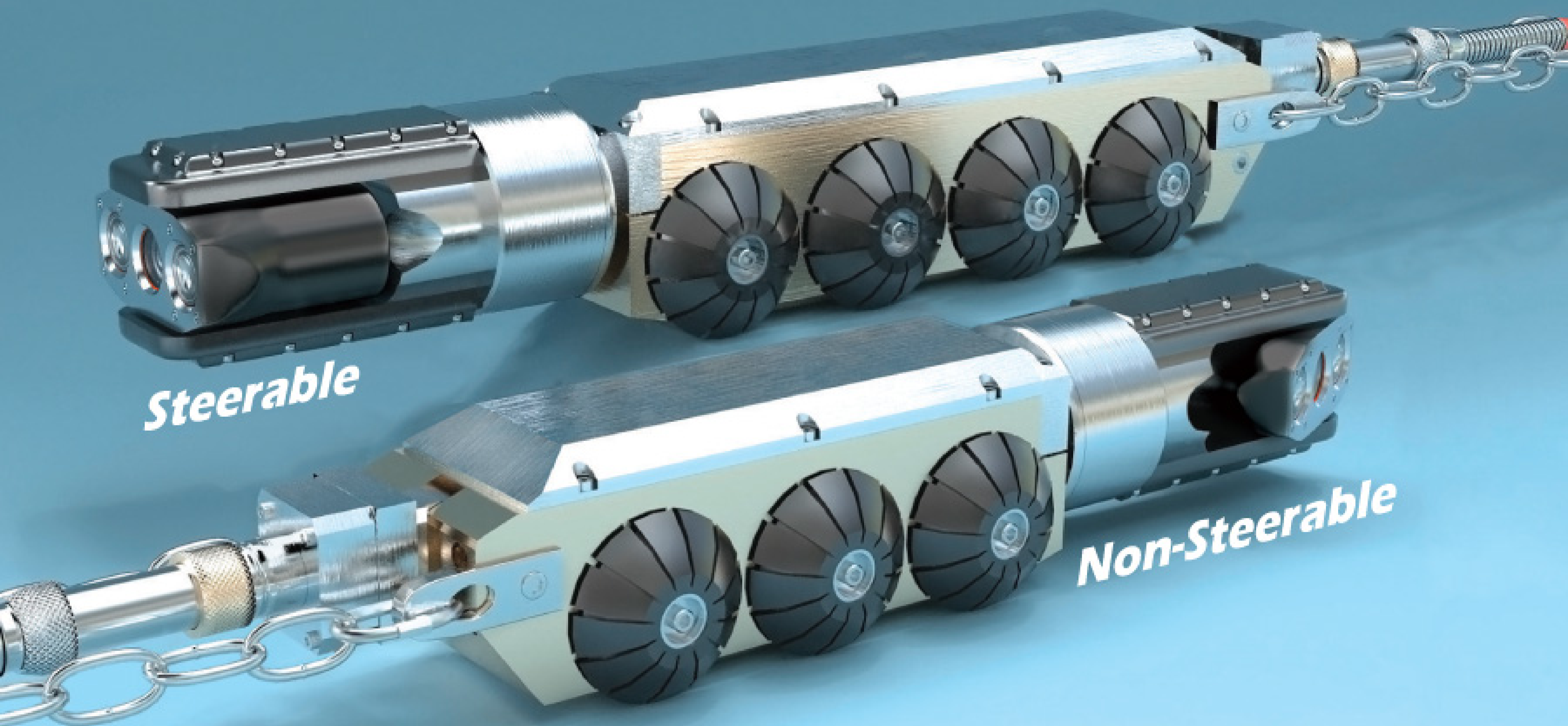
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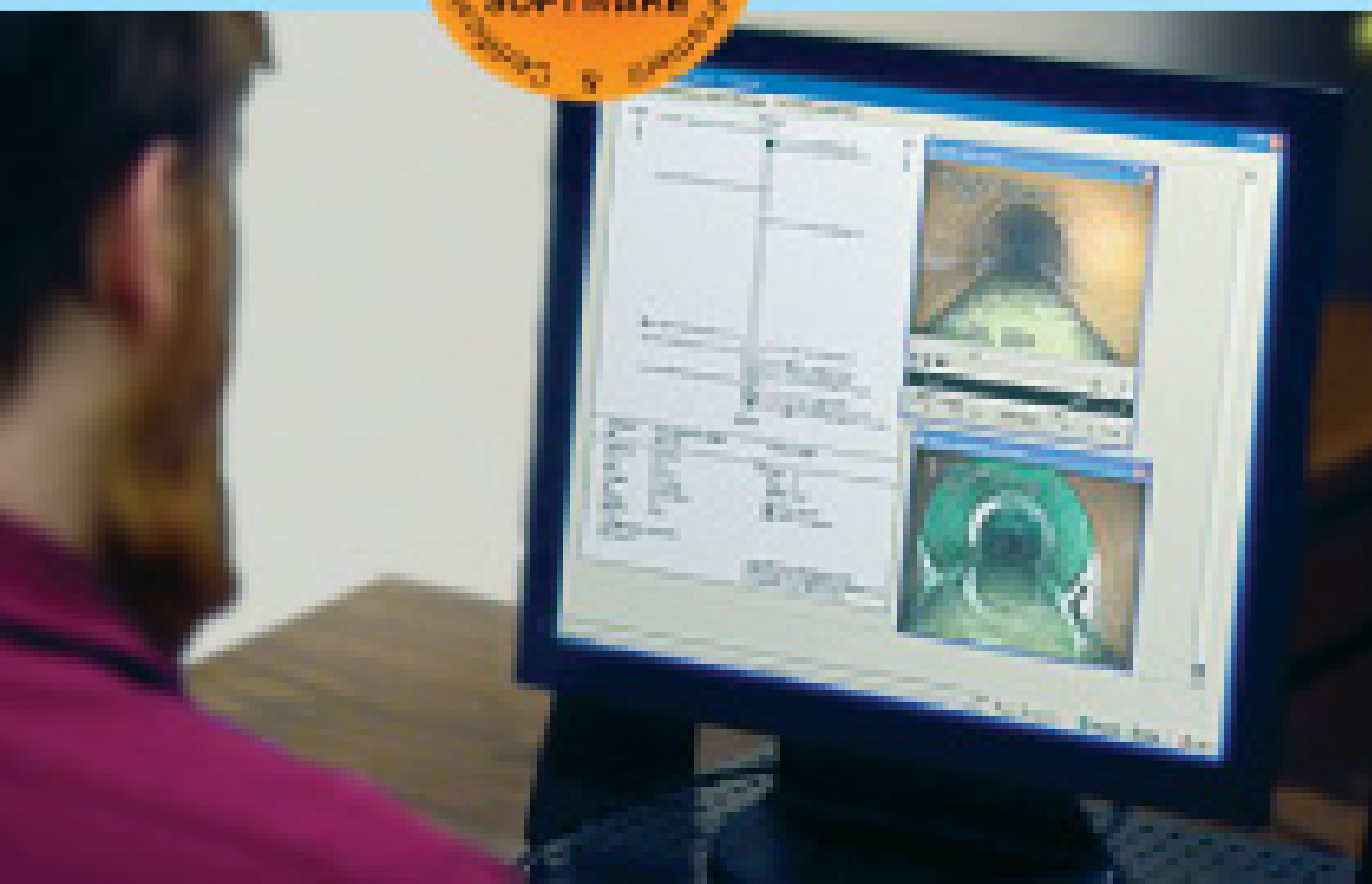
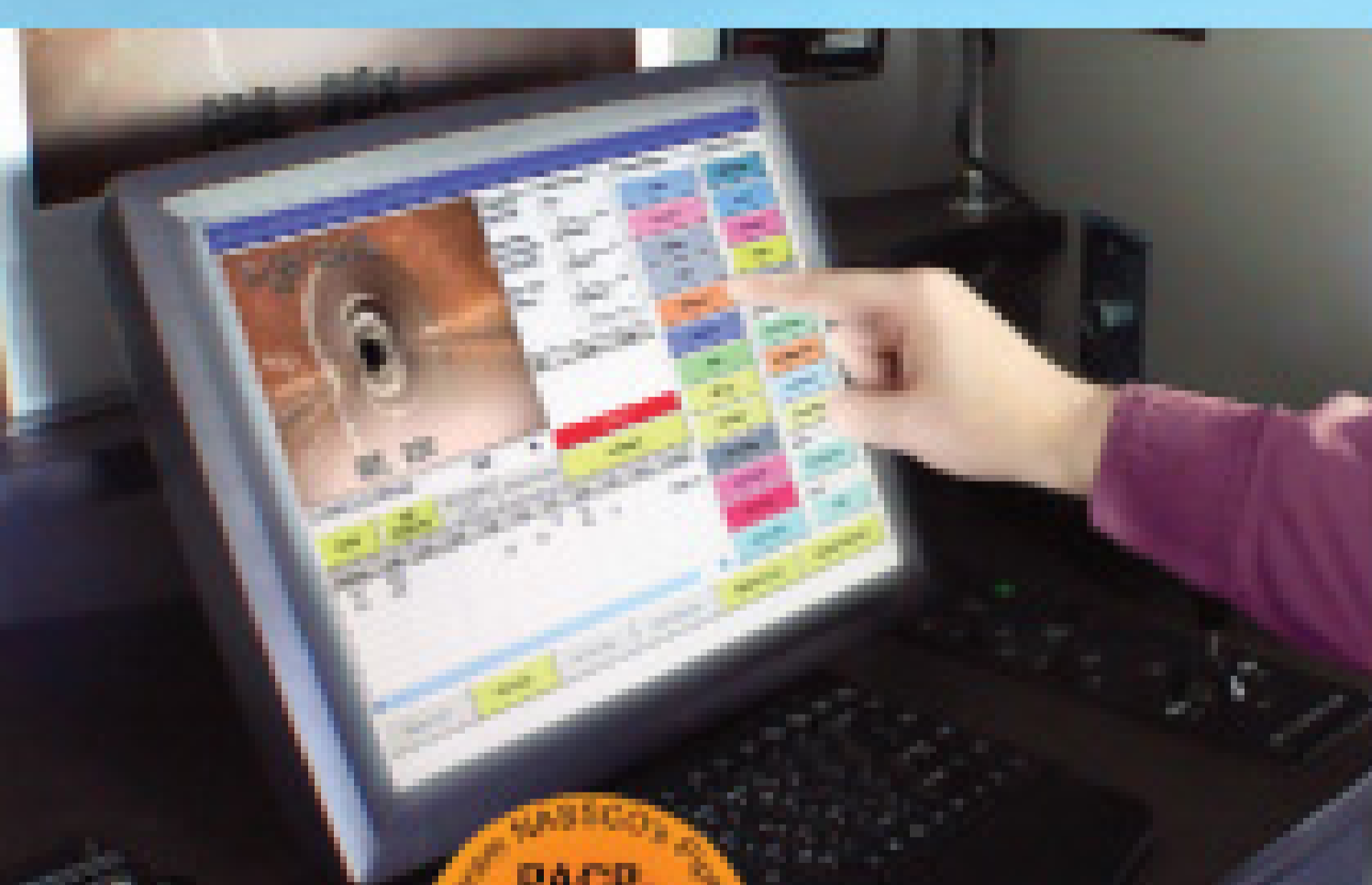
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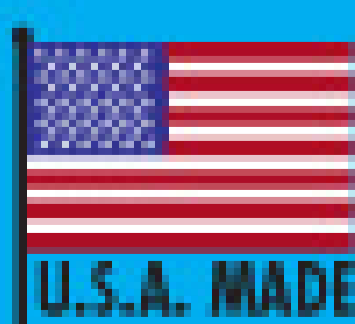
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Big Impression

Cab-over service trucks owned by Pipe Wrench Plumbing are as productive on the inside as they are attention-getting on the outside

By Ken Wysocky

Seeing a Pipe Wrench Plumbing service truck driving around Knoxville, Tenn., is the visual equivalent of getting hit with, well, a pipe wrench. It makes an impression.

With a bright-red pipe wrench painted on both sides, the trucks are instantly recognizable. And if the logo doesn't turn heads, the sleek Isuzu NPR cab-over chassis certainly does the job.

MONEY Machines

"When I tell someone what company I'm with, they say, 'Oh, yeah, you're the guys with the big red wrench on the side of the truck,'" says Tom Cambron, who owns the company with Trent Eidemiller.

"Branding is very important to us. We track all our service phone calls, and just under five percent say they call because they saw the truck. But in reality, the trucks also influence which ad people choose when they look in the Yellow Pages. When you have a fleet of those trucks driving around town all day long, that's a lot of rolling billboards."

California dream

Pipe Wrench, serving four counties within 25 to 30 miles of Knoxville, bought its first Isuzu NPR in 2001. It now owns nine. Cambron first saw the trucks, powered by four-cylinder turbo-diesel engines, during a trip to California.

"I really liked the fact that you just pull a handle and the cab tilts forward so you can work on the engine," Cambron says. "It's very

accessible, which is important because we employ our own mechanic.

"In fact, the truck's whole concept is ease of access. It's technician-friendly and maintenance-friendly. All you do is walk to the side of the truck, open a door and there's everything you need. With most trucks, you have to walk around to the back, open a sliding door and jump up inside, then hunt around for parts. Here, there's a place for everything, and everything in its place."

The trucks' carbon-steel bodies, made by Knapheide Manufacturing Co., have storage compartments on each side that hold some 4,000 repair parts, plus an 11-foot utility bed in the center. Each truck carries a RIDGID K-60 drain machine and a Super-Vee drain machine from General Pipe Cleaners. Inventory also includes garbage disposals and faucets.

Custom touches

Cambron took the body design a step further by teaming with Eddie's Body Shop in Knoxville to custom fabricate two aluminum storage units affixed atop each of the truck's side walls. On the driver's side, the



MONEY MACHINES

OWNER:	Pipe Wrench Plumbing, Knoxville, Tenn.
FUNCTION:	Multi-purpose drain cleaning and plumbing service vehicles
VEHICLE TYPE:	Modified Knapheide carbon-steel bodies on Isuzu NPR chassis
PRIMARY EQUIPMENT:	K-60 drain machine from RIDGID; Super-Vee drain machine from General Pipe Cleaners; \$10,000 inventory
COST:	\$35,000
WEB SITE:	www.pipewrenchplumbing.com

unit is divided into four bins for pipe fittings. On the passenger side, one long compartment holds 10-foot lengths of pipe.

Each part bin includes a list showing how many parts it currently



The big red wrench gets big attention when Knoxville-area residents see it on trucks owned by Pipe Wrench Plumbing. While the exteriors are designed for impact, the interiors are organized for technician efficiency.

holds. The technicians update the lists every time they remove a part, making it easy to maintain inventory. Because the trucks are well stocked, technicians rarely have to interrupt their work to travel to a supply house. That enables them to make at least one extra service call a day. Furthermore, says Cambron, technicians with fully stocked trucks are more likely to fix issues they observe during routine home inspection.

“Branding is very important to us. We track all our service phone calls, and just under five percent say they call because they saw the truck.”

Tom Cambron

“Most plumbers won’t suggest a repair if they don’t have the part with them,” he says. “We have the most organized trucks in town. People are pretty impressed when they come to our business. We use a systematic approach to everything.”

Valued intangibles

The trucks also offer intangibles. The turning radius is tighter, so technicians can easily negotiate smaller driveways and entrances. That means technicians can park closer to jobsites and finish service calls faster. The cab-over design provides better visibility, and the pipe storage and interior ladder storage make the trucks safer to drive.

In short, Cambron can’t say enough about the vehicles. For customers and technicians alike, these workhorses leave a lasting impression. ■

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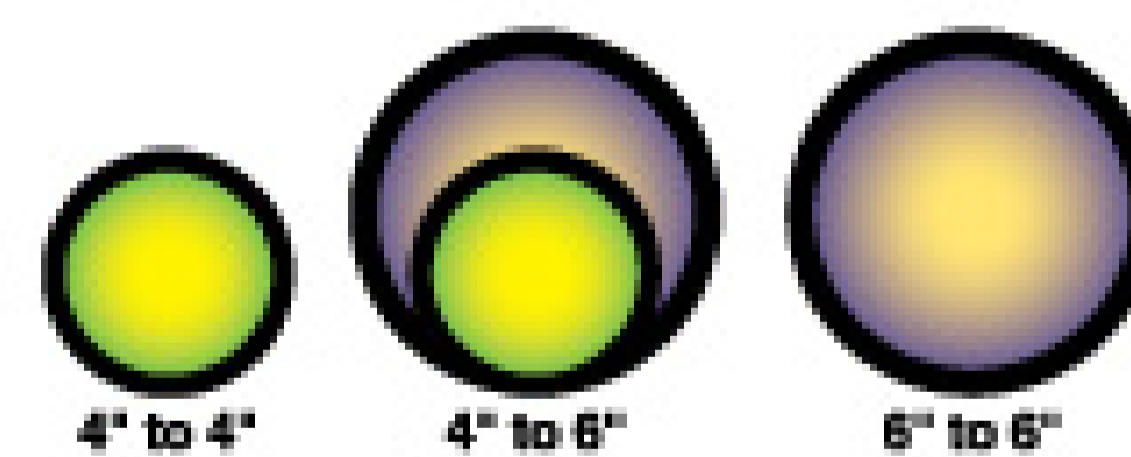
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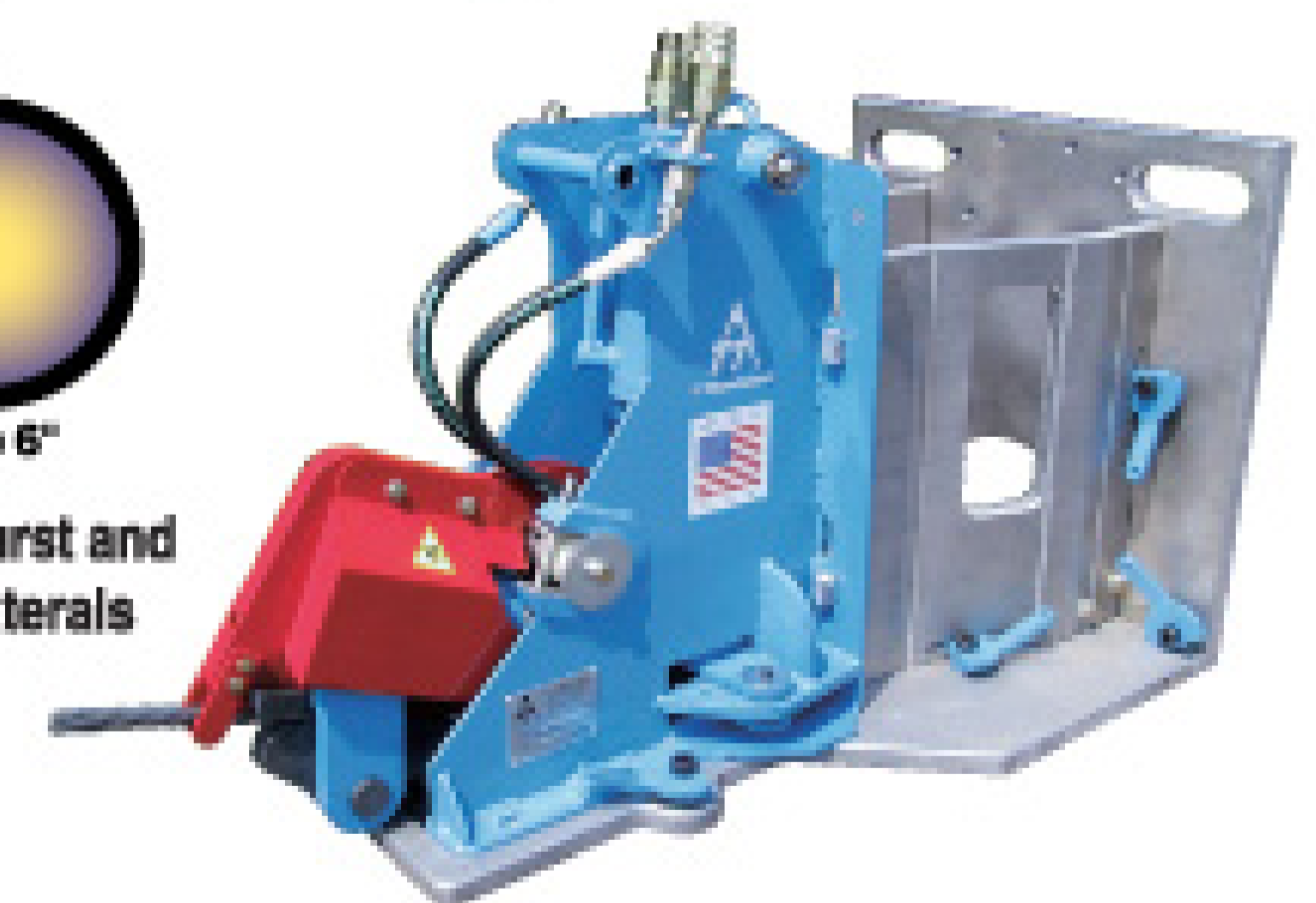
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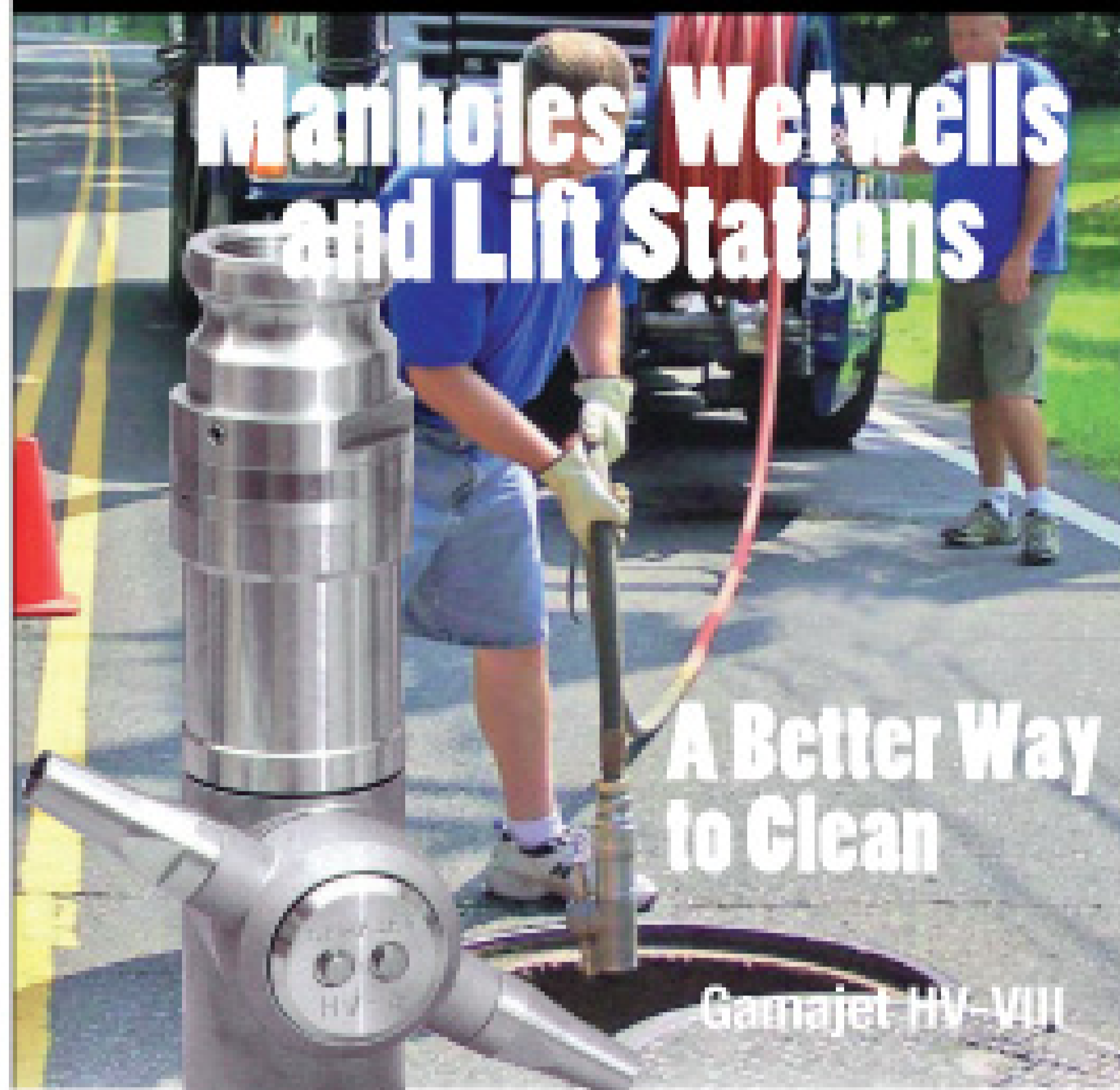


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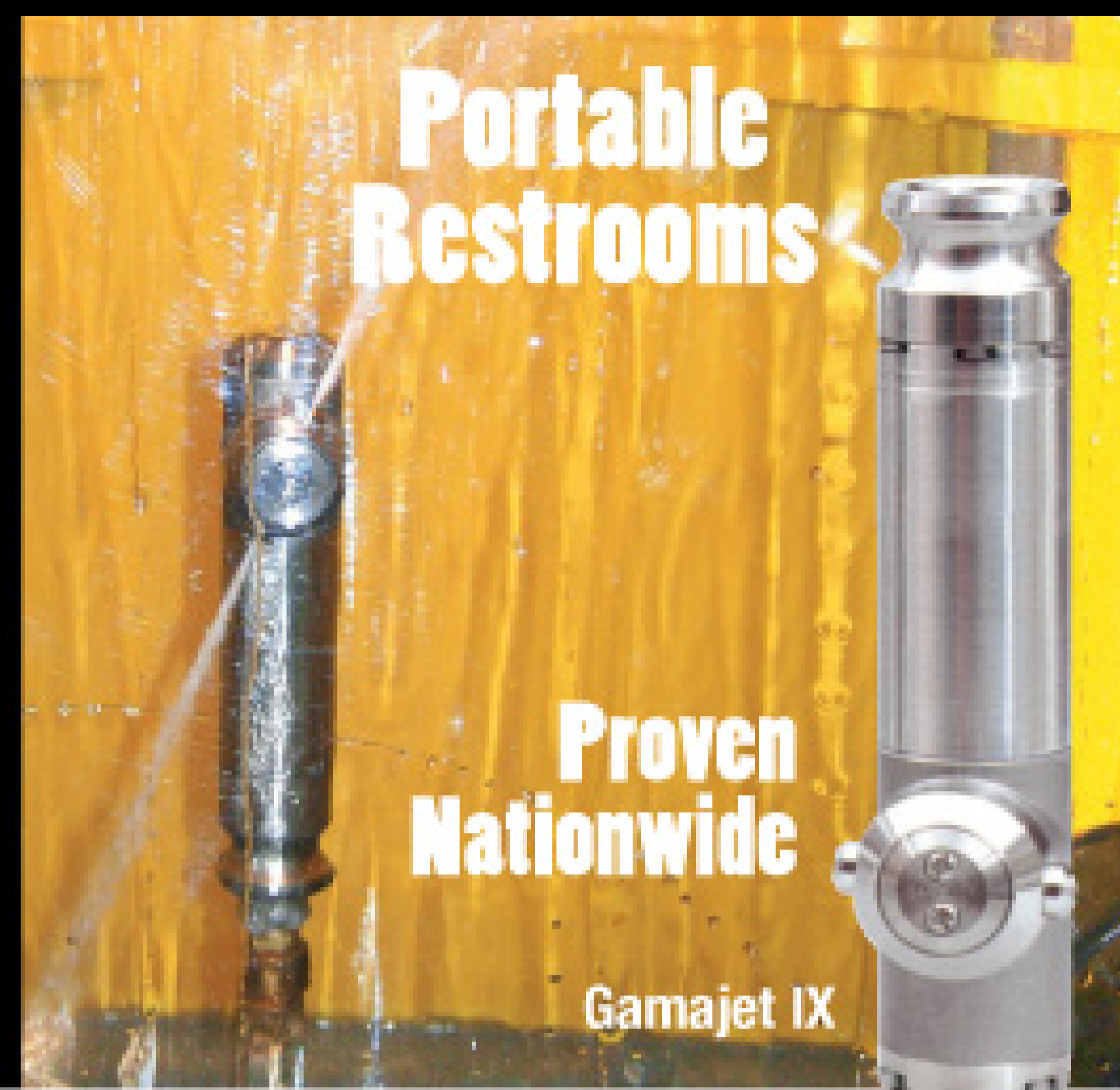
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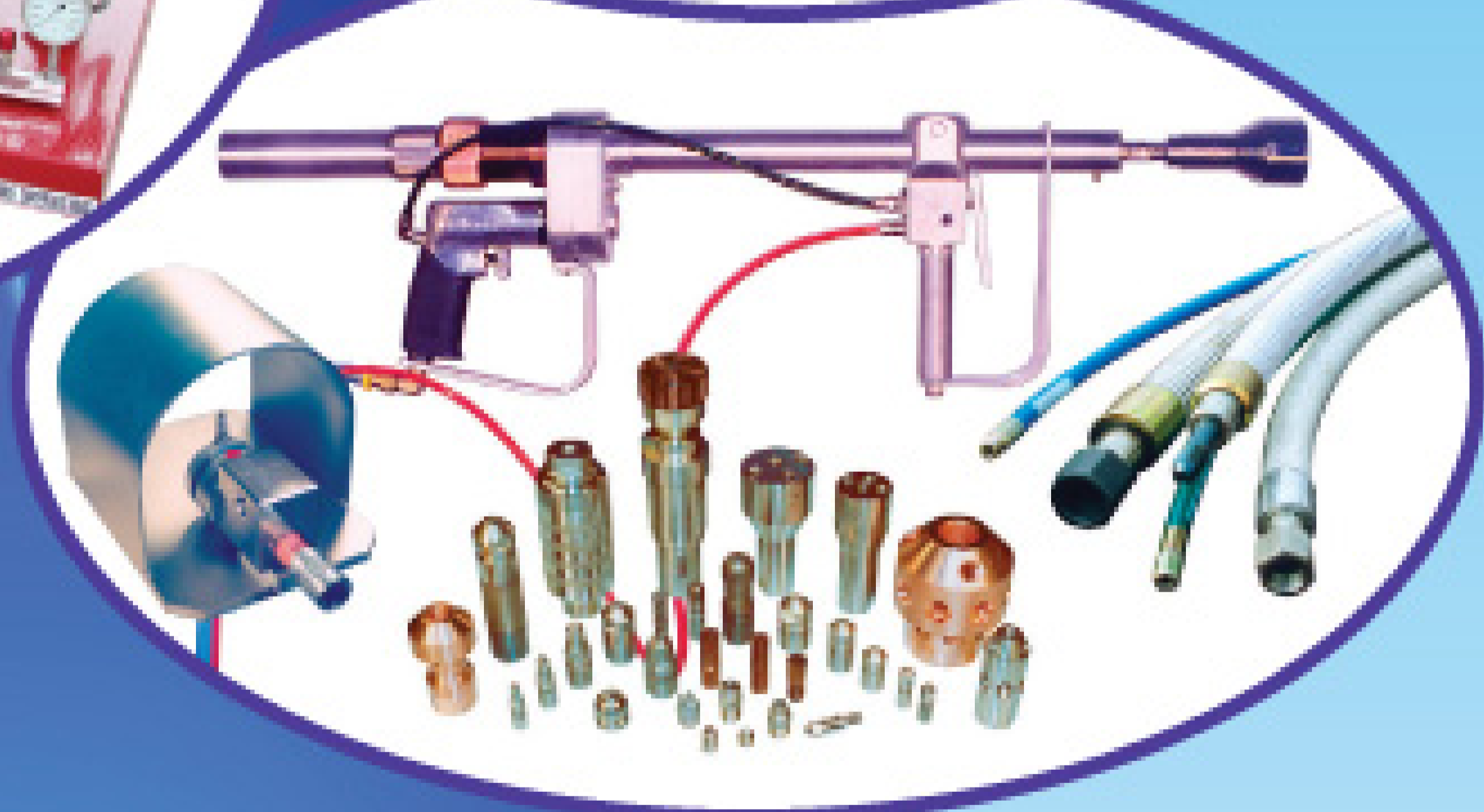
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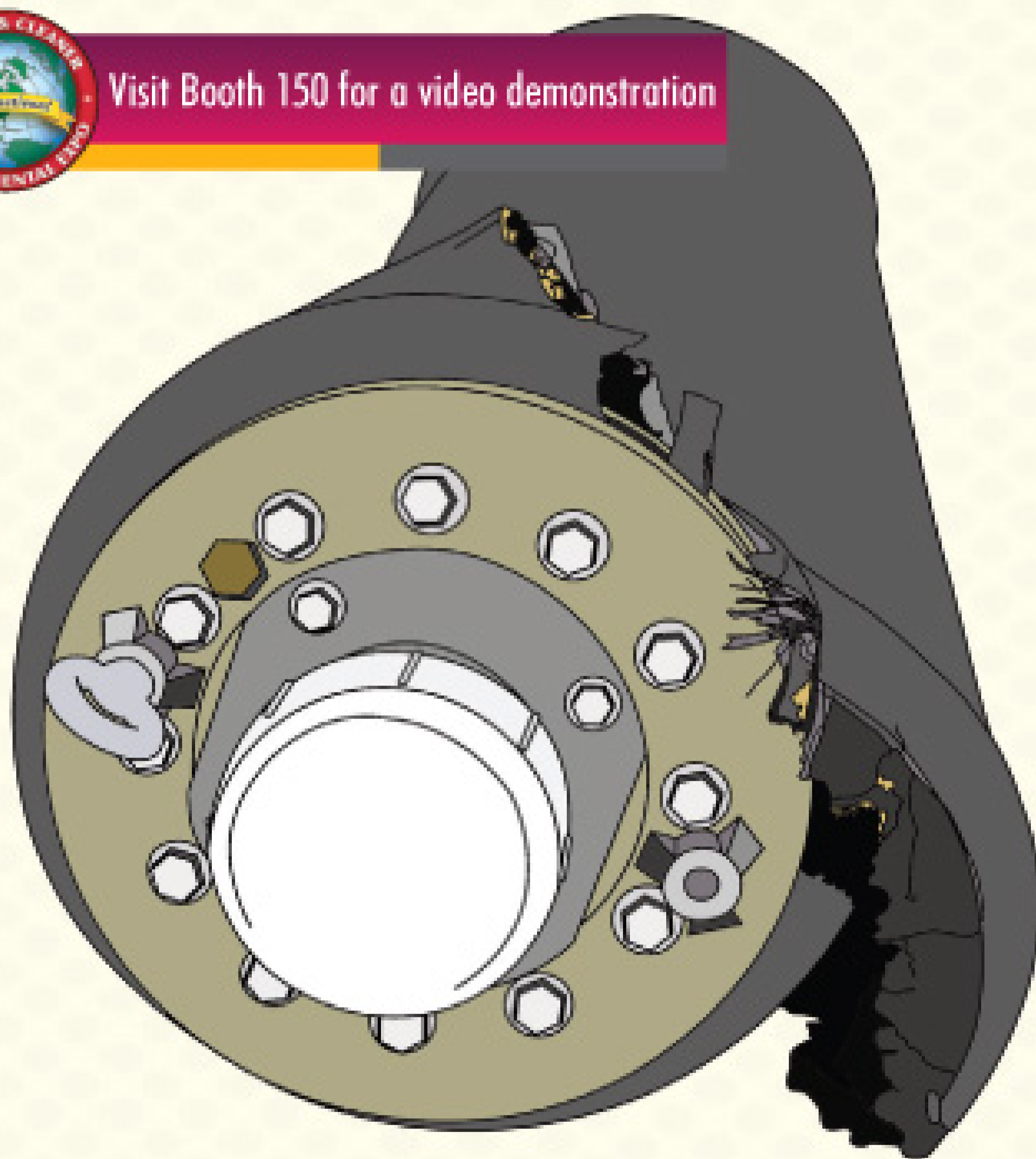
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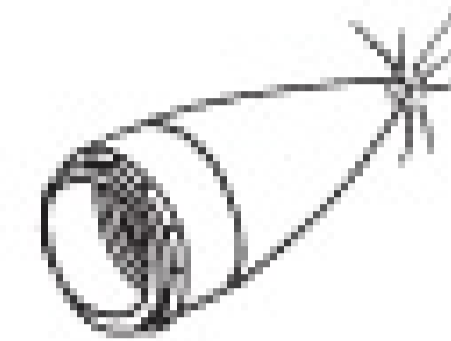
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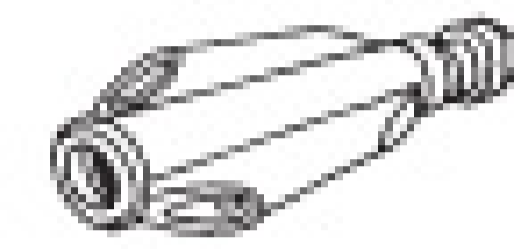
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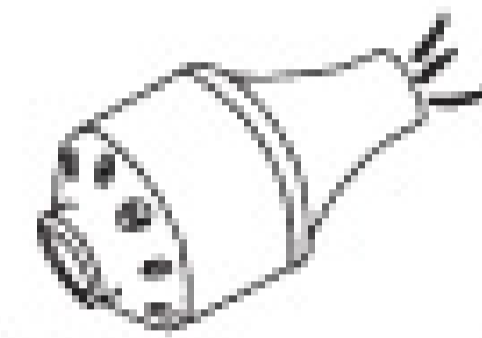
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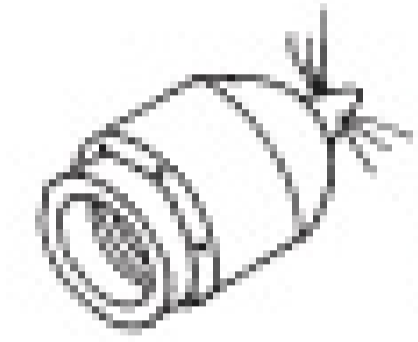


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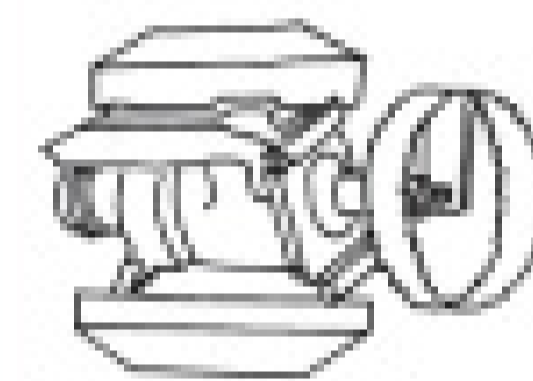


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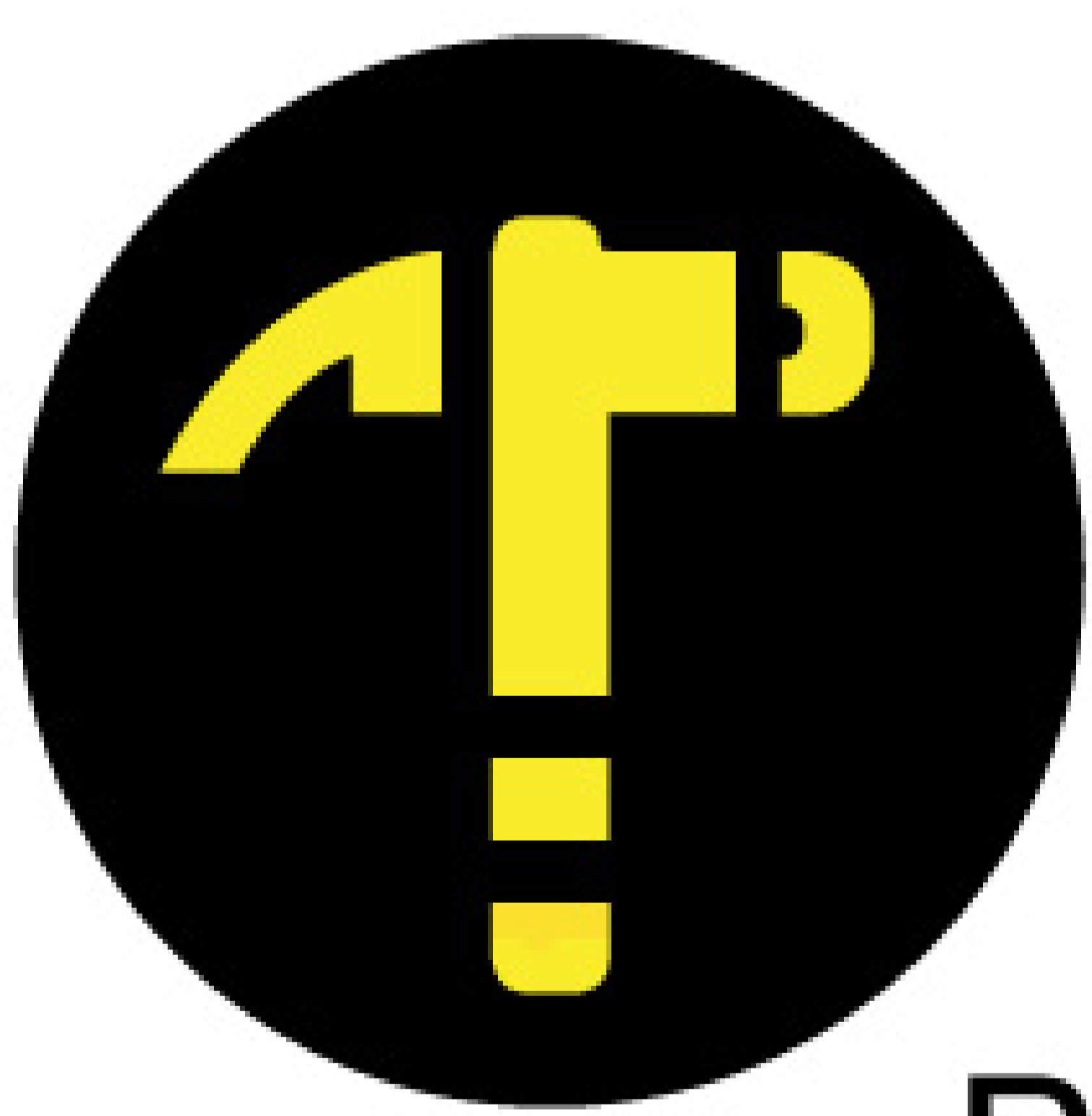
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The New Telephone

Global positioning systems (GPS) are becoming standard and indispensable management tools for businesses that operate service and delivery fleets

By Joel Smith

Global Positioning Systems (GPS) technology was originally designed to help people identify or navigate to locations, defined by latitude and longitude, on the surface of the globe. A great deal has changed.

GPS devices have now been combined with other tools to give service business owners information about drivers, service locations and customers that was not available in the past. In a single word, this information is "visibility."

GPS is a tool that is becoming, like the telephone, indispensable to service businesses. It is easy to use and goes anywhere. It combines with other services to make business significantly more competitive and improve service to customers, while improving productivity and profit.

Compelling benefits

The first questions that come to mind are:

1. How much does this cost?
2. Do you have to be a rocket scientist to use it?

The cost of GPS (apart from hardware and installation) is about the same as for most phone services: about \$19.95 to \$50 per month, depend-

ing upon features and usage. As for ease of use, it is like the phone: Learn a few basics, and away you go.

Let's look at a few of the more compelling GPS capabilities. Figure 1 is a map of a location. Figure 2 is a photo of the same location that you can see on a computer screen while on the phone with a customer. Using a view like this, you can help your driver identify the precise location of a service point on a property. That means your driver can deliver your service without wasting time.

Every time a driver calls in because he or she cannot find the job, it costs you about \$100. By linking to web-based views, you can see detailed pictures of driveways and yards while on the phone with customers. This helps you get detailed service or delivery instructions and minimize driving time. You also avoid the extra cost of drivers getting lost, or reporting to the wrong building, manhole, cleanout, or other service point.

Getting control

GPS also helps you gain more control over your business. Before GPS, when your employees left your office, they ran your company. To find out what was happening, you had to wait until the end of the day, or talk with employees by radio or cell phone as they completed each stop on their routes.

With GPS, you can track each driver's progress through a day at a glance. A GPS screen (example in Figure 3) can show detail of where the vehicle is, its speed and direction, when and where the vehicle has stopped, and for how long. Your office can actually watch your drivers throughout the day.

Drivers no longer can stop and have lunch or breakfast as a group, or park and take a nap, or —

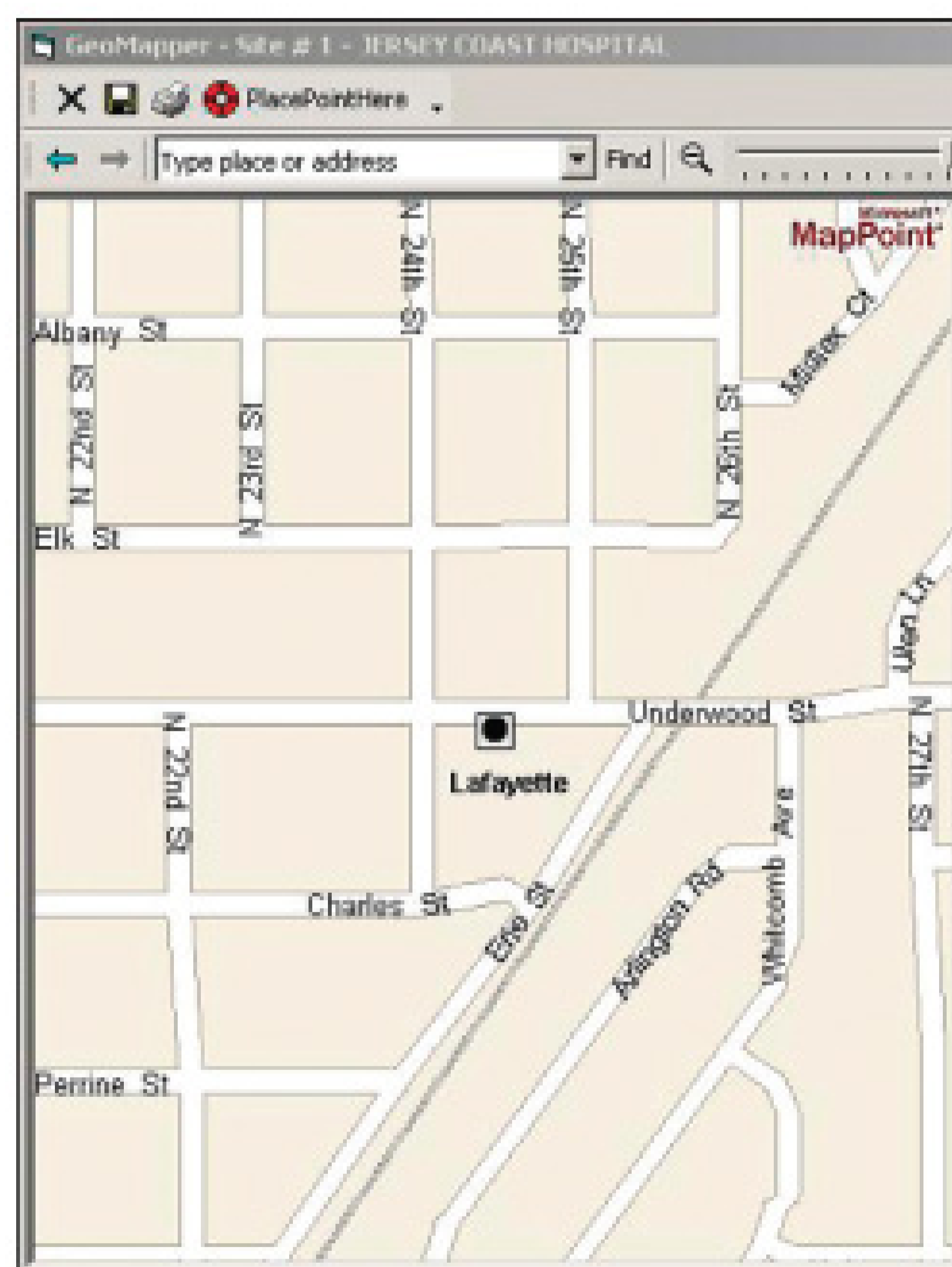


FIGURE 1. A GPS can generate map views of portions of the service territory, helping drivers to find service addresses quickly.

Tech Perspective looks at technology-related issues and provides information and advice that cleaning professionals can apply to equipment selection and to their daily work in the field. Industry members are welcome to offer ideas for this column. Please direct them to editor Ted J. Rulseh, editor@cleaner.com.

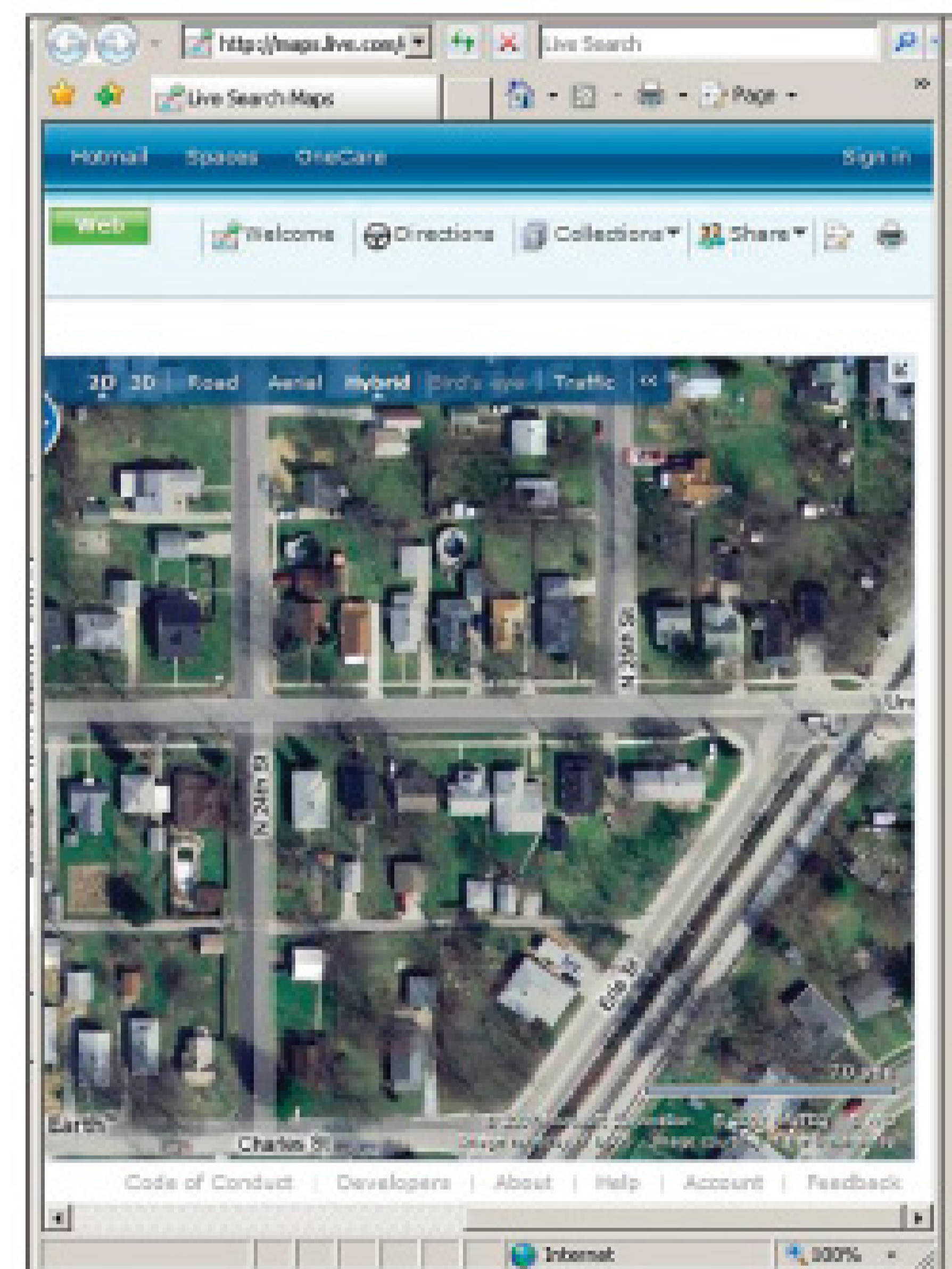


FIGURE 2. Map views in a GPS can help drivers identify the precise service location on a property and therefore avoid reporting to the wrong building, manhole or cleanout.

GPS can help you measure technicians' productivity and compare them by driver and by vehicle. You can see the cost and before-tax gross profit on work done in the field with little clerical effort, and so understand which employees are your most consistent producers.

even worse — use your company vehicle for personal business. You always know where the vehicle is. That knowledge is the power to help you direct your vehicles and to help employees make choices in the best interests of your company.

GPS also can help you measure technicians' productivity and compare them by driver and by vehicle. You can see the cost and before-tax gross

profit on work done in the field with little clerical effort, and so understand which employees are your most consistent producers.

In addition, GPS helps reduce the cost of doing business by lowering vehicle operating and maintenance cost. You are notified if a driver exceeds the speed limit or if a vehicle goes into an unauthorized area (triggering a zone alarm). Last,

but not least, GPS can help eliminate the stress of drivers getting lost. In effect, it increases your fleet because drivers use their time more efficiently when they have access to maps and accurate driving instructions.

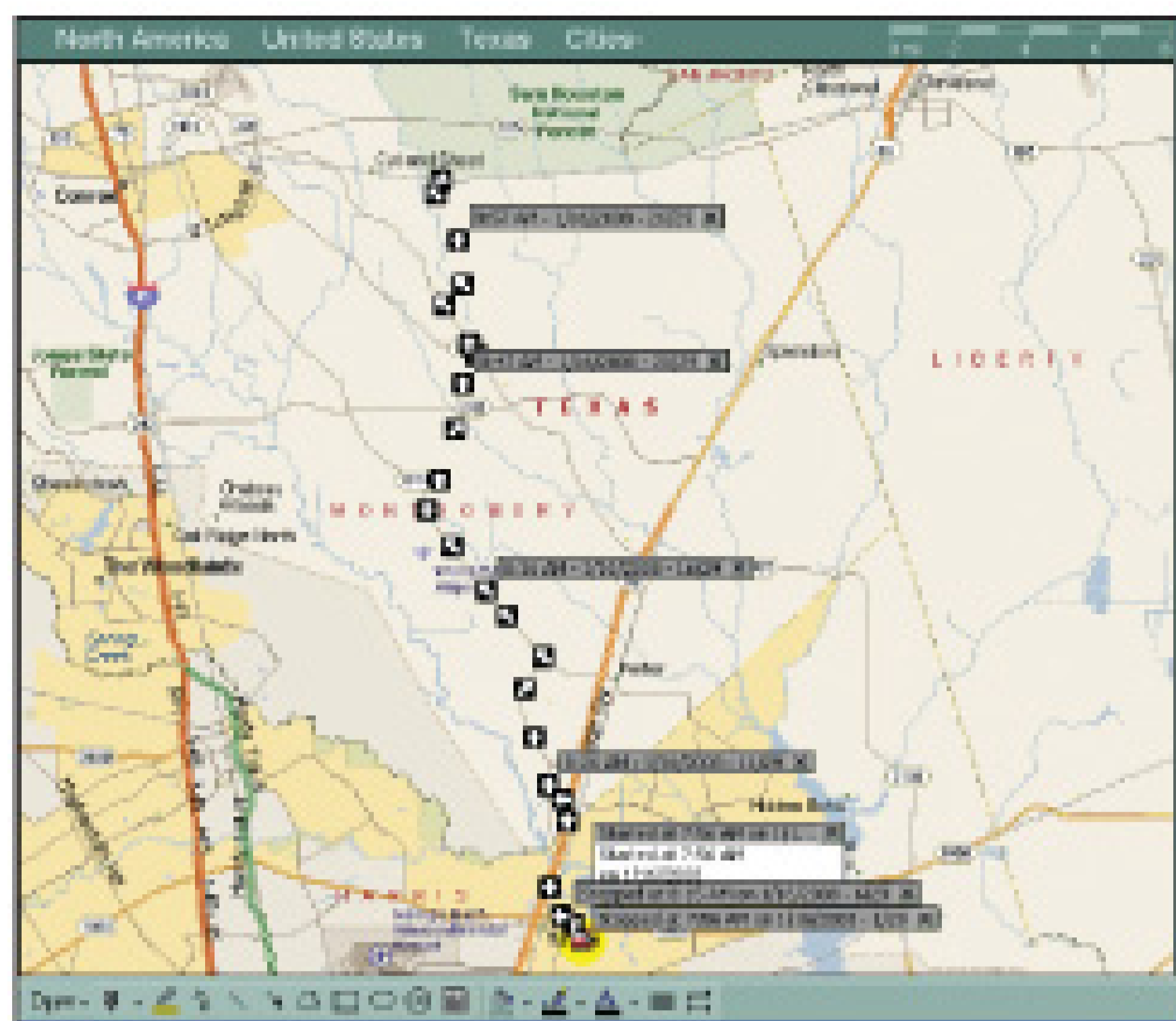
A standard tool

Of course, something this good does not come without issues. First, GPS is an added cost of doing business. Second, drivers who until now roamed freely may complain about what they see as an invasion of privacy.

However, most drivers understand that things like meeting for breakfast after leaving the yard are not appropriate. Furthermore, if you present GPS properly, your field people will understand that GPS can become a positive by enabling them to document their performance and prove their value to the business.

Once GPS, like the phone, becomes a standard tool used by your company, you cannot run your company without it.

Joel Smith is a principal with Clear Computing Inc. of Tinton Falls, N.J., a provider of management software solutions to service and delivery companies. He can be reached at joel@clearcomputing.com. ■



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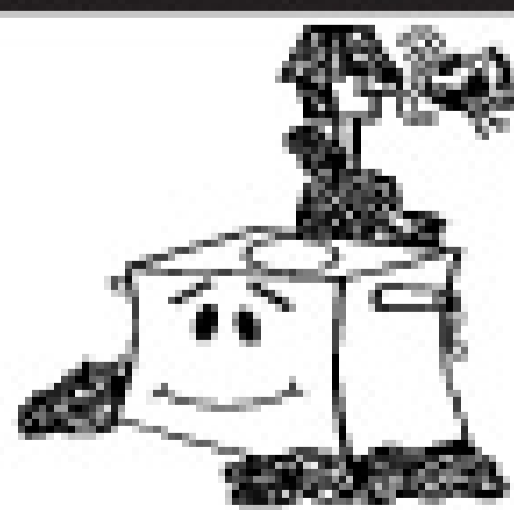
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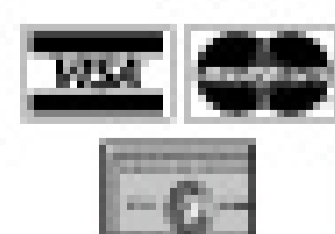


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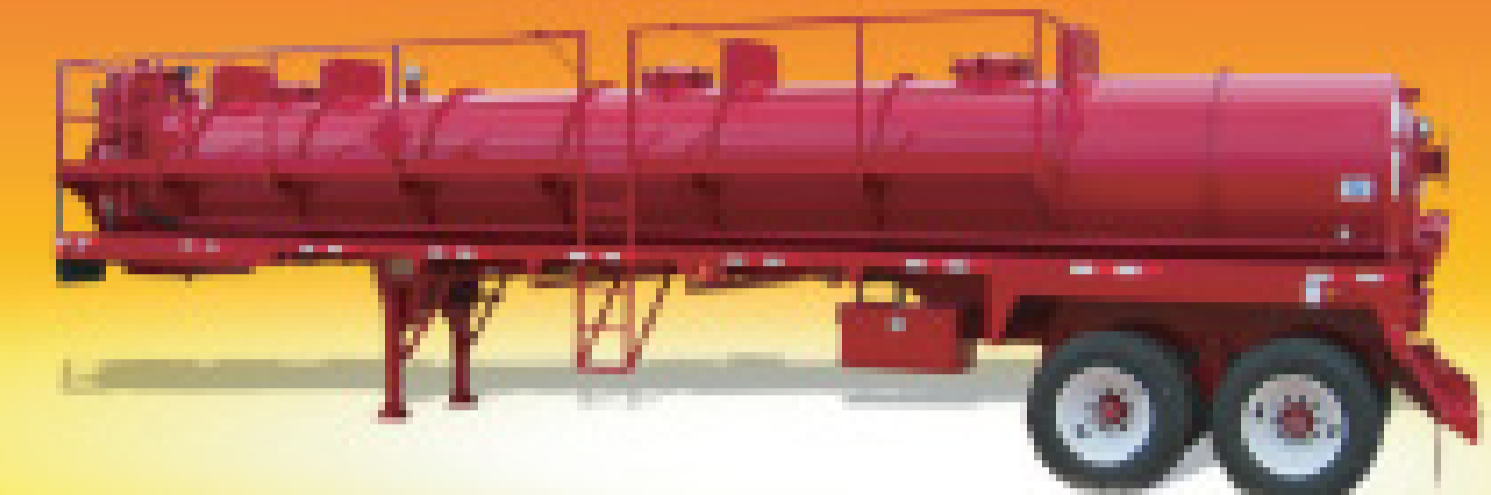
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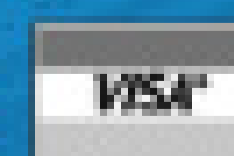
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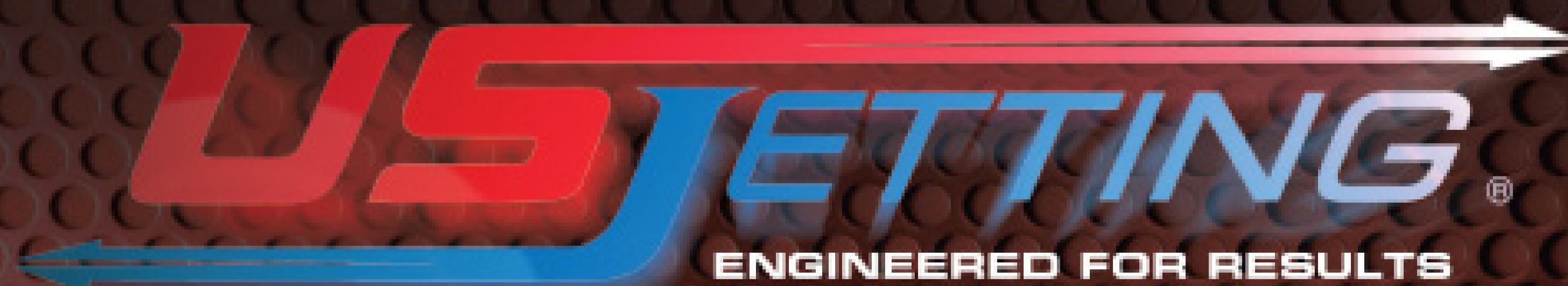


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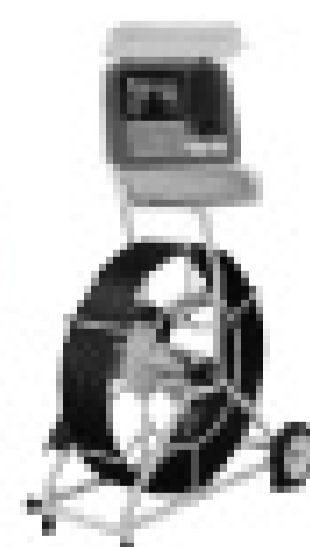
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War Stories

Tales of extremely challenging cleaning jobs can help contractors learn valuable lessons, avoid mistakes, and improve customer service

By Mary Shafer

Remember Aesop's Fables, the stories with morals that our parents read to us when we were children? Through these and other tales, we learned the value of an entertaining story that allows us to learn an important lesson.

Such stories still hold power. Every operator has a favorite war story that gets dragged out at the end of the day, or when swapping tales with colleagues. Sure, it's fun to compare battle scars and to watch friends and co-workers try to win a contest of one-ups-manship. But sharing such anecdotes also serves a useful purpose.

In the school of hard knocks, these stories are educational. After all, it's much less costly and annoying, and possibly even less frightening, to learn through the trials and tribulations of others than to face all the trouble yourself.



Al Kulig, Owner

A-K Underground
Tinley Park, Ill.
Employees: 6

For a dozen years, **A-K Underground** has been getting customers out of sticky spots in the metro Chicago area. "If it's pretty much an ugly job that no one else wants to do, that's when we get called in," says owner **Al Kulig**. "It's what we're known for."

The company does a lot of clearing of clogged catch basins and weirs beneath transportation infrastructure. The most complex job Kulig recalls was clearing a debris-choked twin box culvert

running for 125 feet under Interstate 90, about 40 minutes outside Chicago. Recent floods had jammed everything from tree branches and old tires to fast-food containers and bottles into both 12-foot-wide, 8-foot-high courses. All that trash was firmly packed in 3 to 5 feet of solid, dried mud.

"We had to divert the water out of one course while we worked on the other," recalls **Greg Kulig**, the owner's son. The crew erected diverters using lumber, plywood, sandbags and a lot of hand shoveling.

"Inspect before you pump. Or at least have a disclaimer in your fine print stating that if the size of the job or the condition of the trap is different upon inspection than originally represented, you have the right to alter the quote accordingly."

Frank Brandse
PRO GTS
Littleton, Colo.

Once the water was diverted, A-K crew members got down and dirty into the thick muck with hand shovels and wheel barrows in relentless summer heat. They shoveled as much of the debris as possible into the vacuum truck hose, but the parts that were out of reach required lots of walking.

"We used a pole to judge the depth," Al Kulig explains, "but underestimated the amount of muck. There was a layer underneath that had been

there for years, and it was hard as a rock. Finally, after a month, we got it done."

Another challenge involved clearing a 40-foot-deep concrete weir at O'Hare International Airport of a mass of scaffolding that had been encased in several feet of mud by a flash flood from a nearby creek.

"The water had already run out," says Kulig, "and now we had

to dig that stuff out of layers of silt, rock and sand that was beginning to set up almost as hard as the concrete. We parked two vacuum trucks about 30 feet away so we could shovel the dirt up after we broke it all out with a pickax.

"The last bit we blasted off with a jetter, and we even used squeegees to leave the bottom clean and dry. That was three weeks after we started."

"Sheer brute force required" seems to be a common element in many cleaners' war stories, but **Frank Brandse** knows that sometimes challenges come more in the form of etiquette or politics. In his second year of business, Brandse ran into a restaurant owner who insisted he had been having his grease trap cleaned religiously.

The customer wanted **PRO GTS** to take over the contract. He didn't say why, and Brandse didn't ask. He was enthusiastically building his grease-trap-only business, and here was a new customer who had ongoing work to offer.

"That was a mistake," Brandse says. "He said he wanted to move to quarterly service, so that's what we wrote the work order and the quote for. You meet with someone and you agree on a price. They tell you they've had regular maintenance

done for the last several years, so you shake hands



Frank Brandse, Owner

PRO GTS
Littleton, Colo.
Employees: 1

and go out to crack the lid — and it's solid. You can't get through it.

"Now, what do you do? Do you go back and call the customer a liar, or do you just do your best? I chose to do the latter. The job, of course, took way more time than I'd estimated, but I stuck with my quote. I did however, tell the owner that he had to up his maintenance routine from quarterly to monthly, at least until we got caught up."

The moral of the story? "Inspect before you pump," says Brandse. "Or at least have a disclaimer in your fine print stating that if the size of the job or the condition of the trap is different upon inspection than originally represented, you have the right to alter the quote accordingly." ■

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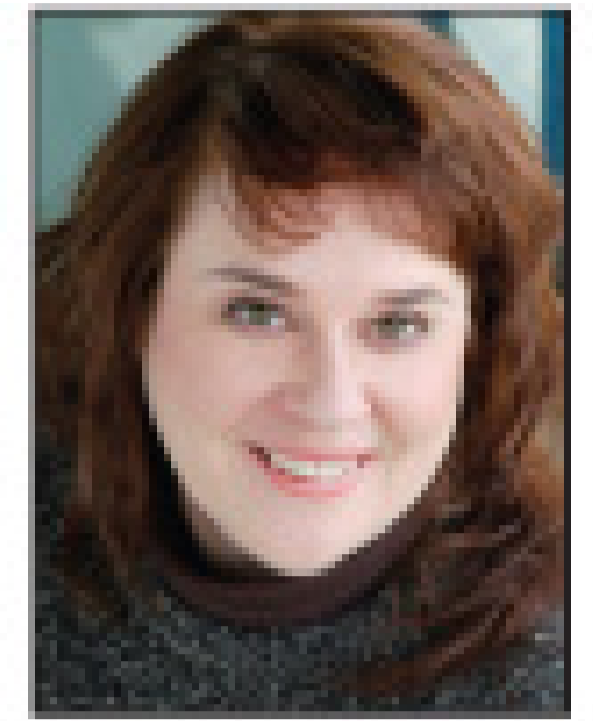
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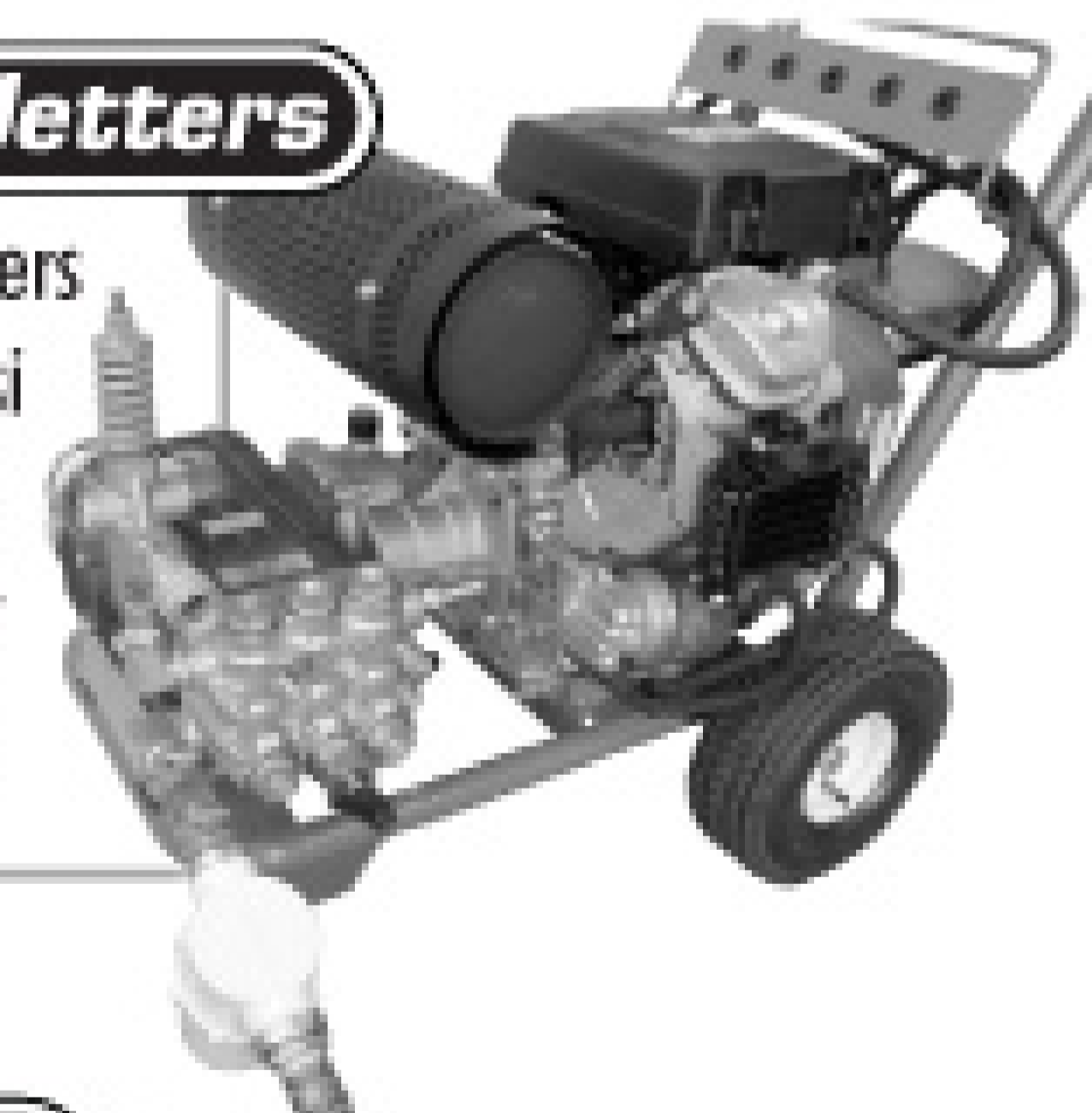
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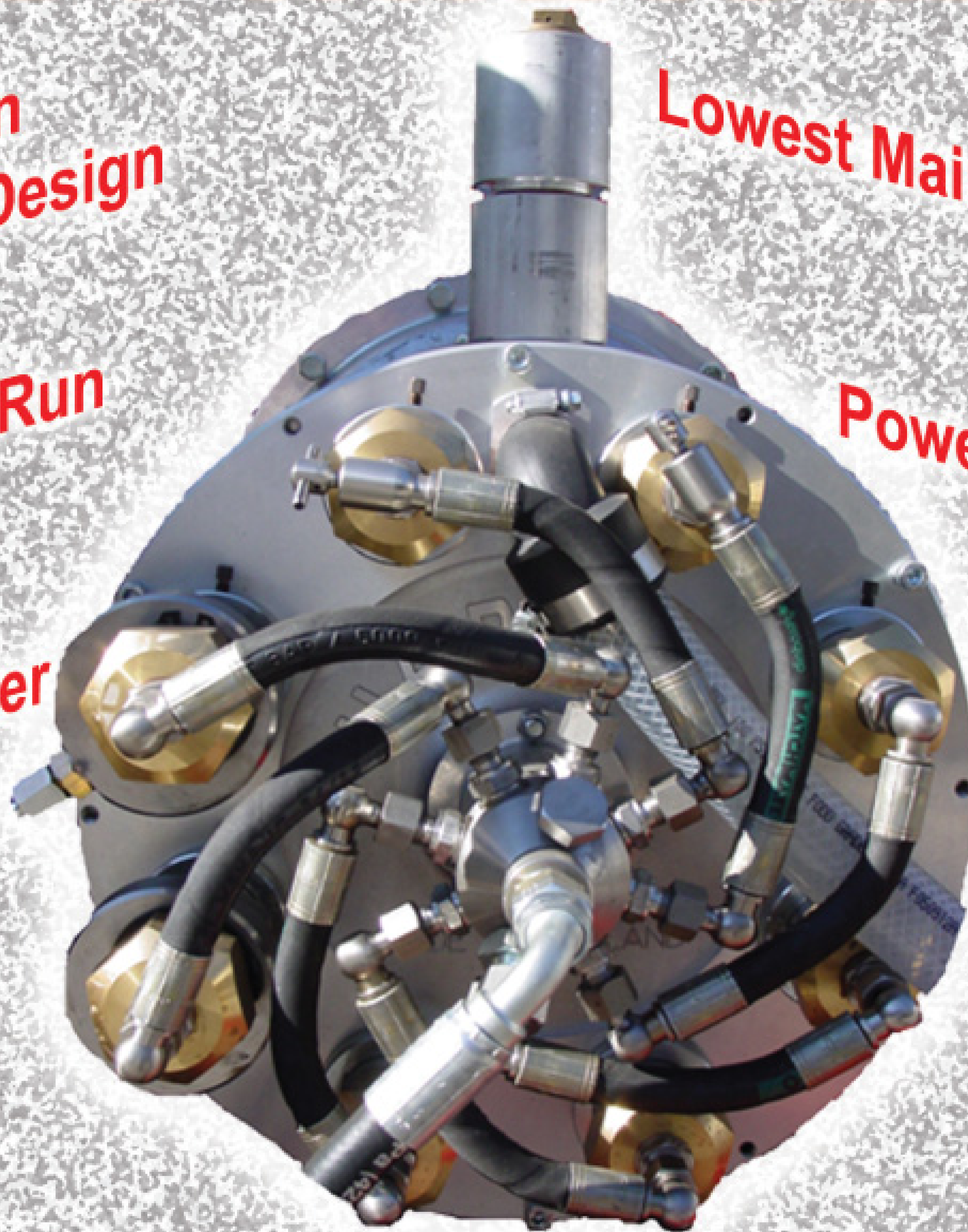
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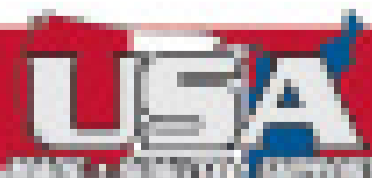
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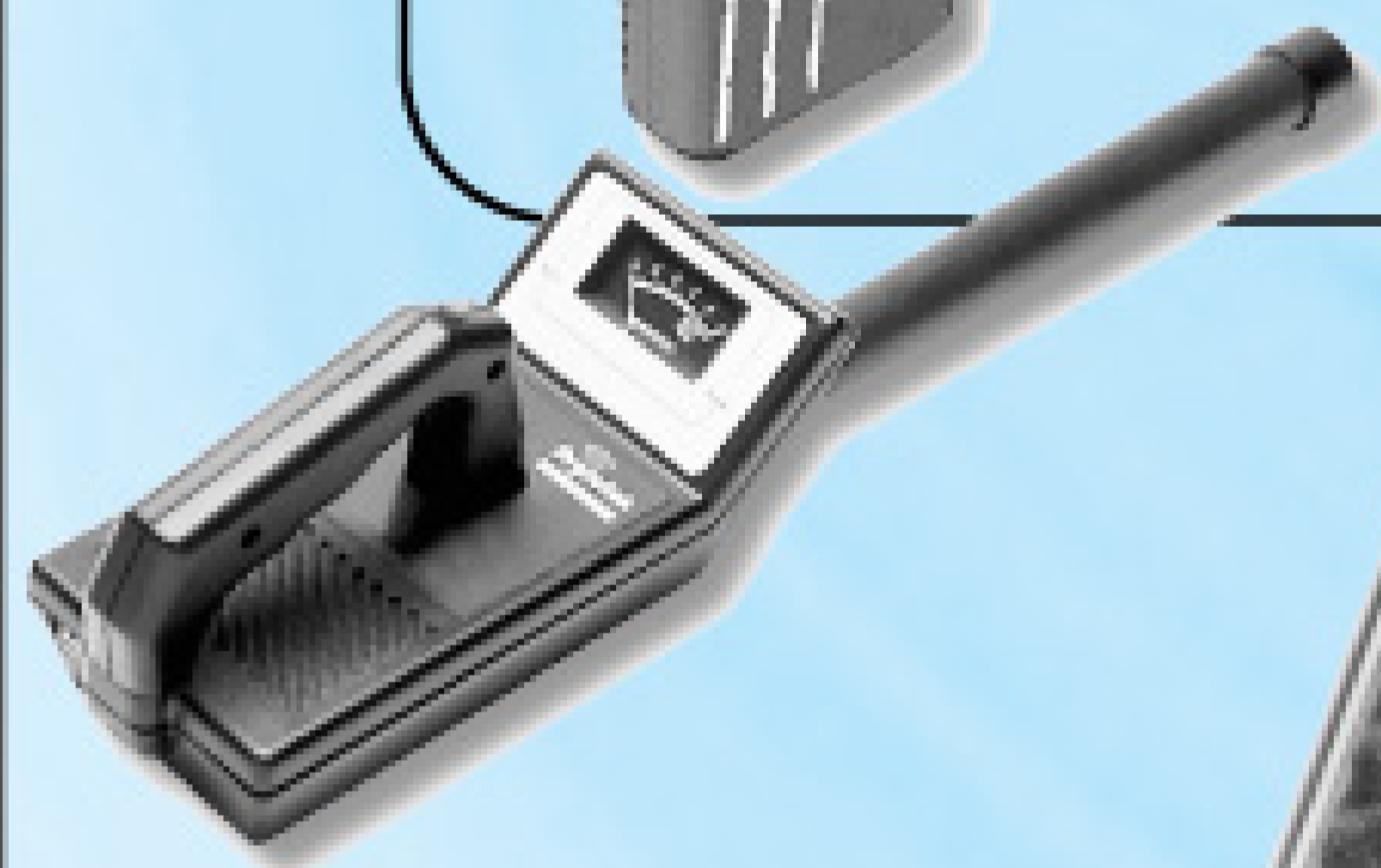
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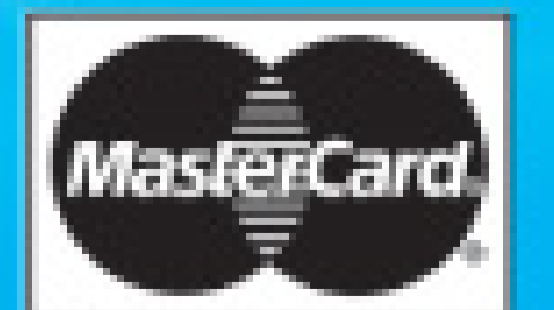


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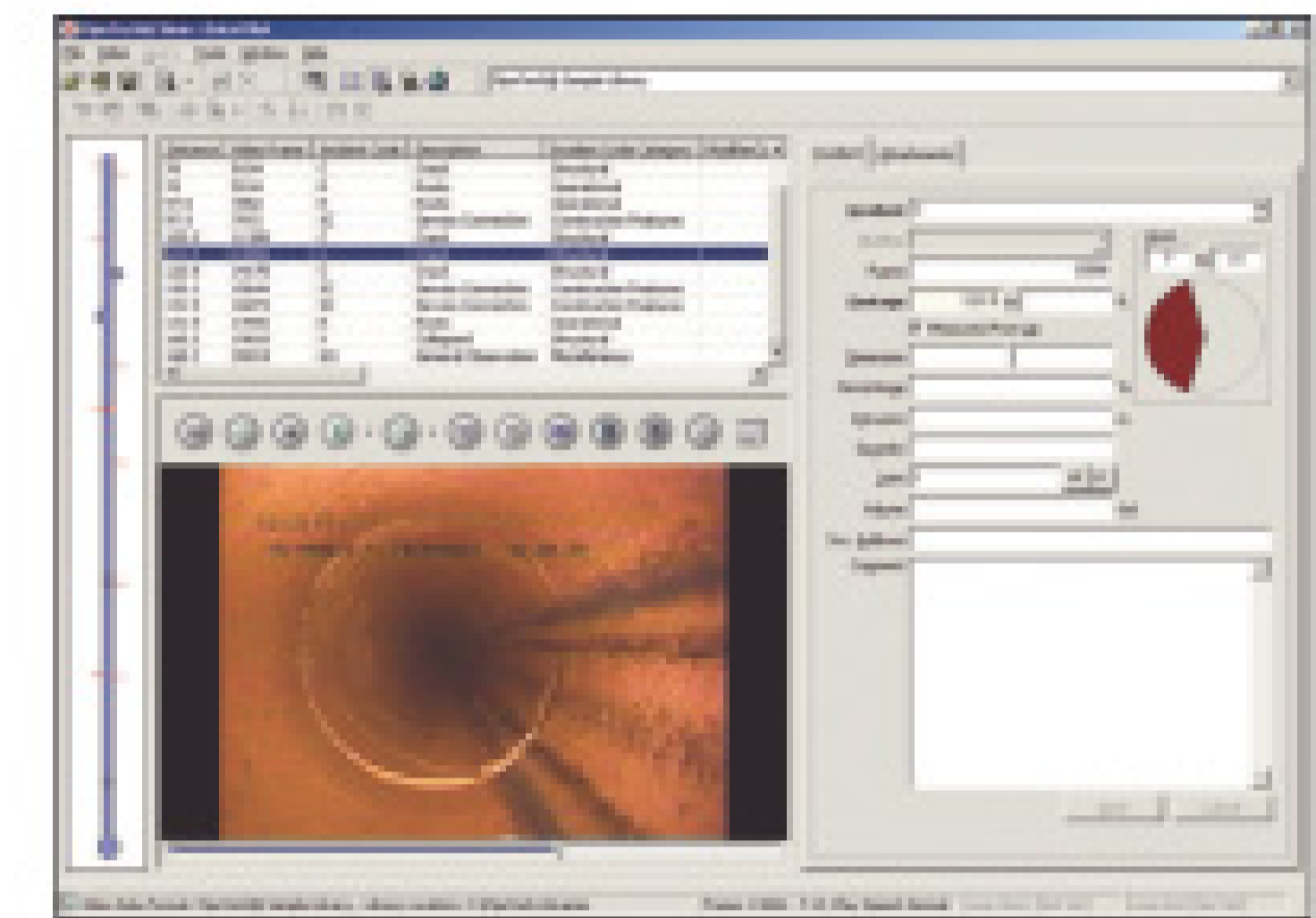


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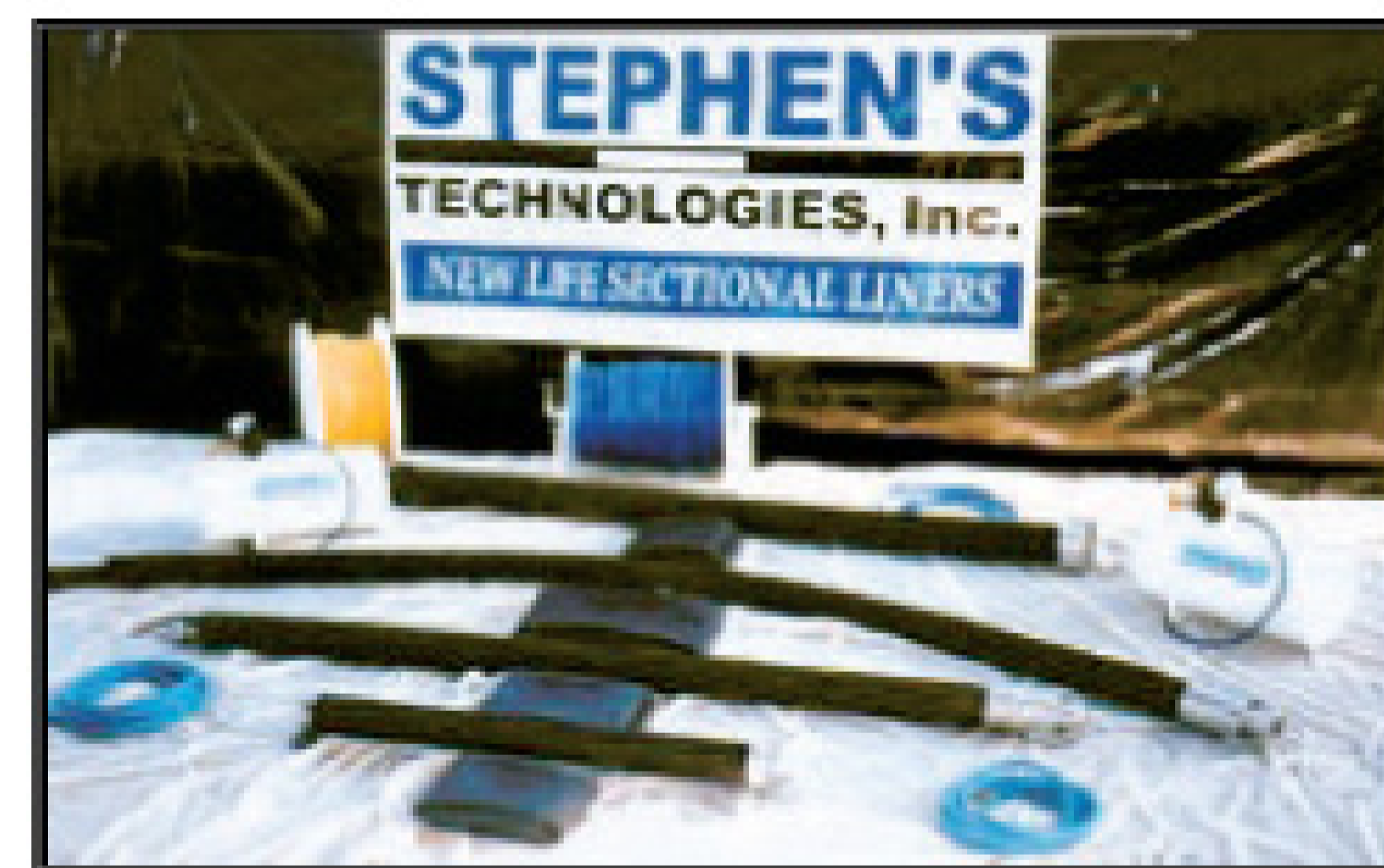
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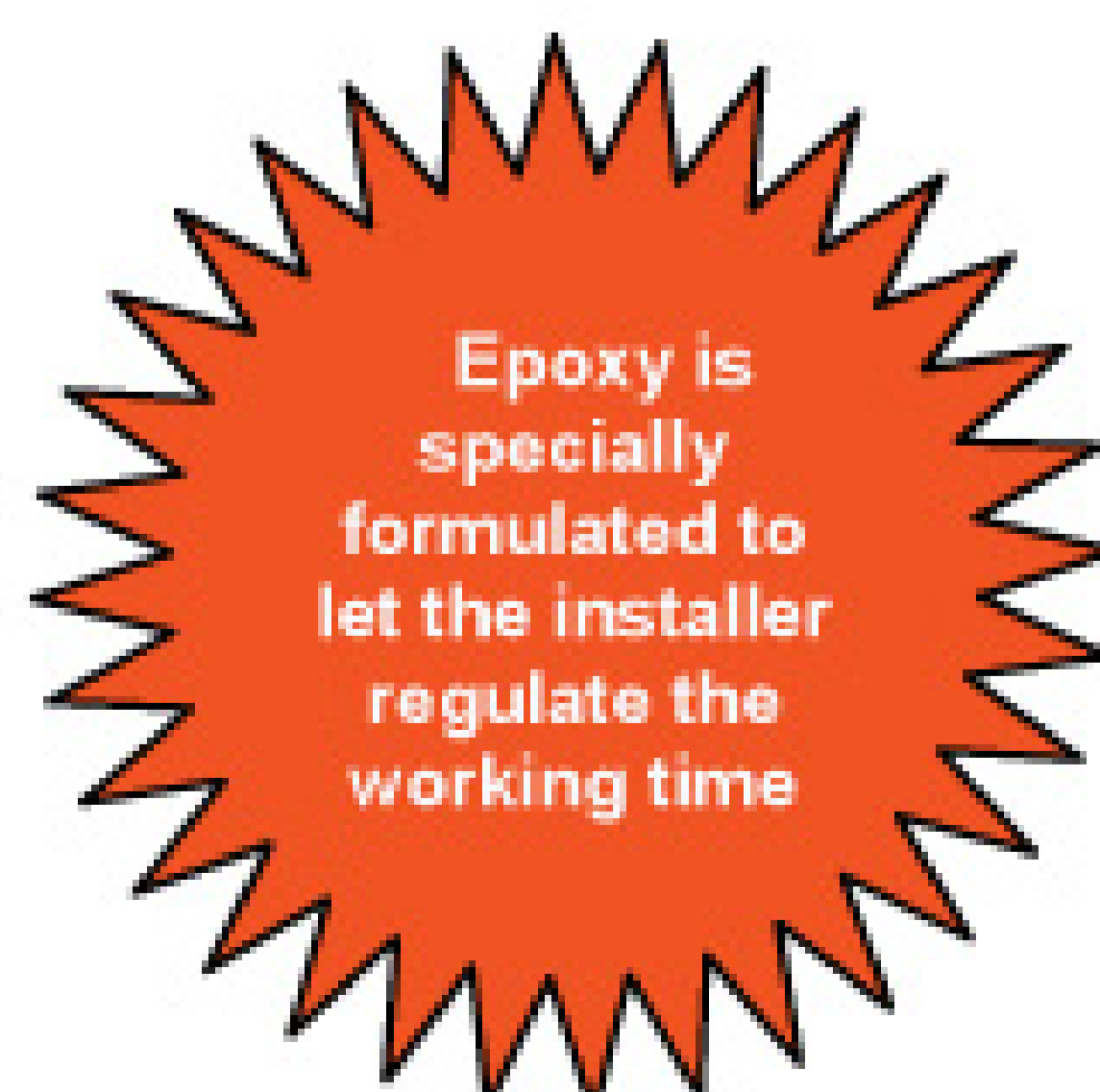
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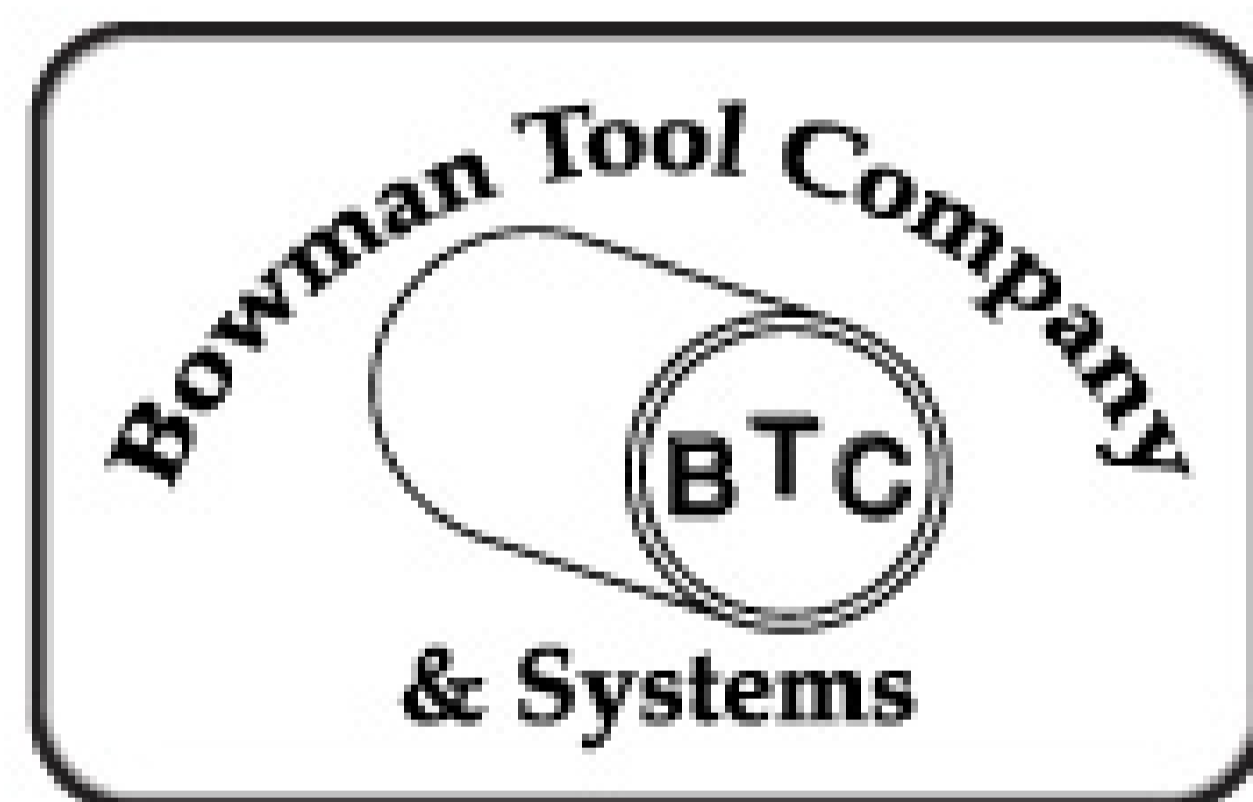


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Maiden Voyage

An untried pipe-bursting machine enables a New York contractor to renew a sewer while a community continues to function normally during the process

By Scottie Dayton

An 8-inch terra cotta sewer was failing in the Town of Newburgh, N.Y. The mainline ran beneath the middle of Neversink Drive in a dense subdivision.

Flow problems alerted the Department of Public Works, but blockages prevented a camera from televising the entire line. The inspection did reveal cracks and holes in the top of the pipe, and root intrusion. Boulders 18 inches in diameter protruded into the line, and joint separations created high and low offsets.

Fearing the main's catastrophic collapse, James W. Osborne, PE., town engineer, hired Stearns and Wheeler LLC, an engineering firm in Middletown, Conn., to develop separate excavation and pipe-bursting plans to replace the line. Only the excavation plan was put out to bid, as no one expected pipe bursting to work against the boulders and hard glacial till packed with rocks of every size.

Whispering Pines Development Corp., a large municipal contractor in Newburgh, won the contract. John Leonette Jr. and a contractor

decided to try an alternative approach to the project: an untried new static puller.

Leonette presented the proposal to Osborne, who suggested a 300-foot trial run. Osborne also activated Stearns and Wheeler's pipe-bursting plan, which called for potholing service laterals. The combination replaced the failing main without disrupting homeowners or the handicapped occupants of group homes on the street.

Minimizing impact

A 24-inch concrete storm drain lay over the top of the sewer. If Leonette had to excavate, the drain would require support, or removal and replacement, all at additional expense. Open cutting would close the street to traffic for three weeks, yet the group homes needed 24-hour access.

The department and Leonette had never done pipe bursting before. "I got on the Internet, researched the subject, and contacted Todd Carter at TRIC Tools," says Leonette. "He and his brother, Ward, came to assist and supervise in the use of the new WC44 low-pressure static puller."

Leonette hired two hydroexcavation trucks from Hydrovac Excavating Inc. in New Windsor, N.Y., to locate and pothole the six laterals on the 300-foot test run. The trucks, built by Presvac Systems, had 14-cubic-yard debris tanks, 1,200-gallon water tanks, 5,300 cfm/15 inches Hg Hibon blowers, and 9-gpm/5,800-psi water systems.

"One traffic lane remained open even when the machines were operating in the road, and the sidewalks were never closed," says Leonette. "At night, the 4- by 4-foot potholes were covered with steel plates and the



TOUGH JOB

John Leonette looks on as Ward Carter operates the WC44 static puller from the air-conditioned comfort of Leonette's Bobcat. (Photos by Todd Carter for TRIC Tools)

work area cleaned up. We had no dirt piled on the street, and Neversink Drive was open every night."

As laterals were potholed, Leonette's men excavated an 8- by 2-foot entry trench in front of the first manhole and a 4- by 3-foot exit (pull) pit behind the second manhole 300 feet away. They jackhammered the old concrete-encased manholes to create openings for the pulling head.

On Tuesday, Leonette's crew fused two sections of four, 40-foot lengths of 8-inch HDPE SDR-17 Drisco pipe on the curbside. The Carter brothers set up the aluminum

PROJECT:

Pipe burst an 8-inch sewer line without disrupting traffic

CUSTOMER:

Town of Newburgh, N.Y.

CONTRACTOR:

Whispering Pines Development Corp., Newburgh, N.Y.

EQUIPMENT:

WC44 static puller from TRIC Tools Inc., Alameda, Calif.

RESULTS:

Pipe replaced and community life disrupted only slightly

resistant plate in the exit pit and laid 6- by 6-inch timbers in front of the plate to create a level head wall for the WC44 static puller.



The 8-inch static bursting head is powered through glacial till by the high-flow, high-performance WC44 static puller from TRIC Tools. The unit generates 126 tons of force at 6,200 psi.



An 8-foot entry pit is excavated in front of the first manhole. A 4- by 3-foot exit (pull) pit is located 300 feet farther up the street.

The WC44, from TRIC Tools in Alameda, Calif., is a high performance, high-flow puller for the municipal market. Designed to use with

Hydroexcavation met the requirements for a fast, safe digging method that would not damage storm, water, sewer and gas lines.

pull. The pressure gauge hovered between 28 and 32 tons until the bursting head encountered a boulder or dense obstruction. The pressure then rose to 50 tons, but that was well within the 1-inch cable's limit of 64-tons, which is adequate for 8-inch pipe.

"Per cubic foot, concrete has a density of 95 and glacial till is 98," says Carter. "In hindsight, we should have selected the next cable size, but this was my first till encounter using a tool designed for California's conditions and climate."

The only problem arose as the bursting head approached the exit manhole. "We didn't make the hole in the concrete structure big enough and that stopped the head," says Leonette. His men quickly excavated a 2- by 2-foot hole and jackhammered more of the concrete. The head then popped through into the manhole.

The pull took almost a day as everyone became acquainted with the equipment. "It was an impressive demonstration of the static puller's capabilities," says Leonette. "The new machine performed flawlessly."

Osborne did a visual inspection and announced that all had gone well. He said the storm drain didn't have to be removed, and gave permission to replace the remaining pipe the next morning. Leonette's crew had a long night reinstating the six 4-inch laterals. After cutting through the mainline wall, they used Inserta Tee, a PVC hub, rubber sleeve, and stainless-steel band from Inserta Fittings Co., Hillsboro, Ore. to reconnect the services. "The pull was easy compared to hooking up those laterals," says Leonette.

Second pull

The second pull involved excavating a 4- by 3-foot exit pit behind the third manhole, 440 feet upstream from the middle one. Once everything was set up, the pull took 90 minutes. After his men reinstated 11 laterals, Leonette used a P330 Flexiprobe push camera from Pearpoint Inc. to inspect the 740 feet of replaced pipe. Finding no flaws, the crew backfilled the

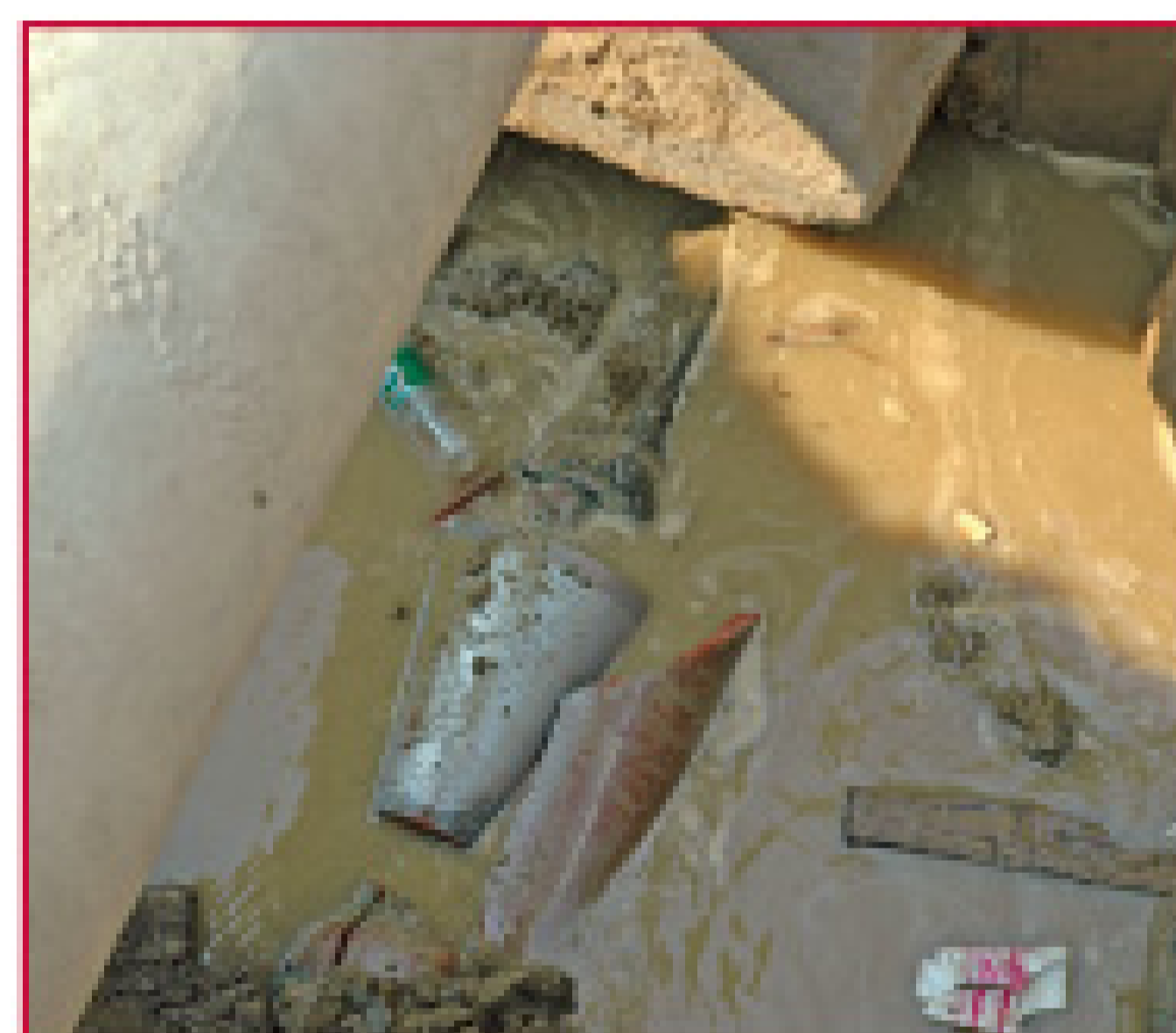
"The trenchless solution took five days compared with three weeks to open cut, and vehicular and pedestrian traffic never stopped flowing."

John Leonette Jr.

insertion and pull pit openings and lateral potholes to within four inches of grade.

The men saw-cut the asphalt at each hole to leave clean edges, then blacktopped them. Where laterals were close to the curb, or where the hydroexcavation trucks had driven on the grass, they spread topsoil, raked, seeded, and topped with hay.

"The trenchless solution took five days compared with three weeks to open cut, and vehicular and pedestrian traffic never stopped flowing," says Leonette. The town has since awarded Whispering Pines a 170-foot pipe-bursting project. ■



Some 760 feet of 24-inch concrete storm drain rests atop the 8-inch sanitary main. Pipe bursting prevented costly replacement of the drain and kept traffic moving.

an onsite hydraulic power source, the 39.27-square-inch tool runs 1-, 1 1/8-, and 1 1/4-inch cable and can static burst up to 16-inch pipes. A compact radius tri-wheel pulley base reduces mass and footprint in the pulling pit. The low-pressure machine can deliver 126 tons at 6,200 psi.

Round hole, wrong diameter

As Osborne and town officials watched, Ward Carter began the first

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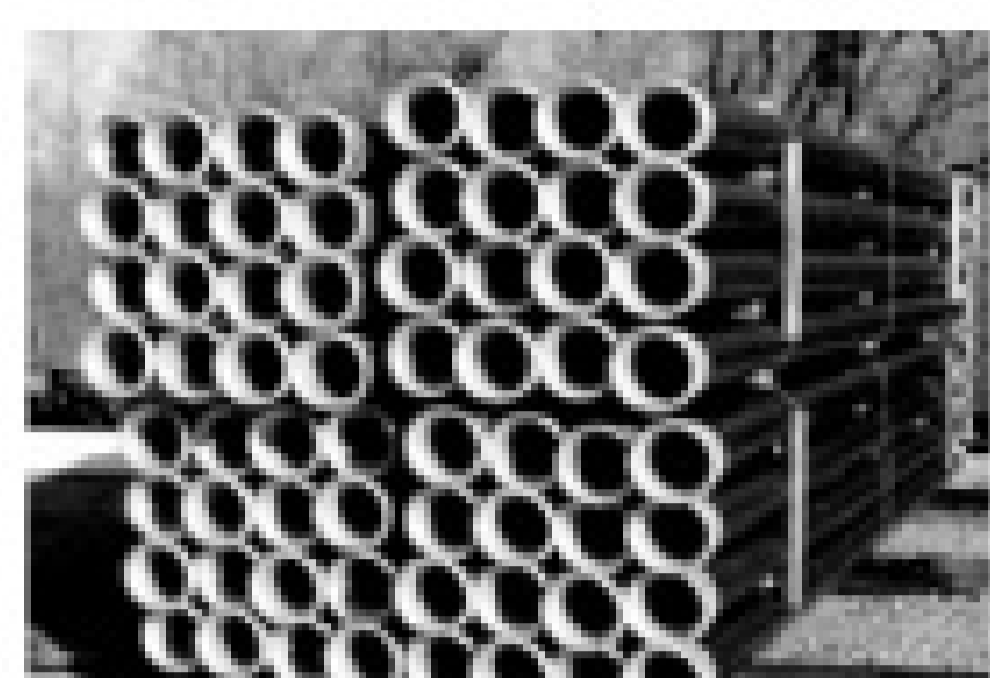
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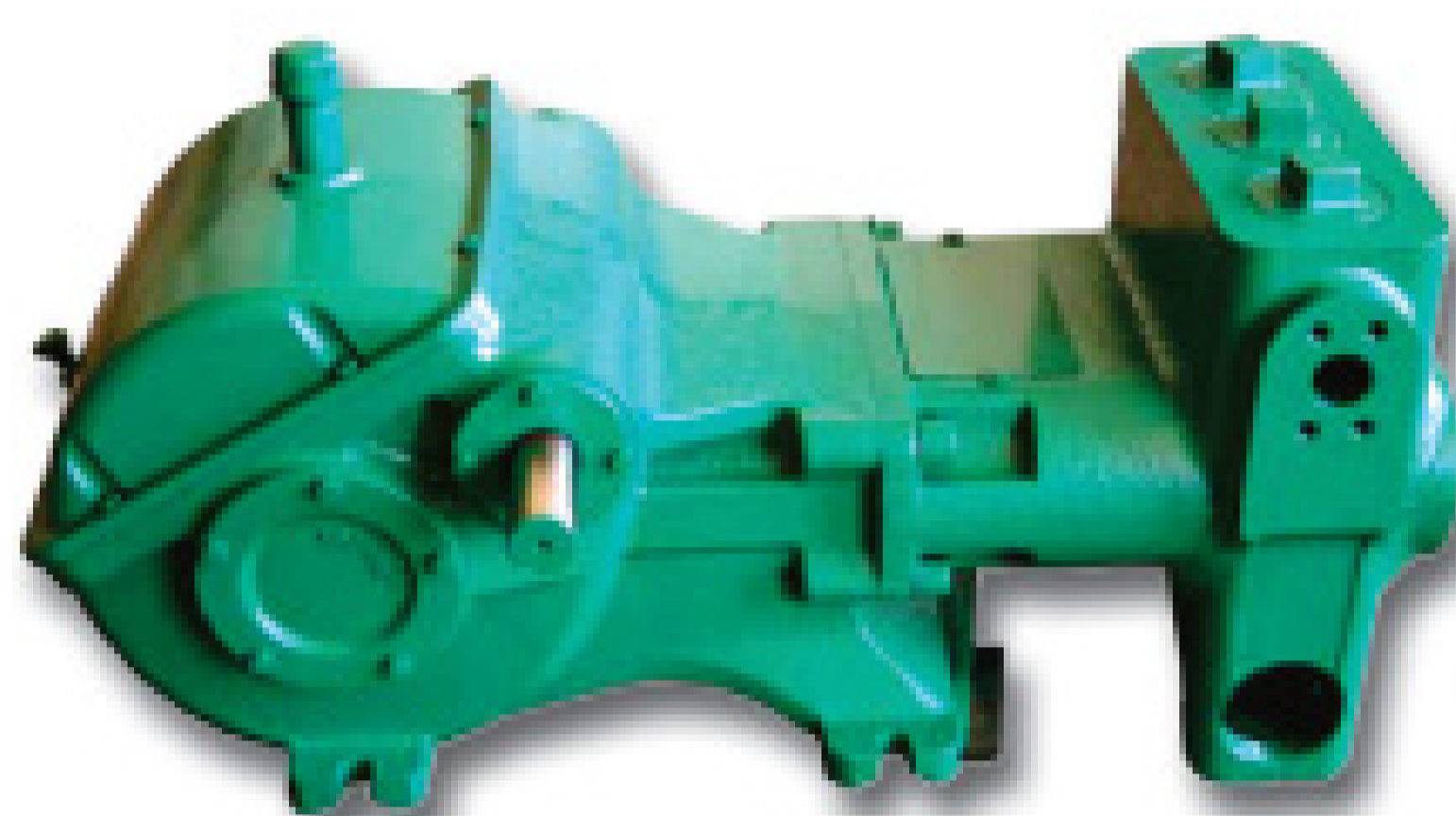
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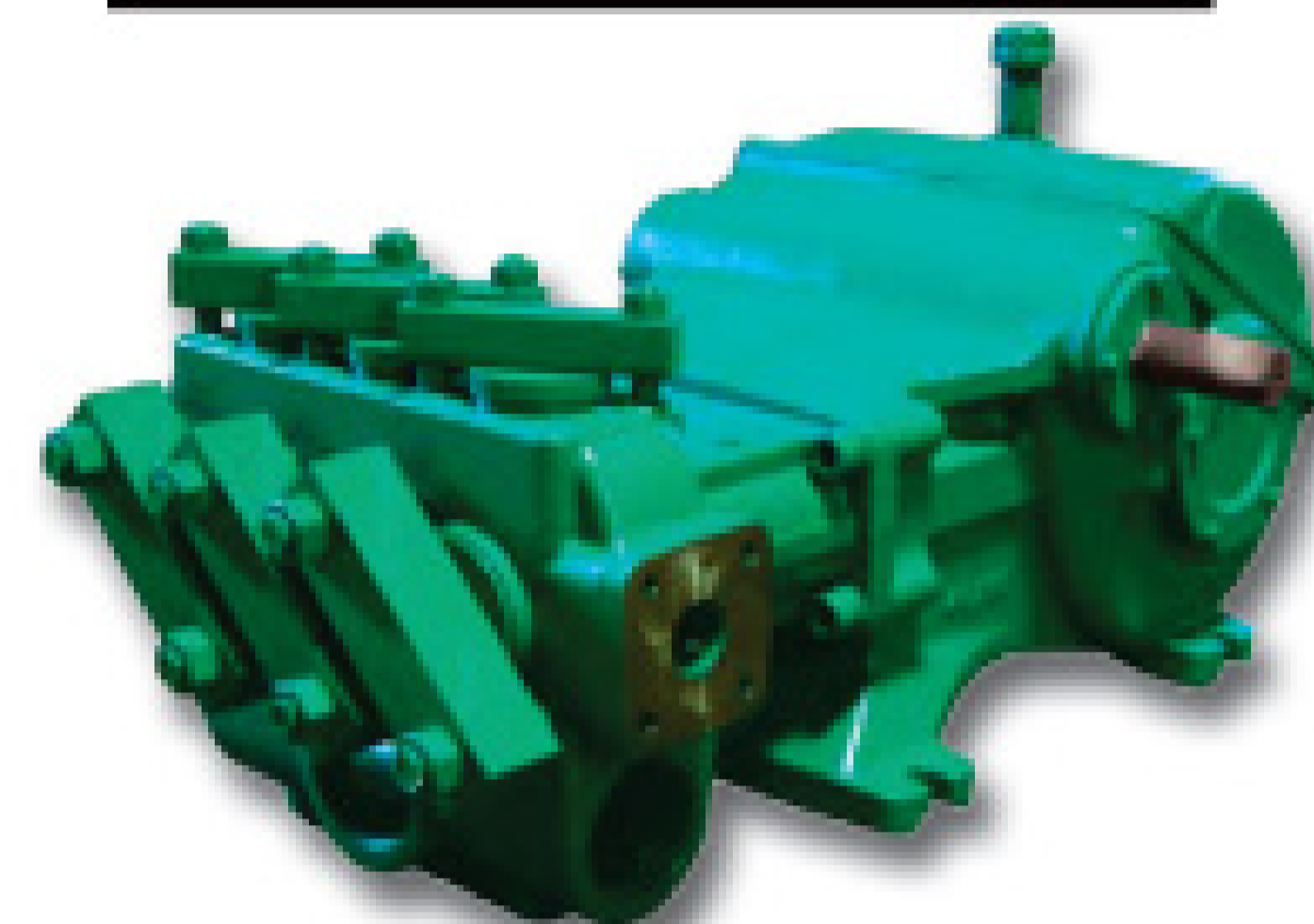
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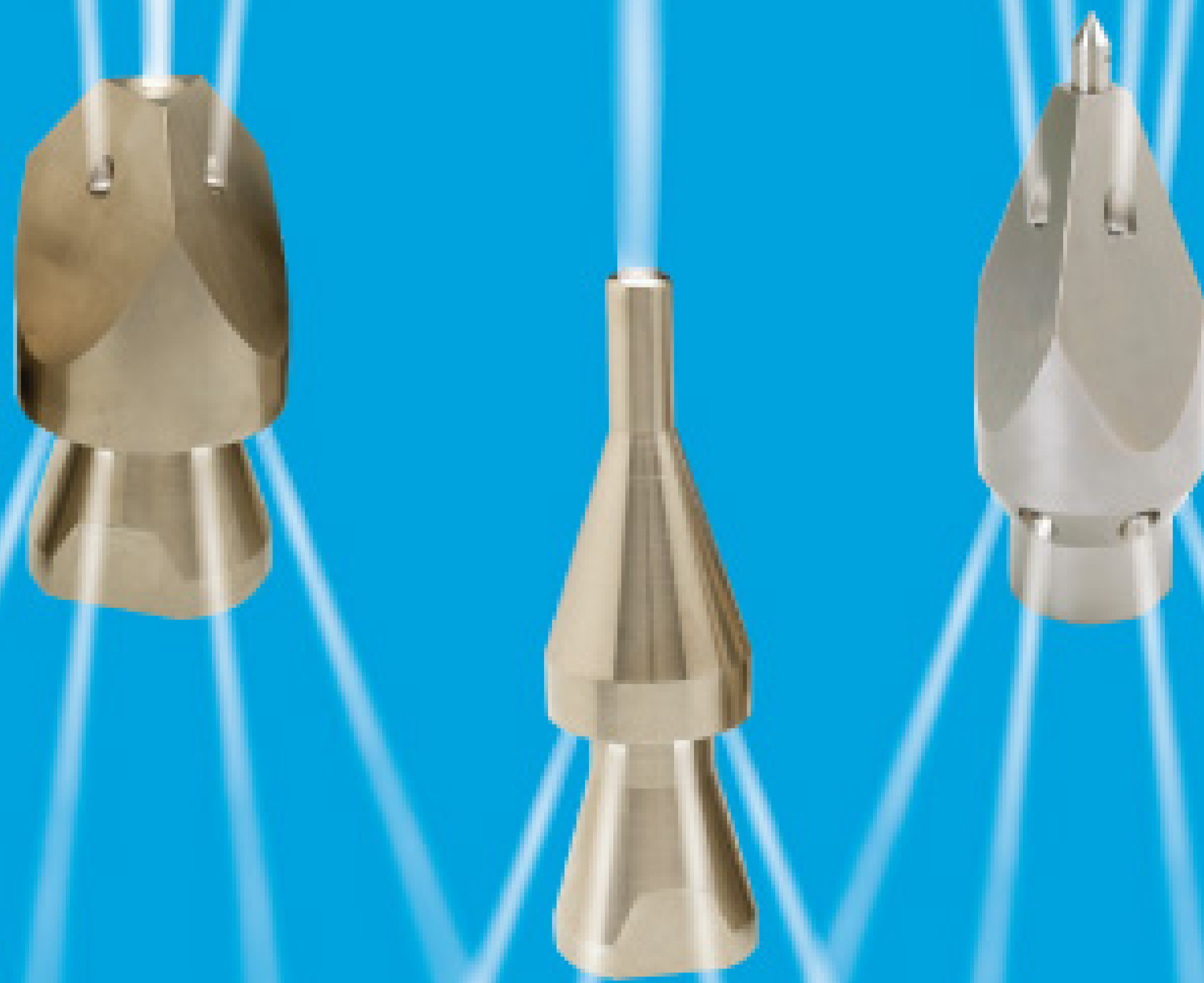
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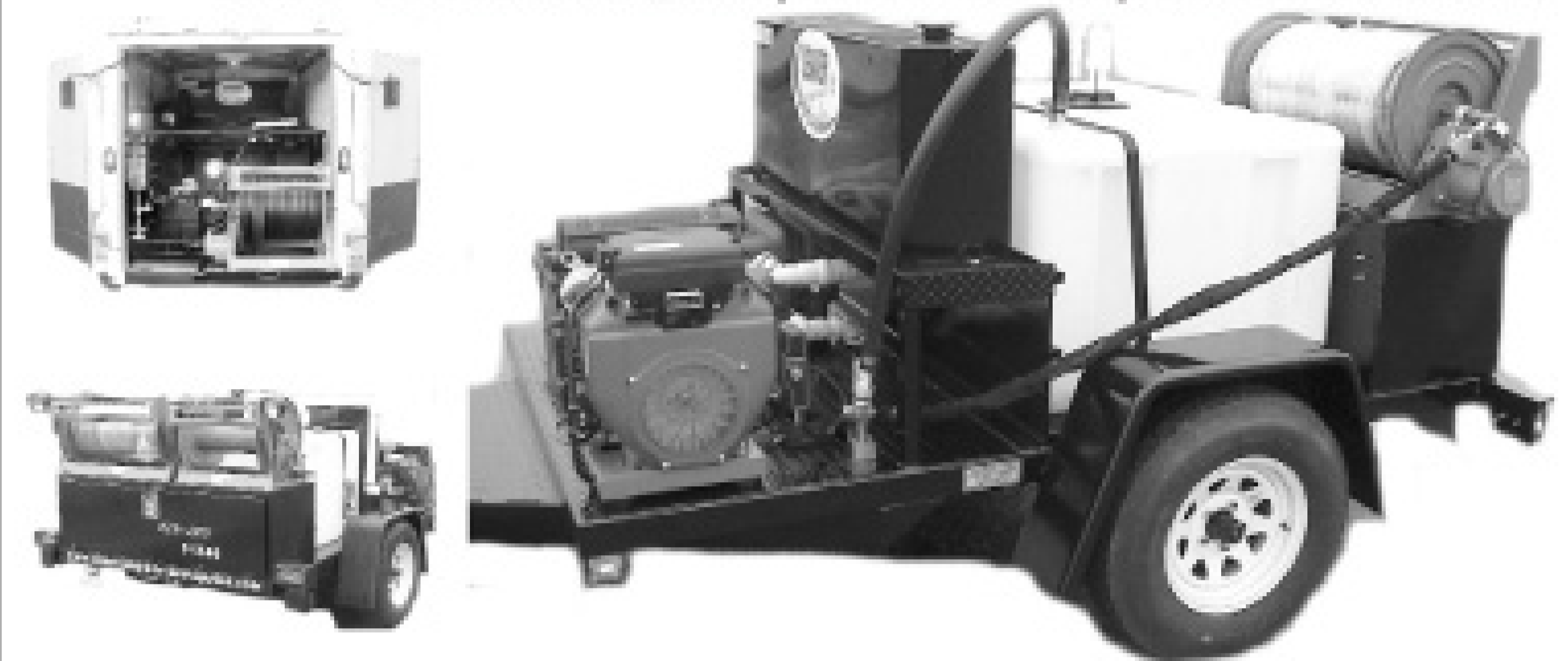
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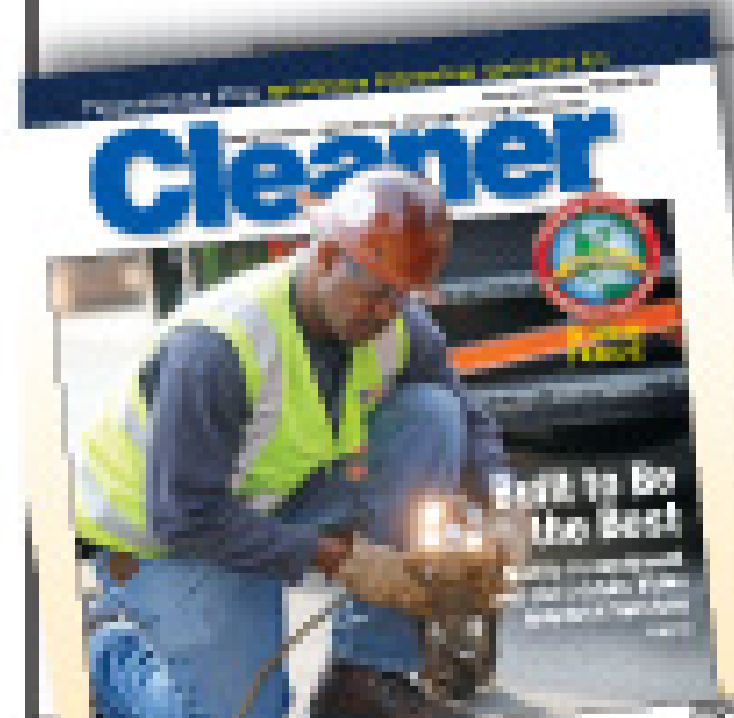
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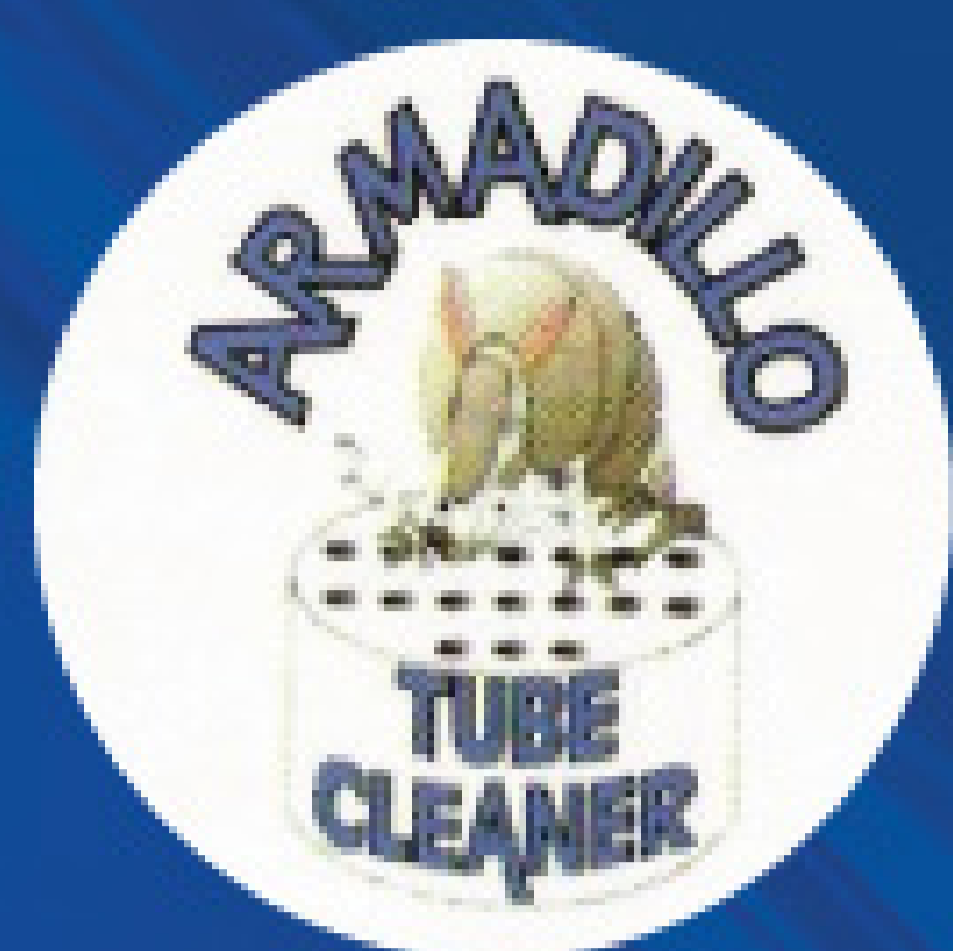
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Drain/Sewer Cleaning Machine Moves on Four Wheels

By Ted J. Rulseh

It can be a chore getting access to drains and pipes in remote locations. The K-1500G sectional cable machine from RIDGID travels on a low-profile four-wheeled cart designed for stability against tipovers and fuel spills.

The unit is designed to clean drain and sewer lines from 3 to 10 inches. It is powered by a 6-hp gasoline engine, enabling it to work where electric power is not available. The machine is strong enough to cut through root blockages.

An easy-to-use, instant-acting cable clutch maximizes operator control. Pulling down on the handle causes the cable to spin at 600 rpm. Releasing the handle frees the cable instantly,

and an automatic throttle control idles the engine.

The machine comes equipped to use 1 1/4-inch cable to clean 3- to 10-inch lines through 300 feet. The engine drives the cable by way of a 4-speed transmission, allowing the operator to vary the cable spinning speed to fit the application.

The unit offers forward speeds of 333, 425 and 500 rpm, and a reverse speed of 250 rpm. The machine measures 26 inches wide, wheel to wheel. It is 28 inches long including kickstand and measures 38 inches from the ground to the top of the handle, and 49 inches from the back of

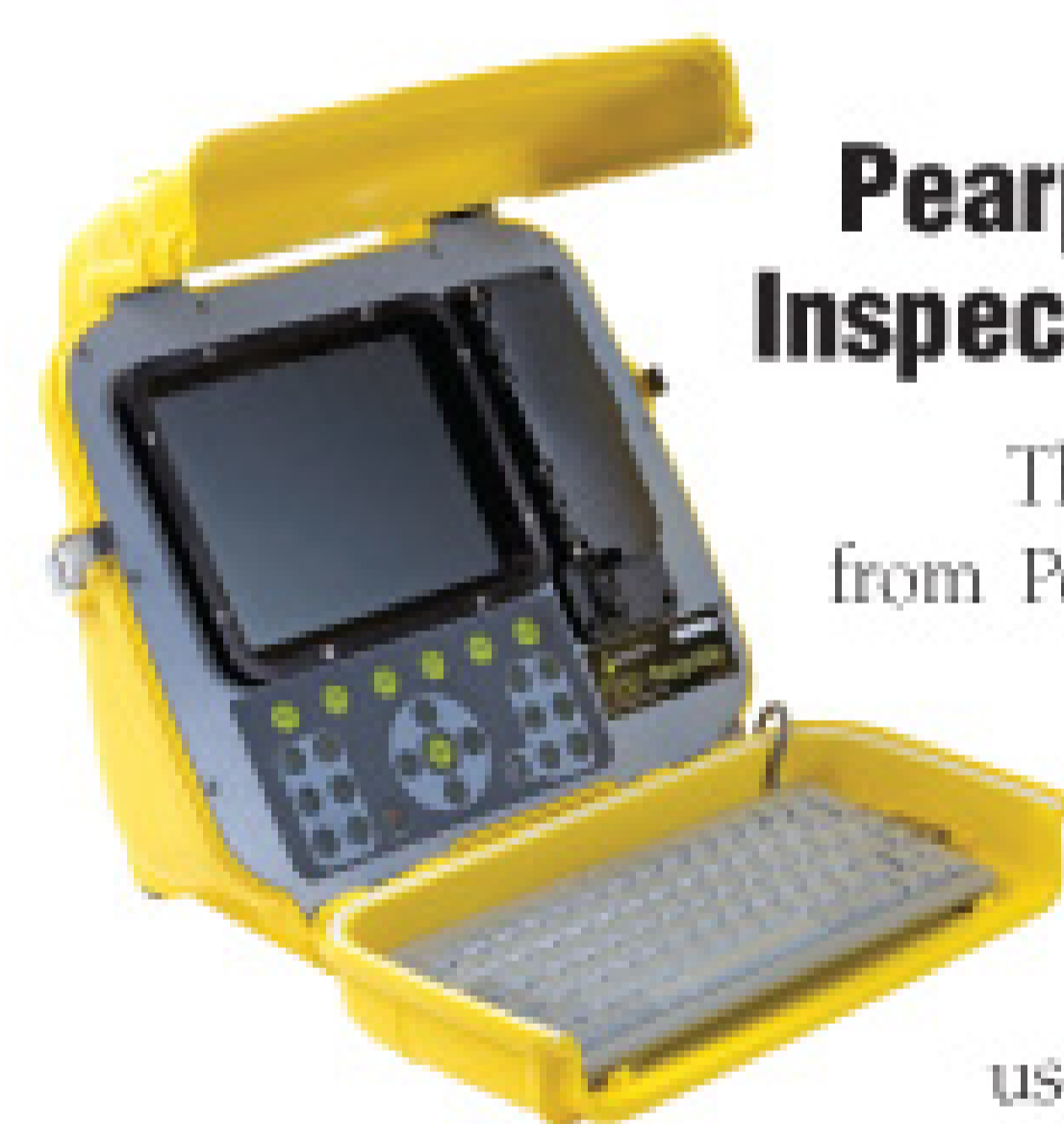


RIDGID K-1500G sectional cable machine



the handle to the front.

Standard equipment on the machine includes 10 sections of cable totaling 150 feet, three cable carriers, toolbox, heavy-duty straight and funnel augers, retrieving auger, grease cutter, sawtooth cutter, and sharktooth cutter. **For more information: 800/474-3443; www.ridgid.com; Expo booth 7115.** ■

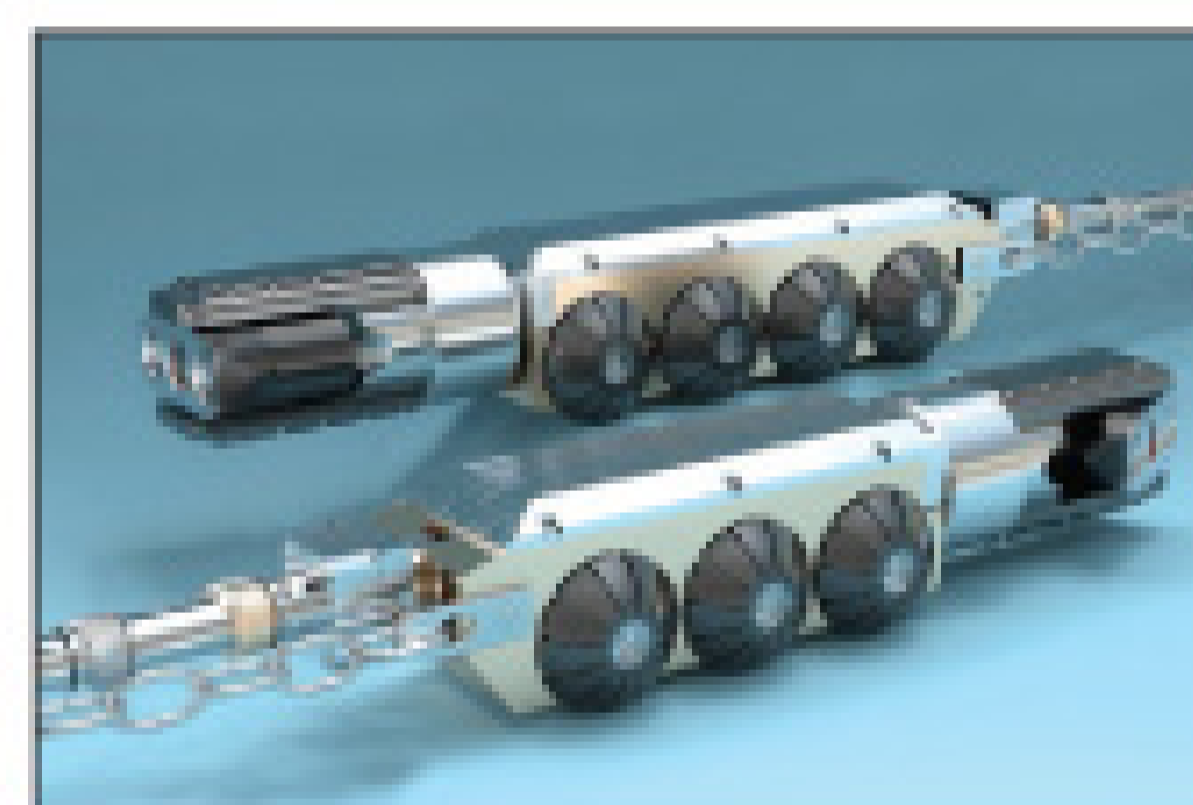


Pearpoint Launches Upgraded Inspection System

The upgraded P330+ flexiprobe control module from Pearpoint features advanced digital video functionality and the universal easy-fit brush skid set for customized use in a range of pipe diameters. The control module has an 8-inch ultra-bright industrial TFT screen and uses a Compact Flash that can record up to 8GB of full VGA digital video, or up to seven hours. Video can be transferred via USB cable to a PC or laptop for editing using the included FlexiSight software. The system's digital platform enables users to zoom, pan and rotate images during recording or playback, as well as take still images of problem areas and send them via Bluetooth wireless technology to compatible mobile phones. The durable new keypad also can be operated while using gloves. **For more information: 800/688-8094; www.pearpoint.com; Expo booth 1196.**

General Pipe Offers Hot Shot Pipe Thawing Machine

The Hot Shot 400 pipe thawing machine from General Pipe Cleaners features 400 amps of power that can clear 1 1/2-inch diameter frozen lines up to 175 feet long. The dual level output enables users to switch down to 320 amps for 15-amp service that can be plugged into any 115-volt receptacle. Weighing 30 pounds, the unit is mounted in a heavy gauge steel case. **For more information: 800/245-6200; www.drainbrain.com; Expo booth 3147.**



Cobra Introduces High-Performance 6-Inch Crawler

The high-performance 6-inch crawler from Cobra Technologies is designed for pipes from 6 to 24 inches in diameter. Small enough to inspect 6-inch relined pipe, the crawler is available as either a steerable version with eight-wheel drive or as a non-steerable version with six-wheel drive. Machined from naval brass and stainless steel, it offers the same features found on Cobra's 8-inch crawler, as well as a new PTZ camera (Version 9.0) with optional continuous 360-degree rotate function. Wheels are provided and a remote elevator for larger pipes is being designed. **For more information: 800/443-3761; www.cobratec.com; Expo booth 7057A.**

Reelcraft Designs Self-Contained Hose Trailer

The self-contained hose reel trailer from Reelcraft eliminates the need for a dedicated maintenance vehicle. Designed for grounds maintenance applications requiring up to 1-inch I.D. by 100 feet of hose, the trailer bed also offers additional space for tool trays and other accessories. The wheel-base matches typical work vehicles, with wheels mounted inside the trailer bed to prevent snagging on trees and shrubs. The 32-inch trailer tongue allows for sharp turns and easier backup. **For more information: 800/444-3134; www.reelcraft.com; Expo booth 6051.**



Insight Launches XPress Camera Inspection System

The XPress camera inspection system from Insight Vision offers DVD, USB memory card and network recording capability, digital footage counter, camera test port and on-screen menu. Camera heads include the 7/8-inch Micro for color video in 1-inch to 8-inch pipes, the 1.3-inch self-leveling head for 2- to 12-inch pipes, and the ProVision Straight View. **For more information:** 800/488-8177; www.insightvisioncameras.com; Expo booth 156.

MWJ Designs Drain Cleaning Cable Carrier

The Drum Carrier from MWJ Enterprises is designed to give operators a safe and secure way to transport drain-cleaning drums filled with cable. Made of 14-gauge steel, the unit adjusts to handle drums from 16 to 18 inches in diameter. It features non-slip grip handles, power coating and has a flat base for transportation on a two-wheeler. **For more information:** 651/497-7060; www.mwjenterprises.com.



SRECO Introduces HSR Trailer-Mounted Rodder

The HSR Series trailer-mounted rodding machine from SRECO-Flexible Inc. features double robotics for greater operator control and safety. The mechanical root-cutting and debris removal unit can be

equipped with a variety of cutting blades and cleaning tools. **For more information:** 800/421-6536; www.sreco.com; Expo booth 10007.

StoneAge Offers Inserts for Operation Manuals

StoneAge Inc. has converted its operation manuals into condensed and simplified inserts that are available at the company's web site. Each insert includes detailed operation, troubleshooting, maintenance, disassembly and reassembly information, and are included with each new tool and overhaul kit. **For more information:** 866/795-1586; www.stoneagetools.com; Expo booth 3000.

Vector Prodigy Offers 9-Yard Debris Tank Option

The HXX Prodigy vacuum excavator from Vector Manufacturing features an optional 9-yard debris tank mounted on a tandem axle chassis. A 6-yard tank comes standard. Lighter and more compact than the full-size Vector HXX HydroExcavator, the Prodigy is designed for mobile applications and offers either air or water excavation. **For more information:** 800/627-3171; www.vector.com; Expo booth 1092. ■



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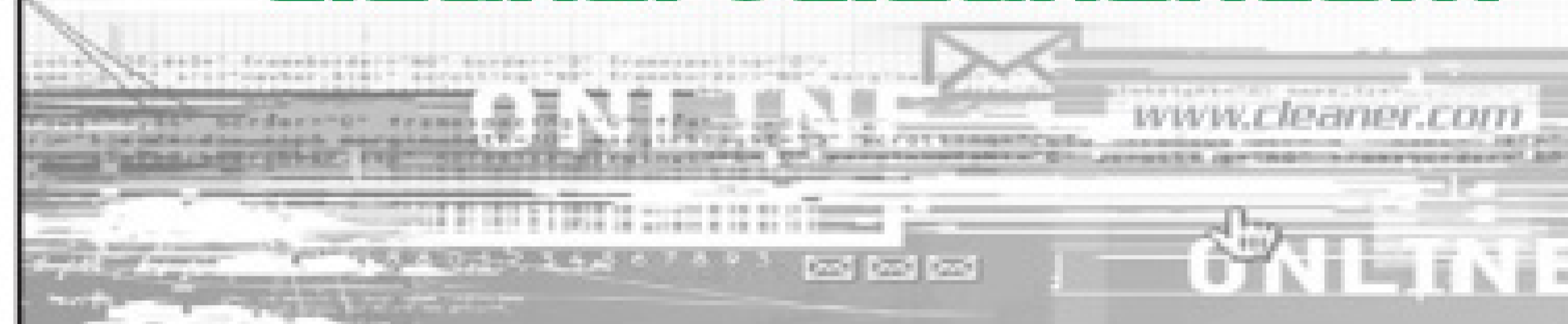
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2004 Vactor on International, 16" PD blower, OMSI gear box, 15,000 miles, 600 hose reel rotating & telescopic, 80 gal. @ 2000 psi, extendible boom. Asking \$187,000. Call Dan 561-310-4011, Todd 561-602-2397. (CBM)

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1998 VacCon V312THA on a Ford LT8000, 3-stage fan, 65 gpm, 2000 psi pump, extendible boom, articulating hose reel, 12 yard debris tank, new paint. Was a city owned unit. Located in Dallas. 972-938-1905. www.empireequip.com. (CPBM)

1978 Ford L-800 with Vactor 810, gas/gas, ready to work. \$9,500 OBO. Call 262-548-9963. (C3)

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North Star Commercial Credit: Commercial Loans for Trucks or Equipment. Flexible purchase programs to fit your budget. 21 yrs. in the industry. Contact **Tom Myers - 877-804-2274.** (CPBM)

Capital Partners: "Your One Stop Financing Partner" We have 31 years experience specializing in the liquid waste industry. Lease or loan options available on ANY new or used equipment. Contact Jim Stekl at 866-769-2345. (PT2C3)

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Top quality aerators at wholesale prices. We have replacement units for most name brands and also carry Linear Regenerative Rotary Vane pumps. Flagg Air, Gast, Thomas, FPZ, Secoh, Medo and more. Call a company that understands aerators and aeration systems. Septic Services Inc. 800-536-5564. (CPBM)

Pipe Freezers: RoFrost Turbo 1-1/4" and RoFrost Turbo 2". Each unit is a self-contained 115V freezer unit. The small unit has 2 sets of clamps for 1/2" through 1-1/4" cu and the large unit has clamps for 1" through 2" cu. \$1,500 each. Pictures available at www.glueco.net. Call 1-866-781-9100 or bernie@glueco.net. (C4)

NOZZLES

6 NEW 1" KEG NOZZLES: 60 gpm @ 2500 psi w/replaceable nozzle inserts. Royal w/12 rear jets \$895; Drill Point Quattro 6R \$225; Triple Edge Quattro 4F, 6R \$190; Rambo 4F, 6R \$450; Rotor w/5 side \$675; Cleaning 8R \$495. Call 800-362-0240. (CM3)

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US JETTING provides aftermarket rebuilding services and **replacement parts for Harben® pumps.** Low prices, fast response. Why pay more? Call today. 1-800-538-8464, ext 25 or 18. (CBM)

PIPELINE REHABILITATION

Cues TV/Cutter Trailer: 2007 Evolution package, with or without camera, cutter or compressor. Call for specs. Financing available. Kelly 608-279-2299. (CBM)

One trade-in model of Pipe Genie heavy duty pipe bursting equipment. Excellent condition, looks new. 30-ton, 100 feet cable, full 2 year warranty. 877-411-7473. (CBM)

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PORTABLE RESTROOM TRAILERS

Restroom Trailer - Gold Series: 32', new and used. Women's - 5 stalls, 2 sinks; Men's - 2 stalls, 2 urinals, 2 sinks. CCI/Brian Touey 805-896-3777. (CBM)

Restroom Trailer - Platinum Series: 30', new and used. Women's - 4 stalls, 2 sinks. Men's - 2 stalls, 3 urinals, 2 sinks. CCI/Brian Touey 805-896-3777. (CBM)

PORTABLE RESTROOM TRUCKS

2002 International Pumper Truck: 4700 series, DT466, automatic, air brakes, 1200 gallon waste, 300 gallon fresh water, Masport 75 pump. CCI/Brian Touey 805-896-3777. (CBM)

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Plumbing company in Florida seeking enthusiastic class B CDL tanker endorsement licensed pump/vac truck operator. Experience preferred. Medical, 401K, holidays, vacations. 1-800-930-1123 or 954-981-2133. (CPBM)

Looking to relocate to Sunny South Florida? Are you an experienced plumber or sewer and drain professional? Then you deserve to earn \$80K/year, \$5,200 bonus and a new truck and full benefits. Please call Don at 1-800-930-1123 or 954-981-2133. (CPBM)

SBP, Inc., a Northwest Florida-based company, is seeking qualified personnel willing to travel. If you are experienced in cured-in-place pipe lining, high pressure cleaning and video and/or manhole or lift station rehabilitation using epoxy lining systems, fax your resume to 850-478-4507 to the attention of Wanda Murphy. (C3)

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2 - Sagino high pressure washers with 150 hp electric motor driven, 300 bar/4500 psi Tri-prex pump, ss manifold and fittings, skid mount, insulated sound proof box. \$14,000 each or \$24,000 both. Call 503-969-9557 or 503-682-2723. (C3)

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Sewer Cam Reel and Camera Repair: Authorized for General Wire, Ratech & Ridgid. Quality service on all brands. Need more info? Give Chuck a call. Electronic Repair Co., Birmingham, AL 35206. 205-836-0454; email: part@servicewithasmile.com. (CBM)

Sewer Cam Reel and Camera Repair: 48-hr. turn-around time. General Wire, Ratech, Electric Eel, Gator Cams. Quality service on all brands. For more info, give Jack a call. Dynamic Cable Repairs, Lodi, NJ 07644. 973-478-0893. (CBM)

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Shower Trailer - Gold Series: 32', new and used. Men and women sides each have 3 private shower stalls with changing area, 1 restroom stall, 1 sink. CCI/Brian Touey 805-896-3777. (CBM)

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TV Inspection Equipment: 3 RST inspection vans, PipeTech software, 1 Vactor. \$75K OR BEST OFFER. **WWW.PICS-LLC.COM.** 615-347-9021. (CP3)

1998 GMC Cues TV System: Approx. 1,700 L.F. of multi conductor cable, pan & tilt, Shorty transporter, washdown system, lots of storage. Good condition. Ready to work. Financing available. \$55,000. Kelly 608-279-2299. (CBM)

Aries Township System, P/T camera with zoom. Mini Badger tractor with aux. light head and big wheel kit. Reporting software is Pipe Tech with a laptop computer. System is in a 7x12 insulated and air conditioned trailer. 35 gallon wash down, sink with hot and cold water, air compressor, 1-ton Therm electric crane, 5500 watt Onan generator. This system is in mint condition. Photos available via e-mail. Call 570-373-3239. (C3)

TV INSPECTION

The City of Holly Hill is accepting sealed bids on a 2003 Ford F-350 high top Aries sewer inspection vehicle with 3,361 miles. The inspection equipment has very little use and is in excellent condition. For details contact Bruce Hobbs 386-248-9469 or bhobbs@hollyhillfl.org Minimum bid is \$40,000. All bids must be received at the City Clerk's Office, 1065 Ridgewood Avenue, Holly Hill, FL 32117 by March 25, 2008 @ 2:00 p.m. The city has the right to refuse any and all bids. (CM3)

2004 RST Mighty-Mini Camera Unit, 1300 controller/monitor, fixed view tractor camera, will accept large p/t, 500' power cable, 200' push camera, transmitter, receiver, less than 20 hrs, \$9,850. 304-799-4630 or ableseptic@verizon.net. (C3)

MUST SEE! Cues TV Step Van. 1994 GMC with low miles, updated Cues TV system. 2001 Night Owl camera, P&T shorty tractor, multi conductor coax, work bench, power hoist in rear, wash down facilities - large studio plus large work area - lots of storage space. Photos available. Special Price \$30,000. Call 503-969-9557 or 503-682-2723. (C3)

Buy direct from the factory, Pearpoint used vehicles (utility vans and step vans) with equipment, (optional) software and computers. Equipment has warranty and prices range from \$45k-\$90k. Contact Pearpoint 800-688-8094 x 245 for further details. (CMBM)

New 200' Push Color Camera Systems, DVD recorder, keyboard, built in sonde, audio input, adjustable lights, reel counter, one year warranty. \$4,495. Free shipping. 402-203-4415. **www.subsurfacesolutions.com.** (C3)

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TV INSPECTION

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TV INSPECTION

1997 Chevy HiCube Van RST with Buchan grout system, new grout hose, winch, packers 8"-30", running condition. Includes reels, cables, data display, camera controller, generator, printer, monitor, computer with Win Logger hard drive. Camera tractor not included. \$35,000. Call 1-800-664-3937. (CBM)

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Used and rebuilt camera kits in stock. Gen-Eye II color and black-white cameras. Push rods 131, 155, 200. Ratech 180. Pearpoint P332 color self-leveling 194. The Cable Center. 800-257-7209. (CBM)

1983 GMC 1-ton with Aries/Cues TV system, pan/tilt/zoom, transporter, ready to work. \$16,000 OBO. Call 262-548-9963. (C3)

1998 Cues TV grout unit, 34,880 miles, color camera, diesel, generator. 972-938-1905. **www.empireequip.com.** (CPBM)

Wanted: Used tractors, crawlers, straight-pan/tilt cameras, lighthoods, power controls, cables, reels, monitors, software, etc. Working or not. 902-435-8200, fax 902-435-8222. (CBM)

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1982 Ford Vactor unit, wet-dry, 1976 Hend. V6 Detroit, V4 Detroit, vacuum truck; 1970 Hend. V6 Detroit, V4 Detroit, vacuum truck. All in working condition. 806-273-2865. (P3C4)

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WANTED: Used Giant Kangaroo Cutters & 1036 Jumbo (Bowman cutter) working or not. Contact Gary @ 1-973-390-7082. Please advise of cost. (C3)

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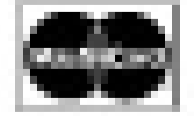

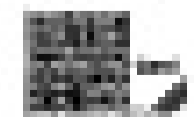
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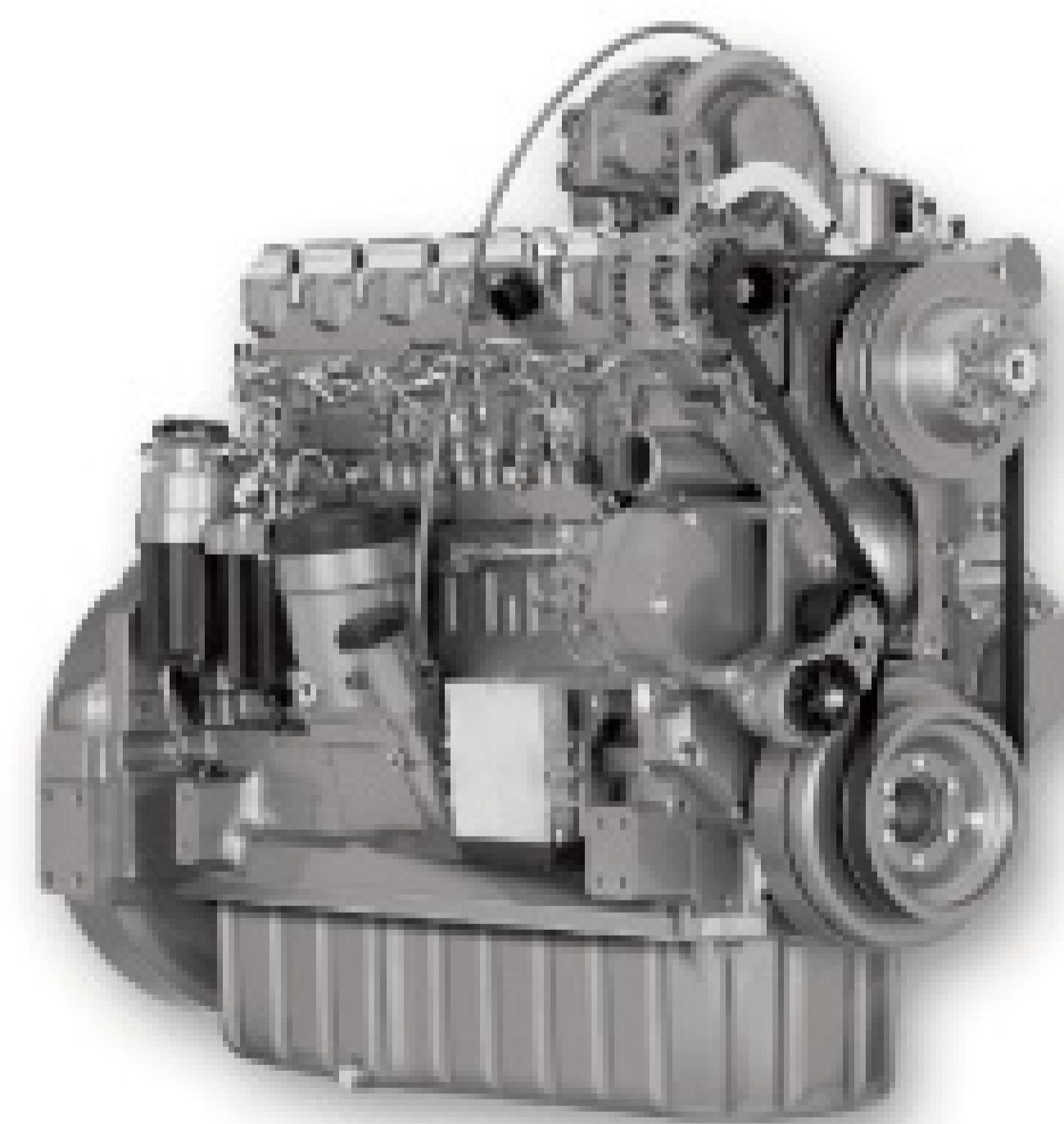
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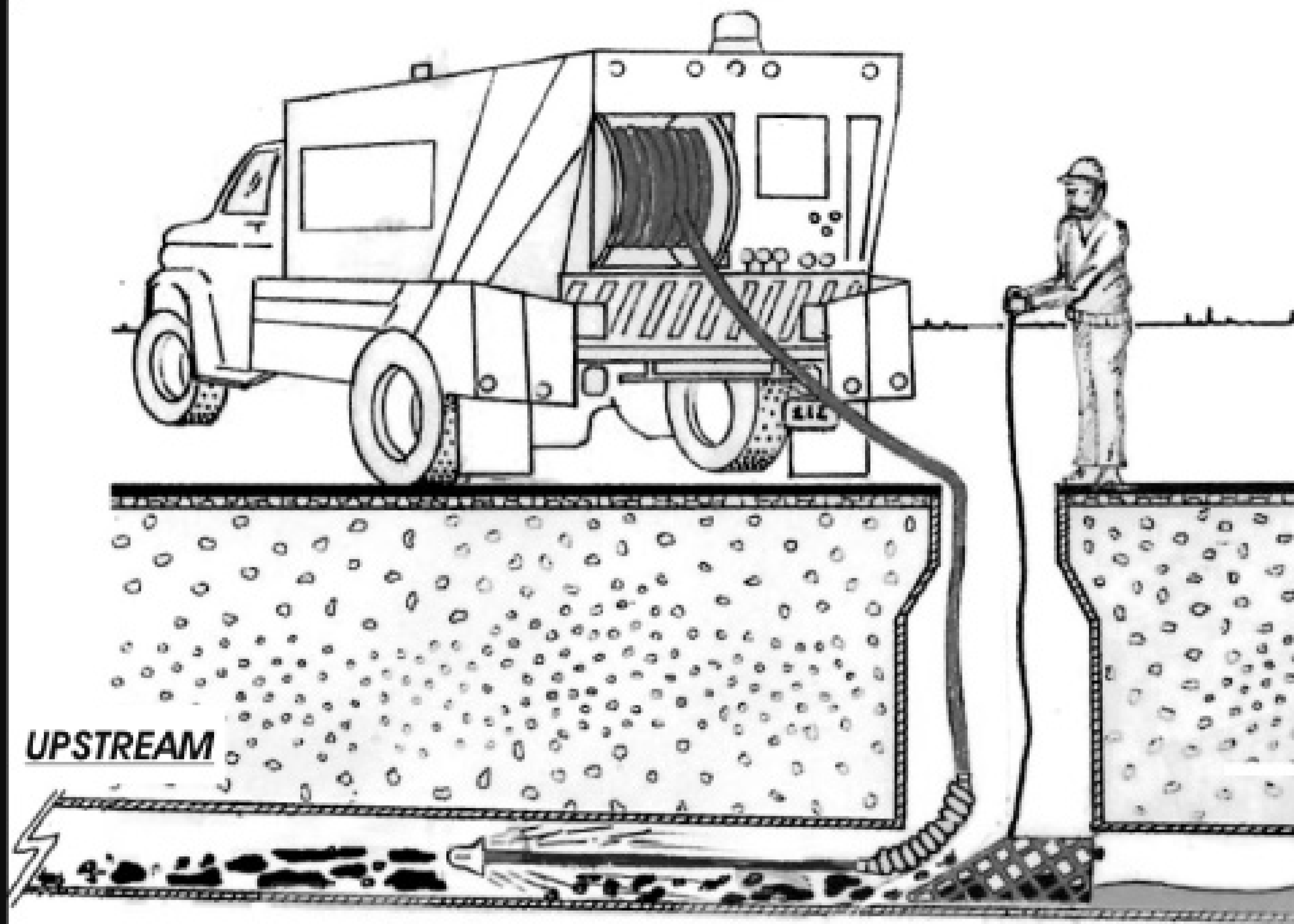
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- MDC-12 12" Debris Catcher w/20' rope
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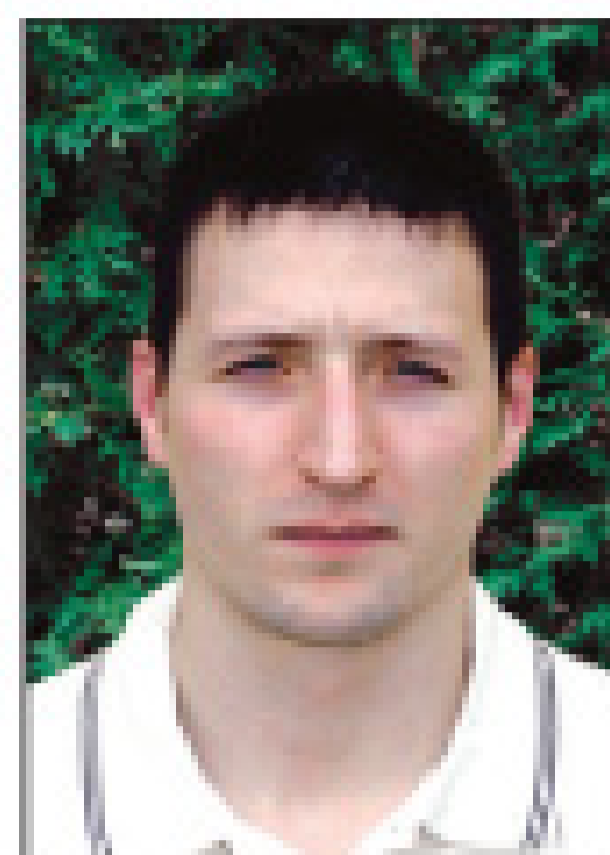
MPF-24 24' FIBERGLASS POLE SET WITH ALUMINUM QUICK CONNECT COUPLERS.

Putzmeister Names Service Engineer, Telebelt Specialist

Travis Nonn has been named technical service engineer for the customer support group and Les Ormond has been named Telebelt specialist for Putzmeister America Inc.

Nonn will serve as team lead for the PERC Department, along with his current responsibilities of providing support to the customer service and manufacturing groups. A graduate of the University of Wisconsin-Madison, Nonn has been with the company since 2004.

Based out of Stratford, Wis., Ormond will assist in Telebelt sales and service, working in conjunction with the company's regional sales managers.



Travis Nonn



Les Ormond

WinCan Moves to New Location

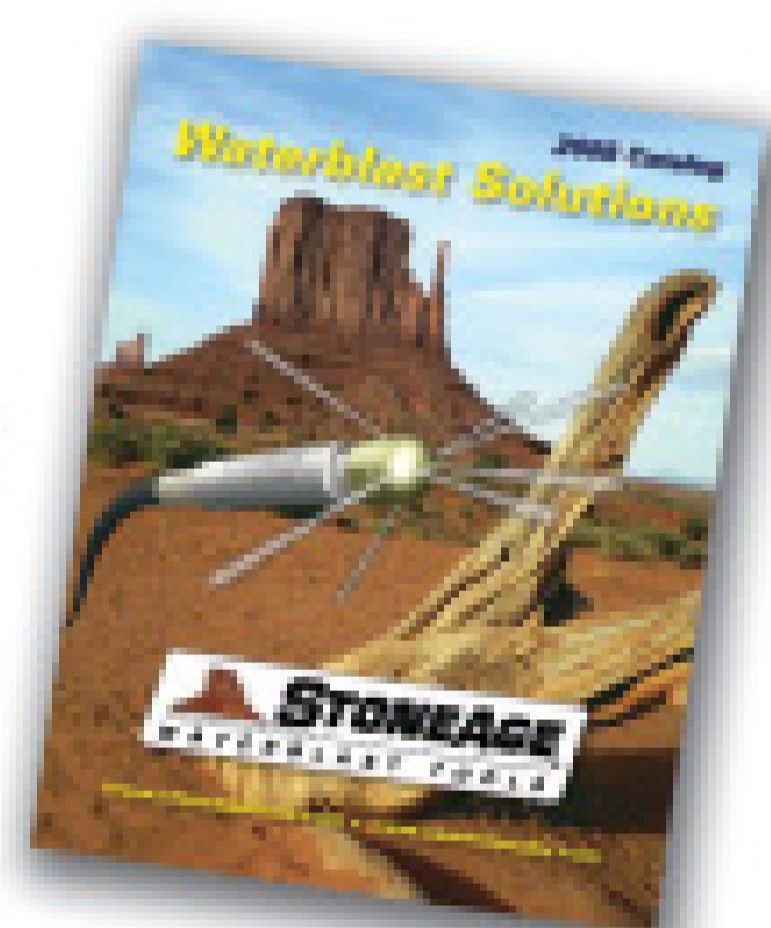
WinCan America Inc. has moved to 4921 Alexander Blvd., NE Suite B, Albuquerque, N.M. The company's phone number and fax line remain unchanged.

RapidView Expands Headquarters, Appoints Manager

RapidView LLC has expanded its service center headquarters in Rochester, Ind., doubling the size of its repair and spare parts departments. It also has appointed Guy Leslie regional sales manager for the Southeast United States and the Caribbean Islands. He brings more than 20 years of sales experience to his position and will oversee sales for all of the company's pipeline inspection and rehabilitation products.

StoneAge Catalog Available Online

The 60-page, 2008 StoneAge catalog, featuring tools and product information, is available in PDF format at the company's online information center (www.stoneagetools.com).



Doheny Places Largest Vactor Order

Jack Doheny Supplies, based in Northville, Mich., has ordered 84 Vactor sewer cleaning trucks in the largest single order ever received by Vactor Manufacturing in Streator, Ill.

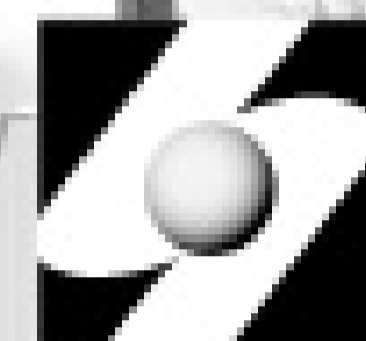
Doheny, a Vactor distributor for 35 years and for 24 of the past 25 years the largest Vactor distributor in the world, says the order totals approximately \$20 million. "Although some of the trucks are slated for sale to customers and others are earmarked for stock to take care of emergency purchases, the bulk of the units will be placed into the Doheny Supplies rental fleet," says Dan Weber, company president.

The rental fleet, founded in 2001 with two locations, now serves contractors from 12 locations across the United States with more than 300 machines of various types available. Two more locations are planned. Doheny Supplies keeps units in the rental fleet for three years, then refurbishes them for sale.

"We are proud of our long standing relationship with the Doheny organization," says Mike Higgins, vice president of sales with Federal Signal Environmental Solutions Group, parent company of Vactor Manufacturing. "The relationship continuously grows and evolves. As both companies have matured, we've learned a lot from each other, and that has allowed both of us to be better at what we do." ■

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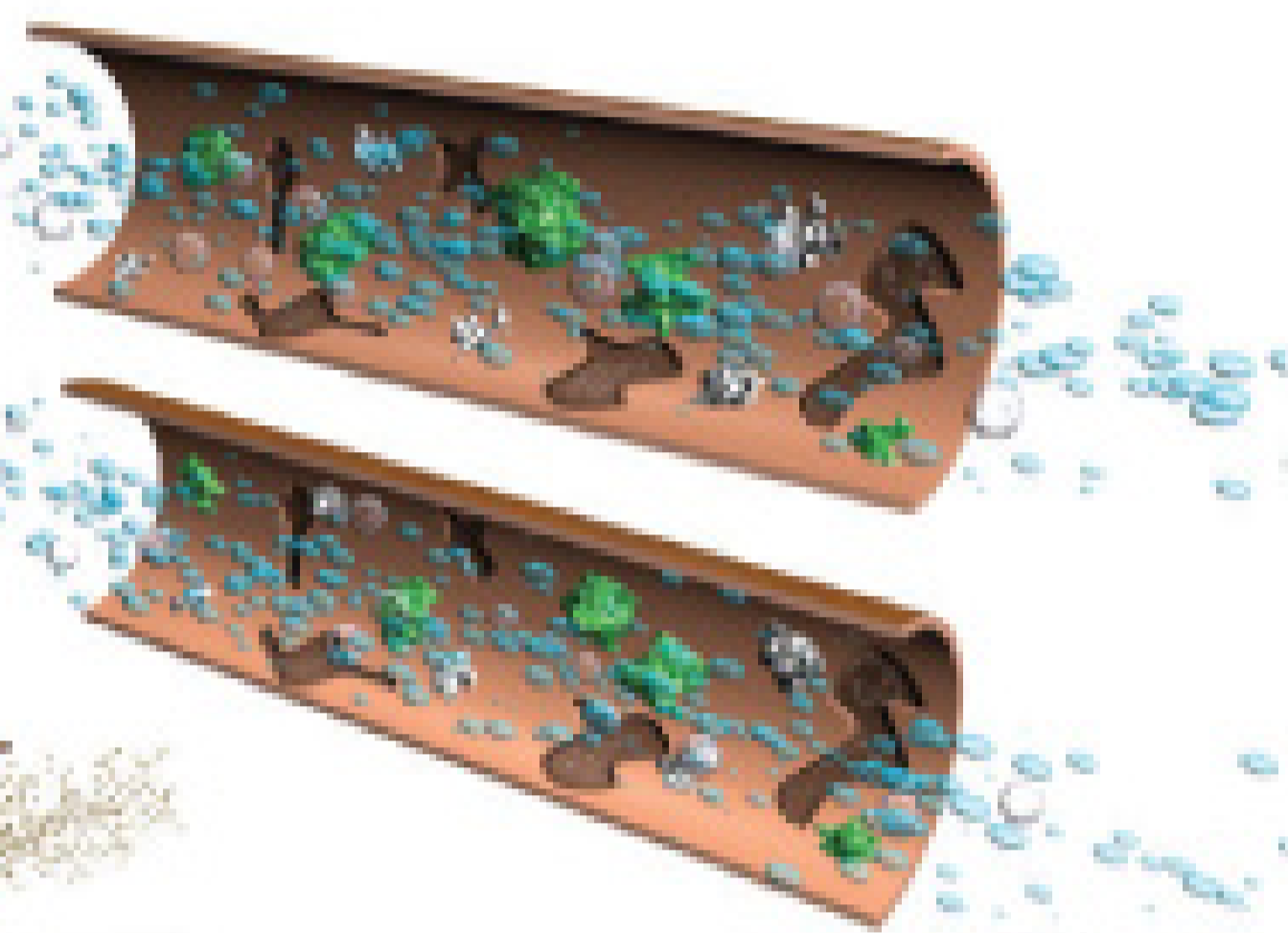
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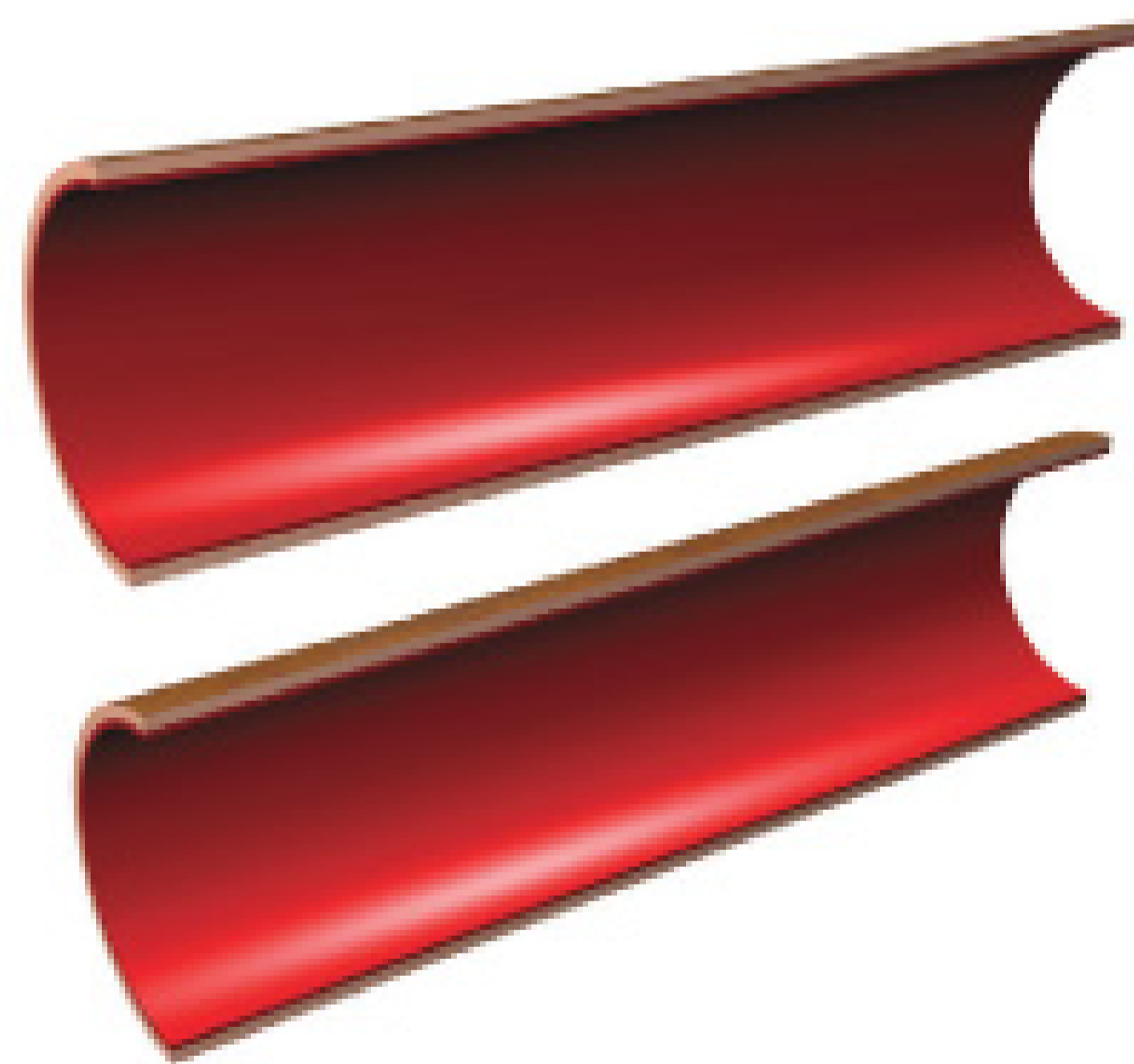
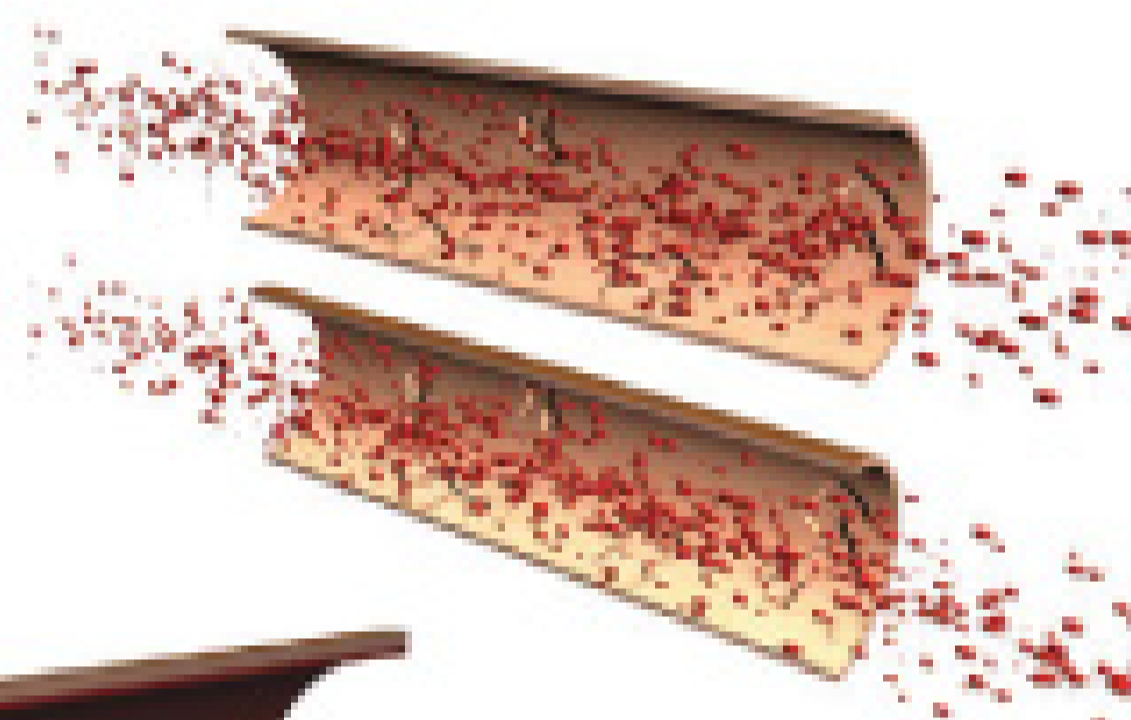
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Copper pipes corrode and become etched due to chemicals in your water causing pinhole leaks.



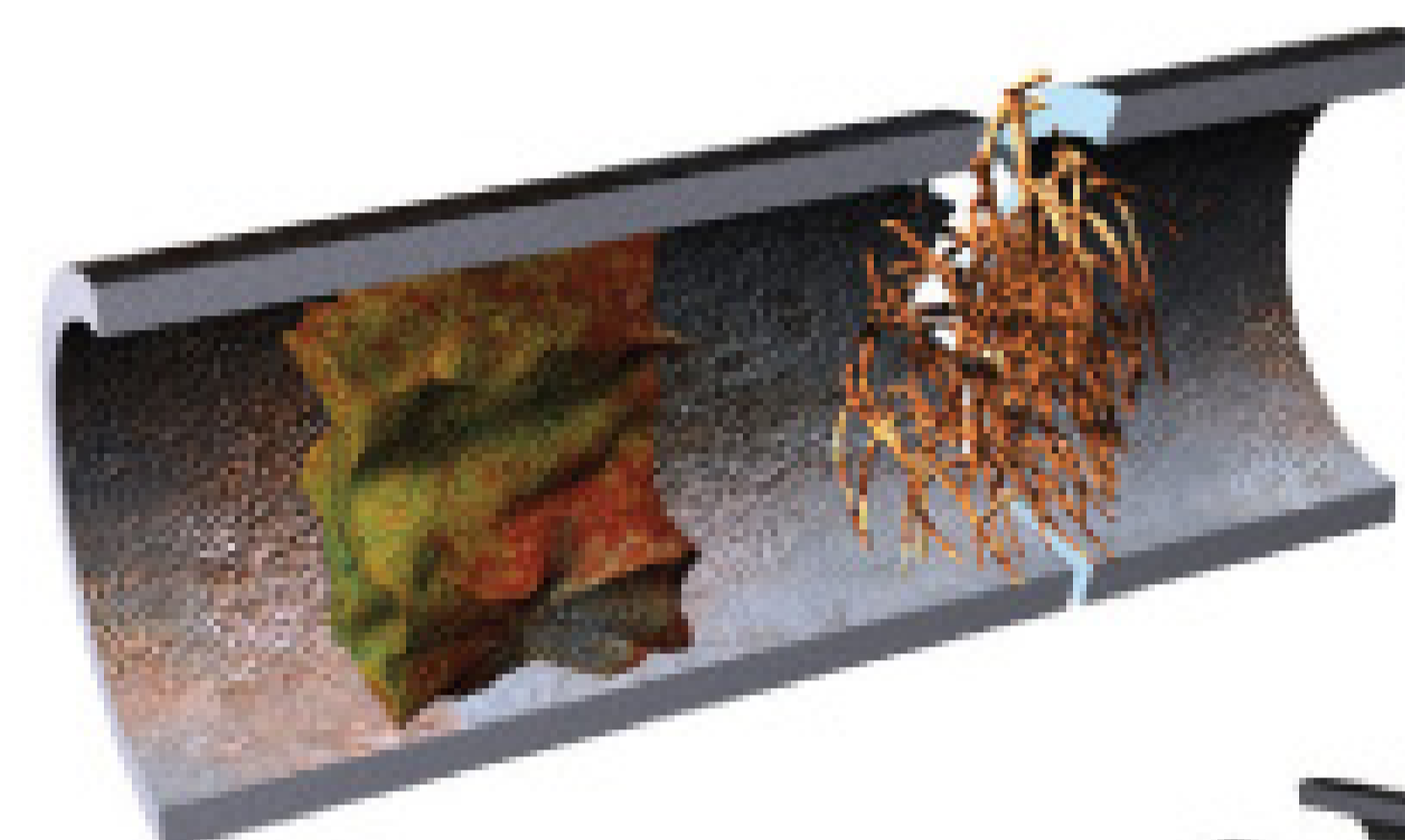
Pipes are dried and sanded to prep. for lining.

Air controlled "shots" of epoxy are moved throughout the entire system.



Once the process is completed, pipes are lined with an epoxy coating that acts as a permanent barrier between your pipes and water.

Drain & Sewer Lines

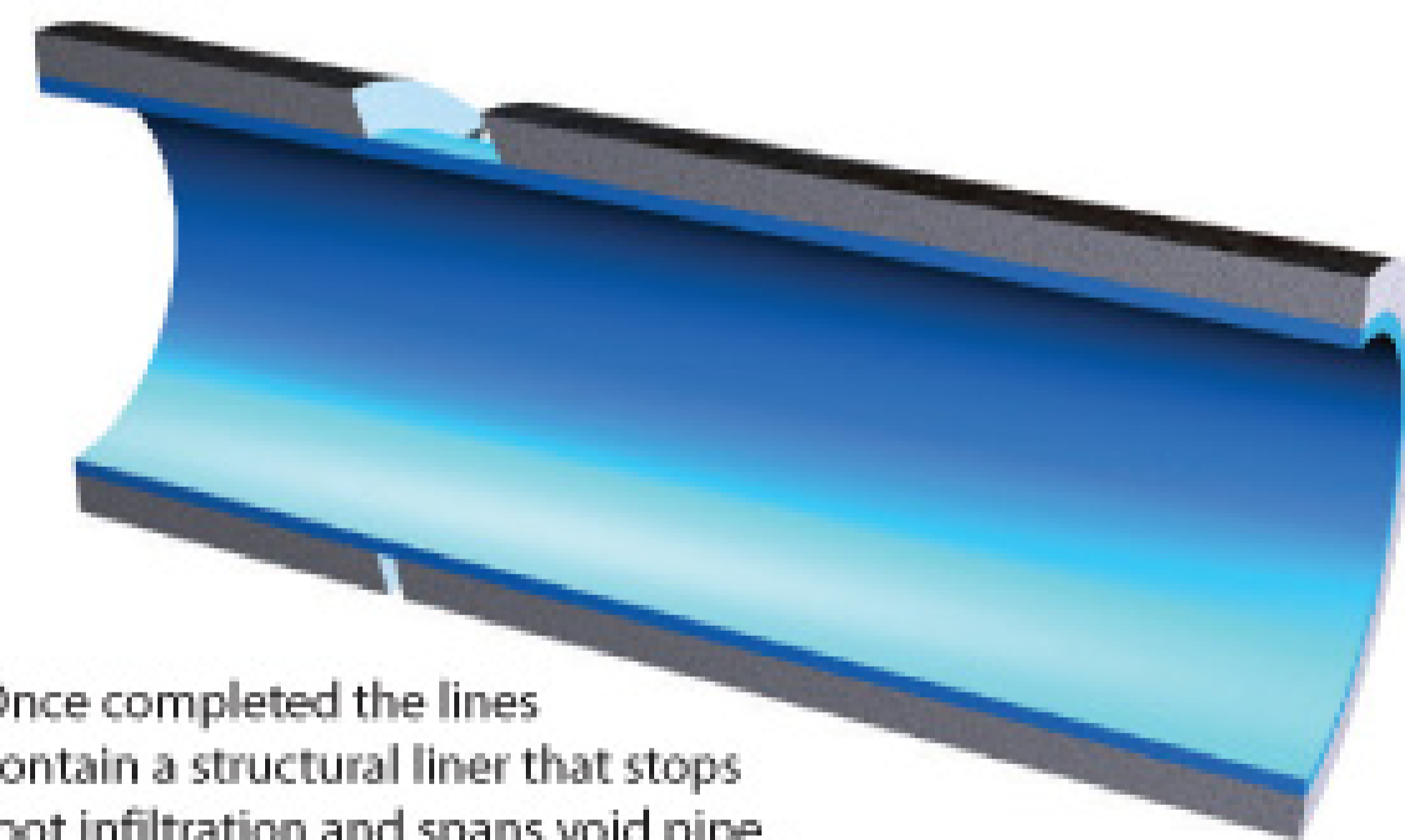


Sewer lines deteriorate due to age resulting in scale build up and root intrusion and ultimately a failing sewer system.

Lines are cleaned removing roots, debris and scale.



An epoxy impregnated liner is pulled into place, inflated, left to cure and then the bladder is removed.

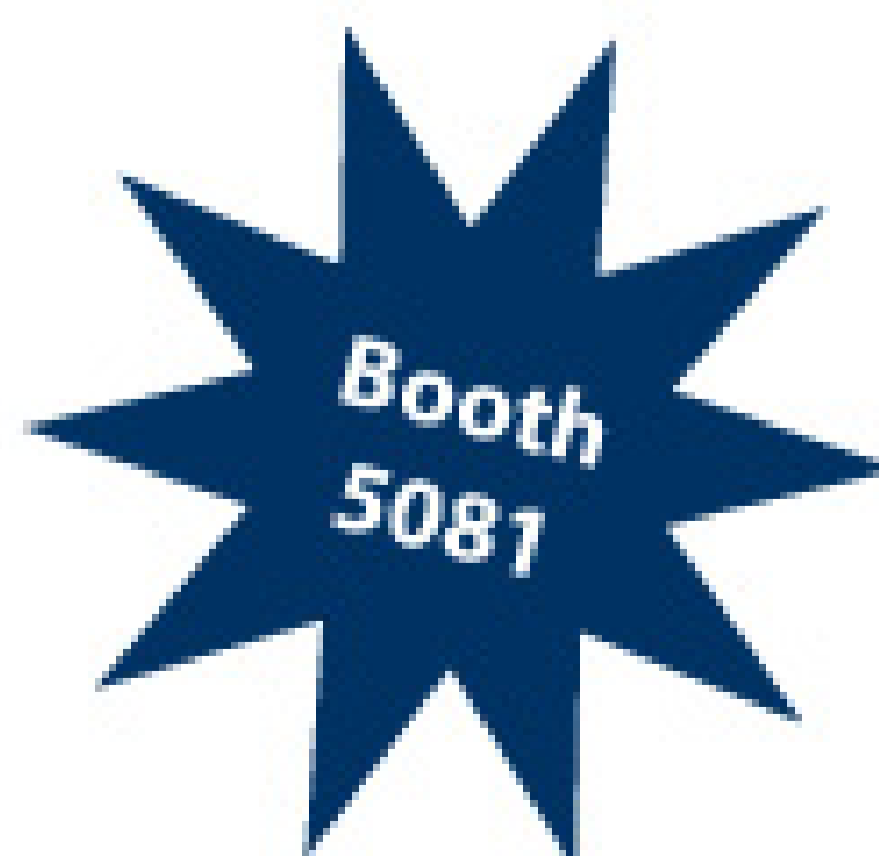


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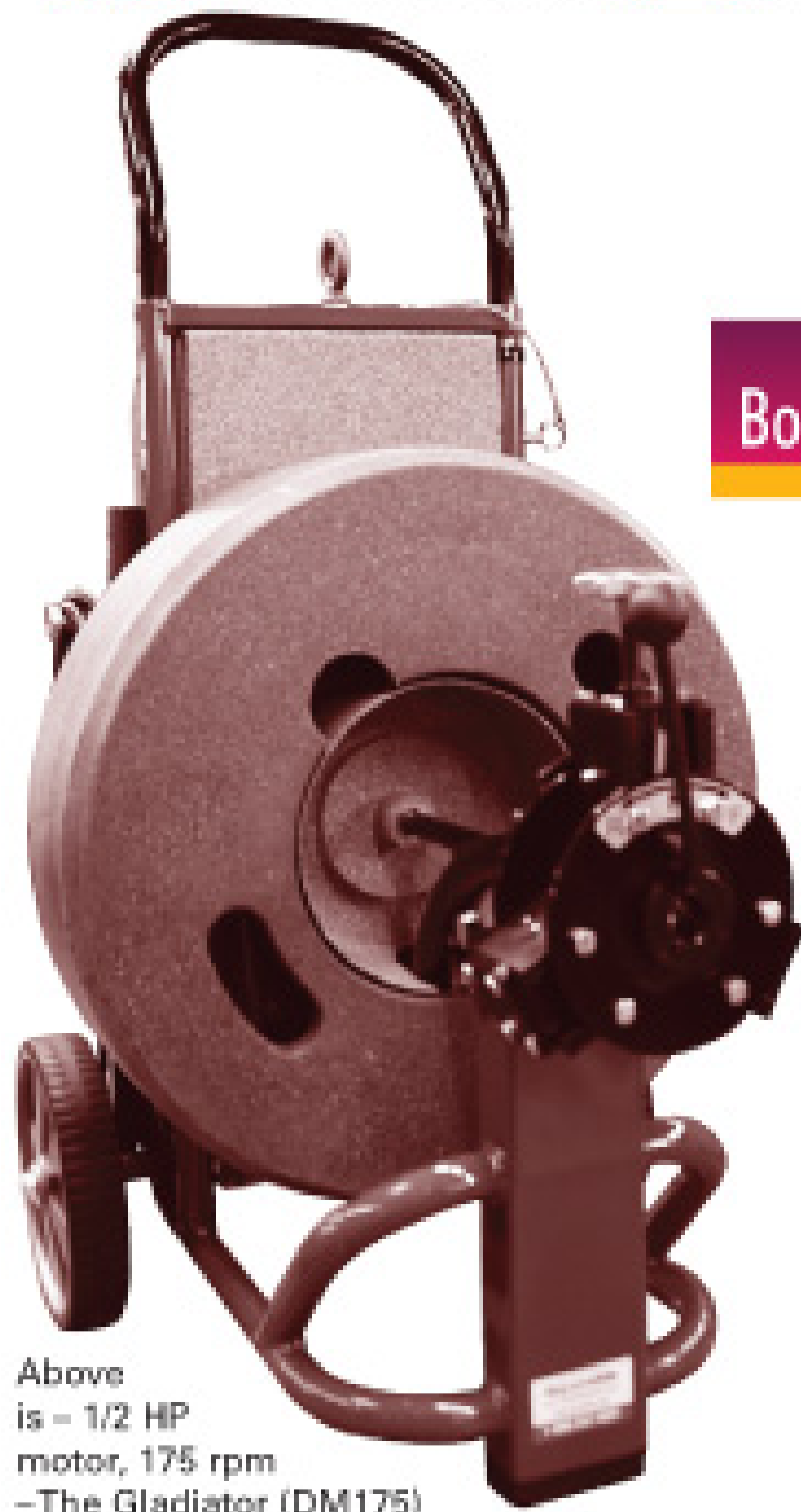
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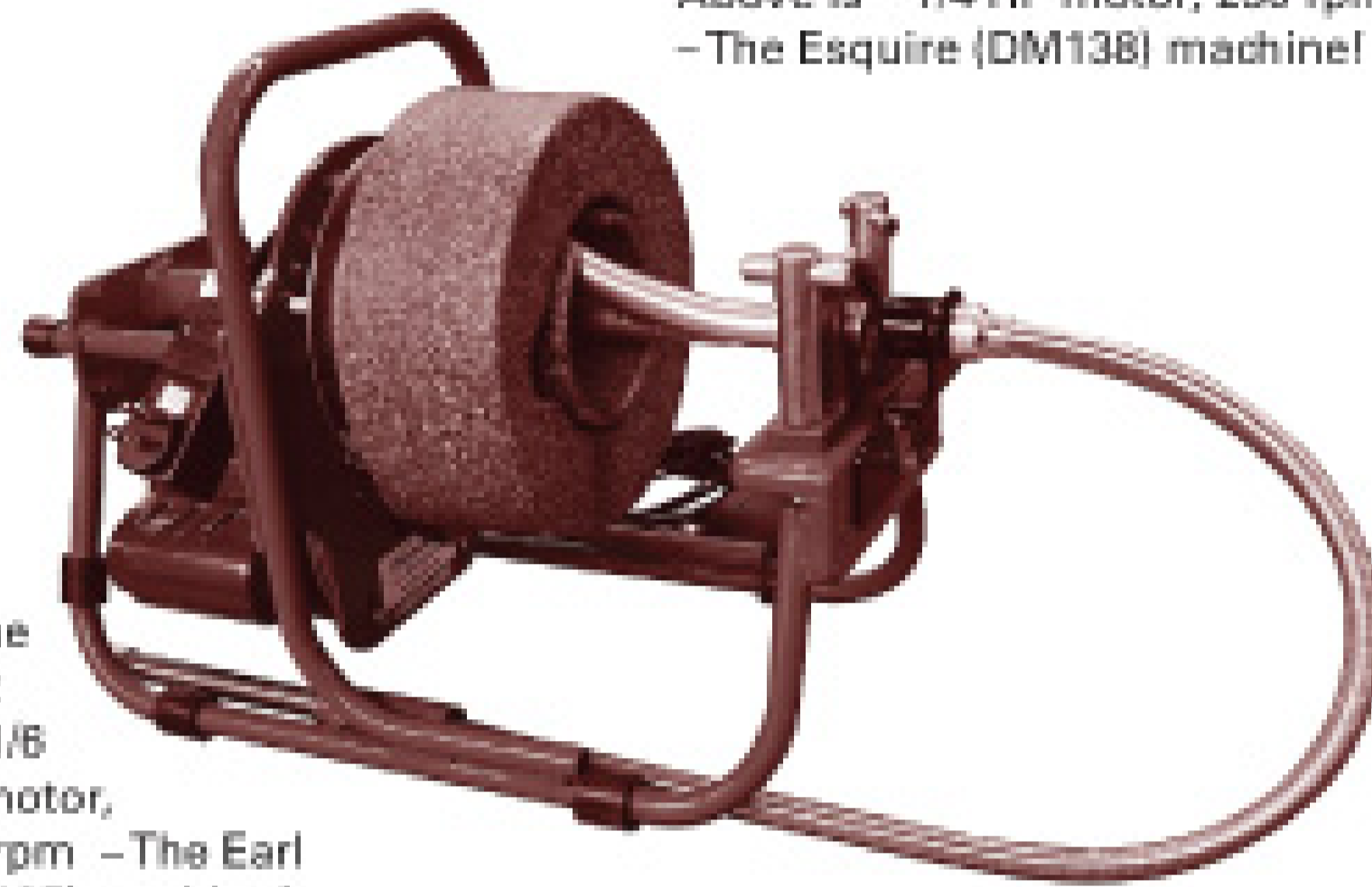
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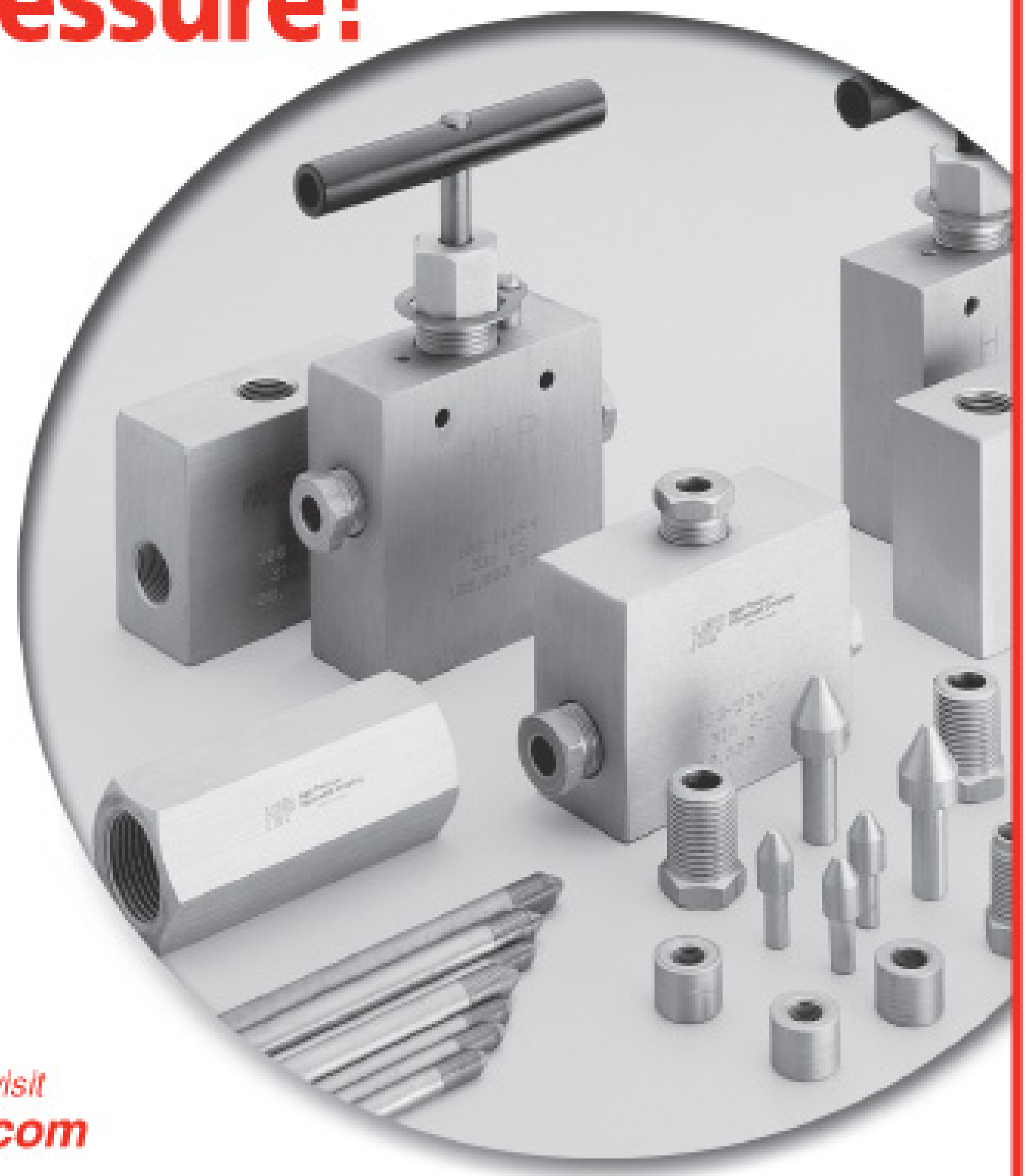


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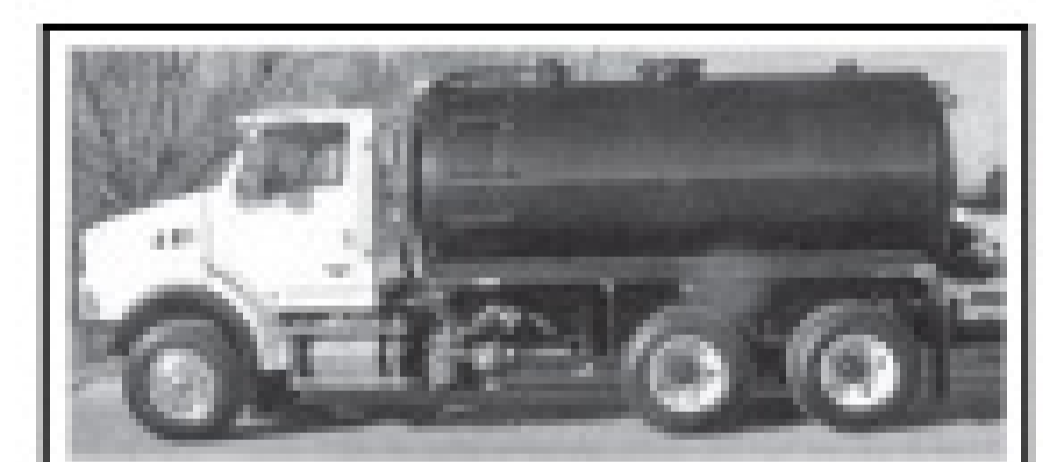
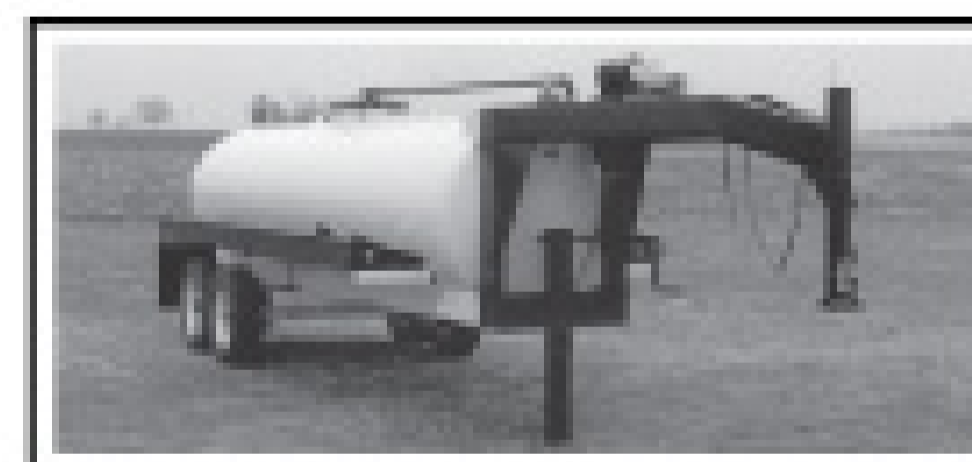
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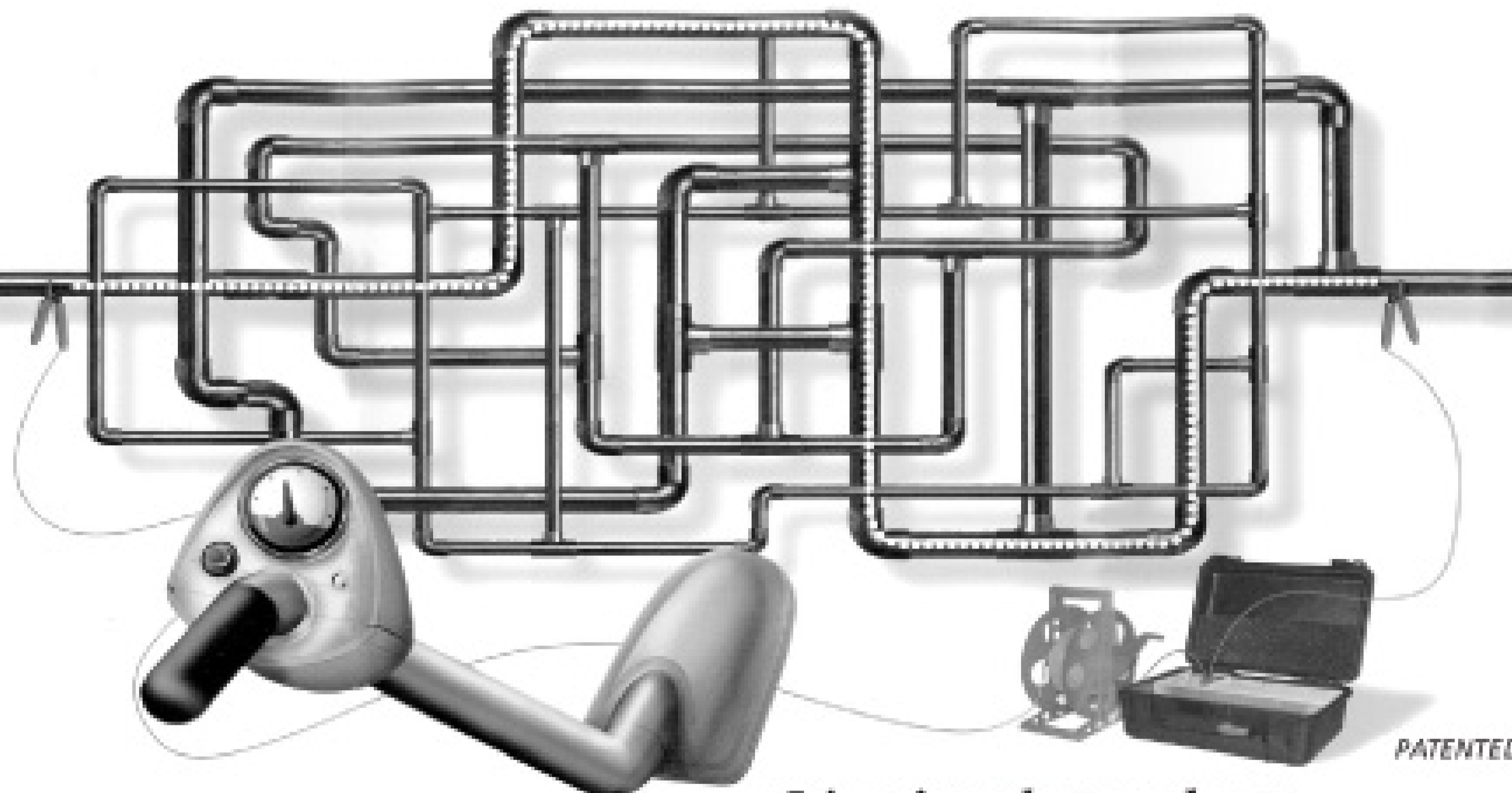
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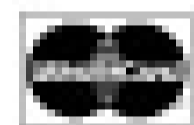


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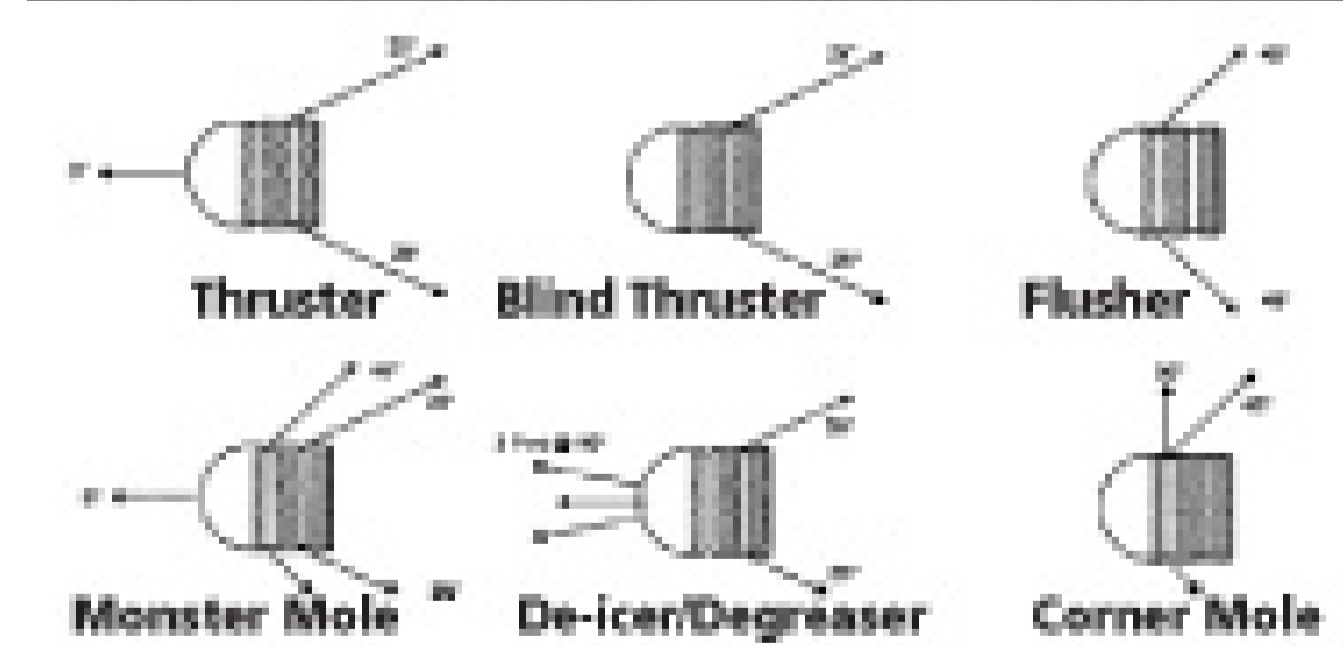
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