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# Cleaner®

## Big Momentum

Wayne's Drains wastes no time building a diverse equipment list and a strong clientele

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### READER PIPELINES

Coping with the economy

### TECH PERSPECTIVE

Selecting a push camera system

### TALKING WHILE DRIVING

The pros and cons of cell phones

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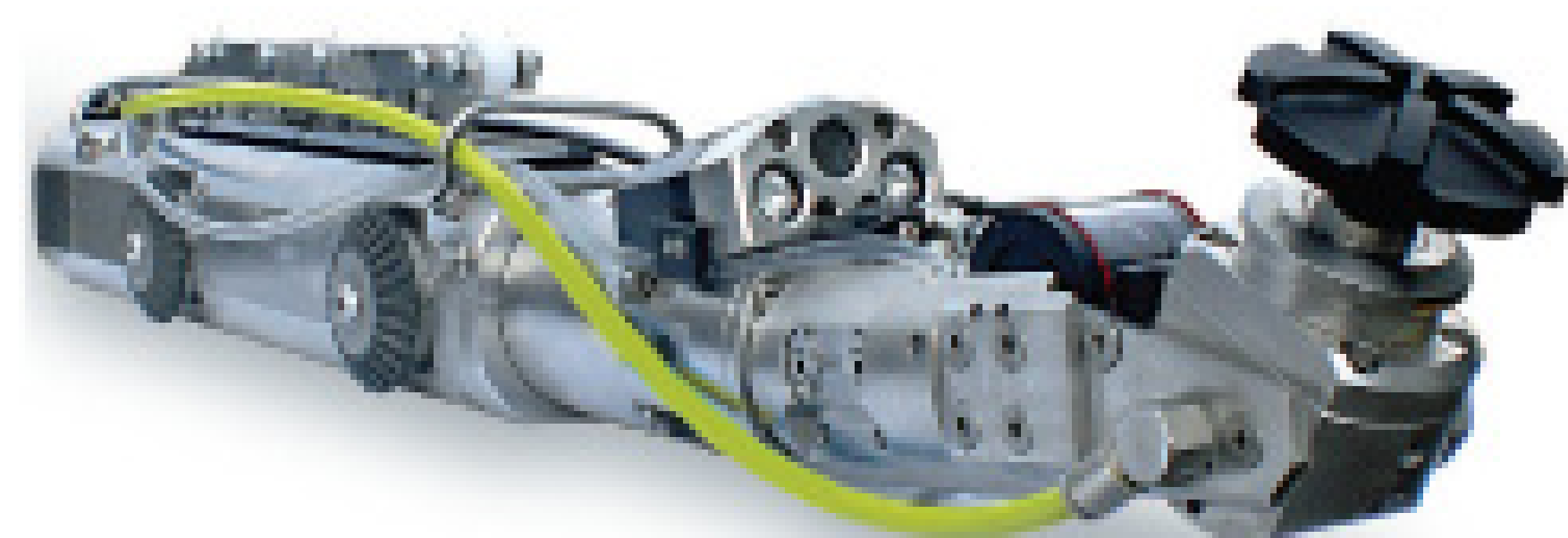
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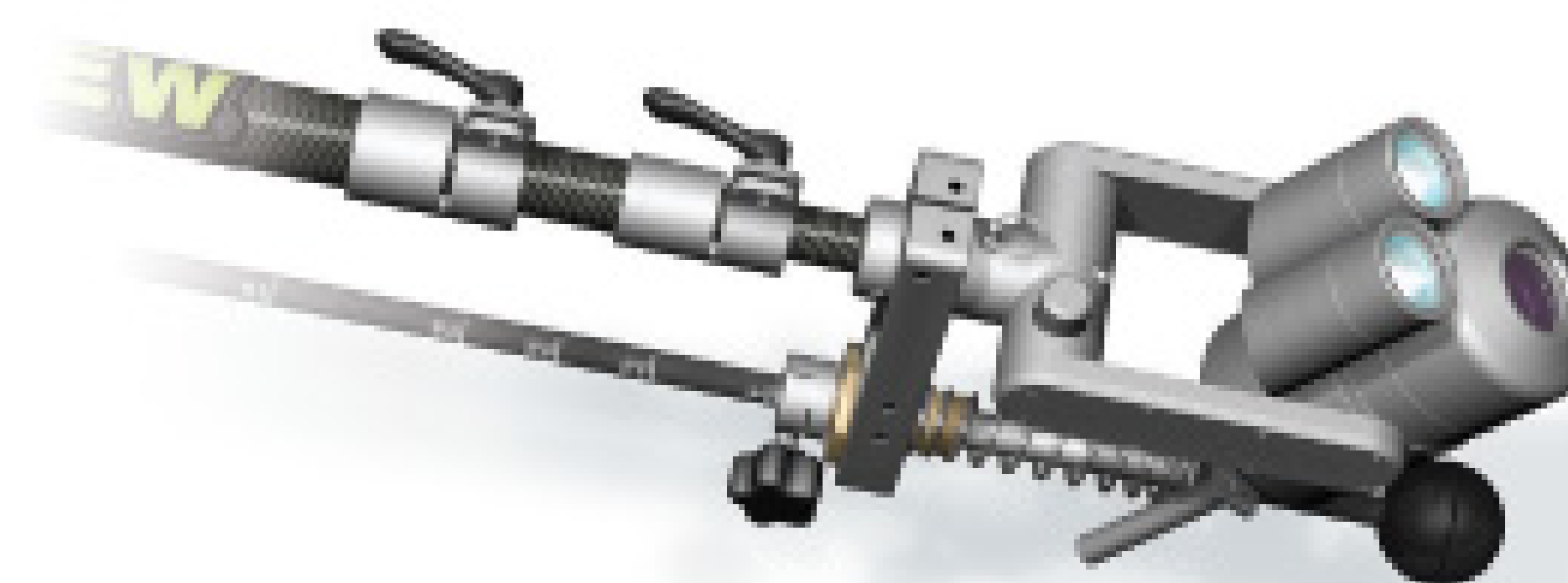
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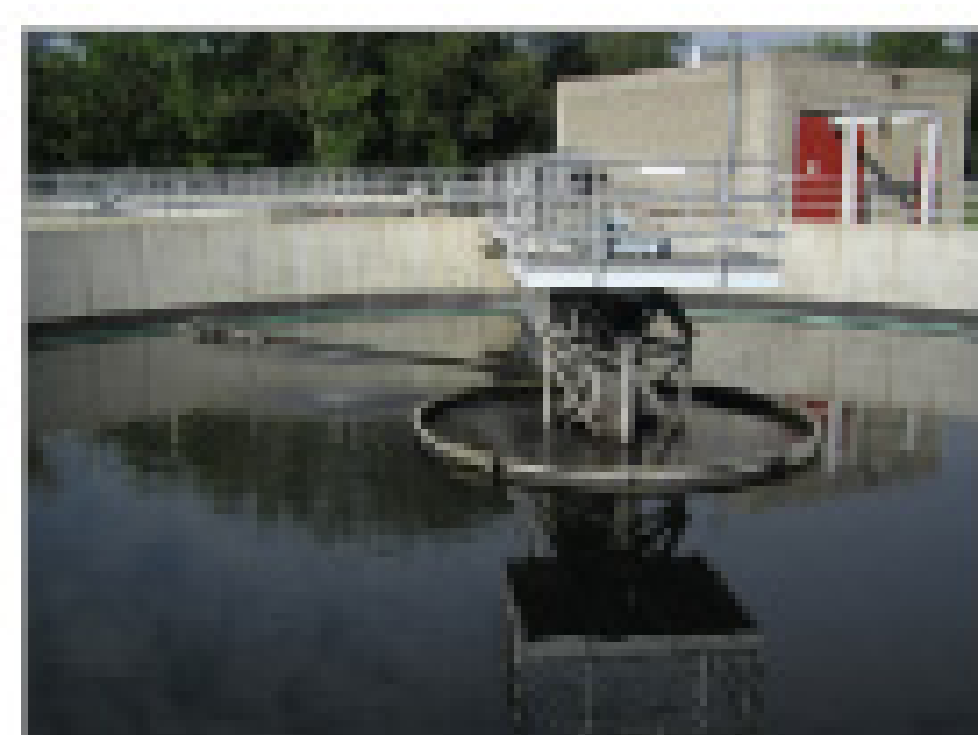


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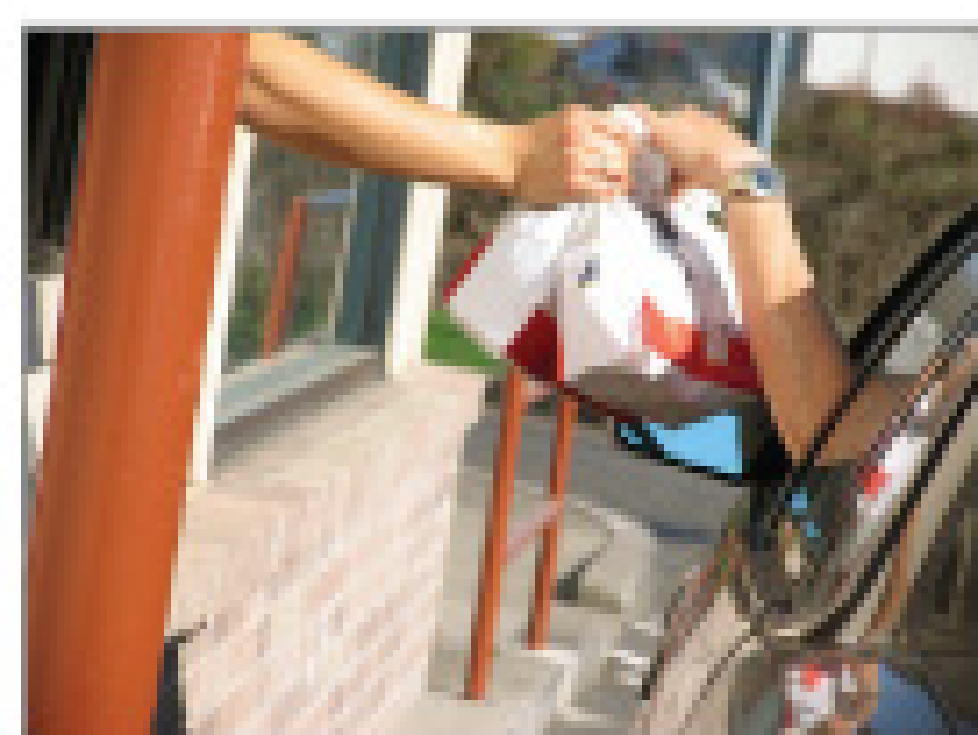
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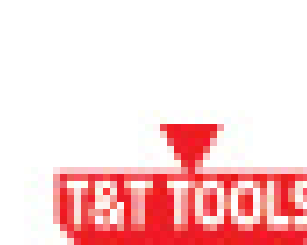
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## Are You Participating?

The recession affects everyone, but you don't have to be part of the doom and gloom. A positive attitude and positive action are more essential now than ever.

Ted J. Rulseh



**S**o, there's a recession on. Are you participating? Did you even know participation was voluntary?

No one is naive enough to think the economy isn't hurting. Your business might be, too, in very real terms, and maybe to some degree that's unavoidable. But there's one thing you can avoid, and that's the doom and gloom.

At least that's the message I got at the Pumper & Cleaner Expo in February when I spoke to James Taylor, a sales and service manager with Footage Tools of Toronto, Ontario, a maker of tools for horizontal directional drilling and other trenchless technologies. He said his company is "not participating."

I later spoke with his company's president, Dan Ferguson, who expounded on an approach he's trying to foster in his business – and that you might considering apply in your own.

### Rally around

"Attitude is huge," says Ferguson. "It's what gets you up in the

morning. I'm a firm believer that if you go to work with a positive attitude and conduct yourself that way, good things will come as a result.

"That's the philosophy we have adopted about how we run our business and how we treat customers and treat our co-workers. It's even more important when times are difficult that everyone rallies and does their best to keep a positive attitude.

"We have chosen to carry on business as we always have," Ferguson says. "Often, people spend

**"Attitude is huge. It's what gets you up in the morning. I'm a firm believer that if you go to work with a positive attitude and conduct yourself that way, good things will come as a result."**

Dan Ferguson

way too much time dwelling on the negative aspects of what is happening in the market and waiting for the next shoe to drop. We hold the opinion that there's a lot of opportunity out there, and it's everywhere, if you know where to look."

### Productive energy

Fine, some may say. But business is slow. Attitude won't wake up dormant customers. It won't make them spend money they don't have.

All right then. Go to work on improving your business from the inside. "We certainly are not blind to what's happening," says Ferguson. "This is a good time to look inward. We're doing everything we can to deploy best business practices and find cost reductions. That's an ongoing effort, but awareness of it is heightened now.

"In the current economy, your employees see what's going on around them," Ferguson says. "They're keenly aware that people in other companies are less fortunate." So get them engaged, he urges. Seeing how the market is behaving, they may come to work with a greater sense of urgency. With a little encouragement, you can turn that into enthusiasm that helps propel your business ahead.

Beyond that, if your customers are hesitant, reach out to them in new ways with promotions and with strategies that add value. And look for new customers, too, even outside your comfort zone. "You might find markets that you had considered fringe in the past, but now are worth a closer look," Ferguson says.

### Let it show

Finally, now is the time to direct positive energy outward. "Everybody is responsible for projecting a good image," Ferguson says. "Regardless of their role within the business, everybody is in sales. Anyone who has an opportunity to see a customer, whether on a visit to your facility or an encounter outside the company, that person is in the sales department.

"That approach brings enthusiasm. It's infectious, and if you carry that positive attitude with you, good things happen. People want to do business with people who are positive. If we can all learn to keep a positive attitude and look for the positives in doing business today, we will all be rewarded for it."

So, what's your choice? How about deciding now not to be part of the recession? Suppose you were to make yourself a sign that says: "Not Participating." Hang it up someplace where you'll see it every day. Then live as if you meant it.

There may be reasons for pessimism – but in the end, what good has that ever done anyone? Things will turn around. No one knows when, but they will. With the right outlook, you can start your own turnaround today. ■

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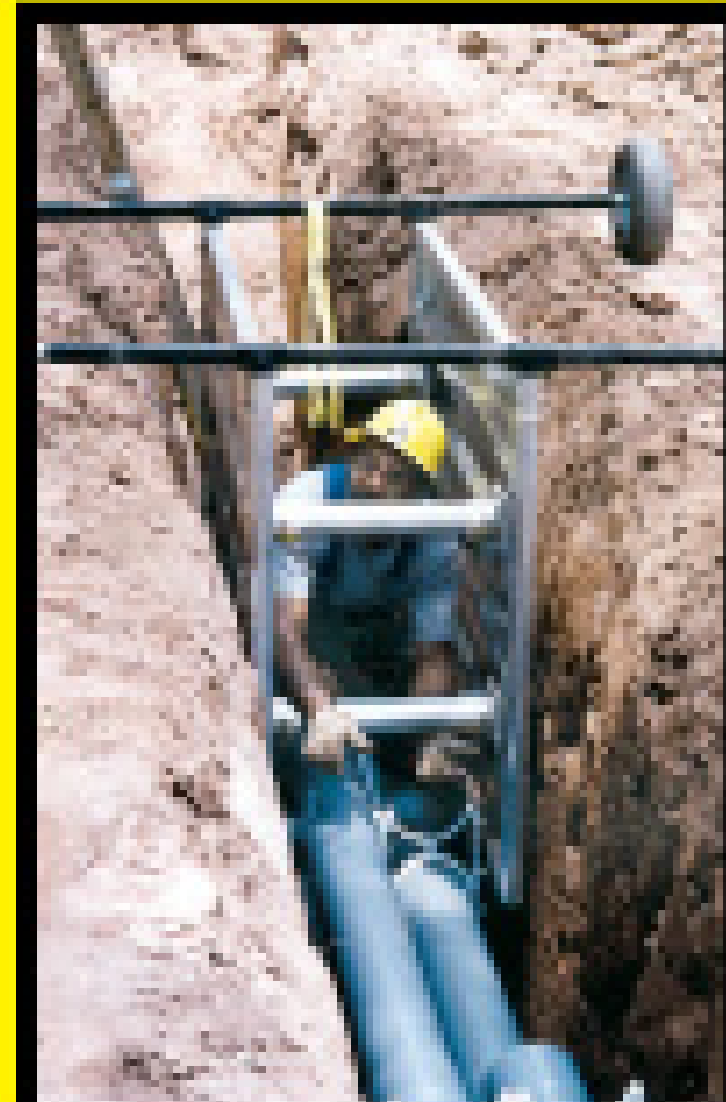


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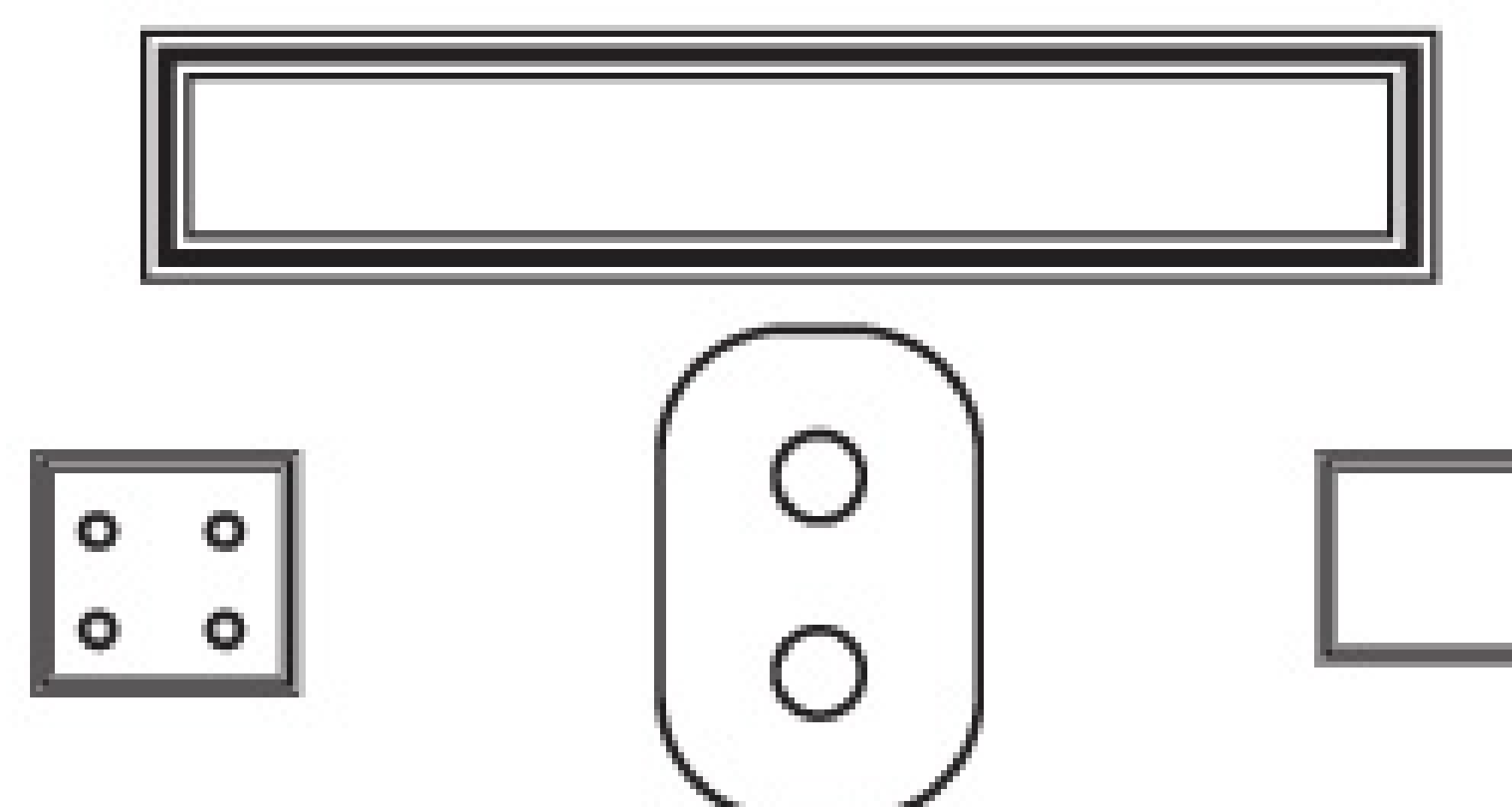
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# Slips, Trips and Falls

**These common events can cause severe injury.  
Their prevention should be a high priority.**

By Ted J. Rulseh

**“H**ow’s charm school, grace?”  
“Have a nice trip?”

If you’ve ever been on a work site, you’ve heard these (less than original) comments when someone happens to slip or stumble. But in reality, slips and trips in the workplace are no laughing matter.

## Safety FIRST

Falls from scaffolds get lots of attention. So do falls from ladders or into manholes. And rightly so – the victims of these highly preventable accidents are likely to suffer serious injuries.

Yet garden-variety slips, trips and spills cause huge numbers of workplace injuries every year, many of them serious. It’s easy to forget about these incidents because they seem trivial – but they are not.

### Getting serious

In fact, they are serious enough that health and safety agencies in the United States and worldwide make them a priority. An analysis by the University of Florida found that in

one year, more than one million people suffered a slip, trip or falling injury, and that more than 17,000 Americans died as a result.

“Of the estimated 3.8 million disabling injuries each year in the work force, 15 percent are due to slips, trips or falls, which account for 12 to 15 percent of all Workers’ Compensation costs,” the report stated.

Those figures include falls from heights, but slips, trips and falls on the same level are also major sources of injury. It is easy to envision such

largely involves good housekeeping (not under a contractor’s control when visiting other properties) and proper footwear. Work shoes or boots with slip-resistant soles are a good remedy. If you don’t provide them as part of your people’s work uniforms, you may want to make them a requirement for people working in the field.

Around the shop or office, of course, you can prevent slips by keeping floors clean, using slip-resistant finishes in chronically wet or otherwise slippery areas, and

obstruct a person’s vision and make a slip or trip more likely.

### Stepping up safety

It doesn’t take any expensive equipment to prevent these accidents. All it takes is common sense backed by vigilance, training and enforceable policies. Company owners, managers and supervisors should commit themselves to making prevention of slips, trips and falls a priority.

Supervisors should check work sites for slipping or tripping hazards and see that they are clear before

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accidents as common hazards on cleaning contractors’ work sites.

Employees must enter homes and factories where housekeeping and maintenance practices may be questionable. Many workplaces are in streets subject to slippery snow and ice or on construction sites full of equipment, debris and obstacles.

### Slip-sliding

Slips happen mostly on oily, wet or frozen surfaces. Prevention

keeping driveways and sidewalks clear of snow and ice.

### Taking a trip

Accidents that involve tripping are a bit trickier. There are many tripping hazards: extension cords or cables, hoses, loose pieces of flooring, pieces of debris, rocks, protruding manhole risers, chunks of ice, curbs, even a loose bootlace.

The University of Florida report cites a type of accident related to tripping: the step-and-fall. In one such event, the front foot lands on a surface lower than expected, such as when stepping off a curb in the dark. The person normally falls forward. Another such fall happens when a person steps forward or down and the inside or outside of the foot lands on a higher object. The ankle turns, and the person falls forward and sideways.

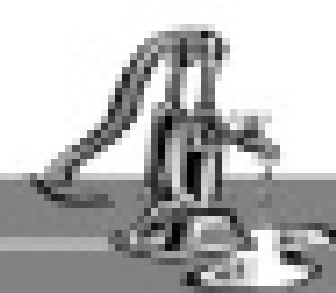
Of course, slips and trips can be more serious if an employee happens to be carrying a machine or an armload of materials at the time. Carrying an oversized object can

employees go to work. Employees themselves should be trained to look for these hazards when entering homes or businesses to perform services.

In addition, employees should be taught proper procedures for walking and carrying and for going up or down stairways and ladders. All workers should wear boots or shoes that suit their workplace: field, shop, plant or office.

Employees and supervisors also should be trained to report all slips, trips and falls, even those that don’t cause injury. That is the best way to bring to light hazards that otherwise might go unnoticed. Any hazards identified should be corrected immediately.

Slips, trips and falls are disruptive and painful. They may also be tragic for your employees and their families. Do what it takes to prevent them. ■



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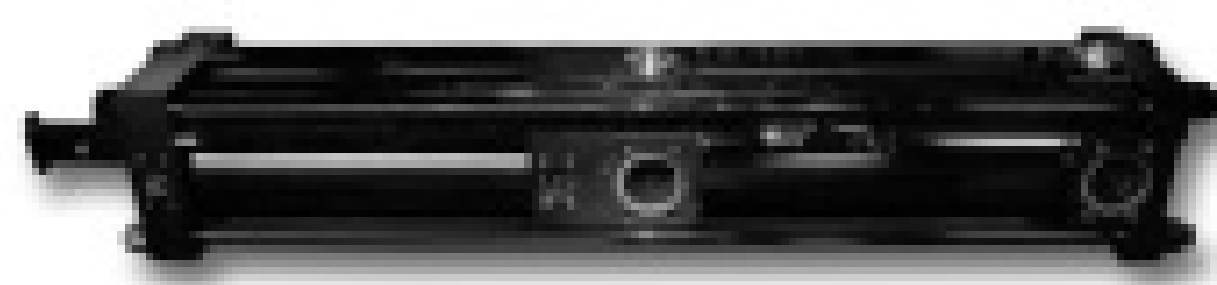
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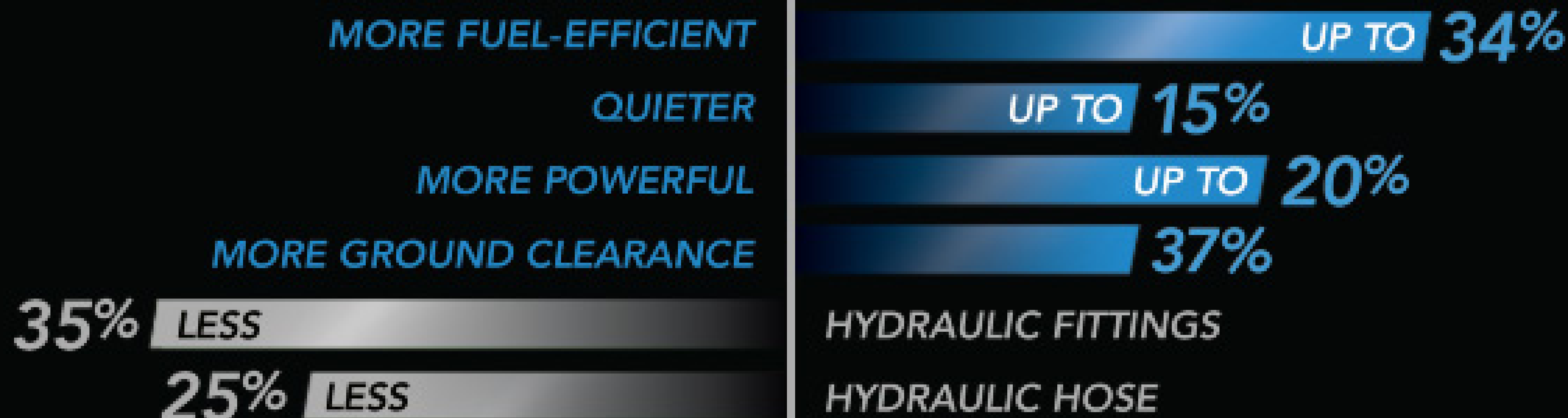


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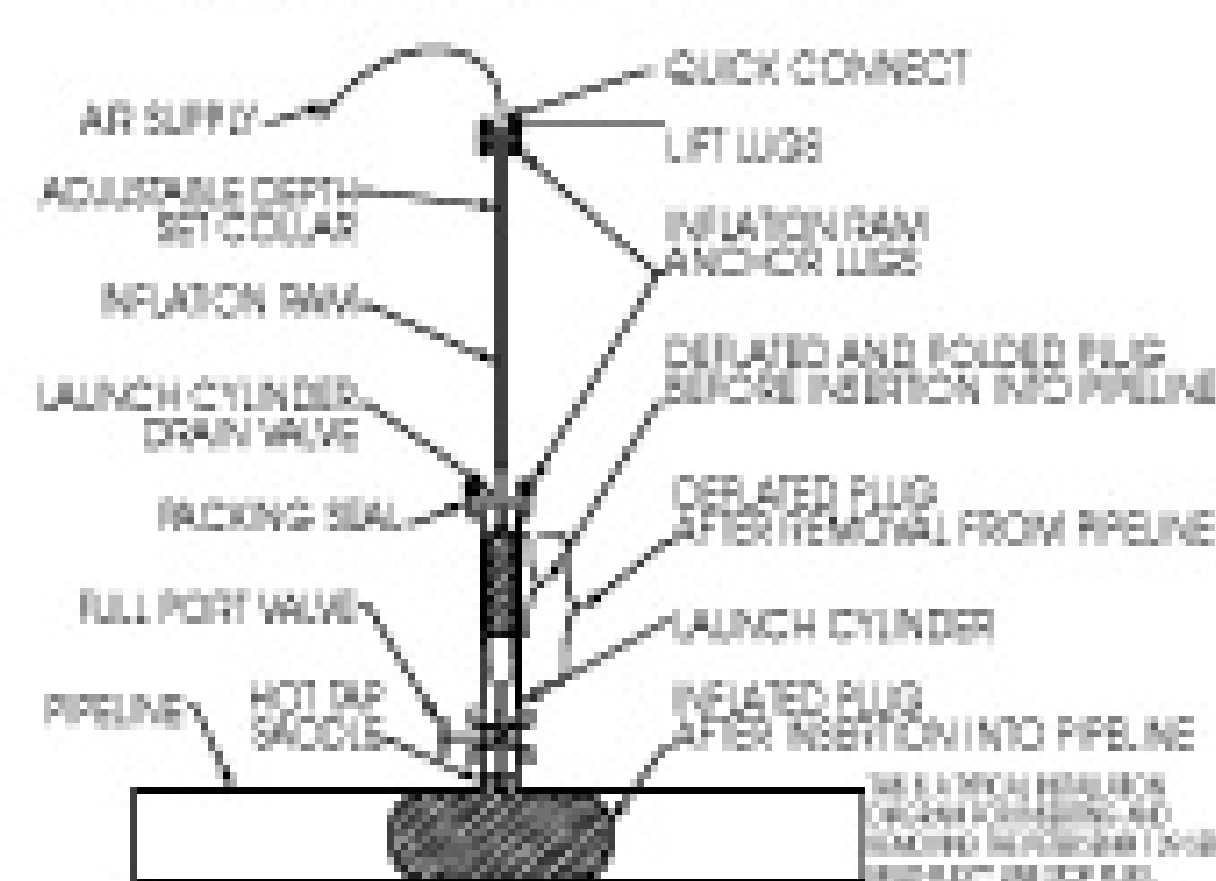
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Wayne's Drains technician Nuno Silva jets a catch basin with a customized jetter on a 2008 Ford 550 truck. The unit carries a 4000 psi/18 gpm pump from US Jetting and a 1,000-foot hose reel. (Photography by Rick Karwan)

# Big Momentum

**It took just eight years for Wayne's Drains to build up to 27 employees while serving residential and commercial accounts in the Greater Boston area**

By Marian Bond

**I**n a fast-paced eight years, Wayne and Dot Barne watched their startup drain-cleaning business, Wayne's Drains, grow from a first-year gross of \$150,000 to \$3 million today. They're still shaking their heads and working hard to keep the momentum going.

They started the business in their basement and they now have 27 employees and an impressive list of the latest in equipment. A year ago, they bought a 30,000-square-foot facility that includes 10 bays on a 1-acre site in Burlington, Mass., nine miles from Boston.

Their services run the gamut, and their clients are about evenly split between residential and commercial, some 80 percent of that in sewer and drain cleaning (the balance is septic system maintenance). The Barmes credit their success to solving problems and satisfying customers. They have built the business on top-notch equipment with a special emphasis on maintenance, and on extensive training of their service technicians.

## Health initiative

Wayne Barne had worked in drain cleaning and video inspection for 13 years for another company. After he had a heart attack at age 35, he and Dot began to question whether they would be better off

"We started with a trailer jetter from US Jetting, and the cheapest camera I could get at the time, with a battery-operated monitor," Barne says. "I had a brand new 2000 Ford E-250 van, and I started doing residential and commercial work. To help pay the bills, I sometimes drove a vacuum truck for another company."

In the beginning Dot continued to dispatch for her former employer. By the time October 2000 came

"I had a non-compete agreement, and I stuck to it," Wayne Barne says. "Business grew fast, and it was overwhelming. I had to buy more and better equipment, update the equipment, and hire people." Within a year and a half he had grown the fleet to three trucks and had moved to a commercial site.

## Learning curve

Barne and his wife had never run a company. "I had always been out on the road," he says. "I had to take a step back. Running a company is like anything else. It was a learning experience." He had the technical expertise. He had supervised others, and Dot had been a dispatcher. But they were suddenly faced with hiring, billing, scheduling, collecting money, buying equipment, and myriad other tasks.

Initially, they bought QuickBooks accounting software. It served them for about three years, after

---

**"Business grew fast, and it was overwhelming. I had to buy more and better equipment, update the equipment, and hire people."**

---

**Wayne Barne**

working for themselves. At first, their goal was to make enough money to pay for their equipment and pay the bills. Then came a five-year plan, which they far exceeded.

around, and the phone directory advertising was out, things took off. Wayne's reputation in the industry generated many telephone calls and significant business.



## PROFILE

### WAYNE'S DRAINS, BOSTON, MASS.

OWNERS:	Wayne and Dot Barme
FOUNDED:	2000
ANNUAL REVENUE:	\$3 million
SPECIALTIES:	Drain and catch basin cleaning, video inspection
EMPLOYEES:	27
SERVICE FLEET:	13 service vans
WEB SITE:	<a href="http://www.waynesdrains.com">www.waynesdrains.com</a>



which they bought the Wintac program for service businesses. It still fills their needs, and they have expanded it to include a preventive maintenance module. "The program wasn't cheap, but they have been a good company to work with," Wayne Barme says. "It was worth the cost."

Four Wayne's Drains employees work with Dot in the office, which has eight telephone lines. They all share the duties of picking up ringing phones, dispatching, scheduling, and handling payables and receivables. Dot has such high regard for the employees that she calls them co-workers instead of employees.

Communication with the crew is handled with Nextel Direct Connect via radio and cell phone, and a program by FleetMatics that includes GPS in each vehicle. "I have 37 vehicles altogether, and this allows me to keep track of them at the office and even at home on my laptop," Wayne Barme says. Even at night, if a driver is having a problem finding a location or street, we can find where they are and help direct them to the job.

"We can keep track so we don't have people crisscrossing an area during the day. If a driver is speeding, it will alert us through an e-mail

that the vehicle is going over the speed limit we have set, which is 75 miles per hour."

A big help in promoting the business is the company Web site ([www.waynesdrains.com](http://www.waynesdrains.com)), launched in 2005. "We upgrade it about every six months, noting the technicians and any new equipment we've

**"When you spend the money to buy better equipment, it lasts longer. You get what you pay for. With cheap equipment, you have less life and more breakdowns. The good equipment I started out with nine years ago is still being used on some of our trucks. I don't buy anything that does not make me money."**

**Wayne Barme**

added," Barme says. "We like to keep it fresh. These days people use the Internet to find you. Nobody uses the phone book. It's either word of mouth or the Internet." Barme has switched ads out of the big Yellow Pages directories in favor of local directories, local newspapers, and local inserts.

#### Training the team

Barme learned early on that the only way to get good quality help was to employ people who had never done the work before and train them



A key item in the Wayne's Drains fleet is this truck jetter, built in-house. It carries a 600-gallon water tank along with ladders and a variety of accessories.

to his own methods. "Finding good people has been a challenge right up to today," he says. Employees tend to stay with him, but those he hired who had worked in the business with other companies did not always pan out. Some former co-workers joined his team and remain loyal employees.

Trainees learn all aspects of the work: snaking a drain, video inspection, waterjetting.

The ride-along phase lasts two to three months, depending on the person's ability. Prospective technicians work on a six-month probation period. During training, the experienced technician monitors the trainee and reports on the person's performance. Barme evaluates the reports daily.

While all technicians gain experience with all the equipment, some move on to specialize in tasks such as waterjetting. "One of the things I stress is that everybody who works here can run every piece of equipment that we have," Barme says.

#### Get the best

Barme had experience with many vendors during his years in the industry, and they helped from the beginning with Wayne's Drains. "You need good equipment, otherwise the jobs become more difficult," Barme says. "When you spend the money to buy better equipment, it lasts longer. You get what you pay for. With cheap equipment, you have less life and more breakdowns. The good equipment I started out with nine years ago is still being used on some of our trucks. I don't buy anything that does not make me money."

## BUILDING THE OPERATION

The fast growth of Wayne's Drains is hard for owner Wayne Barme to explain. "I had no idea we would see this kind of business and be where we're at today," he says. "But I do have a vision as to where the work is and how we can meet the challenges we are sure to experience.

"It's not always just one big job in particular, but I know what's out there for work," Barme says. "I know what I need to buy to get that kind of work. I know when I need equipment and personnel to grow the company."

Barme added septic pumping business because of demand. Then in 2005 he

purchased Middlesex Sewer, a septic pumping company with some waterjetting and video services. The equipment included a 5,000-gallon vacuum truck and one trailer jetter from US Jetting.

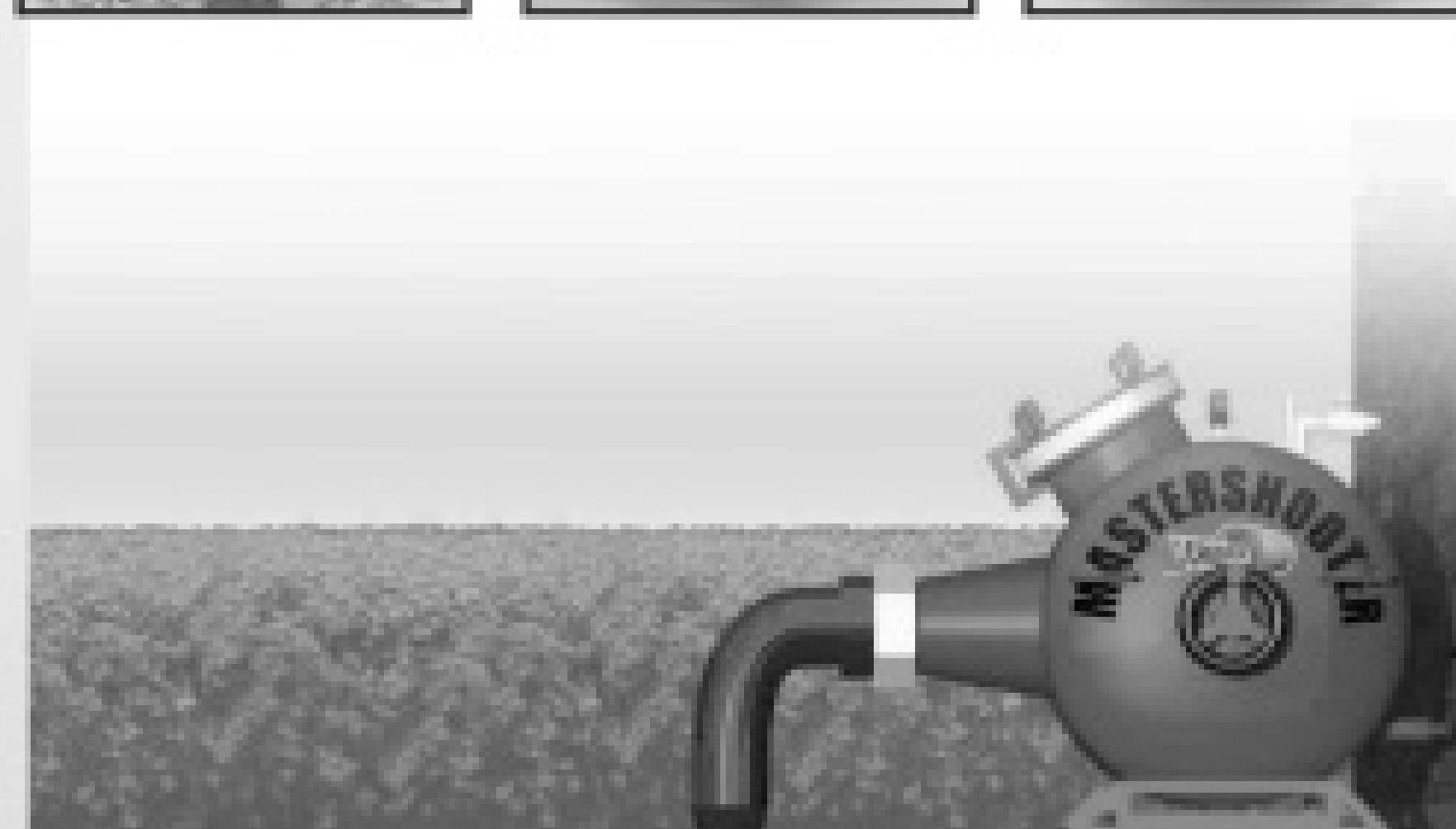
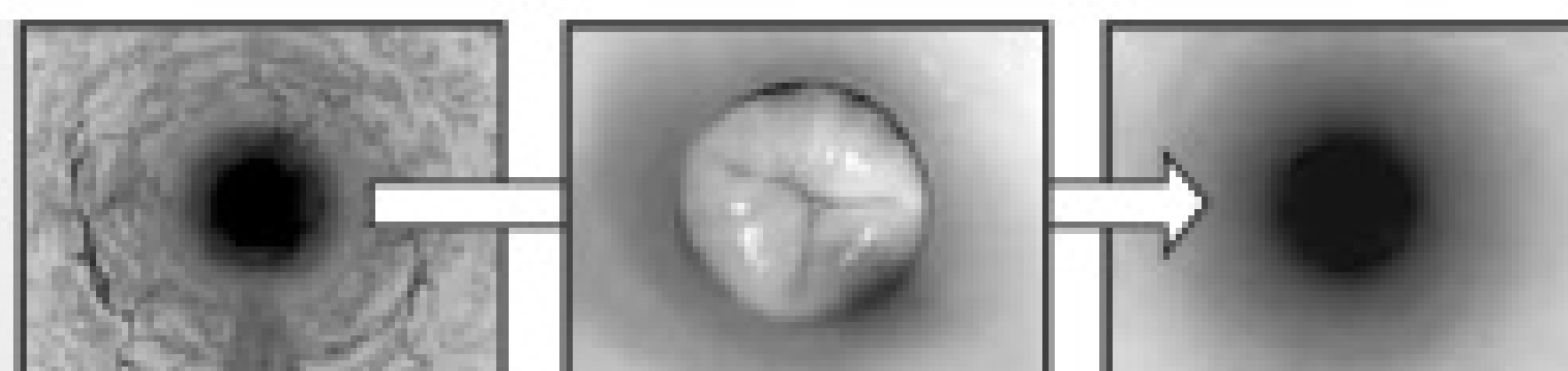
In eight years, the firm has grown to serve commercial operations such as hospitals, restaurant chains and hotels. The company culture is based on treating people right and being fair and honest. "Customers know they can call me any time, any day, and I will respond," Barme says.

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Wayne's Drains owners Wayne Barme and wife Dot are shown with one of the company's 37 vehicles. They started the company just eight years ago from the basement of their home.



**"These days people use the Internet to find you.  
Nobody uses the phone book.  
It's either word of mouth or the Internet."**

**Wayne Barme**

Barme makes good use of his facility for repairs and for building much of his own equipment. The company's service trucks include seven Ford E-350 vans, and six Chevrolet 3500 vans. Barme prefers heavy-duty rather than light-duty trucks. Besides the service vehicles, the equipment inventory includes:

- A 2009 Vactor 2112HD with 12-cubic-yard high dump body, positive-displacement blower built by C.N. Wood Co., and pump delivering 65 gpm/2,500 psi.
- A 600-gallon-capacity truck-mounted jetter with US Jetting pump delivering 18 gpm/4000 psi (built in-house).
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- Two US Jetting trailer units with 300-gallon tanks (18 gpm/4,000 psi).
- Four vacuum trucks built by Presvac.
- Twelve RIDGID push cameras, including four handheld

SeeSnake micro inspection units.

- NaviTrack and Scout locators from RIDGID.

Maintenance is of major importance to Barme. "Having a good maintenance program is my forte," he says. "When it comes to equipment, I stick with what works. My equipment is top-notch. I get a lot of compliments on that." Quality equipment is part of the recipe for keeping the company on its solid growth track. ■

## MORE INFO:

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		MAN./DIST. OF PORTABLE JETTERS	MAN./DIST. OF CABLE MACHINES	DRUM/REEL CAPACITY RANGE	PIPE DIAMETER RANGE	PRESSURE RANGE	VOLUME RANGE
See ads pgs 37, 67	<b>Allan J. Coleman Co.</b> 773-728-2400 Fax 773-728-2499 shane@allanjcoleman.com www.allanjcoleman.com	Yes	Yes	100 to 500 feet	1 1/4 inches	1350 to 4000 PSI	1.5 to 40 GPM
See ad page 74	<b>Amazing Machinery</b> 800-504-7435 Fax 800-504-7436 sales@amazingmachinery.com www.amazingmachinery.com	Yes	Yes	25 to 300 feet	2 to 12 inches	1200 to 4000 PSI	2 to 22 GPM
See ad page 75	<b>American Jetter</b> 865-524-4647 Fax: 865-673-8571 andy@americanjetter.com www.americanjetter.com	Yes		75 to 500 feet	2 to 12 inches	2000 to 7250 PSI	4 to 12.5 GPM
See ad page 65	<b>Aqua Blast Corp.</b> 800-246-7146 Fax 260-728-4517 davidt@aquablast.com www.aquablast.com	Yes		100 to 1000 feet	2 to 24 inches	500 to 10000 PSI	2 to 650 GPM
 See ad page 33	<b>Cam Spray</b> 800-648-5011 Fax 641-648-5013 sales@camspray.com www.camspray.com	Yes			2 to 8 inches	1000 to 5000 PSI	2 to 11 GPM
See ad page 58	<b>Central Oklahoma Winnelson</b> 405-947-8761 Fax 405-947-1934 kjones@winnelson.com www.centralwinnelson.com	Yes	Yes	25 to 300 feet	1 1/4 to 8 inches	1350 to 3000 PSI	1.4 to 4 GPM
See ad page 65	<b>Chempure Products Corp.</b> 800-288-7873 Fax 330-874-4448 lloyd@chempure.com www.chempure.com	Yes		100 to 400 feet	2 to 12 inches		
 See ad page 62	<b>Duracable Manufacturing Company</b> 800-247-4081 Fax 515-223-6109 sales@duracable.com www.duracable.com	Yes	Yes	37 to 150 feet	1 to 10 inches	1750 to 3000 PSI	1.4 to 8 GPM
See ad page 83	<b>Electric Eel Manufacturing</b> 800-833-1212 Fax 937-323-3767 info@electriceel.com www.electriceel.com	Yes	Yes	50 to 300 feet	1 to 10 inches	1000 to 4000 PSI	2 to 5 GPM
 See ad page 2	<b>General Pipe Cleaners</b> 412-771-6300 Fax 412-771-2771 info@drainbrain.com www.drainbrain.com	Yes	Yes	25 to 150 feet	1 1/4 to 10 inches	1500 to 3000 PSI	1.7 to 12 GPM
See ads page 21	<b>Gorlitz Sewer &amp; Drain, Inc.</b> 562-944-3060 Fax 562-944-7630 sales@gorlitz.com www.gorlitz.com	Yes	Yes	35 to 300 feet	1 1/2 to 8 inches	1500 to 3000 PSI	2.2 to 5.5 GPM
See ads pgs 43, 69	<b>Hi-Vac Corp./O'Brien Manufacturing</b> 800-638-1901 Fax 740-374-5447 sales@obrienmfg.com www.obrienmfg.com	Yes		100 to 300 feet	1 to 6 inches	1500 to 3000 PSI	1.7 to 4.8 GPM
 See ad page 18	<b>JETTERS NorthWest</b> 800-863-7867 info@jettersonnorthwest.com www.jettersonnorthwest.com	Yes		50 to 1000 feet	1 to 60 inches	1000 to 7000 PSI	1.5 to 65 GPM



		MAN./DIST. OF PORTABLE JETTERS	MAN./DIST. OF CABLE MACHINES	DRUM/REEL CAPACITY RANGE	PIPE DIAMETER RANGE	PRESSURE RANGE	VOLUME RANGE
See ad page 62	<b>Ken-Way Corp.</b> 800-533-0551 Fax 608-269-8129 info@ken-way.com www.ken-way.com	Yes	Yes	25 to 150 feet	1 1/4 to 8 inches	1200 to 3000 PSI	2 to 5 GPM
See ad page 75	<b>M Tech Company</b> 800-362-0240 Fax 440-646-9953 sales@mtechcompany.com www.mtechcompany.com	Yes	Yes	25 to 175 feet	3/8 to 1 1/4 inches	1200 to 4000 PSI	4 to 12 GPM
 See ad page 47	<b>MyTana Mfg. Company, Inc.</b> 800-328-8170 Fax 651-222-1738 mytana@mytana.com www.mytana.com	Yes	Yes	15 to 125 feet	1 1/2 to 8 inches	1500 to 3000 PSI	2 to 8 GPM
See ad page 56	<b>Pat's Pump &amp; Blower</b> 800-359-7867 Fax: 407-648-2096 patspump@aol.com www.patspump.com	Yes		100 to 1000 feet	1 to 24 inches	1500 to 4000 PSI	1.7 to 40 GPM
See ad page 53	<b>RIDGID</b> 440-323-5581 Fax 440-329-4551 info@ridgid.com www.ridgid.com	Yes	Yes	25 to 300 feet	3/4 to 10 inches	1350 to 3000 PSI	1.4 to 4 GPM
 See ad page 38	<b>Sewer Equipment and Supplies</b> 202-330-8395 Fax: 301-579-9636 arthurbentley2@msn.com www.sewerequipmentandsupplies.com	Yes		150 to 450 feet	1 1/2 to 6 inches	1500-5800 PSI	1.5 to 10 GPM
See ad page 52	<b>Sewer Equipment Co. of America/Mongoose Jetters</b> 800-323-1604 Fax 847-729-3547 sales@sewerequipment.com www.sewerequipment.com		Yes	250 to 350 feet	2 to 12 inches		
See ad page 38	<b>Shamrock Pipe Tools, Inc.</b> 800-633-7696 Fax 800-777-0660 sweatherspoon@shamrocktools.com www.shamrocktools.com	Yes			1 to 6 inches	0 to 3000 PSI	0 to 5 GPM
See ad page 84	<b>Spartan Tool LLC</b> 800-435-3866 Fax 888-876-2311 customerservice@spartantool.com www.spartantool.com	Yes	Yes	15 to 150 feet	1 to 8 inches	1000 to 3000 PSI	2.2 to 4 GPM
See ads pgs 12, 45	<b>The Cable Center</b> 800-257-7209 Fax 314-432-8024	Yes	Yes	35 to 400 feet	1 1/4 to 10 inches	1500 to 3000 PSI	1.7 to 12 GPM
See ad page 56	<b>Triple R Specialty</b> 800-356-9661 Fax 904-786-0911 sales@triplerspecialty.com www.triplerspecialty.com	Yes		50 to 300 feet	1 1/2 to 12 inches	1200 to 4000 PSI	2.2 to 8 GPM
 See ad page 59	<b>Water Cannon</b> 800-333-9274 (WASH) Fax 888-928-9274 charlie@watercannon.com www.jettersonline.com	Yes		100 to 700 feet	1 to 12 inches	1200 to 7000 PSI	2 to 20 GPM

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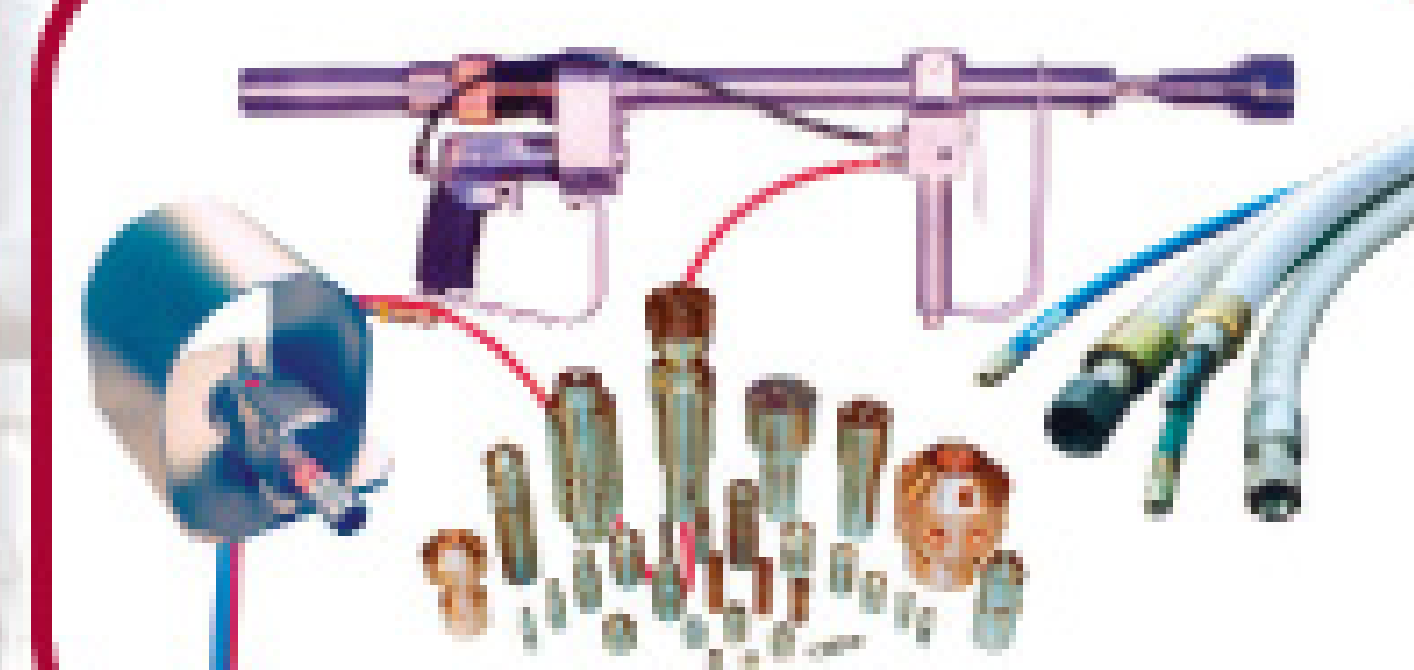
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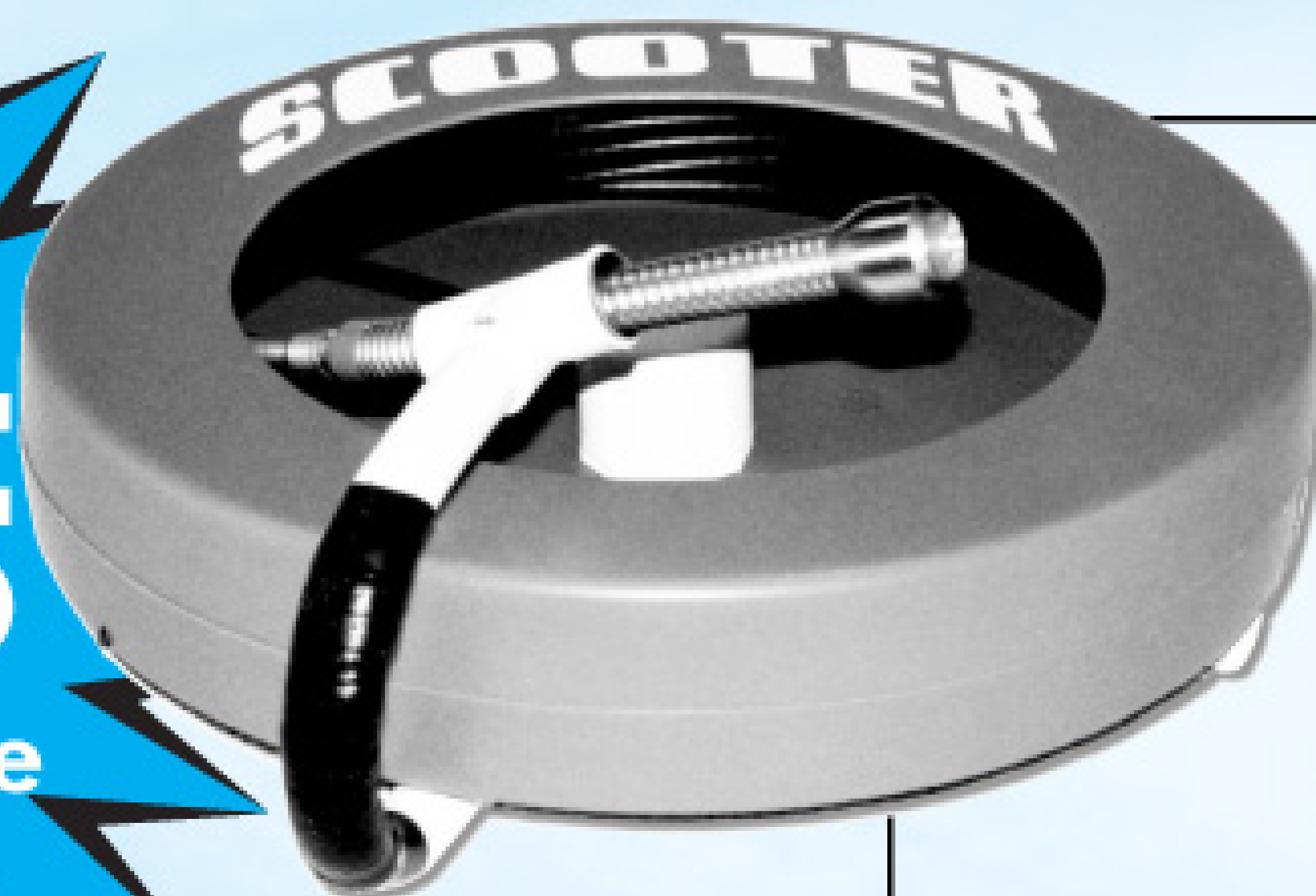
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## Tech Perspective

# Getting the Picture

**Inspection jobs and push cameras are not all created equal. Here are eight essential points to consider when choosing a camera system.**

By Marty Silverman

**R**emember when small camera systems were a novelty, and only the biggest contractors in town had them? No more. Just check the phone book. Nearly every drain-cleaning specialist advertises a camera system. And more and more plumbing contractors have video inspection capabilities, too.

As with computers and other consumer electronics, technical progress has enhanced the value, reliability and performance of video inspection systems. Steady advances have only made equipment cheaper, better and more convenient. Here's what to look for when deciding whether a video system is right for you.

**1. What kinds of lines are you inspecting?** To determine what size camera system is right for you, ask: What kind of jobs will I be using the camera for? Are you inspecting sewer mains in the street? Or are you looking at the drain line leading from the house to the street or septic tank?

Can you go in from a floor drain or cleanout? Or do you have to go up on the roof and go through a vent to gain access to the main line? Will you be using the camera to inspect smaller sink lines, laundry drains and other smaller vents and laterals? And how far down the line do you need to look? Three feet? Twenty-five feet? One hundred feet? Four hundred feet or more?

**2. What type of pushrod do you need?** Knowing the applications will help you pick the right camera system. If you are inspecting larger-

diameter lines, then you'll need a larger, stiffer pushrod so that the rod won't buckle or kink when you are pushing it, especially over longer distances.

Most full-size push camera systems are rated for 3- to 10-inch lines, but they perform best in the 4- to 8-inch range. If you are inspecting smaller-diameter lines, then you need a smaller, more flexible rod. Keep in mind that a more flexible rod cannot be pushed as far, so only choose a small rod to inspect short runs.

**3. What skids are available?** If you are using your system for larger lines and longer runs, look into a skid package. Skids will help lift the camera off the bottom of the pipe, allowing it to glide down the line more freely. Check to see what skids are available with the camera system you are looking at. Smaller skids can also assist smaller cameras, as they center the camera in the line and help the camera glide around tight bends and avoid hanging up on rough sections of pipe.

**4. What camera head do I need?** Not surprisingly, pipe cameras – like digital cameras and laptop computers – have become physically smaller. Maneuverable models less than 1.5 inches in diameter now let professionals troubleshoot very narrow conduits, augmenting their value and versatility.

The latest LED lighting technologies also ensure clear images in the darkest areas, providing greater accuracy in diagnosing and correcting problems. Years ago, black-and-

white cameras were the industry standard because they offered a clearer, crisper picture than color cameras. Today, color cameras have improved to the point where color is now the preferred choice. Just as many homeowners prefer to watch color movies, they prefer to watch color video. In part that's because it looks more modern and professional.

When considering a color camera, take a look at self-leveling models. While you as a professional can understand what you are looking at, even if the camera has flipped upside down in the line and the water appears at the top of the pipe, most homeowners cannot do this. A self-leveling camera makes it a lot easier for your customers to follow the video and your explanation of the work that needs to be done.

**5. What kind of monitor do you need?** A quick pass through any TV store confirms the virtual disappearance of television sets with cathode ray tubes (CRTs), or "picture tubes," the last vestiges of vacuum-tube technologies. The same applies to video inspection systems.

When initially introduced, most camera systems had CRT



Camera systems that use flash drives, memory sticks or secure digital (SD) cards to record video may require more computer expertise, but are less fragile and bulky than systems equipped with computer hard drives. (Photos courtesy of General Pipe Cleaners)



One of the key considerations when selecting a camera system is the size of the pipe to be inspected. A mini camera may be a great help for smaller pipe and may also have an attractive price as an entry-level inspection tool.





Depending on the type of work being done and the needs of customers, one option is a system with a large screen, full keyboard, large hard drive and DVD recorder.

monitors, some quite bulky. While companies eventually offered more compact designs, these still retained CRT equipment, requiring extra case padding and cooling fans. Owing to lower prices, CRT monitors still come with some packages, but lightweight LCDs on recent video inspection systems provide greater resolution, clarity and reliability. And they continue to fall in price. Look for them to displace CRTs.

**6. Do you need to record the video?** Unless customers are present on the jobsite when you do your inspection and spot hidden problems, inspection systems require some kind of recording mechanism. For years, VHS tape remained the only option for archiving jobs.

But no longer. More than half of U.S. households now have DVD players and, like most consumers, manufacturers of video pipe inspection systems have switched to DVD recording technology. Unlike VHS technology, DVD recorders provide crisp pictures with a jitter-free freeze-frame, permitting more precise problem analysis. Disks themselves last longer, too.

Still, recording on VHS decks was easier. Just insert any blank tape and press the record button. DVD recorders are trickier. You can't view a disk on another DVD player without first finalizing the recording. This requires extra steps and time at the jobsite before the customer can watch

customers. But hard drives can be fragile and somewhat bulky. They don't like bouncing around in trucks, and can require special casings.

**Digital technologies.** Flash drives, memory sticks and SD (secure digital) cards can provide the answer to the concerns posed by hard drives. Like your digital camera, they resist damage from vibration. They also weigh much less. Depending on LCD monitor size, the camera control unit can weigh as little as 10 pounds. External card readers weigh just ounces and might even be compatible with your existing camera system.

But unlike VHS or DVD systems – where you could easily make a recording and hand it to your customer on the spot – card systems require computer knowledge. After making your recording, you must copy the recording to a computer hard drive. You can then print a still photo, e-mail a photo to the customer, or copy the video to DVD for the customer.

**7. Now that you see the problem, how do you find it?** Pushing the camera into the line to spot and troubleshoot problems is only the first step. Locating the trouble spot is when you earn your pay. Fortunately, digital locators make this task much easier than in the old days. When shopping for a camera system, be sure to get a digital locator that easily and accurately locates the camera with precise, instant, depth-finding capa-

bility. One note of caution: Not all camera systems come with a built-in transmitter required for camera location. Be sure to check that the transmitter is included. Ask the manufacturer for an instructional video or to arrange a demonstration.

**Computer hard drives.** In addition to DVD recorders, many newer systems include hard drives. For instance, 160 GB of memory can record nearly 300 hours of work, letting you archive jobs after providing DVDs to

customers. But hard drives can be fragile and somewhat bulky. They don't like bouncing around in trucks, and can require special casings.

**8. What extra features do you need?** The best systems offer extras that enhance productivity and customer service. Look for features like:

- On-screen distance counter
- AC/DC power options
- Date and time stamp
- Voiceover unit
- Full keyboard titler

You'll notice that price was not one of the eight essential things to consider when choosing a push camera. There are many camera systems

to choose from. Ask a lot of questions of the manufacturers. The right system for you will be the one that offers you the most versatility, productivity and – most importantly – return-on-investment. ■

*Marty Silverman is vice president of marketing with General Pipe Cleaners, a manufacturer of drain- and pipe-cleaning and inspection equipment based in McKees Rock, Pa. He can be reached at [mjs@generalpipecleaners.com](mailto:mjs@generalpipecleaners.com).*

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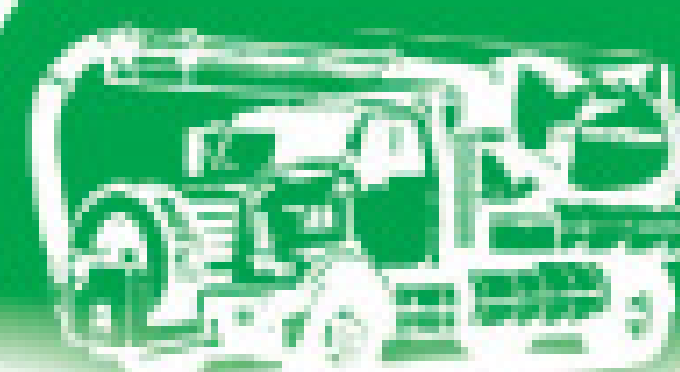
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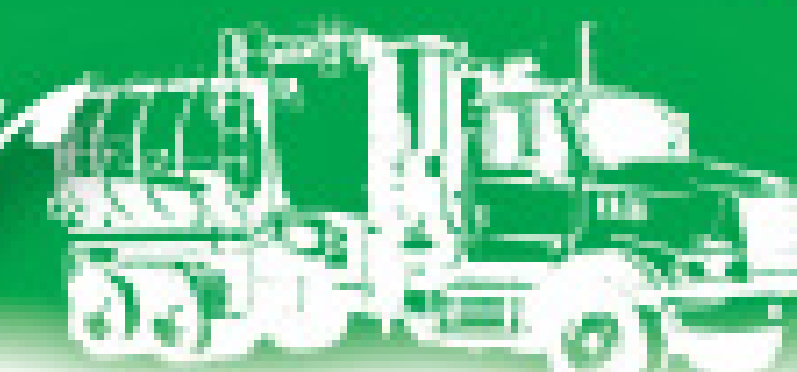
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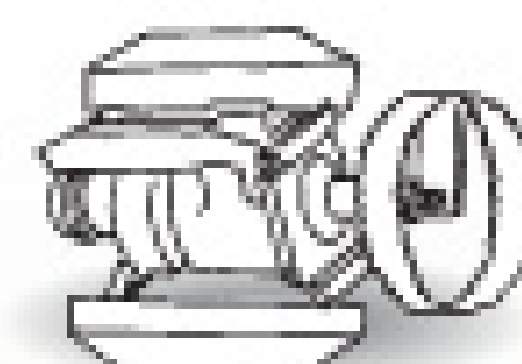
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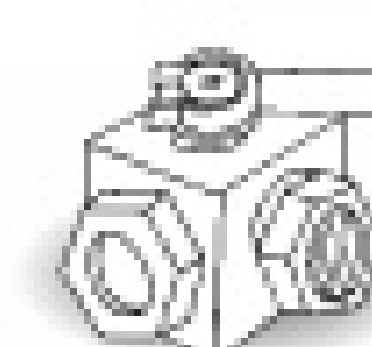
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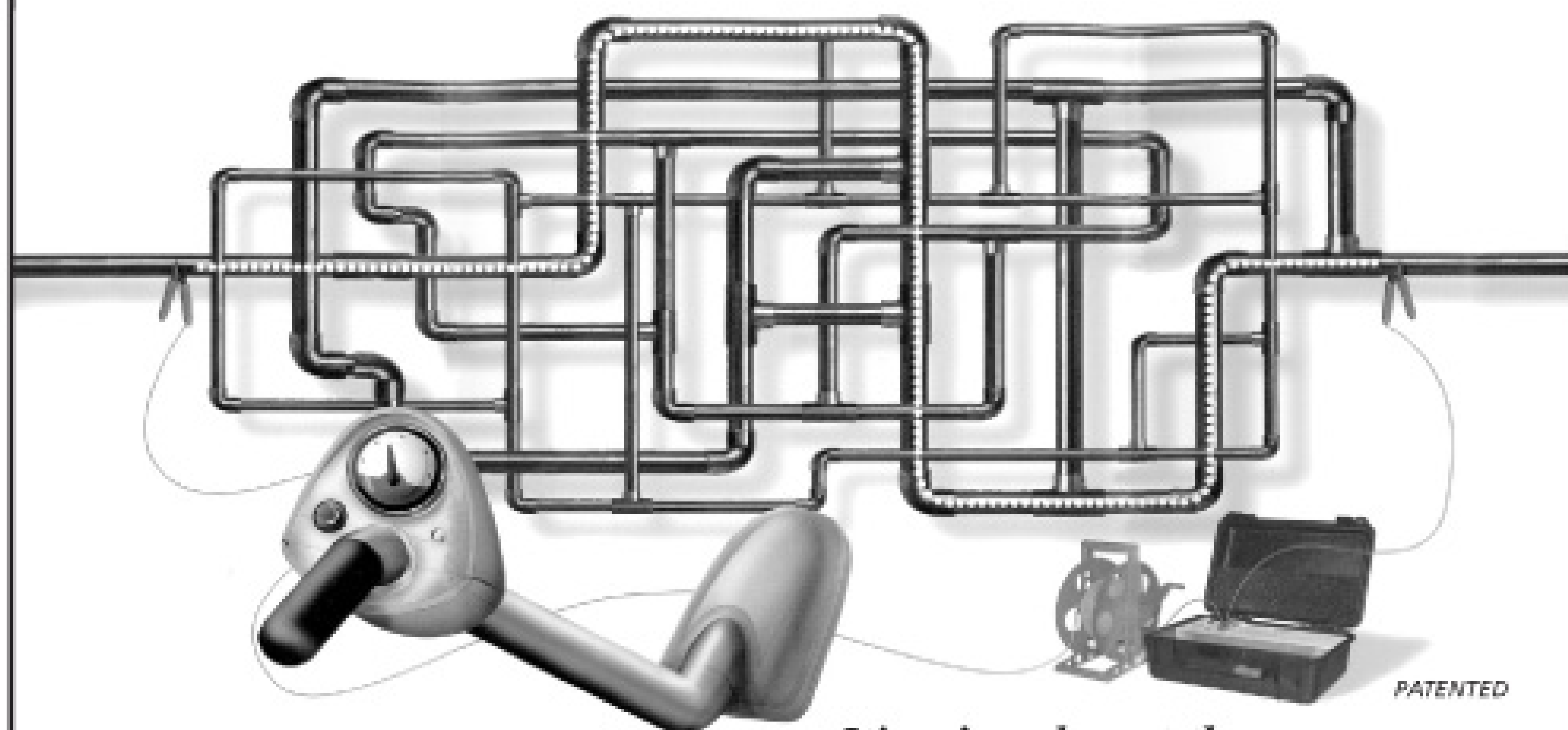
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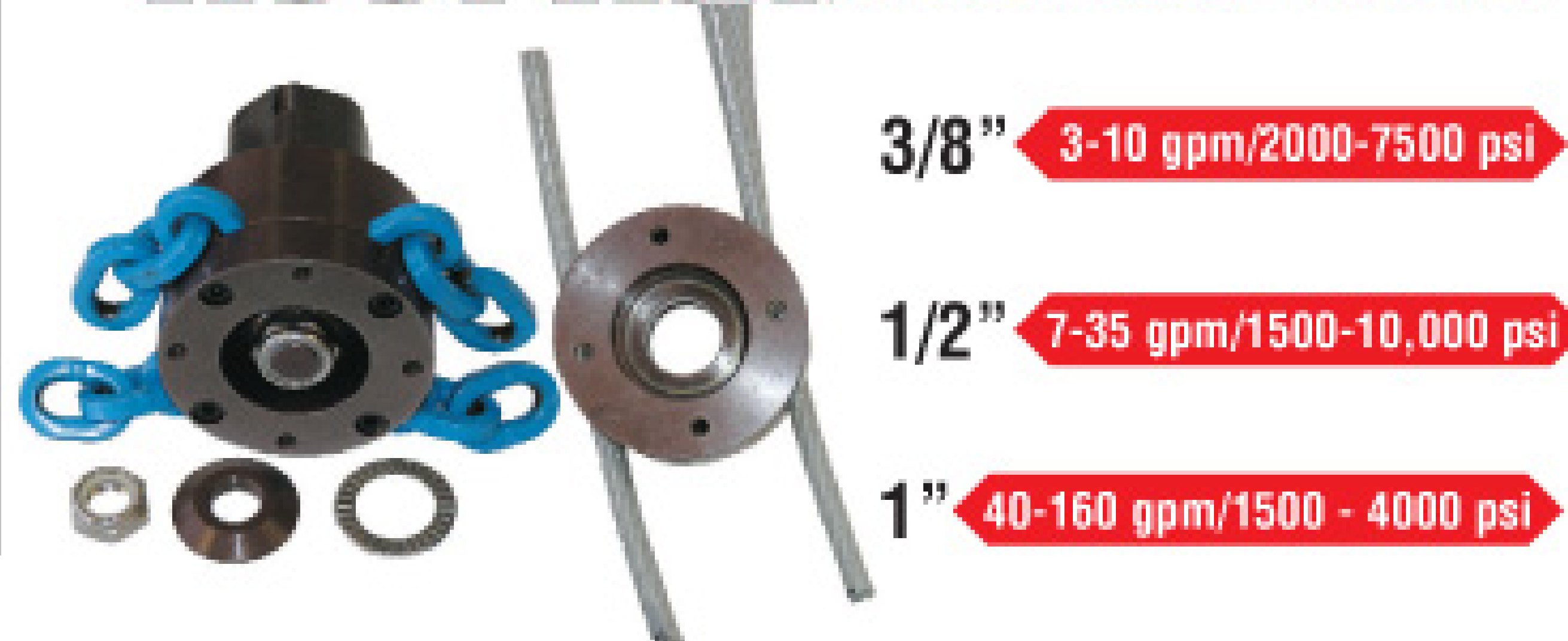


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# Pipe Dreams

**Mike Williams of Just Drains LLC in Philadelphia, Pa., supports big plans with solid business practices and constant, aggressive promotion**

By Mary Shafer

Just Drains technician Wesley Williams uses a handheld sectional drain machine. The company's drain-cleaning equipment includes a Sewermatic 100, Sewer Rooter T-3, Mini-Rooter XP, Mini-Rooter, and Power-VEE from General Pipe Cleaners, as well as drain cleaners from Spartan Tool LLC: two model 1065s, two model 300s, and two model 100s. (Photography by Kenneth Smith)

Thirty-two-year-old Mike Williams has big dreams. Not satisfied with being a successful entrepreneur, he's aiming to build an empire of Just Drains LLC franchises. These aren't just dreams: Williams is leveraging a quarter-century of experience at the knee of family members to bring his plans to fruition.

A solid business structure, strong service philosophy, and a promotional program in overdrive all provide a sturdy foundation for Williams' vision. Though he credits advancing technology for much of his success so far, it's the dogged application of traditional business-building techniques that has proven most effective.

A demanding, self-imposed standard of service call responsiveness and relentless pursuit of "face time" with potential customers are the springboards from which he intends to launch his empire.

## Family foundation

At six years of age, Williams started working with his grandfather, Arthur Williams, one of Philadelphia's first African-American master plumbers. "I would ride along and help him clean fittings or fetch parts," he says. "He taught me what everything was – fittings, the names of things – so later on I would be able to get things from the truck because I knew what they were. It was all about showing me the process."

Williams watched his mentor carefully, and his grandfather finally let him take a try with a pipe wrench. "I was hooked," says Williams. "I also ended up learning important things, like putting something under my knees so I wouldn't get arthritis. My last memory of working with my grandfather was him sitting next to me on a stool because he couldn't kneel down anymore. I had become my grandfather's hands, because he'd given me all that knowledge."

Williams feels lucky to have received so much one-on-one training.

His education continued at technical school. "My grandfather used to pick me up in his van, wearing his railroad hat and bib overalls," Williams says. "He was plumbing. He would do a job, and if he knew you couldn't pay for it, he'd just say to pay him when you could. He would not leave your house with you still having a problem. It wasn't about the money,

**"I've had a lot of mentors, all my family. I'm blessed to have them in my life, because I know they've always had my best interests at heart."**

**Mike Williams**

it was about loving what he did. And that rubbed off on me."

His uncle, Les Woods, is a master electrician who was head electrical inspector for the City of Philadelphia for 30 years. Woods taught Williams how to work on his equipment wiring, wire heaters, and install switches. His other uncle, Alexander Hickman, is a master drain cleaner.

After Williams' grandfather passed in 1986, he started working with Woods. "I've had a lot of mentors, all my family," Williams says. "I'm blessed to have them in my life, because I know they've always had my best interests at heart."

## Making the leap

Having his own company was always a dream. "My uncle would tell me it was just a matter of time

## P R O F I L E

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OWNER: Mike Williams  
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Just Drains founder Mike Williams uses a Model 300 drain cleaner from Spartan Tool LLC on a residential job.

until I went out on my own," he says. He decided to specialize in drain cleaning.

"What I learned over the years was the urgency of drain cleaning," he says. "You can't live without it. Once you get the drain open, a lot of times, that's it. If your faucet is dripping, you can live with that, but you can't live without your toilet flushing. You can't live with water from your washing machine not going where it's supposed to go."

Williams knew that strong technical skills alone weren't enough. A gregarious personality, he quickly threw himself into the task of building a name. With the help of a sign maker, he came up with his own logo and business cards.

In January 2007, he launched Just Drains and hired his uncles and his brother, Wesley Williams. One of his first trips was to the 2008 Pumper & Cleaner Expo in Louisville, Ky., to attend seminars and shop for equipment.

His fleet now consists of two Ford Econoline E250 vans, a Dodge Sprinter cube truck, and a 2007 Ford F150 4x4 pickup. They haul two trailer jetties from US Jetting Inc. (4,000 psi). Drain-cleaning

equipment includes a Sewermatic 100, Sewer Rooter T-3, Mini-Rooter XP, Mini-Rooter, and Power-VEE from General Pipe Cleaners.

These are joined by drain cleaners from Spartan Tool LLC: two model 1065s, two model 300s, and two model 100s. He also owns two Spartan Locator inspection cameras, three SeeSnake micro inspection cameras from RIDGID, and two Line Finder 2100 pipe locators from Prototek Corp.

### Technology matters

The business splits out at 85 percent drain cleaning and 15 percent plumbing. Just Drains also offers line replacement. Williams is considering trenchless techniques, but is waiting for enough volume of requests before investing in equipment and training.

Williams has learned to stay current with technology. "I had an old phone and a pager forever, I finally changed over to push-to-talk," he says. "It just saved so much time, not to mention my voice. You have to constantly stay in contact. The right hand has to know what the left hand is doing.

"If I get a call from a plumber

who needs a drain opened, they need to know an ETA, and how I want to get paid," he says. "I don't want to be where you can't reach me. Having updated equipment makes the job a lot easier."

He also uses technology to keep his small fleet mobile and responsive. Typically, a service call comes in to a contracted call center, which dispatches a text message to his cell phone. As soon as possible, he calls the dispatcher back to get details, then calls the customer. He asks clarifying questions, then

## PROMOTE, PROMOTE, PROMOTE

Personable yet disciplined, Mike Williams runs 5 miles each morning and evening. He's also an avid rock climber. He believes in taking care of his body like he takes care of his business.

Even when he's not at work, he's either promoting his business or planning his next promotion. "I want the phone to ring more, but I'm doing something to make that happen," he says. "If I'm walking through the grocery store or down the street, I'm handing out business cards. I go through a box of 1,000 cards a month."

He looks at each card as representing \$1,000 in potential business, though maybe not now. "Each time you meet someone, that's a selling opportunity," he says. "I'm always talking with people. With every person, I'm planting a seed."

People sometimes decline, saying they're not having drain problems. Williams replies that sooner or later, they will. "What then? Would you rather have to run to the Yellow Pages? Or would you like to already have this card from someone you've met personally?" They usually take the card.

He regularly makes the rounds looking for commercial accounts, handing cards to business owners or leaving magnets and cards in doors. He targets hotels and aims to hit 20 to 30 per month.

"People need to know who you are," he says. "You need to build your brand. If you don't have your flag up, nobody knows whose ship it is. You need everything possible to make people feel comfortable with you."

Since he's always in and out of plumbing supply houses, he advertises there. "I love counter guys," he says. "If you hit it off with them and let them know you're available to sub for plumbers, they'll give you referrals. I've gotten calls from plumbers who had come in to buy a drain auger. Instead, I get the referral and build that into a long-term relationship."

Along with newspaper ads, Williams has a presence on the Yellow Pages Web site – he says online is where people are looking these days. "You have to look at how people are actually searching and then do what you need to do to get there," he says. "I believe 100 percent in the power of the Web for promotion. Everybody's Internet-savvy. With Bluetooth and iPhones, people can even search in their car."

His own Web site went up the day he opened for business.



renders a quote based on what he learns.

If the customer requests immediate service, he tells them he'll call right back. He then checks his truck's GPS to locate the nearest available unit, which may be his own. He calls the customer to give an estimated time of arrival.

Logistics and multitasking are Williams' strengths. He urges his crew to cover as much information as possible on the phone before making a move. Everyone carries two-part service forms and turns them in at week's end. Williams reviews these to stay on top of the workflow.

#### Willing to delegate

Williams tries to delegate critical but non-core tasks. "I do what I do and let people do what they do," he says. "My motto is that the way you start off is the way you end up, so start off right. Get an accountant. If you're in business, you've got to pay taxes, file your paperwork each quarter, and keep your books straight. So many people just scramble at tax time to find someone to do their taxes, but an accountant will take the long view for you.

"I intend to be global, and I can't think small. I need to see the long term, and when I decide to franchise, my numbers need to be right. My accountant is my investment in making that happen. And I chose someone who operates the way I do: When I call, she's on her way."

To Williams, attitude is everything, and it shows in his marketing approach. He believes unequivocally in his chances for success as a franchiser. "If you stand in line long



Members of the Just Drains team: From left, Alexander Hickman, Wesley Williams, owner Mike Williams, and Les Woods.

**"If you're not a people person, you'll soon be selling me your equipment, because average doesn't cut it anymore. In a regular economy, you have to be great. In this economy, you have to be phenomenal."**

**Mike Williams**

enough, you'll eventually get your chance at the front," he says. "I'm not through the gate yet, but I'm right there.

"When we franchise, it's going to be about a return to the hands-on approach to drain cleaning. The person you call will be someone you can count on to show up, to be clean, to be thorough, to listen to your questions with respect and answer them with integrity. We want you to feel comfortable calling us back."

He even welcomes hovering customers. "You want to watch? Fine!" he says. "Maybe you can hold my flashlight! I love people to watch me and ask questions, so I can show them what I'm trying to pull out of their lines. Sometimes, it's one thing to know, and another to actually see the evidence, when it comes to being

convinced certain things just don't belong going down a drain line."

#### Eye on the horizon

Even in the current economy, Williams is optimistic. "It's tough, but our business is kind of recession-proof," he says. "This Thanksgiving, there will be a lot of wishbones that clog up sinks. This Christmas, there will be little toys clogging up the toilet. But you've got to make yourself into someone people want to call, not just a drain cleaner.

"In any profession, you can't afford not to be a people person. If you're not a people person, you'll soon be selling me your equipment, because average doesn't cut it anymore. In a regular economy, you have to be great. In this economy, you have to be phenomenal."

Williams believes drain cleaning has a bright future, with enough work for everyone. "In New Orleans alone, I could go down right now and never leave, there's that much that needs done," he says. "Someone will need to do all that."

How much success everyone will enjoy depends on the contractors themselves. "We have to stay on top of equipment and technology," he says. "As an industry, we need to work together to keep prices at a reasonable level, with a balance that allows customers to afford us, but allows us to make a decent living."

It's a big challenge, but it doesn't shake a certain energetic young drain cleaner with his heart in the game and his eye on the horizon. ■

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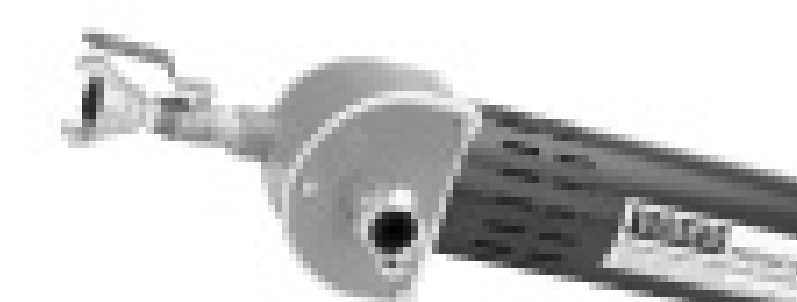
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## Industry NEWS

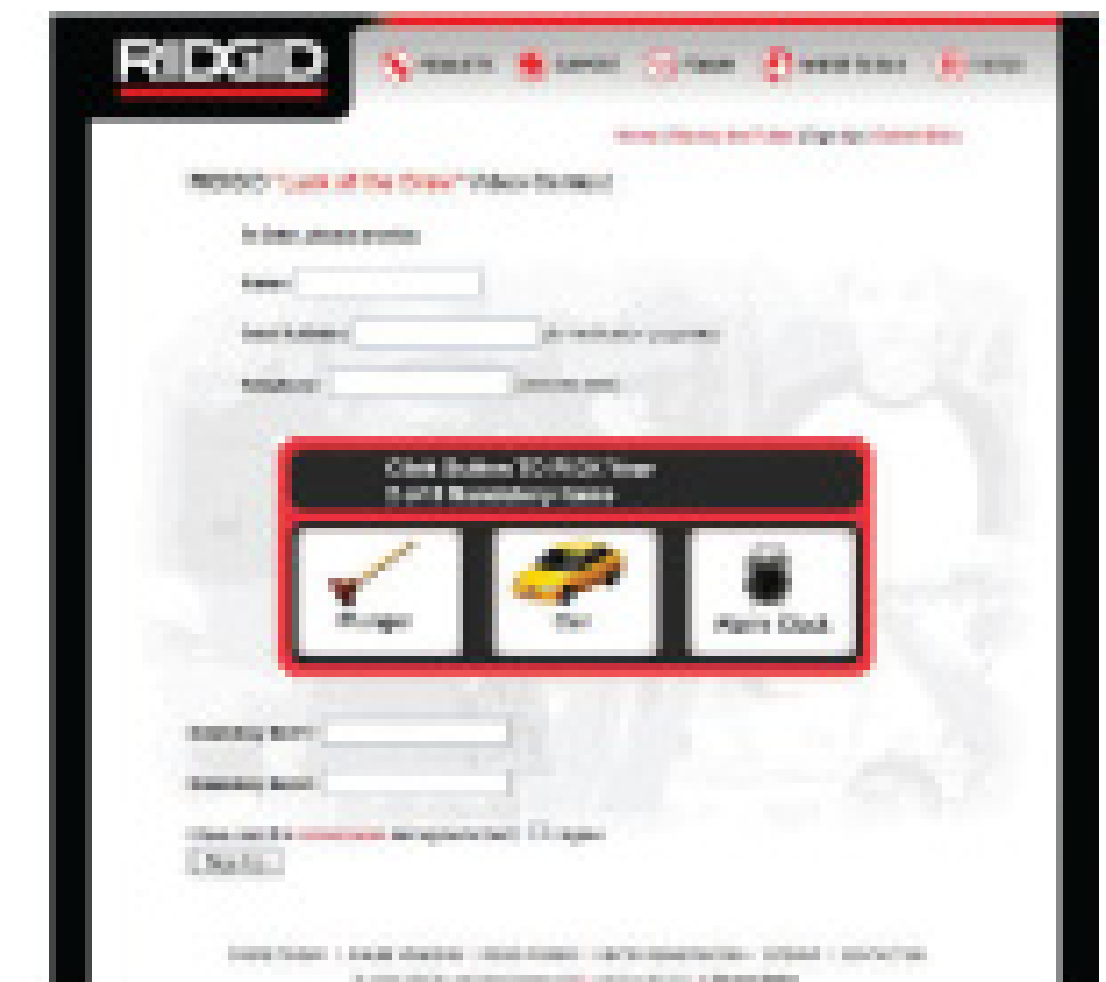
### Cloverleaf Tool Names Rawlings General Manager

Kevin Rawlings has been promoted to general manager for Cloverleaf Tool Co. Rawlings has 12 years of experience in sales, marketing and distribution. He will be responsible for day-to-day operations.

### RIDGID Introduces "Luck of the Draw" Video Contest

The "Luck of the Draw" video contest from RIDGID invites RIDGID tool users to record and post an original one- to four-minute video that features the RIDGID logo and two of three mystery elements that will be given to contestants upon registering through the Web site, [www.ridgidvideo.com](http://www.ridgidvideo.com).

Five finalists will be chosen and posted on the Web site for voting. Videos will be judged on persuasiveness, creativity and entertainment value. Five finalists will receive an all-expense paid trip to the RIDGID Roundup Customer Event. The grand prize winner will receive \$2,500 in RIDGID tools. The contest runs through July 31. Winners will be announced on Sept. 11.



### StoneAge Releases "About Us" Section

StoneAge Inc. has added an "About Us" section on its Web site, [www.stoneagetools.com](http://www.stoneagetools.com). The section and video features background on the company's founding in 1979, its employees and product line. ■

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# Time to Quit Talking on the Go?

**Efforts to limit cell phone use while driving are picking up steam. Here's how some contractors balance mobile communication with the need to drive safely.**

By Greg Northcutt

**W**hen the National Safety Council (NSC) in January called for a nationwide ban on the use of cell phones and text message devices while driving, it turned up the heat on an issue that has been simmering for some time: Are the convenience and time-savings of communicating on the road worth the risks they pose to life and limb?

Contractors' reactions to such a ban range from acceptance (if not support) to sputtering in exasperation at just one more attempt to stick the government's nose where it doesn't belong.

At present, no state bans the use of all types of cell phones (hand-held and hands-free) while driving.

Kleinpeter, owner of Ranger Sewer, an onsite system service and sewer cleaning firm in East Northport, N.Y., depends on his phone to keep in touch with his customers and suppliers throughout the day. Complying with a New York state law that prohibits the use of a hand-held cell phone while driving, he

As executive director of the National Association of Wastewater Transporters Inc. (NAWT), Tom Ferrero recently asked members what they thought of a ban. "The polite ones said it would really be a step backward, because we all lean so heavily on cell phones these days," he says. "Others definitely would not like it."

## **Bans inevitable**

Peter Allard considers cell phones a necessary evil for his business. He's vice president of operations for Rooter-man of Tampa Bay, Fla. The company employs 18 technicians who use cell phones and two-way radios. The safe and sane use of these devices is a frequent topic at the company's weekly safety meetings.

Allard agrees with prohibiting text messaging while driving. "That's a ridiculous practice," he says. However, he doesn't want to lose mobile voice communications with his technicians. "Cell phones and two-way radios have become a way of life for our business," he observes. "I sure hope that we don't lose them."

Donald MacDonald, president of ACorp-Rooter-man in North Billerica, Mass., says he hasn't heard of any crashes related to cell phone use by drivers among his company's franchisees, who provide plumbing and sewer and drain cleaning services. He's resigned to the idea that all states will eventually pass laws prohibiting the use of cell phones while driving.

"Even though cell phones can save a lot of time, the safety risks of using them while driving are valid concerns," he says.

"But laws to prevent it would

---

**"Because of the size of a truck and the added workload in the cab, a truck driver tends to be much more conscious of safety and the need to use cell phones responsibly. Rather than imposing another mandatory requirement on our business, the government should let the industry address safe cell phone use."**

**Tom Ferrero**

However, the Insurance Institute for Highway Safety reports that California, Connecticut, New Jersey, New York, Utah, Washington and the District of Columbia prohibit drivers from using handheld cell phones. At the same time, all drivers are banned from text messaging in Alaska, California, Connecticut, Louisiana, Minnesota, New Jersey, Washington and the District of Columbia.

## **Don't take away my phone**

Whatever your opinion about driving while talking on a cell phone, don't try to deny Danny Kleinpeter the use of his phone when he's behind the wheel.

takes calls on his hands-free unit.

"I don't want anyone telling me how to run my life and that I can't operate my truck or car safely with a phone in my ear," he says. "When I turn on my phone, I don't turn off my brain. I have the skill to drive and use my hands-free phone responsibly and safely. If the call is going to be a lengthy conversation, I pull off the road and stop to complete it. I shouldn't have to give up my cell phone while driving just because someone else hasn't mastered the art of driving and talking on a phone safely."





be more government interference with commerce. You'd be operating your business with one hand tied behind your back. Still, I'm sure that it's just a matter of time before there is a national ban on drivers using cell phones."

### **Responsible use**

The Safety Council cites numerous studies highlighting the risks of talking on the phone while

they'll call the next guy."

### **The industry's role**

As Ferrero sees it, safety issues surrounding cell phone use relate more to the driver than to the phone. He thinks most truck drivers can handle cell phones more safely than a typical motorist. "Because of the size of a truck and the added workload in the cab, a truck driver tends to be much more conscious of

portable sanitation and trash container services and transports various types of equipment from his base in Hobe Sound, Fla. The company, which operates 15 trucks, has been using cell phones to communicate with drivers since it opened for business 10 years ago. "Our drivers have never had an accident while using a cell phone," he reports.

"Answering a cell phone is left to the driver's discretion. Normally, if we're giving them instructions from the office, they're either at the jobsite or have pulled off the road. If they get a call en route, they'll call back when they have a safe place to stop, unless they're on a back road with little traffic, in which case they may take the message."

Two years ago, the company added dash-mounted GPS units to trucks to supplement cell phone communications. Now, customer information can be sent to the driver from a computer in the office, eliminating this use of the cell phone.

### **Other approaches**

Over the years, Rasmik Hovsepian, who owns a Rooter-man business in Burbank, Calif., has communicated with eight technicians on the road in several ways:

---

**"Laws to prevent [cell phone use] would be more government interference with commerce. You'd be operating your business with one hand tied behind your back. Still, I'm sure that it's just a matter of time before there is a national ban on drivers using cell phones."**

**Donald MacDonald**

first with pagers, then with two-way radios and now with hands-free cell phones.

He agrees with state bans on handheld cell phones and texting while driving, but says hands-free cell phones are easier and more convenient to use. In fact, because he doesn't like headsets or earpieces, he has equipped his pickup with a system that allows him to talk using a microphone mounted near the sun visors and to listen over the truck's sound system.

Technicians use the voice feature of their cell phones to talk with the office and with customers. However, they receive their dispatch instructions via text messages from a

computer in the office. "More and more communication is going to text messaging," Hovsepian says. "It works out much better for us. Often, when we called technicians on the radio, we'd be interrupting them. Now, when they get a text message, they can respond after they are stopped."

Portable sanitation contractor Jeff Wigley, co-owner of Pit Stop Sanitation Services of Marietta, Ga., has abandoned cell phones in favor of two-way radios to talk with his 10 technicians. This eliminated use of the cell phones for personal calls and fostered better customer relations by forcing technicians to talk face-to-face with customers rather than leaving messages.

"We tell our people to keep their hands on the wheel when driving, to use the radios only when they are stopped and to leave the radios in the truck when they are working at a jobsite," he says.

Wigley is a member of the Georgia Motor Trucking Association. "For a number of years, many members have prohibited their drivers from using communication devices while driving," he says. "I'm in favor of that. All those motorists engrossed in their cell phone conversations

driving. However, say some contractors, the solution is not to ban the practice, but to promote more responsible use of mobile communications technology.

The ability to reach drivers on the road offers businesses real economic benefits, these contractors say. They use cell phones to exchange dispatching information with technicians, and technicians use them to check in with the office and talk directly with customers.

Septic cleaning contractor David Hapchuk of Hapchuk Inc. in Washington, Pa., likes drivers of his 10 service trucks to talk with customers on their cell phones. It's more convenient than relaying information through the office and, he says, it can save each technician 45 to 60 minutes a day.

At Allard's operation, technicians have been using two-way radios and cell phones for nine years, after switching from pagers. "Instead of going to a supply house and waiting for parts as we used to, our technicians now call ahead and the parts are waiting for them when they arrive," he says. "There's also the security aspect of being able to call for assistance, if necessary. And, have you tried to find a pay phone these days?"

Even more important, loss of instant communication between office and driver risks losing business. "In our fast-paced society, people want service now," Allard says. "If there's a plumbing emergency and we can't respond right away,

safety and of the need to use cell phones responsibly," he says. "Rather than imposing another mandatory requirement on our business, the government should let the industry address safe cell phone use."

Ike Casey, executive vice president of Plumbing-Heating-Cooling Contractors - National Association, says the association doesn't have an official position on the NSC proposal. However, his group has surveyed members to learn what they think of a ban and how it would affect their operations.

"We do know that cell phones and text messaging have been banned in California, and some of our members report that it has not had as much of an impact on them as they thought," Casey says. "They have just changed their procedures so that techs respond to voicemails and texts at their next stop."

"The safety of employees is always a priority for association members. Safe driving is a topic at many of their safety meetings, and many take advantage of a "Distracted Driving - At What Cost?" safety program, which emphasizes the many ways business owners and their drivers can avoid the pitfalls of distracted driving."

### **Safe phoning**

Recognizing the risks of driving while distracted, some contractors promote responsible cell phone use.

Anthony Heath, president of Tidy Coast Containers Inc., provides



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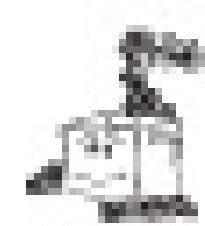
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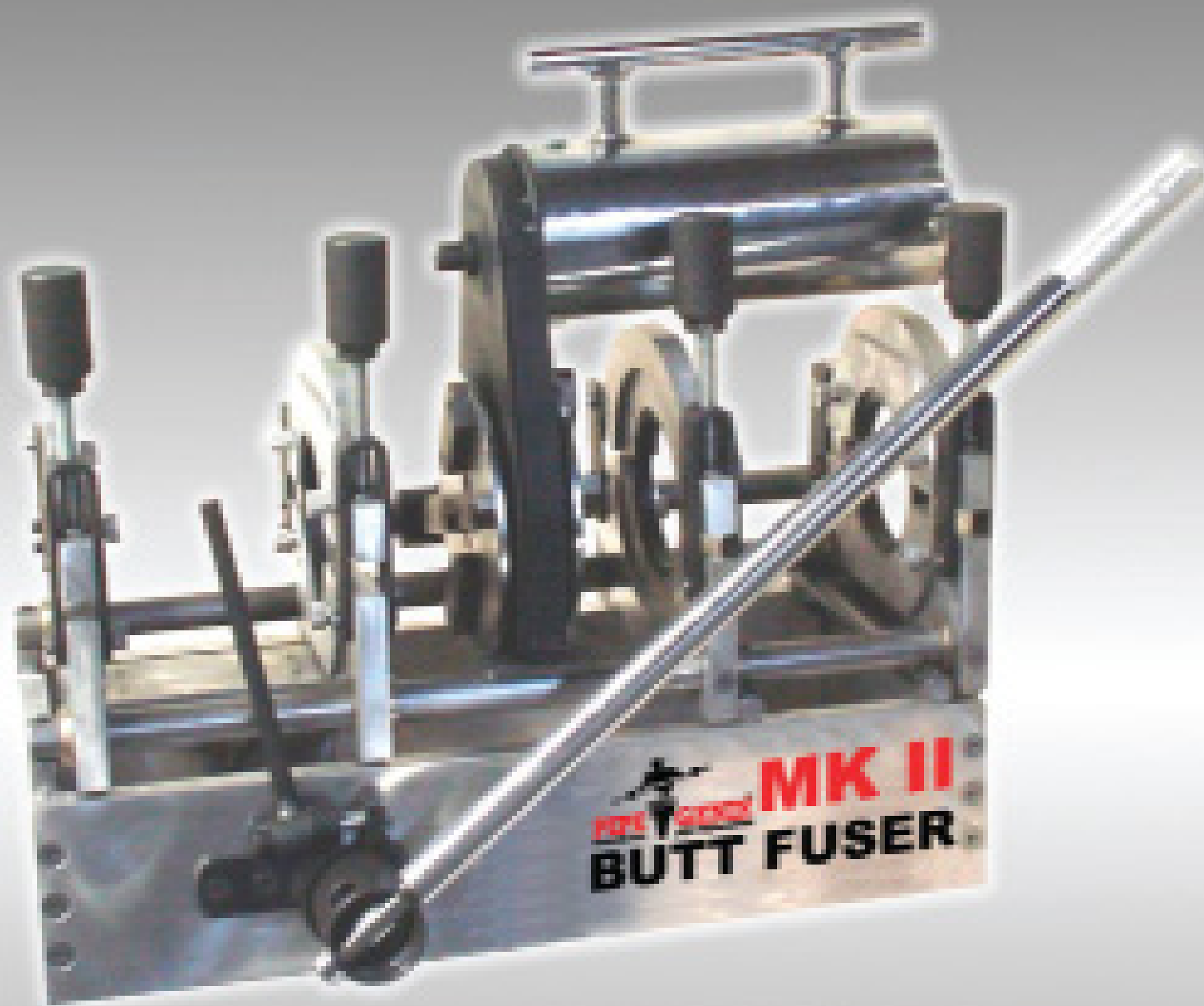
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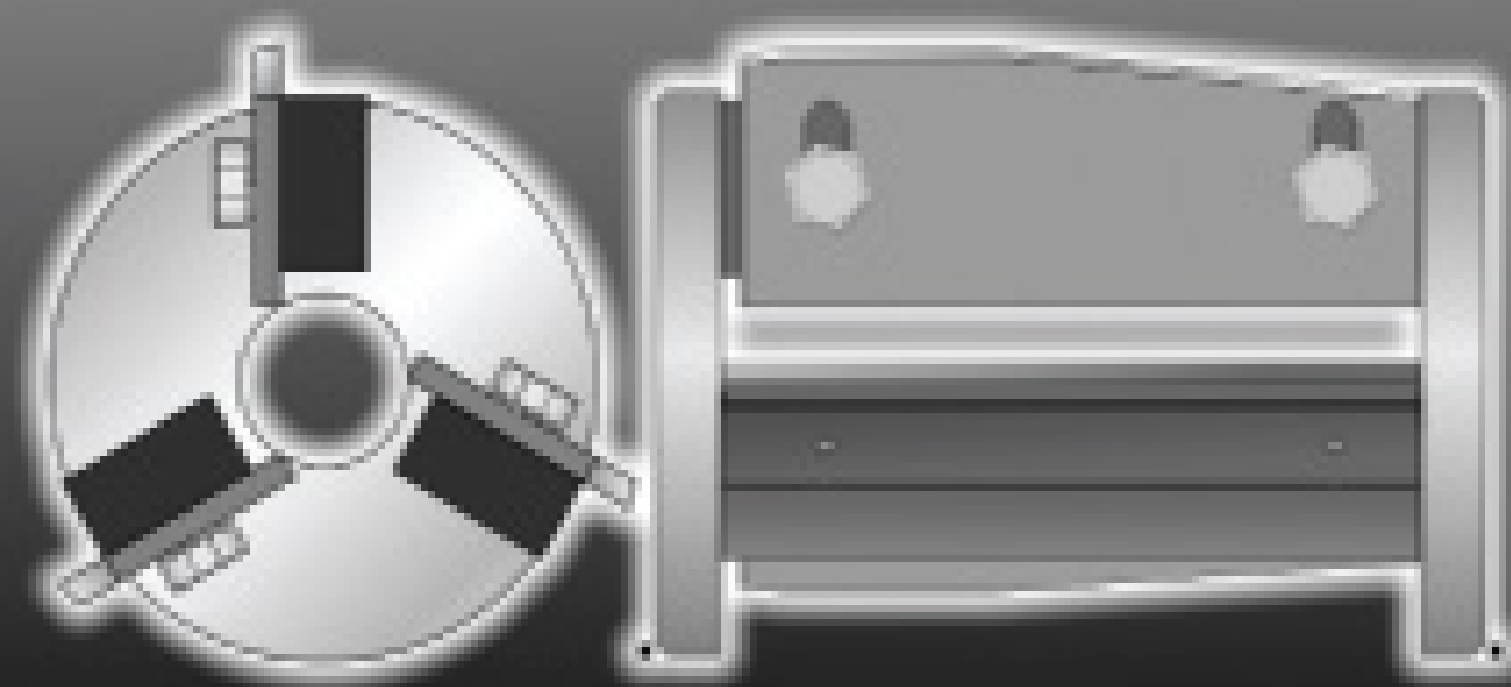
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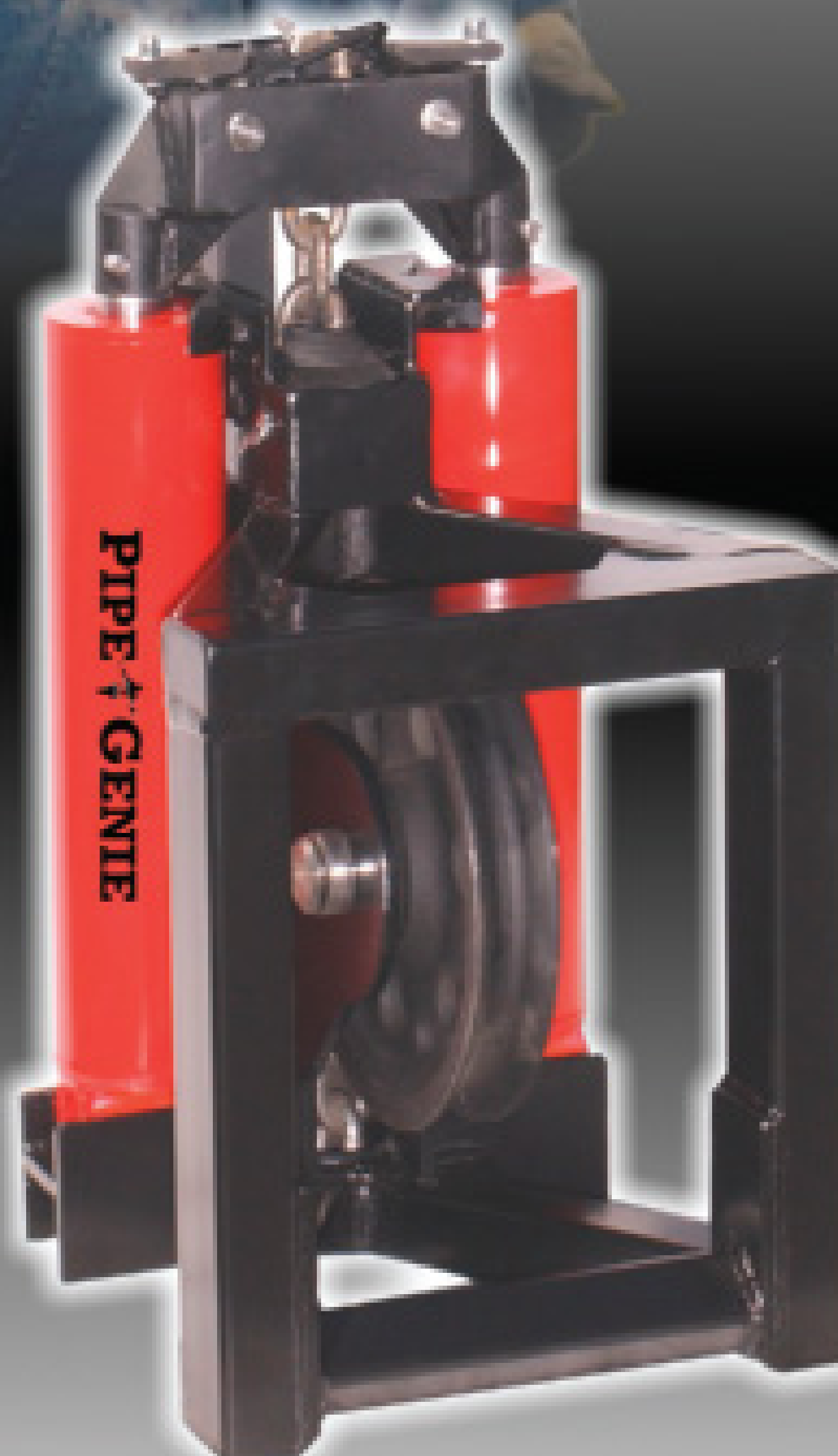
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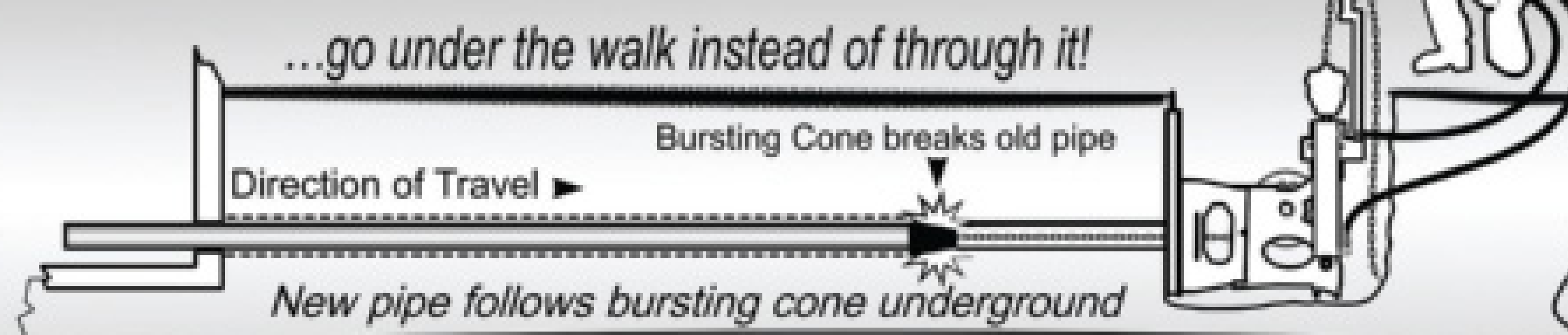
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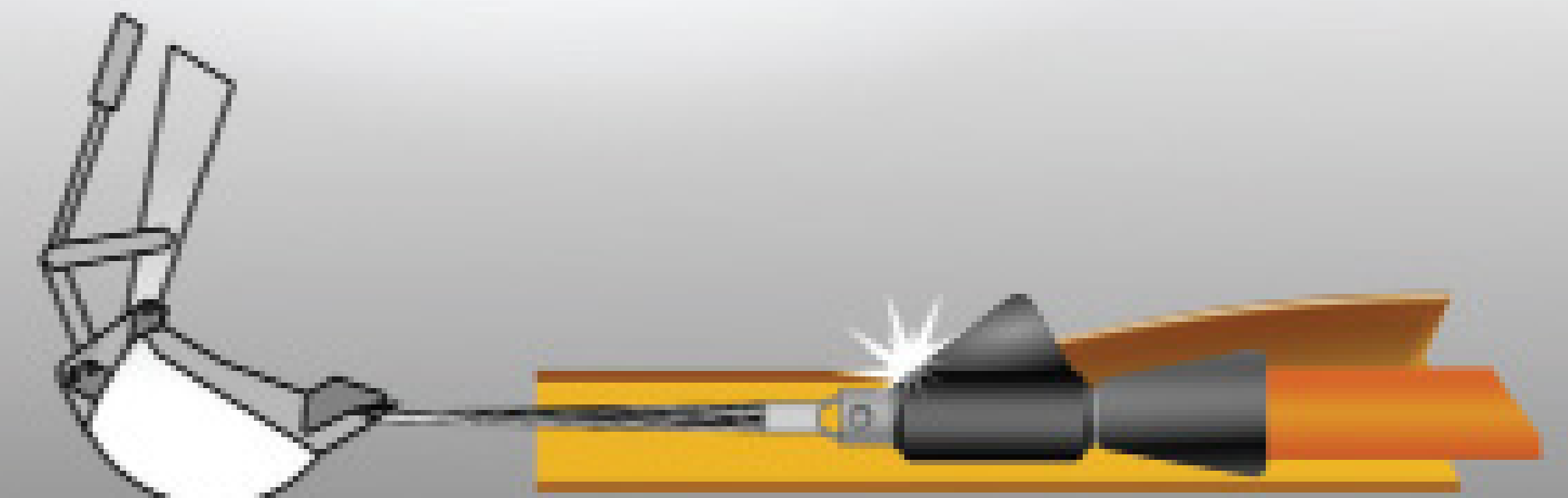
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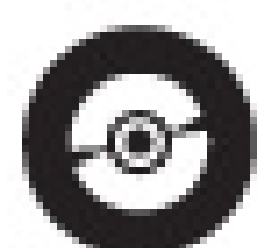
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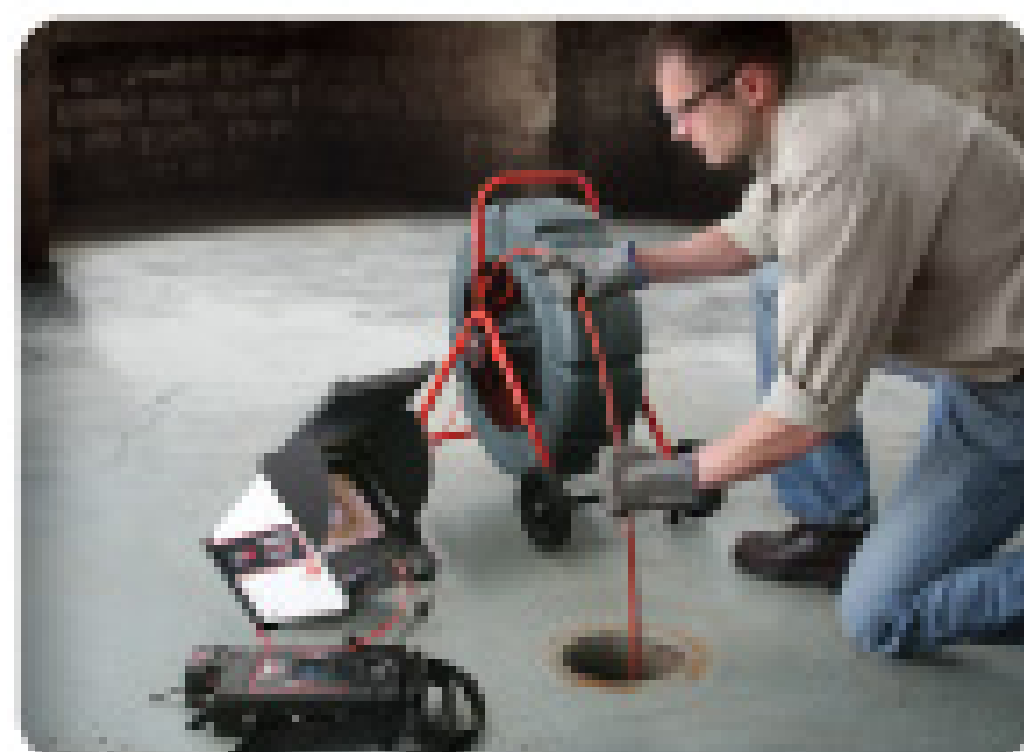
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# The Audit Trail

**In most cases, an IRS income tax audit is nothing to fear. The keys are to keep calm and make sure you're accompanied by a professional.**

By Erik Gunn

**T**he annual ritual of filing income taxes may not be much fun, but any business owner probably dreads one thing a lot more: an IRS audit.

A visit from the tax man is the stuff of grim jokes and horror stories. When makers of the recent movie "Seven Pounds" wanted Will Smith's character to come off as thoroughly unlikeable, they made him an IRS agent.

That's fiction. The facts are something else. No one seeks an IRS examination just for fun. But if you get one of those letters from Uncle Sam announcing it's your turn, Lesson No. 1 is: Don't Panic.

Easier said than done, perhaps, which is why there's Lesson No. 2: Call a professional, ideally your certified public accountant (CPA) or the tax attorney who helped you prepare your returns.

## No Drama

There are two reasons for having professional help: expertise and detachment. "They have experience in dealing with the IRS, and they know what the hot buttons are and what are not," says Tom Ochenschlager, vice president of taxation at the American Institute of Certified Public Accountants. "Second, and almost as important, it takes the emotion out of the issue."

When the agent challenges a particular deduction, it's easy for the emotionally invested business owner to "get your dander up and get in a shouting match with him," Ochenschlager says. A professional can hear the same challenge, stay cool, and calmly point out why the deduction is legitimate.

Besides yourself, only a CPA, an attorney or an Enrolled Agent – a technical expert formally authorized to represent you by the IRS – can handle your case. Representing yourself is as ill-advised as being your own lawyer or your own surgeon. "A taxpayer should never represent himself before the IRS," Ochenschlager says.

Expert help can head off unnecessary inquiries. In his years of helping clients with the IRS, Ochenschlager observes, "I recall several instances where it looked like the agent was headed toward a particular issue and was asking for certain information, but I could approach the agent and say, 'I know what angle you're looking at, and let me tell you why that's not a valid argument.'

Sometimes these things can be nipped in the bud if you have a professional involved on the front end."

## The right information

The most common mistakes audit subjects make is in what sort of information they give the examiner – too little, too much, or the wrong kind. It's not because they're trying to deceive, but because they don't understand what's being asked of them.

"In one extreme, they send too much information – stuff the agent didn't ask for. That sets the agent off on a tangent" and may raise red flags, Ochenschlager says.

The other extreme is failing to provide the asked-for information, perhaps simply because the business owner didn't understand the request. "They send something they think is responsive, but it's not what the agent was looking for," Ochenschlager says.

The agent shows up on the appointed day for the audit, doesn't receive the information requested, and everyone gets frustrated. "You get in these sort of cat and dog fights over something that was very preventable on the front end if you'd understood their terminology and the way the IRS works," says Ochenschlager.

Often, these conflicts arise when the audit subject doesn't understand the information request. Take a business owner who donates property to a charity, such as a church. Such a donation earns a deduction for the property's fair market value.

But to uphold it, the donor needs documentation of the donation itself – a receipt, for instance – as well as documentation of the property's value and an acknowledgement from the church that the company didn't get something of value for the property. Faced with the request from the IRS to document the deal, an uninformed donor might respond, "OK, I'll show you the deed." But that doesn't address the questions at all.

## No jackboots

Alarmists love to depict IRS agents as police-state thugs out to nail even the innocent, but Ochenschlager insists that's really not fair.

"The greatest misperception is that the IRS is intimidating and that therefore they collect a lot

Erik Gunn is a magazine writer and editor in Racine, Wis., where he operates Great Lakes Editorial Services, consulting for businesses, nonprofits and individuals. Readers may direct inquiries to him by contacting this publication at 800/257-7222 or e-mailing [editor@cleaner.com](mailto:editor@cleaner.com).



more money than they really deserve," he says. "I've had situations where, during the audit, the taxpayer actually got a refund." Agents are professionals, and they don't work on commission, so they have no incentive to misrepresent the law.

But they're not perfect. "Generally they're technically knowledgeable, but they can't know everything," Ochenschlager says. "That's why it's wise to have an expert."

An expert can also steer you through IRS appeals processes. The first step is requesting a technical advice memorandum. Suppose your adviser understands that a particular deduction is permitted in your industry, even if it's normally not allowed, and the agent doesn't believe you.

You can request a technical advice memorandum on the issue from an IRS internal expert, who may be more familiar with the details of the law than the agent. If law and rules support you, the IRS expert won't hesitate to side with you, the taxpayer. "I've often found that just the suggestion of going for technical advice would kill the issue right there," Ochenschlager says.

The agency also has a formal appeals process. But wait, you ask. Isn't that going to be stacked in favor of the agency? Won't they just back up their own people?

"Probably most people think that, but it's not true," Ochenschlager says. "In my experience, close to 75 percent of the time we win at the appellate level." (That reflects the likelihood that most cases appealed probably were wrongly decided at the audit.)

## Ounce of prevention

There's no guaranteed way to avoid an IRS audit. Ochenschlager says many business cases are first flagged by computers programmed to analyze returns and compare them with norms for the industry. But again, that's a reason to make sure you have a relationship with a competent professional who knows your business.

That way, you can get advice not only to keep you on the right side of the tax law, but also on how your costs, expenses and margins compare with others in your industry, and how you can catch up if you're behind. Then, at least, when the IRS sends you that letter, you may find yourself breathing more easily. ■





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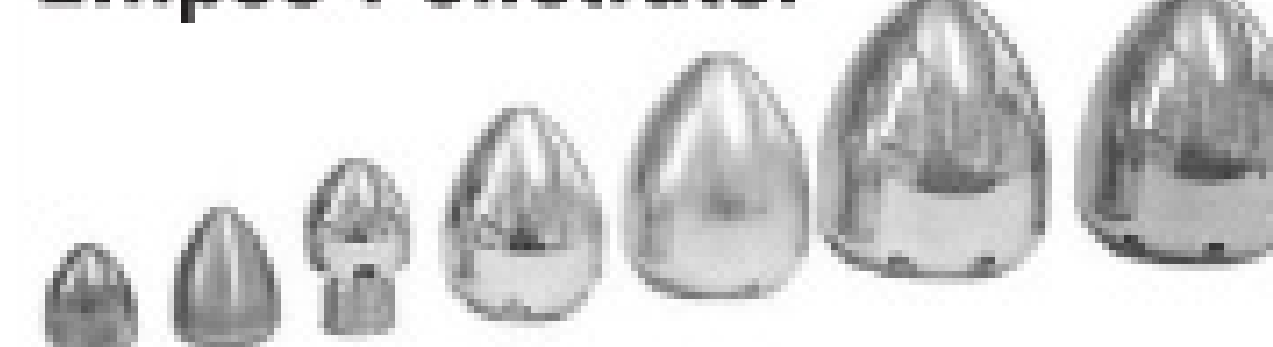
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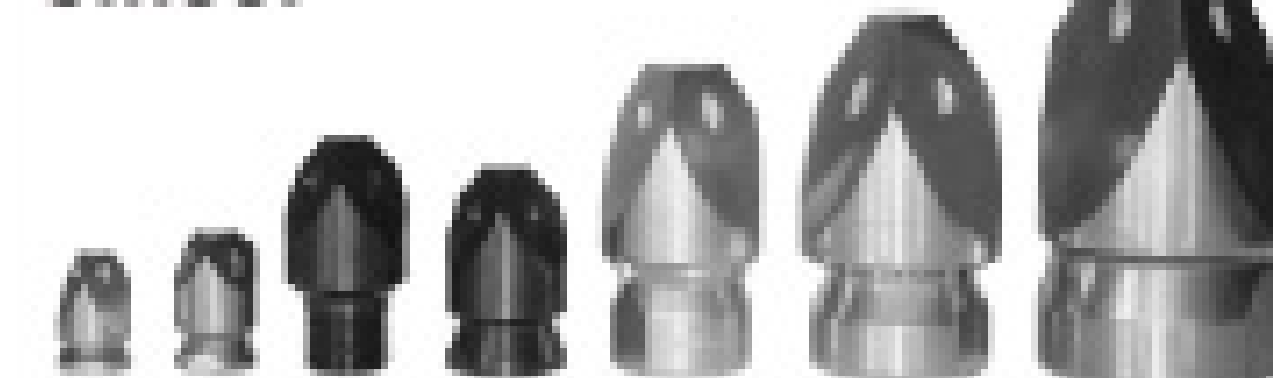
#### Ellipse Penetrator



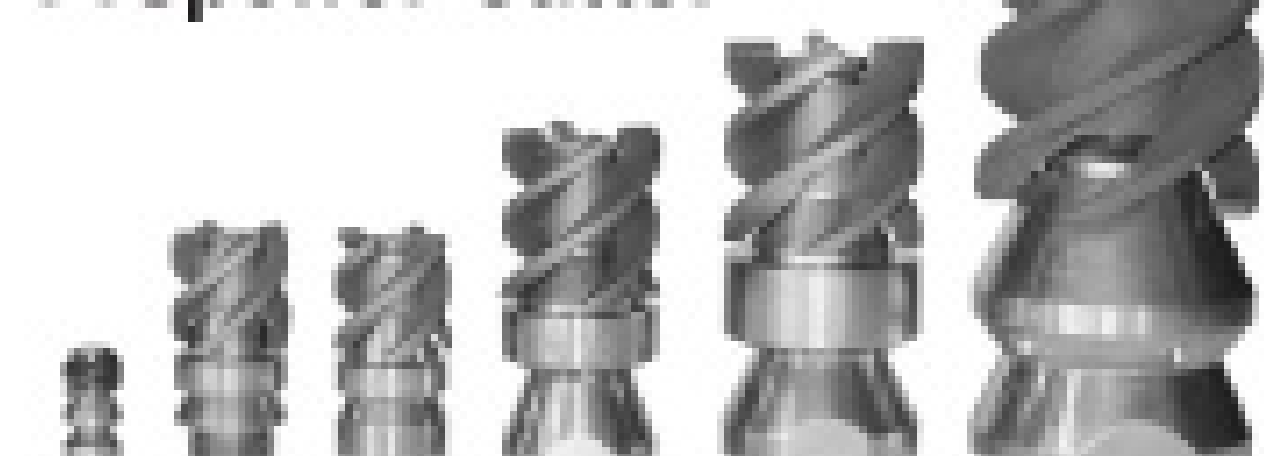
#### Vortex



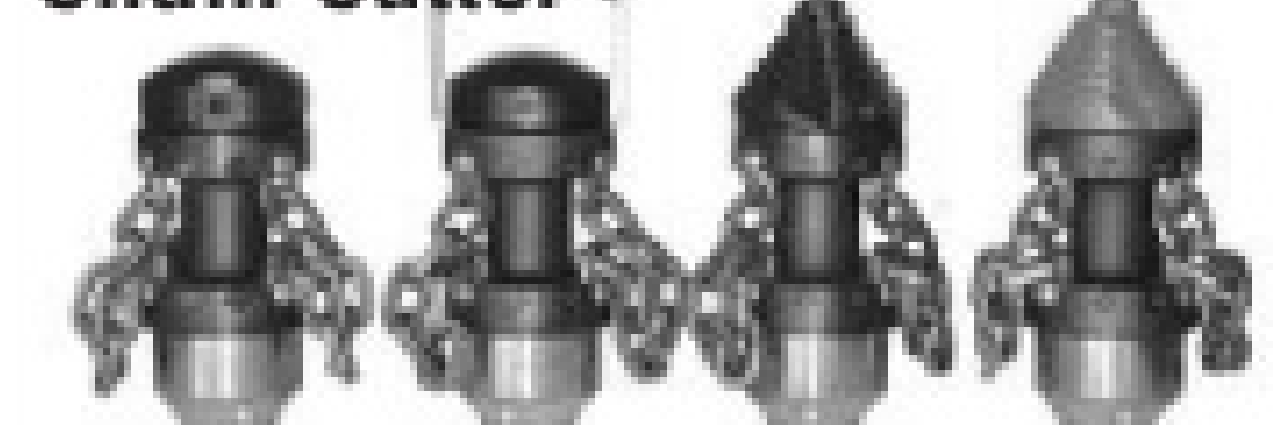
#### Chisel



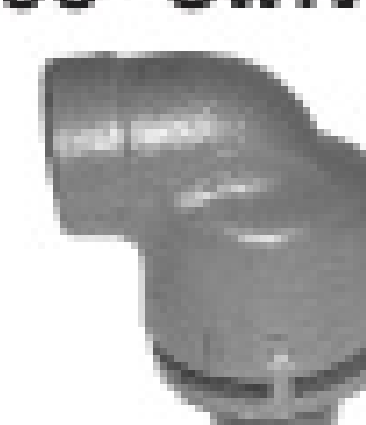
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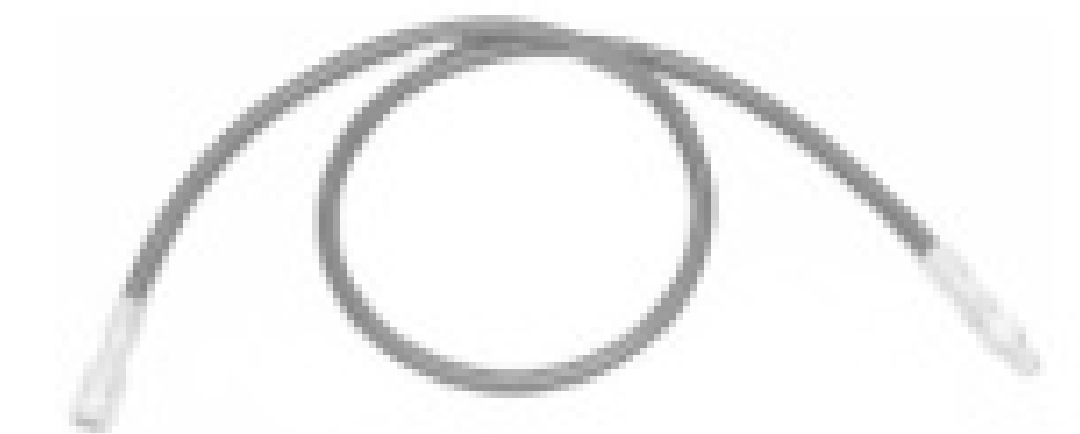
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# Trimming the Workforce

**The unpleasant but sometimes necessary step of layoffs during a business downturn requires attention to employees' rights and to legal procedures**

By Fred S. Steingold

**W**hen business slows down, you may have to trim your workforce to stay afloat. That can be a wrenching action, especially for owners and managers of small and mid-sized businesses. It's hard to tell a loyal employee that he or she will no longer be receiving a paycheck.

And there's more at stake than the personal anguish of dropping one or more employees: You must also be aware of the legal risks. You want to avoid allegations that you've violated a federal or state law.

A laid-off employee may feel that he or she

Laid-off employees sometimes claim that they were the victims of discrimination. This can happen if your layoff seems disproportionately to affect a legally protected group, such as people of a certain race, women, disabled workers or those over age 40.

A worker can also challenge a layoff if it appears to be retaliatory: for example, if the employee recently took medical leave as permitted by the Family and Medical Leave Act or complained of on-the-job harassment.

The main rule in any layoff is to base your decision on who stays and who goes on factors related to the business. This might include how

**The main rule in any layoff is to base your decision on who stays and who goes on factors related to the business. This might include how long the employee has worked for you, how well he or she has performed, what skills he or she possesses, and whether he or she has required disciplinary measures.**

was unfairly dropped from your payroll. If so, the employee may look for a way to make a legal claim. It's true that most workers are "employees at will," meaning you're free to end the relationship at any time for any reason, or for no reason at all. But why bring on unnecessary challenges?

## Heading off trouble

It pays to know the kinds of situations that can lead to trouble. Here is some guidance offered by Mel Muscovitz, an employment law specialist.

long the employee has worked for you, how well he or she has performed, what skills he or she possesses, and whether he or she has required disciplinary measures.

Using objective standards helps you if there's a claim that you singled out people of a protected group.

## Notice and severance pay

Unless your business employs 100 or more people, you don't have to notify workers of anticipated layoffs. But if you do employ more than that number, federal law does require notice of large-scale layoffs.

It's usually permissible to lay off a worker even though he or she is on a leave of absence. An employee may be on leave, for example, for a reason authorized by the Family and Medical Leave Act, or the

*Fred S. Steingold practices law in Ann Arbor, Mich. He is the author of Legal Guide for Starting and Running a Small Business and The Employer's Legal Handbook, published by Nolo. Legal strategies may vary depending on the state in which you live and the specifics of your situation. See your lawyer for legal advice.*



Americans with Disabilities Act, or because he or she is serving in the military.

To avoid problems in laying off employees who are on one of these approved leaves, be prepared to show that you would have laid them off even if they hadn't been on leave. When you lay off an employee, you're not required to give severance pay. Still, you may want to. If you do, it's fair and legal to require the employee to sign a release waiving any claim that his or her rights have been violated.

Putting together a valid release is not a do-it-yourself project. You need to observe a number of legal requirements if the release is to be effective. For example, if you ask an older worker to waive claims under the Age Discrimination in Employment Act, the release must specifically refer to the worker's rights under that Act. It is prudent to have the release drafted by a lawyer familiar with employment law.

## Employee benefits

When you lay off an employee, you may have to pay him or her for any accrued and unused vacation. This will be true if you've agreed to provide paid vacation time or if it's part of your general business policy. A law in your state may also require this. Check with the Department of Labor in your state.

Does your business employ 20 or more people and provide a group healthcare plan? If so, you must offer laid-off employees and certain beneficiaries the opportunity to continue the coverage at their own expense for at least 18 months.

You don't have to rehire a laid-off employee if work becomes available, but to avoid any misunderstanding, it may be better to speak of a "termination" rather than a layoff. Termination seems to imply something more permanent. ■

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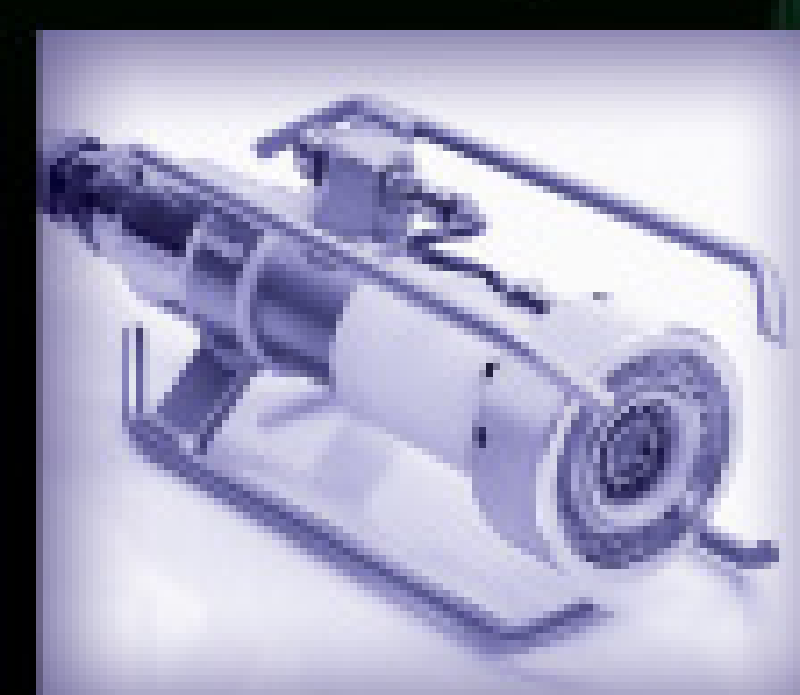
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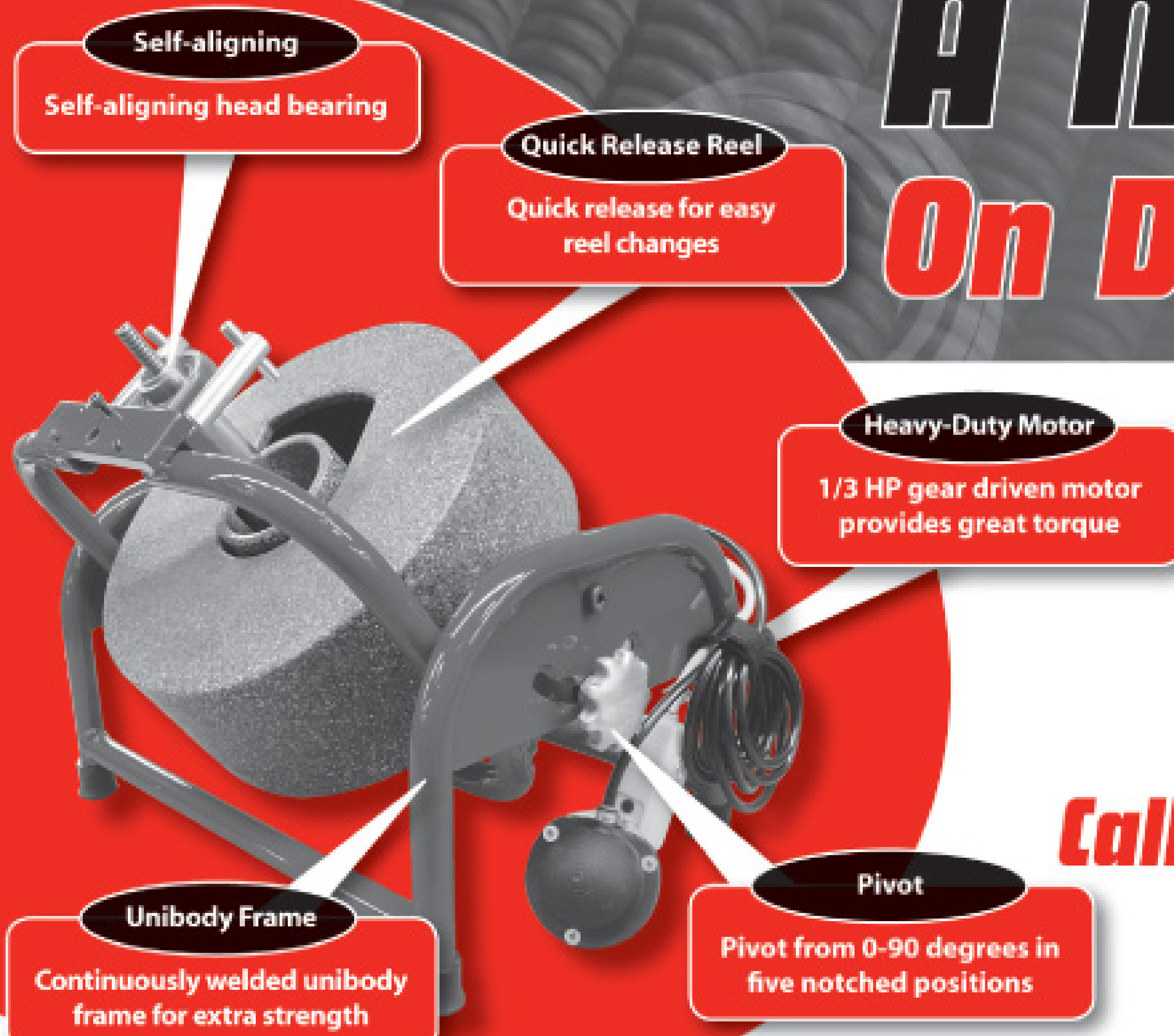
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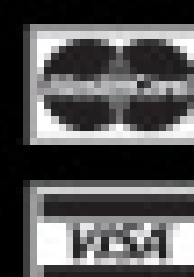
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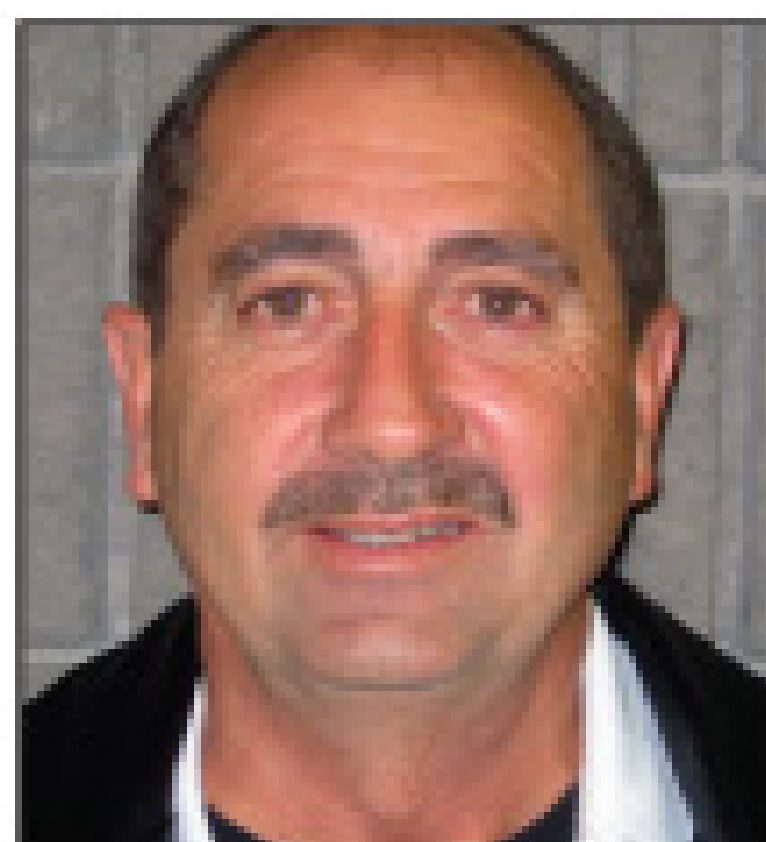
**Diversification, cost-cutting and investments in new, more efficient equipment are among measures contractors take to weather the recession and plan for growth**

By Ken Wysocky

In technical terms, a recession occurs when the gross domestic product falls for two consecutive quarters and employment also declines. For business owners, the definition is much simpler: A business slowdown that hits the bottom line.

During these trying economic times, how a business copes often determines whether it succeeds when the economy rebounds. For some companies, that means implementing new strategies, such as diversification.

"To combat the recession, we're trying to diversify," says Dan Grenier, owner of Daniel's Plumbing Service in Sarasota, Fla.



**Dan Grenier**

**Owner**  
**Daniel's Plumbing Service,**  
**Sarasota, Fla.**  
Employees: 16  
Years in Business: 18

"We're a plumbing company, but we also do camera work, leak detection and jetting. About a month ago, we started another company and bought a vacuum truck, which will help take up some of the slack if business is slower this summer, as we expect. We're investing a significant amount of money.

"My employees are like family to me, and in order to hold them in during slow times, I've got to find something else they can do. It only makes sense to spend a little money, especially since there is work out there that we can do with this truck."

Cutting costs is another key tool. "Every belt is tightened in our company, from reducing fuel use to trying to buy more things off the Internet," he observes. "If we can save money in just a couple of little areas, it makes a big impact by the end of the year.

"For instance, to save fuel, we just bought GPS units for our trucks to keep them from crisscrossing each other during the day. In order to save, we have to get smarter, and that comes down to a lot of common sense. If you can save 20 miles a day for each of a dozen trucks, after 250 working days a year, you've generated significant savings."

Diversification also requires investing in new equipment to stay ahead of and differentiate from competitors, says Jake Saltzman, the owner of First Response Drain Service in Sandwich, Ill.

"We're located near the Chicagoland area, so there are a lot of plumbing companies," he says. "When the housing market slows down, everyone wants to get into something else that's sustainable.

Right now, it seems like if you can afford to buy a rodder and a camera, you can start your own drain business. That makes it tough to be competitive, because everyone is out there cutting prices.

**"When the economy is bad, residential business declines, but municipalities get funding from the federal government, and then those areas pick up. ... With cross-trained employees, we can easily move them from one position to another."**

**Steve Ryan**

**Ryan's Modern Sewer Cleaning,**  
**Grand Rapids, Mich.**

"Even though it's a difficult time financially, I trump that by fighting back with new technology. If I've got the better camera and the better rodding equipment and a nicer truck, as well as a good reputation, I feel like I can withstand this economy and set



**Jake Saltzman**

**Owner**  
**First Response Drain Service,**  
**Sandwich, Ill.**  
Employees: 3  
Years in Business: 1.5

myself apart from my competition.

"Recently, I invested about \$8,000 in a trenchless pipe repair system so we can do pipe patching. I also bought a large tandem-axle jetter, which we try to keep on the road as much as possible to make money, because it was a significant investment. Sometimes you have to spend money to make money."

In addition, Saltzman says that when the economy spurs more price-cutting competitors, it's important to emphasize service. "Just because you're a plumber doesn't mean you know how to clean drains," he says. "You can't be a new-construction plumber and then overnight expect to get into the service side of things and do a good and efficient job for people."

Steve Ryan, president of Ryan's Modern Sewer Cleaning in Grand Rapids, Mich., says diversification during previous recessions is now paying dividends. "We've been weathering the recession pretty well, thanks to diversification," he says.

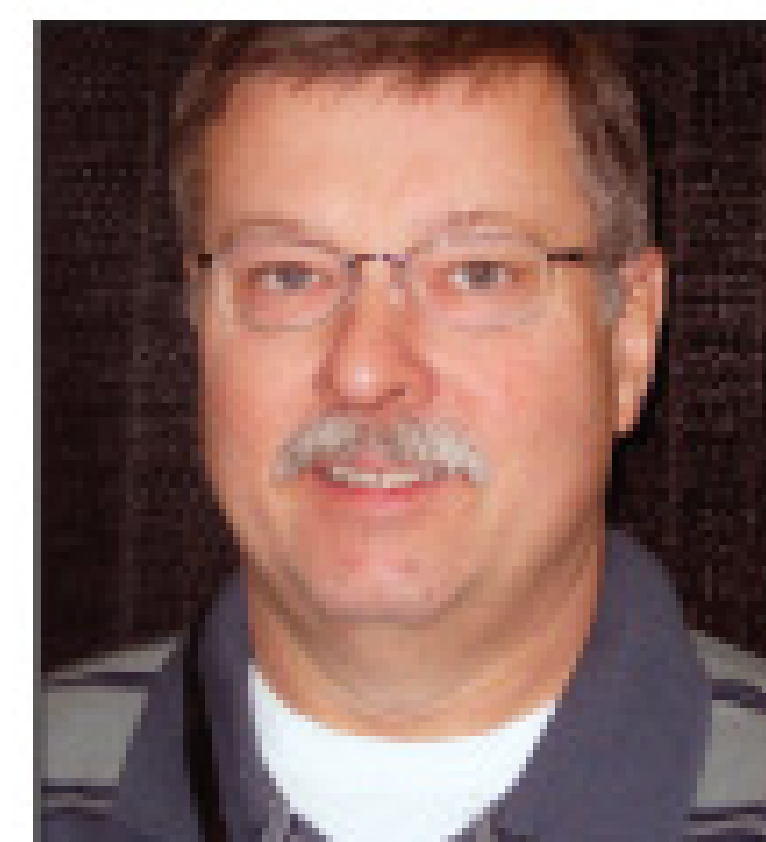
"A number of years ago, we diversified from residential and commercial into jetting operations for municipalities and industrial customers. Then, in

Comments may be directed to Ken Wysocky in care of Cleaner. You may also e-mail [pipelines@cleaner.com](mailto:pipelines@cleaner.com).



the mid-1990s, we diversified into water operations for small municipalities and associations with 50 to 80 homes, doing things like water sampling and fire hydrant and water main repairs."

A major challenge is breaking into new markets and obtaining certifications. Ryan did that by offering competitive pricing and volunteering services to gain a foothold. "You need to have time and experience to get certification, and that's kind of difficult to do unless you have some-



**Steve Ryan**

**President**  
**Ryan's Modern Sewer**  
**Cleaning, Grand Rapids, Mich.**  
Employees: 15  
Years in Business: 44

one open a door for you," he says. "To become the municipal operators for Ada Township, we stopped in and gave them a rate sheet, and told them what we could do. At that time, they were using another municipality for their services, and we were very competitive. So they switched to us for sewer cleaning.

"Then, when their current water operator went on vacation, we volunteered to fill in, which got us enough experience to get our certification in water operations. You've got to be resourceful."

Ryan adds that when companies diversify, it helps to cross-train employees to capitalize fully on new market opportunities. "During the mid-1970s recession, we really looked at diversifying and cross-training," he says. "Back then, we noticed that when the economy is good, residential and commercial customers tend to spend more money and do preventive maintenance and so forth.

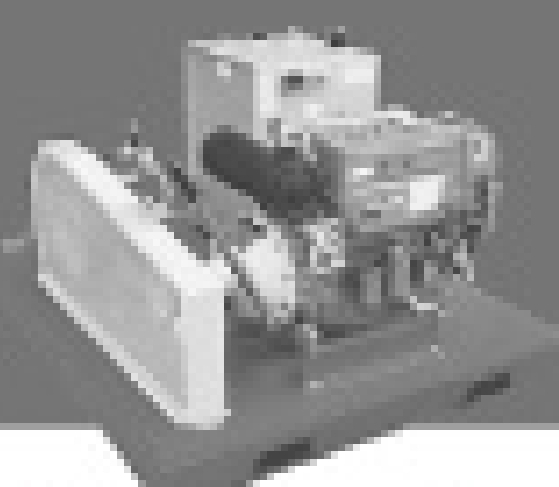
"When the economy is bad, residential business declines, but municipalities get funding from the federal government, and then those areas pick up. That's what we're seeing right now. With cross-trained employees, we can easily move them from one position to another. We don't have to hire new crews and get them up to speed when market needs shift."

To boost efficiency and cut fuel costs, the company invested in GPS for service vehicles. "That way, drivers can electronically route themselves straight from one job to the next," he says. "Before, the guys would tend to jump on the freeway to drive a little faster, but they're actually going a little out of their way to do so. With GPS, they're seeing it's actually a shorter route to go straight through town." ■



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**PHCC MEMBER**

# Treasure Hunt

**A thorough push-camera inspection and careful excavation allow an Arizona contractor to retrieve a \$70,000 diamond ring from a restaurant sewer lateral**

By Scottie Dayton

**M**ike Roberts, general manager of the Mr. Rooter franchise in Phoenix, Ariz., has retrieved his share of ladies' rings from sink traps, but nothing prepared him for a California woman's mishap. Her 7-carat diamond wedding ring fell off her finger as she flushed the toilet in the Black Bear Diner restroom in Phoenix. The ring is worth \$70,000.

City employees inserted a small catch basin in the manhole 300 feet downstream from the restaurant, then flushed the toilet more than 100 times. When the ring failed to materialize, they called Roberts.

"I knew it would be like dredging for a treasure chest in the ocean," says Roberts. He at first planned with a city crew to locate the ring, then run

platinum band 5 feet down the line from the toilet. He pushed the camera back and forth a few times to move the flakes of debris, and the ring flipped over. The excited customer, watching the inspection system monitor, exclaimed, "That's it! Without a doubt. Dig it up!"

"All our pushing out probably moved the ring downstream and covered it with flakes," says Roberts. "After searching that long to find it, everyone agreed that jetting was too risky as a recovery procedure." With the restaurant owner's permission to excavate, Roberts located the transmitter in the camera head and marked it on the floor. Technician Dan Viel then jack-hammered through the concrete.

Roberts and Viel used a shovel



From left, Mike Roberts, Dan Viel and David Penticomy of Mr. Rooter in Phoenix, Ariz., used a RIDGID Mini SeeSnake Plus camera to locate a woman's 7-carat diamond wedding ring in a restaurant sewer lateral. (Photo courtesy of Mr. Rooter)

**"Visibility was so bad that my camera technician David Penticomy and I didn't look for the ring on the outward journey, just while we were slowly pulling back."**

**Mike Roberts**

a water jetter nozzle upstream from the manhole and pull the ring back. However, an inspection showed that the 4-inch cast iron lateral was flaking and littered with debris.

"Visibility was so bad that my camera technician David Penticomy and I didn't look for the ring on the outward journey, just while we were slowly pulling back," says Roberts, who used a RIDGID Mini SeeSnake Plus camera with 125 feet of pushrod. They checked the line multiple times; the camera lens required cleaning after every trip.

Three and a half hours later, Roberts saw what he thought was a

to dig down 40 inches, where they uncovered a 45-degree bend tied into the pipe with No-Hub couplings from Ideal, a Tomkins Co., in St. Augustine, Fla. "Dan disconnected the bands, pulled out the elbow, reached into the pipe, and there was the ring," Roberts says. The excavation took 90 minutes.

"Even covered in sludge, it was the most beautiful ring I had ever seen," says Roberts. "We washed it off, and eight hours after it fell into the toilet, the customer slipped it back on her finger. Tears of joy were streaming down her cheeks, and she hugged and thanked us." Roberts

noticed that the ring was a loose fit – perhaps explaining how it fell off the woman's finger.

The Mr. Rooter bill came to \$5,200 and the city's to \$1,000. The customer's husband tipped Roberts and his team generously and also tipped the restaurant shift manager for staying late. "Our goal is to be the most recognized Mr. Rooter franchise in the world," says Roberts. "This job certainly has helped." ■

## TOUGH JOB

### PROJECT:

**Remove a \$70,000 diamond ring from a restaurant sewer lateral**

### CONTRACTOR:

Mr. Rooter, Phoenix, Ariz.

### CUSTOMER:

Ring owner (name not revealed)

### EQUIPMENT:

Mini SeeSnake Plus camera, RIDGID, Elyria, Ohio

### RESULTS:

Ring recovered and returned to owner

## MORE INFO:

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# The Right Jetter

**Contracting professionals share ideas on upsizing a water jetter and selecting the right equipment to suit the application**

This feature in *Cleaner* reports noteworthy conversations that take place in *Cleaner Discussion*, an e-mail based forum for industry professionals sponsored by COLE Publishing. *Cleaner Discussion* provides for the exchange of information and ideas on pipe cleaning, rehabilitation and maintenance, trucks and equipment, high-pressure cleaning, business improvement topics, and much more. To find out more about *Cleaner Discussion*, or to subscribe, visit [www.cleaner.com](http://www.cleaner.com).

**really have the jam for 6-inch or bigger. Any thoughts are appreciated.**



## Question:

I'm putting together a new jetting system. The one I currently have does 9 gpm at 3,600 psi. It does a pretty good job, but I thought this time I might as well go big or get off the porch. So since the prices of the pumps and drives rise pretty quickly as you go bigger, I'm wondering what would get me the best bang for my buck. Should I go for more volume, or higher pressure? My current setup is great for 4-inch pipe, but it doesn't

## Answers:

I think the trick is in matching the tool at the end to your pump. The orifices in the tool need to be sized for the flow of the pump. If you have four orifices that need 6 gpm each, you need more pump (or smaller orifices). You can base your pump on your tool's needs, or you can make your tool fit your pump, but what is important is that the water leaving the orifices is traveling at least 100 feet per second and that the tool be as close as possible to what you want to clean.

□□□

You have asked a great question. I have used both high flow (e.g., 20 gpm/1,200 psi and higher) and high pressure (3,000 to 4,000 psi). I currently own a Harben 4016 – it will do 4,000 psi and about 14 gpm.

□□□

With that being said, you need to decide what lines you will be cleaning the most. The larger the line, the more flow you will need. I like to use the illustration of horsepower versus torque, the high psi being the equivalent of horsepower, the high flow being torque.

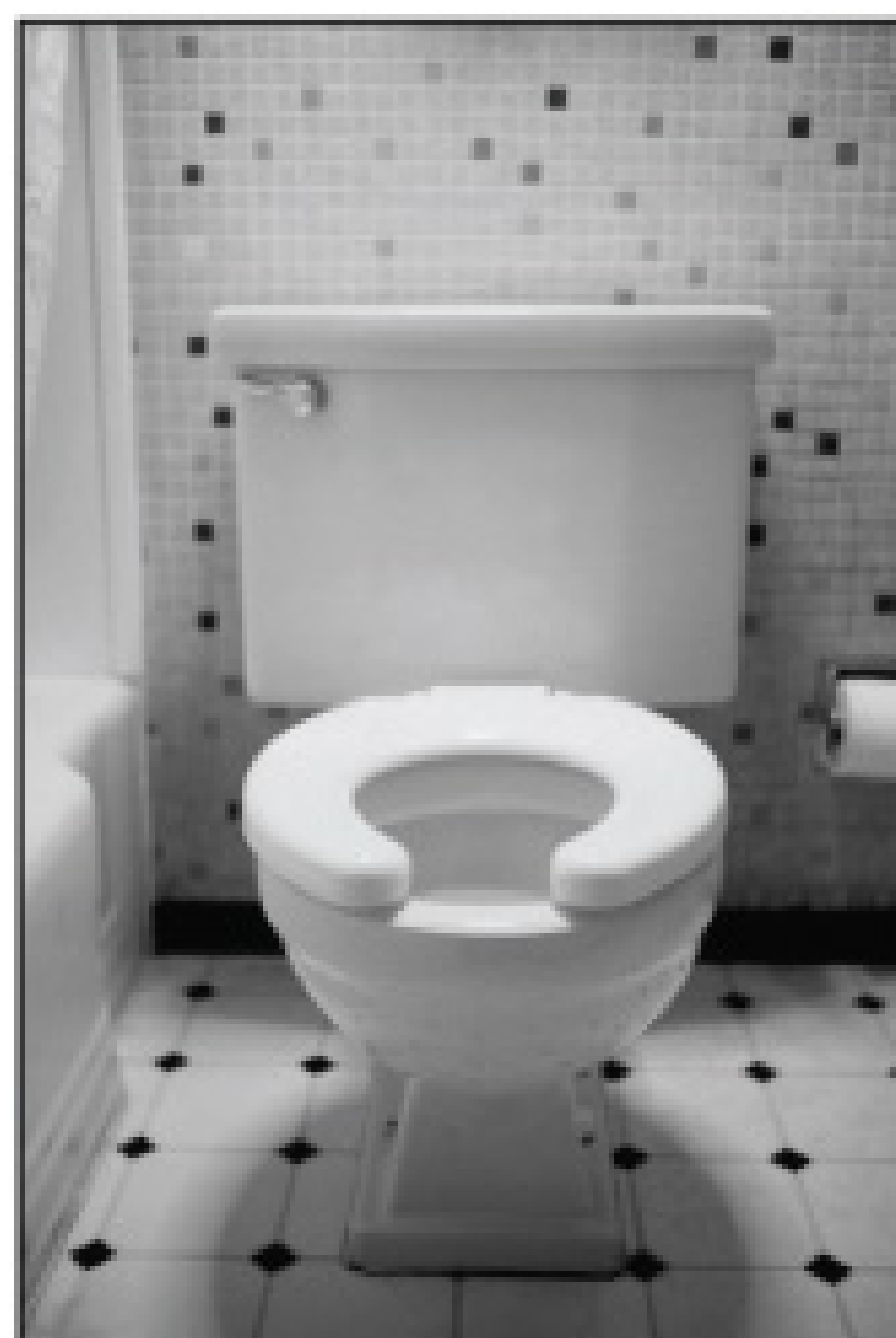
In order for the 4016 to clean a 24-inch storm drain, we need to use a water truck as well to put enough thrust in the dirt to move it. Most of the lines we clean are 10 inches or less, and the 4016 is perfect for those lines. We carry 700+ feet of 1/2-inch hose, and we have six to eight different heads, each for different problems.

We also carry a 3/8-inch hose that we use for inside buildings and for smaller lines. One thing I might add: On the 3/8-inch hose, I changed over to a steel-braided hose 15 years ago and have only replaced that hose three times since. I tried it with the 1/2-inch hose, but it was too heavy.

About 10 years ago I was having a pump truck built and decided to put the 4016 on the truck between the tank and cab. That makes that truck a lot more usable due to the ability to clean up after as well as during the jetting process. One thing about 4,000 psi: Just because the machine will go that high does not mean you should always run it that high. If the pipe is bad, you will destroy it. Only use the psi necessary to get the job done.

We use a rotating nozzle. It will not propel itself through a line, but we send it up the line to the next manhole, switch heads, and come back with the rotator. It cuts almost anything. The down side is that it is expensive and wears out from the dirt. ■

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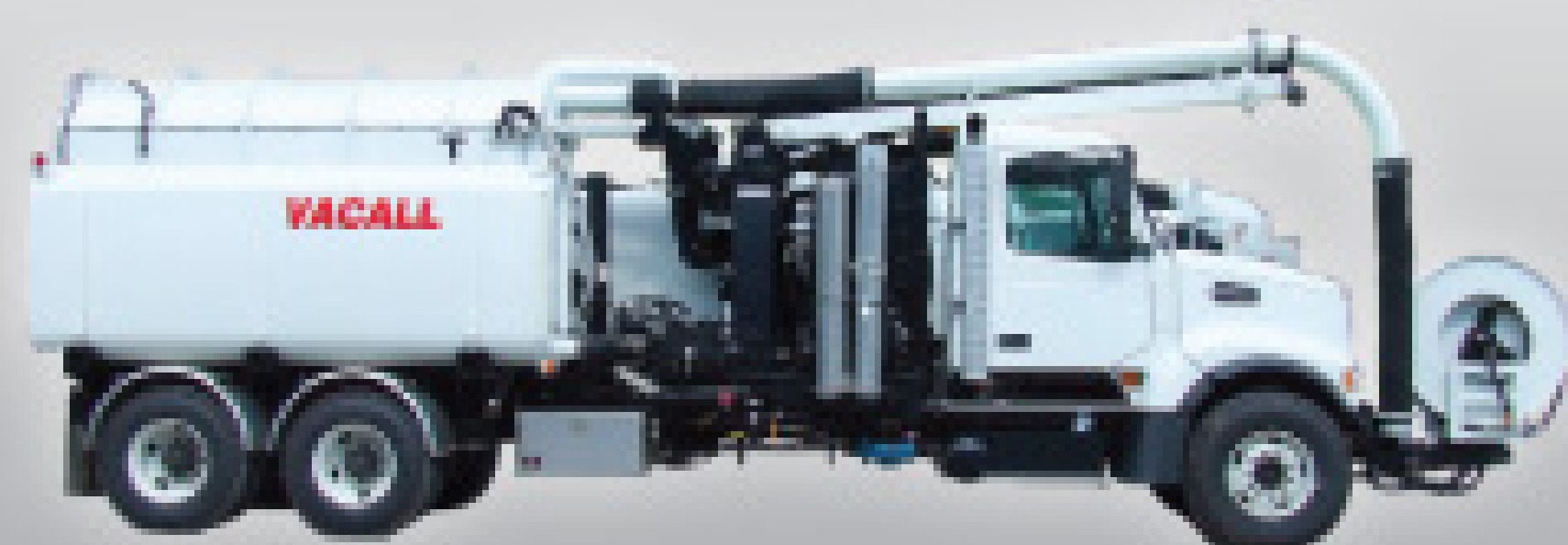
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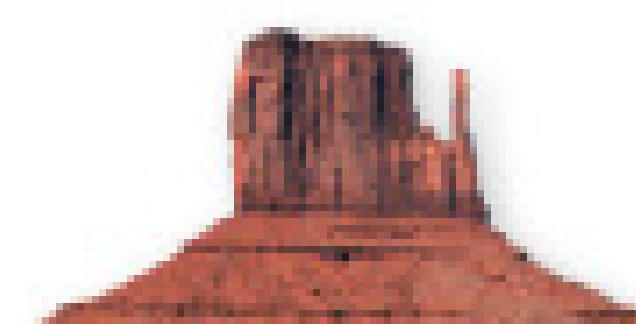
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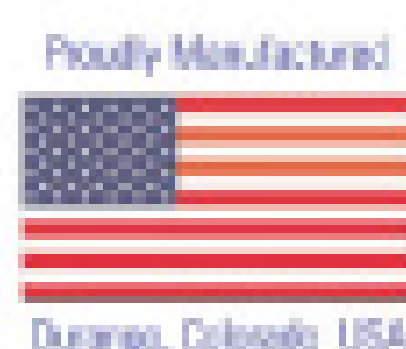


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## Hydro-torque Cutter Can Rehabilitate Problem Pipes

By Ken Wysocky

**P**ipes blocked by tuberculation, mineral deposits or concrete often are prime candidates for replacement. Paikert/Intruder hydro-torque cutters from NozzTeq® Inc. provide an alternative.

"This next-generation series of pipe cutters gives customers the option to reinstate pipes without costly excavation," says Scott Paquet, president and CEO. Powered by water pressure from a standard jetter, the cutter's impact drill motor runs at low speed, but provides high torque. The constant water pressure ensures the drilling head does not stop when it meets obstacles. Low-pressure vents direct spent water out the front, lubricating and cooling the cutting wheels, and out the sides and rear, removing debris.

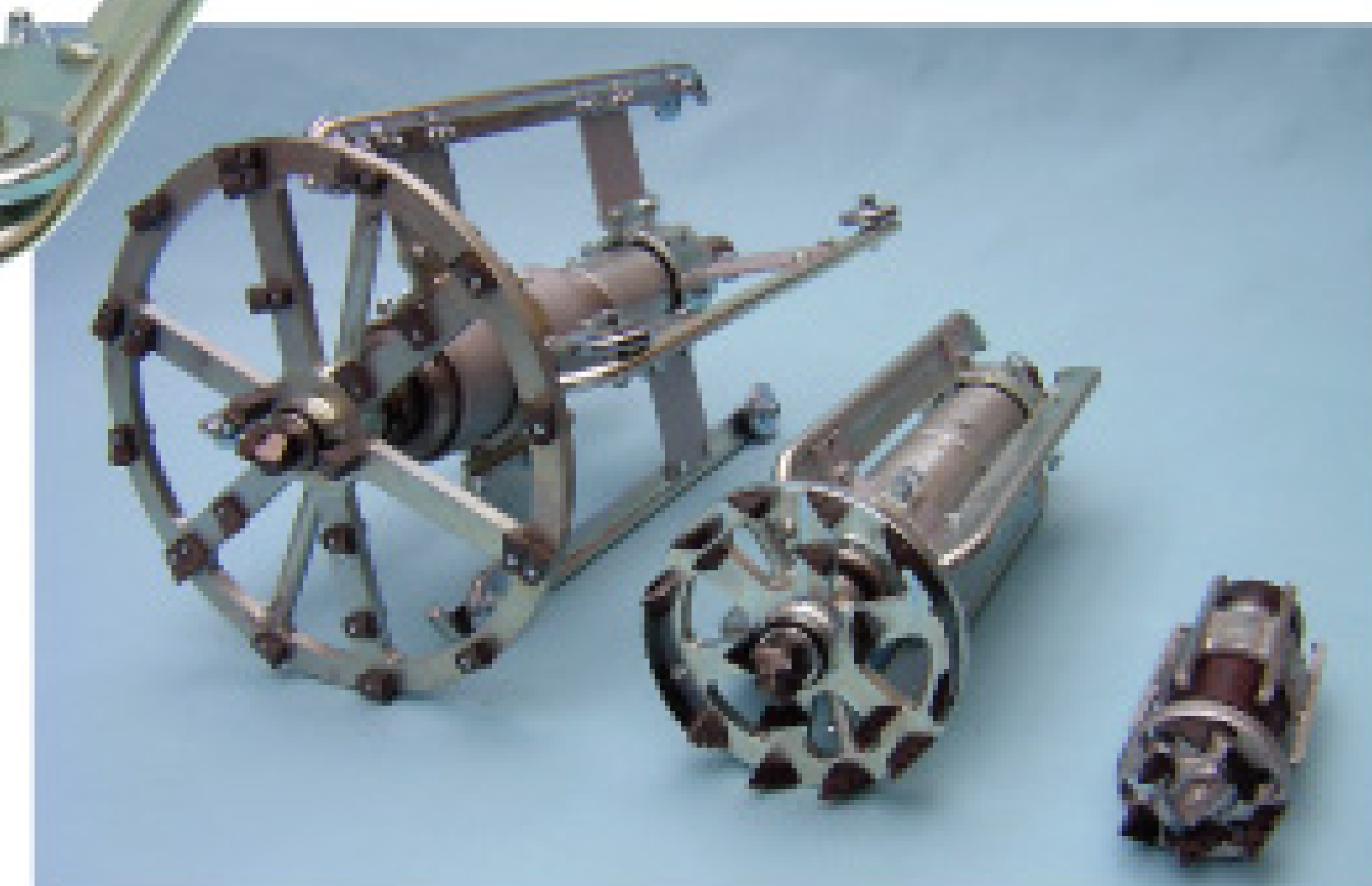
The cutter can be used in three operating modes. "In the impact-and-drill operating mode,

the cutting head pulverizes blockages," Paquet says. "In the impact-only mode, you can use it as a ramming tool. The drill-only mode is for more precise, clean cutting."

At 60 to 65 gpm, the unit delivers about 1,000 blows per minute at 200 rpm.

It is available in three different models: The SB-82 for 4- to 6-inch pipes (requires a minimum of 40 gpm); the SB-110 for 6- to 26-inch pipes (minimum 60 gpm); and the SB-150 for 27- to 36-inch pipes (minimum 90 gpm). Each model can be adapted to fit on various sizes of sleds.

"The cutter requires no lubrication after usage," Paquet says. "You can use it continuously for a week or so without doing anything to it. That



saves maintenance time and provides an advantage on jobs where you don't want oil left in the pipes."

A redesigned valve system eliminates valve adjustments. "Before, the valves had to be adjusted according to the jetter's flow rate, which could take anywhere from one to three hours," Paquet says. Other parts were re-engineered for greater durability. Each drill head can accommodate a variety of standard or custom-built cutting accessories.

For information: [www.nozzteq.com](http://www.nozzteq.com); 866/620-5915.

## Cam Spray Introduces JS3040 Portable Gas Jetter

The JS3040 portable gas jetter from Cam Spray delivers 3,000 psi and 4 gpm. Powered by a 13-hp Honda engine, it features a triplex ceramic plunger pump, power throttle valve control, 200 feet of 3/8-inch hose, four-nozzle kit and 75 feet of trap hose. 800/648-5011; [www.camspray.com](http://www.camspray.com).



## General Pipe Cleaners Introduces Metro-Rooter

The Metro-Rooter drain cleaner from General Pipe Cleaners is designed to clear roots and other tough stoppages in 3-inch through 6-inch lines. The unit offers 75 feet of 5/8-inch Flexicore wire rope center cable or 100 feet of 1/2-inch cable. Its narrow profile facilitates handling in tight locations, on stairs and loading onto trucks. Features include a fold-down handle, truck-loading wheel and lightweight frame on 10-inch semi-pneumatic wheels. 800/245-6200; [www.generalpipecleaners.com](http://www.generalpipecleaners.com).



## RIDGID Introduces Pipe Freeze Unit

The SF-2500 SuperFreeze pipe freezing unit from RIDGID is designed to isolate sections of copper or steel pipe, eliminating the need for complete system shutdowns and draining. The unit forms ice plugs in as little as five minutes in steel pipes up to 2 inches in diameter and copper tubing up to 2 1/2 inches. One or two



plugs can be formed with a single unit at the same time. The pipe freeze operates automatically once the freeze heads are attached and the unit is turned on. It continues to run during repairs, ensuring the plugs do not melt. Flexible rubber hoses connect the freeze heads to the unit, making them easier to handle and allow for quicker coiling and storage. 800/769-7743; [www.ridgid.com](http://www.ridgid.com).

## StoneAge Introduces 40K Banshee Tube Cleaner

The Banshee 40,000 psi rotary tube cleaner from StoneAge Inc. is designed for tubes from 7/8 inches up to 1 1/4 inches in diameter. Available with both polishing and unplugging head options, the nozzles have no seals or bearings to wear out or fluids to replace. High-pressure water travels through the center of the tool and directly out the jets to reduce turbulence. Its simple design includes the inlet nut, shaft, body and head. 866/795-1586; [www.stoneagetools.com](http://www.stoneagetools.com).



## Coxreels Introduces PC10 Power-Cord Series

The PC10 Power-Cord Series from Coxreels comes with a 5-foot pigtail, handles up to 30 feet of 16- and 12-gauge cord and features six different cord accessory options. Made of heavy gauge steel, the reel has a drum-style spring motor, FDA-compliant composite hub and grommet cable guide designed to avoid cable pinching. Each model comes with a 20-amp slip-ring assembly, available in both three and four conductor versions. Units range in weight from 11 to 19 pounds. 800/269-7335; [www.coxreels.com](http://www.coxreels.com).



## CUES Introduces LAMP II Inspection Camera

The LAMP II video inspection camera from CUES Inc. is designed to perform pan-and-tilt inspections of mainline sewer pipe while viewing and inspecting up to 80 feet into a lateral pipe. The camera system includes a self-propelled lateral launcher, transportation platform and two cameras – one for pan/tilt/optical zoom operations and one for lateral launching. An optional sonde for locating laterals is available. Color video from the two cameras is displayed in a picture-in-picture format. 800/327-7791; [www.cuesinc.com](http://www.cuesinc.com).



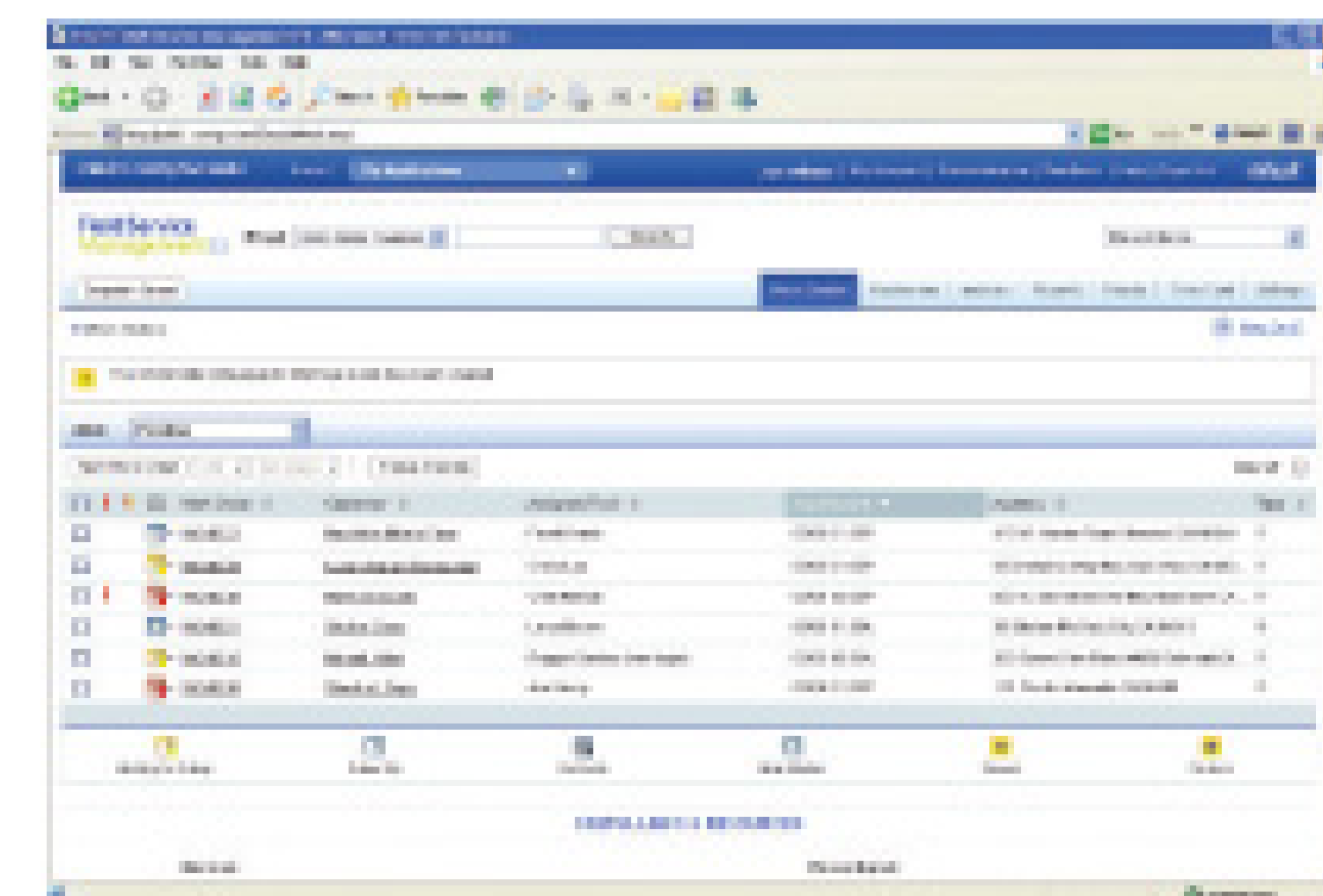
## Electric Eel Offers Counter-Top Drain Cleaner

The CT counter-top drain cleaning machine from Electric Eel Manufacturing Co. Inc. features variable speed motor control for maximum cable control and constant torque cleaning power from 75 to 350 rpm. Designed to clean up to 50 feet of 3/4-inch to 2 1/2-inch diameter drain lines, the unit is powered by a 1/5-hp, 90-volt DC motor. A built-in

GFCI on the 20-foot cord protects the operator from electrical shock, while an air-operated foot switch and cord assembly offer easy operation. The cleaner operates 1/4-inch, 5/16-inch and 3/8-inch cable. A two-way auto cable feed is available. 800/833-1212; [www.electriceel.com](http://www.electriceel.com).

## Intuit Releases Field Service Management Software

Field Service Management ES application software from Intuit Inc. is designed to integrate with QuickBooks Enterprise Solutions to handle all aspects of managing technicians in the field, from accepting payments to shuffling job orders. Work orders can be dragged and dropped to reassign or reschedule. Clicking a work order title opens all job details, showing what each technician is working on, the work status, job duration, arrival time, travel time and hours clocked. The software also has the ability to store customer contacts and equipment information. 866/379-6635; [www.intuit.com](http://www.intuit.com).



## Hannay Introduces E1800 Hose Reel

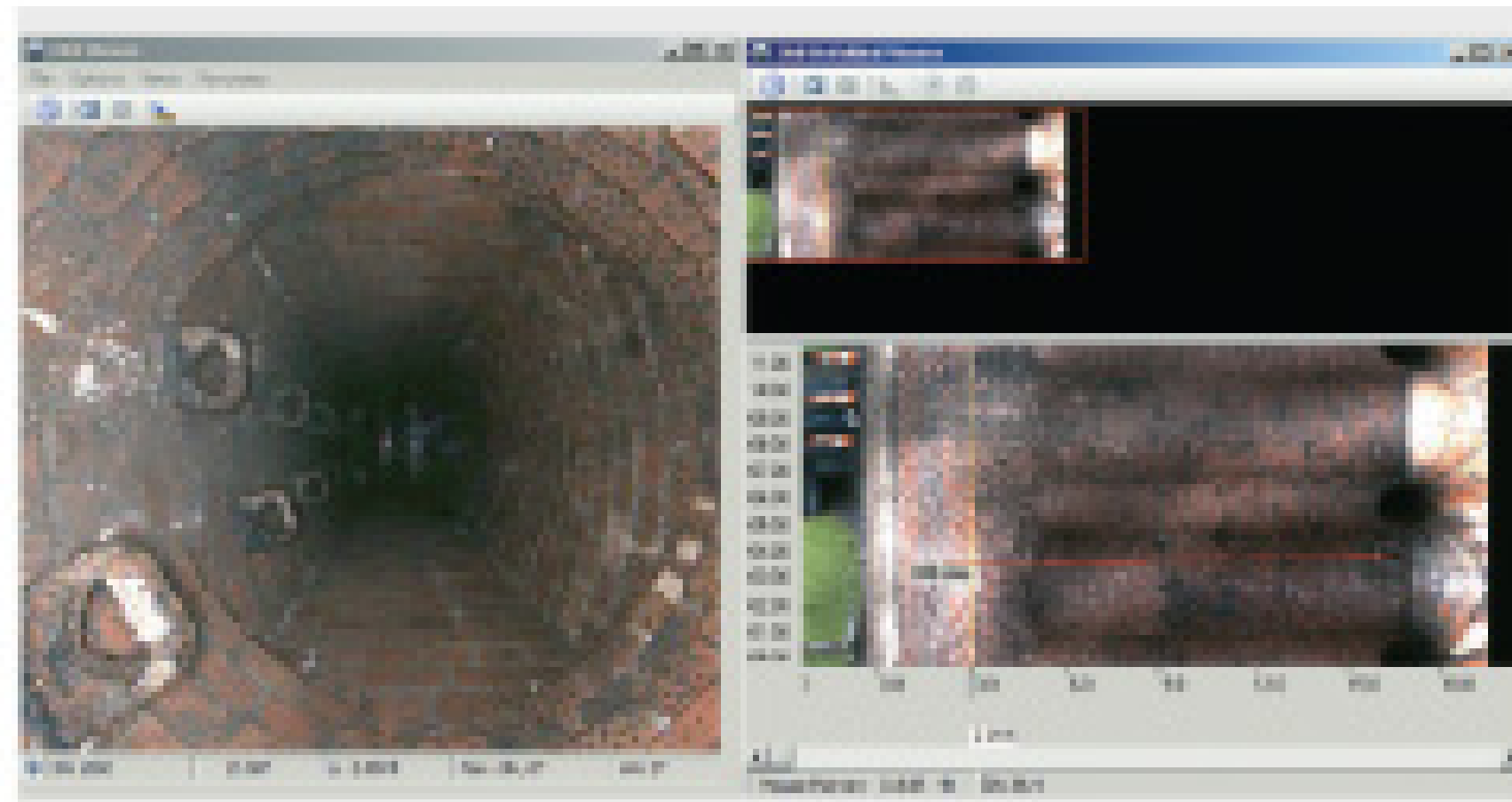
The lightweight and compact Hannay E1800 hose reel can accommodate single 1/2- and 3/4-inch I.D. hose and handle temperatures up to 250 degrees F and operating pressures to 1,000 psi. The motor is driven by chain and sprocket electric rewind. The reel features a standard 90-degree bearing swivel joint with 1-inch female NPT thread inlet and 3/4-inch female thread outlet. 877/467-3357; [www.hannay.com](http://www.hannay.com).

## LMK Introduces Toolbox Launcher

The portable Toolbox Launcher from LMK Enterprises Inc. is designed for lining 2-inch diameter drain pipes. The CIPP lining system is able to renew up to 40 feet of pipe in one continuous installation, as well as negotiate 90-degree bends. Used with a variety of resin systems, ambient cure time is less than two hours. 815/433-1275; [www.performanceliner.com](http://www.performanceliner.com).

## PipeLogix Releases flexidata 360 Module

The flexidata 360 Module from PipeLogix Inc. is designed to work with the latest scanning camera technology, such as Panorama and Panorama SI, in both pipe and manhole surveys. When used with flexidata Lite, the module launches the Panorama scanner and creates an IPF file that can be played back for review. In the full or manhole versions, analysis tools create survey data from three different pipe views. 866/299-3150; [www.flexi-data.com](http://www.flexi-data.com).



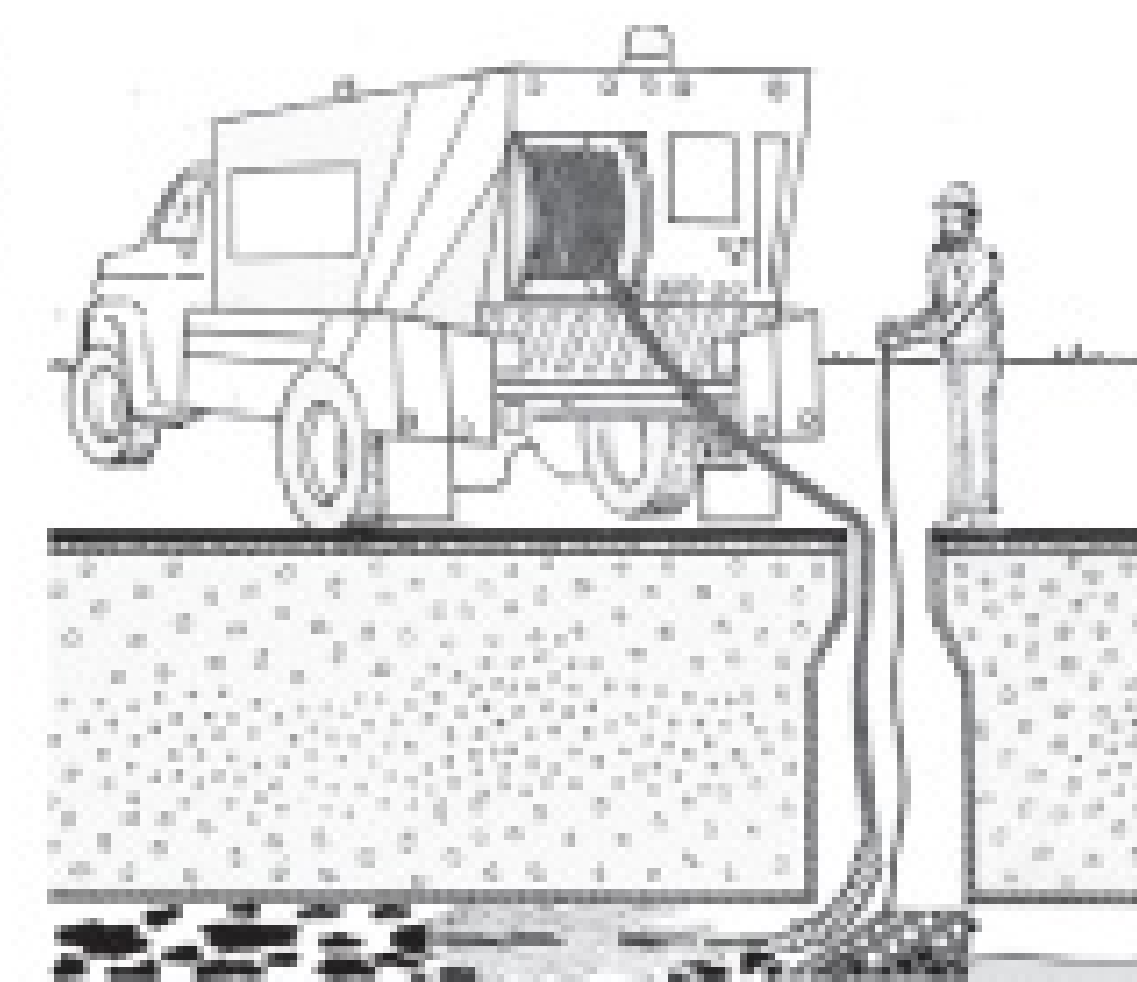
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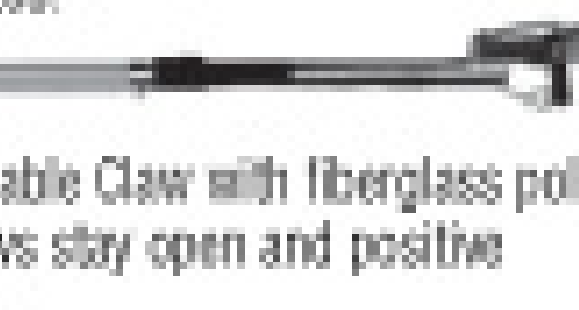
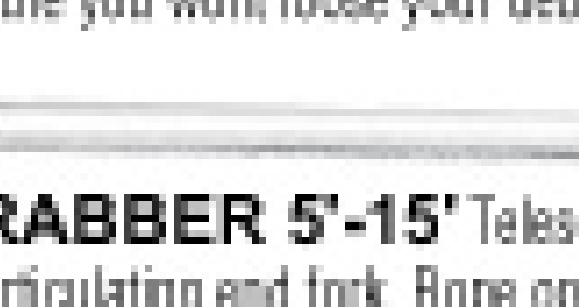
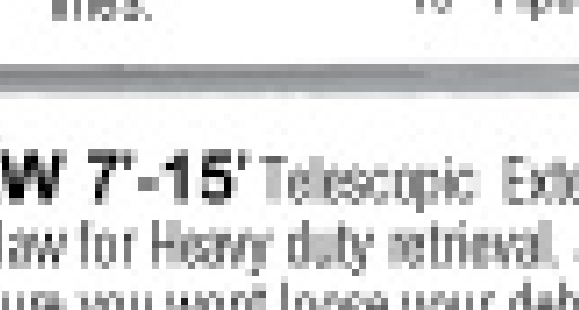
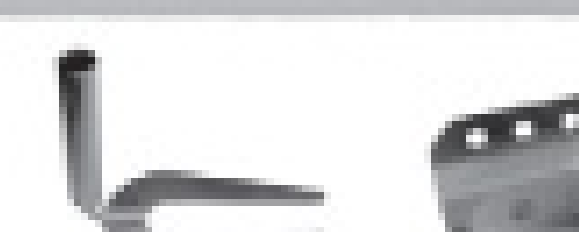
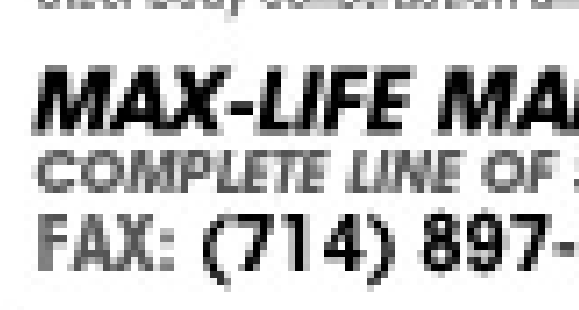
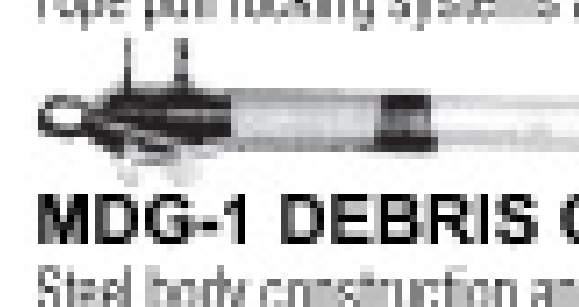
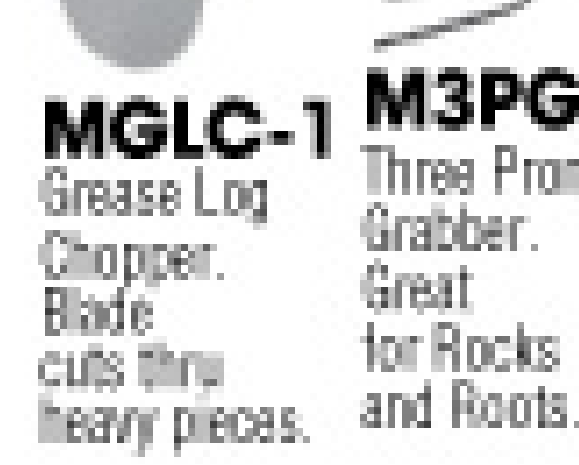
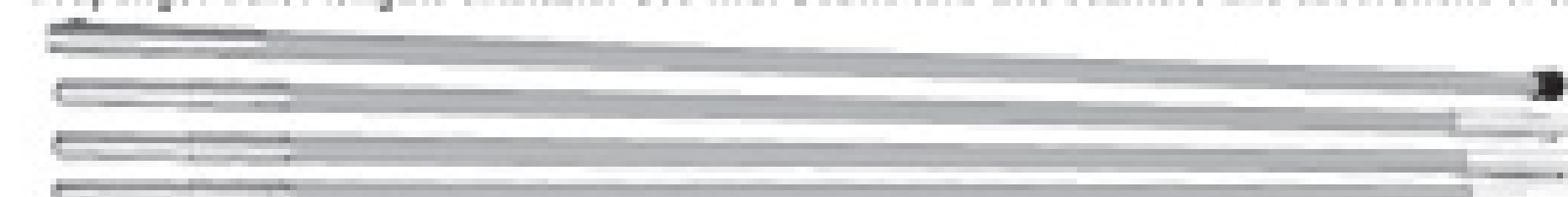
### Grit Catchers

MDC-6CW are similar but have half moon bottom around sides and back to stop finer grit and black sand from flowing through. Fills with material faster.



### MPF-24 Quick Connect Fiberglass Poles

24' pole set used with above Tools and Debris Catchers. Each set Includes 3 ea. 6' male x female and 1 x 6' end pole. These are Light, Strong durable poles with positive lock Aluminum quick couplings. Other lengths available. Use with Debris and Grit Catchers and assortment of tools below

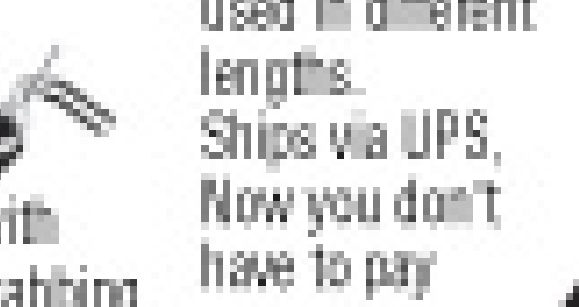


Debris Catchers and Grit Catchers both can be used with any length of Fiberglass Poles. Provides for positive action of positioning, raising and/or lowering these catchers in manholes.

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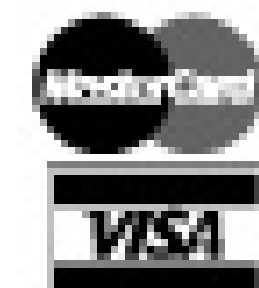
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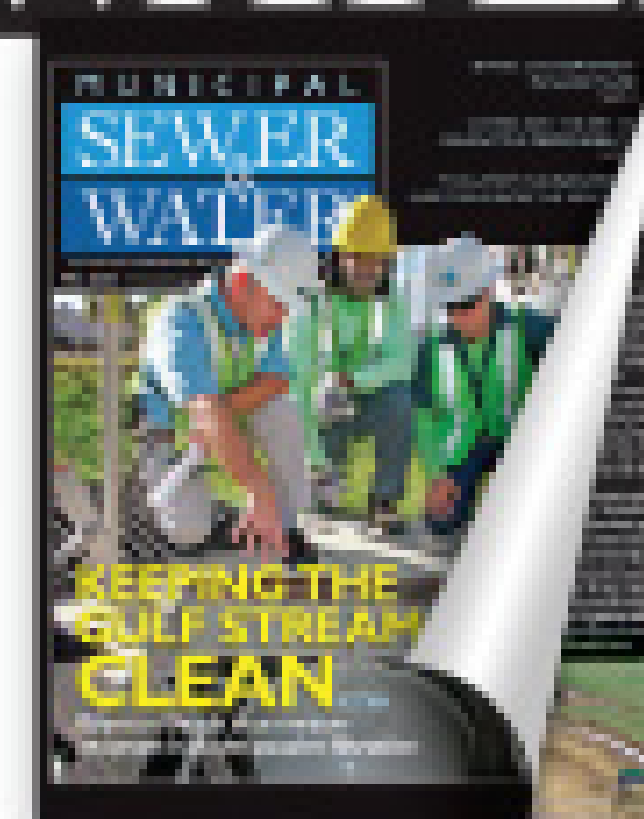
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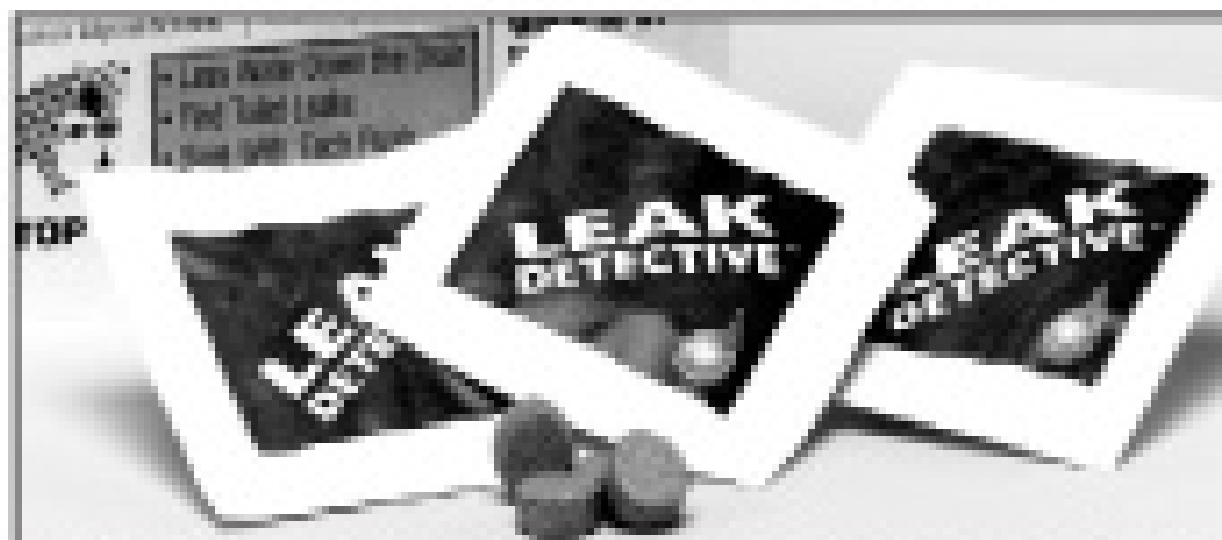
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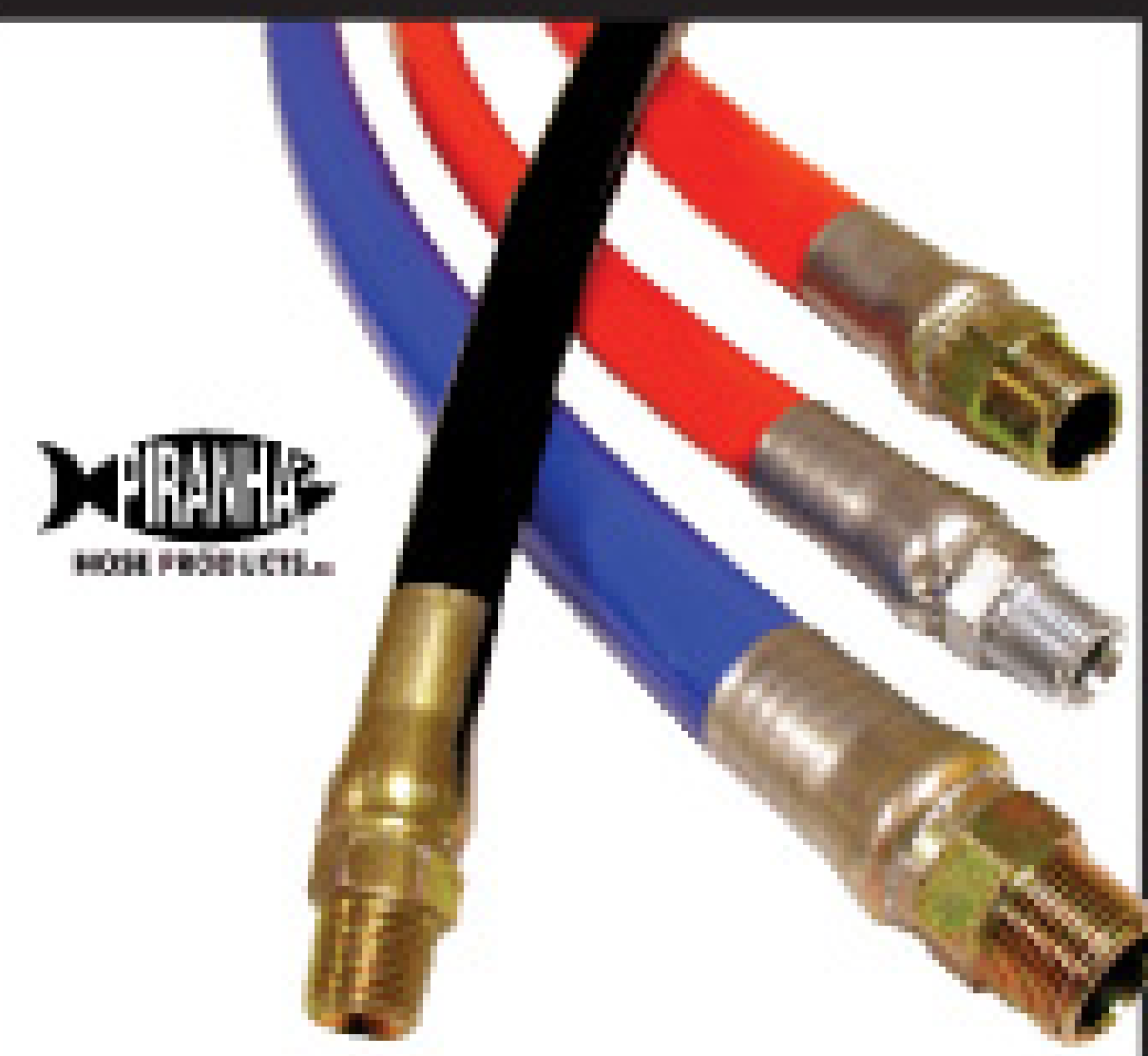
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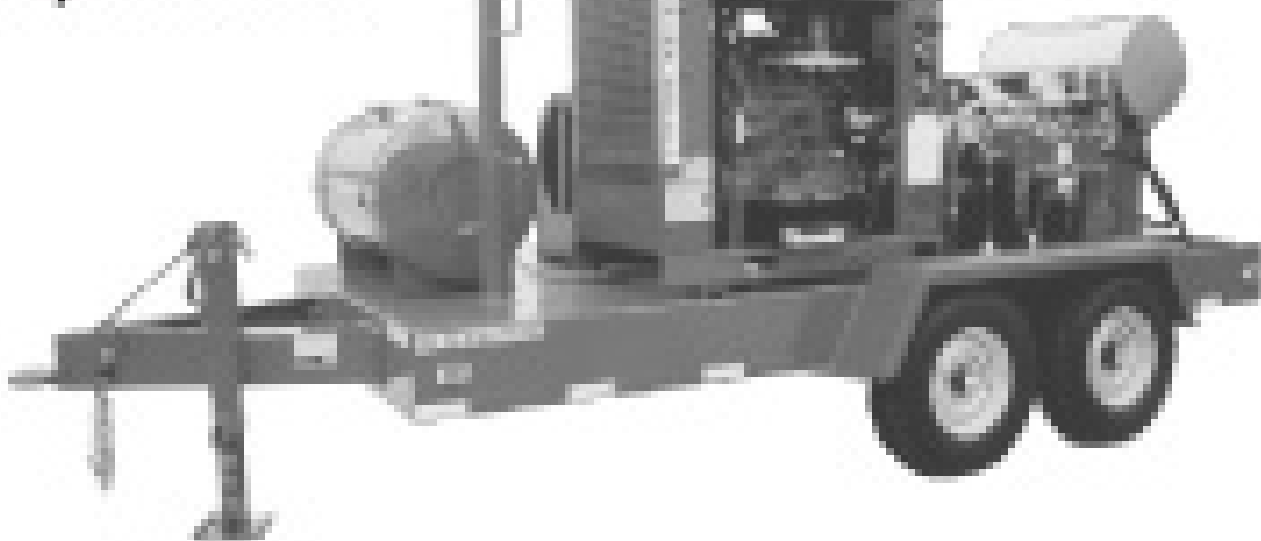
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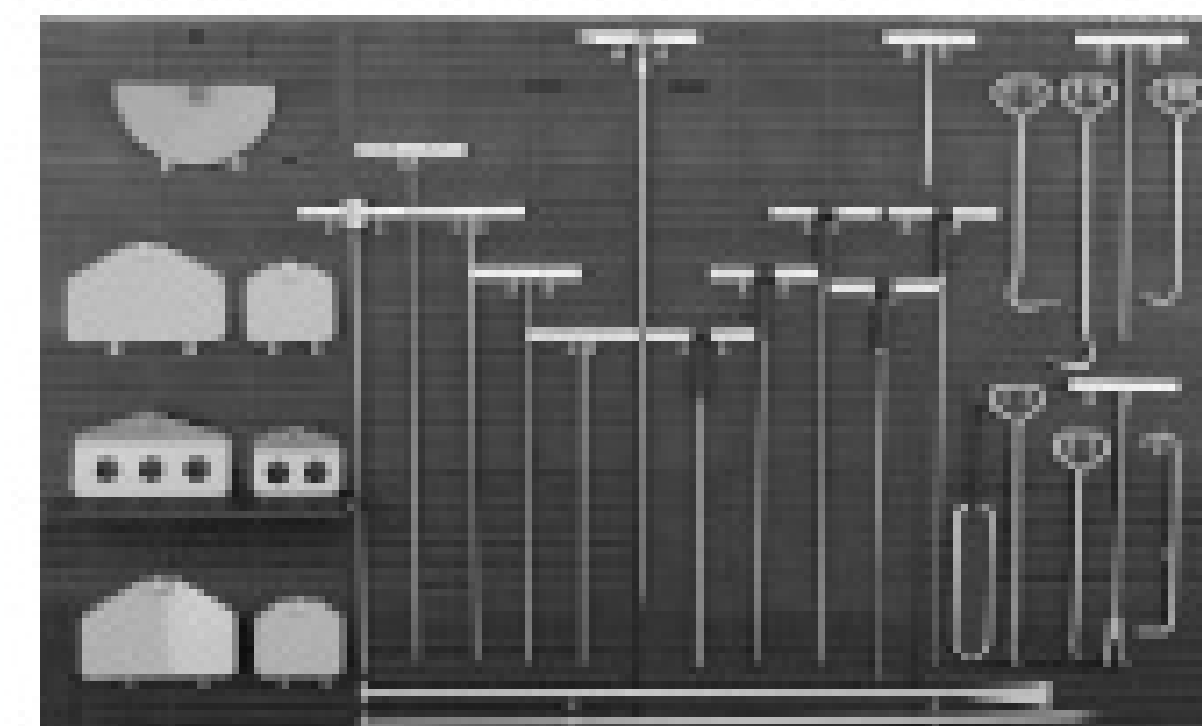
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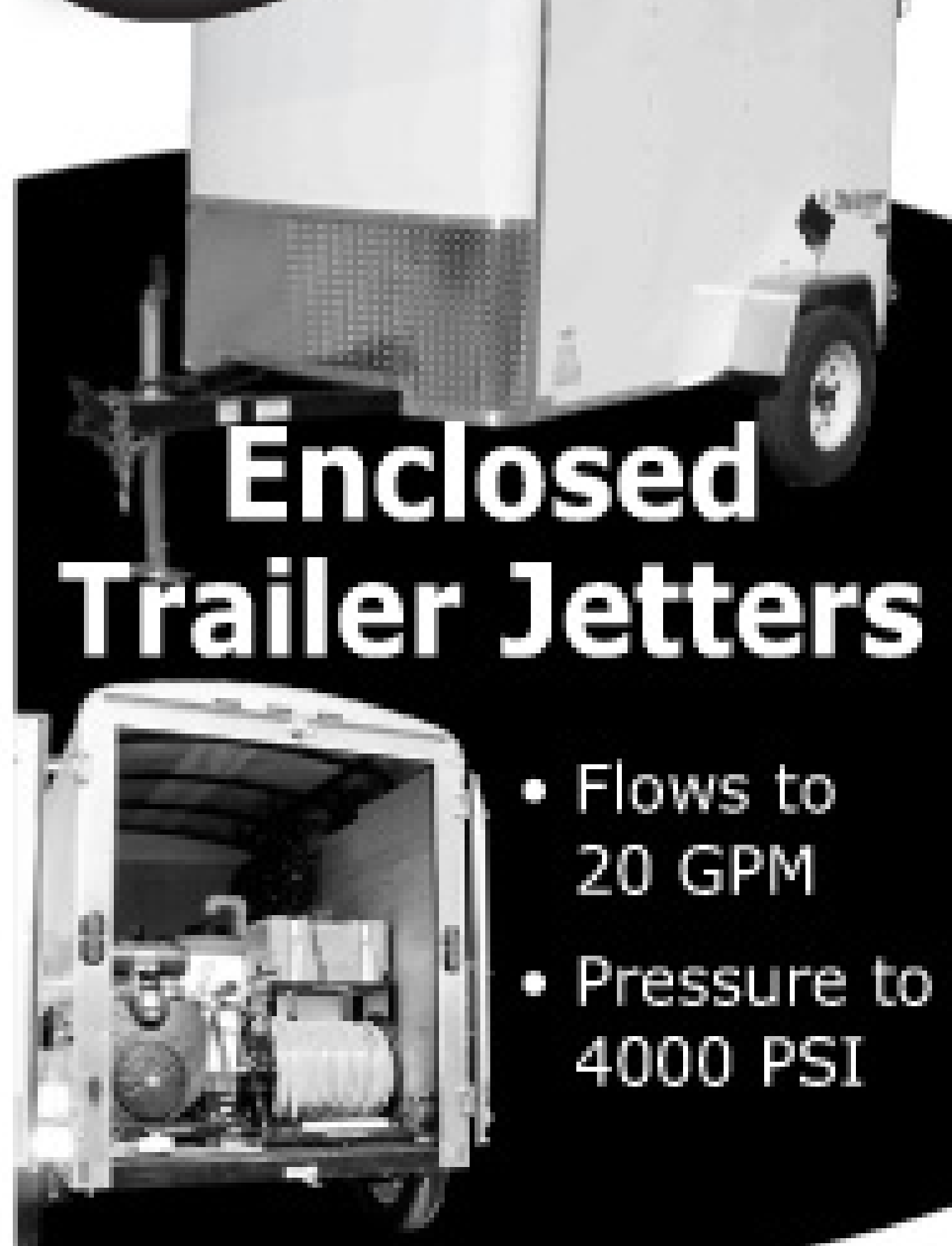


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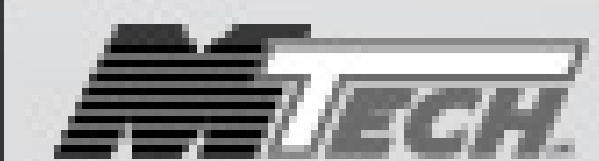
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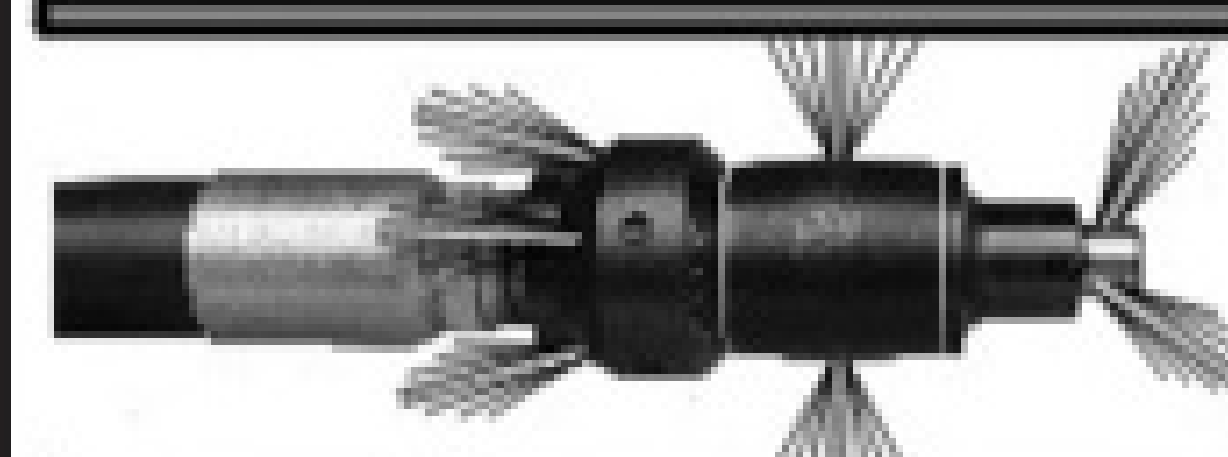
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**2002 International Pumper Truck:** 4700 series, DT466, automatic, air brakes, 1200 gallon waste, 300 gallon fresh water, Masport 75 pump. CCI/Brian Touey 805-896-3777. (CBM)

## POSITIONS AVAILABLE

Established Industrial & Municipal Cleaning Company seeks Operations/Regional Manager and Sales Manager. Both successful applicants need to be self motivated, hands-on, good communicators, willing to travel & learn the position throughout Arizona. Business based close to Tucson, AZ. Salary based DOE. Benefits, 401K, plus other incentives for the right applicant. Fax resume to 520-385-0557. (P4C5)

## PRESSURE WASHERS

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. \$10,000 each or \$17,000 both. Call 503-969-9557 or 503-682-2723. (C5)

## PUMPS-SUBMERSIBLE

Wholesaler for Hydromatic, Zoeller, Myers, Liberty and ABS pumps. We also supply Grinder pumps and basins. Will help you size them. Septic Services Inc. 800-536-5564. (CPBM)

## PUMPS-VACUUM

Complete line of Moro, Conde and engine-driven, stand-alone pump systems, DC10 washdown pump. Call us for any of your vacuum truck parts from shut-off valves, primary and secondary valves, hoses, vacuum pumps and drive systems. Septic Services Inc. 800-536-5564. (CPBM)

## RENTAL EQUIPMENT

Liquid vacs, wet/dry industrial vacs, combination jetter/vacs, vacuum street sweeper & catch basin cleaner, truck & trailer mounted jetters. All available for daily, weekly, monthly, and yearly rentals. **VSI Rentals, LLC, (888)VAC-UNIT (822-8648) www.vsi rentalsllc.com.** (C5)

## RODDERS

1997 Chevrolet 3500 4x4 dually, 6.2L diesel, automatic, Sewer Equipment Company of America model 444 truck mounted sectional rodder sewer machine. About 52,000 miles. 515-864-1036. (C5)

## SERVICE/REPAIR

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

\*\*\*www.servicewithasmile.com\*\*\*  
**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)

## SHOWER TRAILERS

**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)

## SWEEPERS

2008 American La France Condor with a Vac/All Model VS10DC 3-in-1 machine (sweeper, catch basin, leaf collector), 350 water comp, 10-yd. debris body; vacuum system: 16,500 cfm belt drive with silencer, driven by Cummins turbo charged 6 cyl. diesel. In stock RENT ME!!! (Stock #1791) **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (C5)



**T&T Tools:** Probes, Hooks. Probes feature steel shafts with threaded and hardened tips. The insulated **Mighty Probe™** tested to 50,000 volts. **Top Poppers™** open manhole covers easily. Free catalog. **[www.TandTtools.com](http://www.TandTtools.com)**. Phone **800-521-6893**. (CPBM)

**Seacon** connectors and pigtails, **Falmat** 12 conductor flexible cable and push cables. **Oceanquip** 504-343-7833, [oceanquipllc.com](http://oceanquipllc.com).  
(CBM)

Cues Mainline inspection truck, 97 GMC 1-ton Savana with 68k miles. Pan & tilt camera, shorty transporter, DVD & VCR format, Cues studio design, with AC/heat, Honda generator and many extras. Sharp clean unit for sale. \$39,000. Call 319-759-7774. (C5)

**Pads and Chain Assemblies:** Silicon carbide filled for maximum traction and long life. Single and double hole pads for all makes of tractors. Money back guarantee. Contact **Pipe Tool Specialties** (503) 1-888-390-6794 or fax 1-888-390-6670. Samples sent upon request. Same day shipping. We are a 6/12 company. (CMBM)

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Patent pending. [www.easycamllc.com](http://www.easycamllc.com).  
Sales 1-239-260-2056. (CBM)

**New Cyclops Sewer Camera**  
System mounted on 2001 Ford E-150 van. Heavy duty transporter, 500' cable, DVD recorder, keyboard data, LCD monitors front and rear, straight-view color camera. \$39,000. Or \$49,000 with pan/tilt camera. 830-249-9756. (C5)

1994 E350 diesel van, 363,000 miles, set up with Cues video system. Includes work station, TV, VCR, DVD rec, cable system retractor, straight line camera, pan tilt camera, wheeled tractor (24"+), tracked tractor (6"+) and 300' of cable. Cable needs replacement. Tractors, cameras and van well maintained (new transmission 2008). \$12,000. Call Pat 616-791-0959. (C6)

Refurbished Cyclops sewer TV camera van. Pan/tilt camera, crawler, 530' cable, screen footage, VCR. Mounted on Ford Aerostar minivan. \$22,500. 830-249-9756. (C5)

TV Ferret: Complete used, pan & tilt system, 600 ft. cable, 6" crawler, \$16,000. More turn-key systems. [www.tvferret.com](http://www.tvferret.com). 518-399-2211.

**BEST BUY:** Must see this 1997 RST video system that includes a P & T, tractor, and an additional main-line camera. Converted ambulance with odometer of 48,000, perfect studio, storage space and safety lights. The software includes printed reports, hard disc, and Sony Photomate. Photos of interior and exterior are available via e-mail. Special Price \$20,000. Call Don at 503-969-9557. (C5)

**New Cyclops** Sewer TV System mounted on raised roof Ford E-150 van. Pan & tilt camera, Crawler, 625 ft. cable, DVD, on-screen keyboard data. \$39,000. Call Bill 830-249-9756. (C5)

Used and rebuilt color and black & white camera kits. Ridgid SeeSnakes, General, Gen-Eye, Pearpoint. The Cable Center. 1-800-257-7209. (CBM)

1993 GMC Cues TV truck with  
Dataview III. No camera or tracker.  
\$10,000. 407-351-0827. Call for  
pictures or details. (P4C5)

1986 IME Model trailer mounted  
sewer vac, 20 hp Onan engine  
model NHC-MS 3888D in very  
good condition with only 500 hrs.  
515-864-1036. (C5)

LOOKING TO PURCHASE: Cues  
Lateral Launch System. Call  
Richard 866-668-5325. (CP5)

Wanted to Buy: Vactor 2100's and late model Guzzlers. Cash. 800-336-4369. (CPBM)

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

2002 NLB-4075D diesel, 40,000 psi, 3 gpm, trailer mounted, 300' new hoses, 620 hrs. Perfect condition. Price \$45,000. Contact 973-476-7194. (CP6)

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**Aquadyne** GA 200 variable speed  
3116 CAT 20K, 20 gpm. **Aquadyne**  
0450DS-Cummins 20K @ 36 gpm.  
**Jetstream** 4220-Cummins 20K @  
17 gpm. **Jetstream** UNX-6V53  
Detroit 10K @ 26 gpm. **NLB-**  
Ultraclean Cummins 36K, 7 gpm.  
**NLB** 10-600 Cummins 10K @ 104  
gpm. **NLB** 5-250 Cummins 3600  
psi, 182 gpm. **US Jetting Sewer**  
**Unit** 4K @ 14 gpm. **Boatman Ind.**  
**713-641-6006. View @**  
**www.boatmanind.com. (CPBM)**

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**1992 Camel 200 Series:** Ford L-8000 chassis, rebuilt Jasper motor, 65 @ 2000, 10-yd. debris tank, 1000 gal., extendable boom, great condition. ....\$28,500  
**Call Todd @ Fredrickson Supply**  
**888-949-2385** CS



**2003 Ford E-450 High Cube Van:** Diesel engine (90,500 mi) and diesel 8kw Onan generator (6,169 hrs). RST single conductor reel, WinCan software, Omni-Eye III zoom w/ tractor. Will paint box. ....\$45,000 OBO  
**909-422-1430** CPS



**1991 Camel 200:** 6-speed, 65 gpm, 2000 psi, Roots 624 blower, tandem axle, ready for work, 169,000 miles, excellent condition. ....\$46,000  
**920-655-7302 or 920-866-9109** CBM



**2003 Vector:** Sterling chassis, PD blower, new 80 gpm pump @ 2500 psi, single rear axle, rotating hose reel, 8' extending boom, Eaton transmission. Excellent shape. ....\$75,000 OBO  
**909-422-1430** CPS



**2005 Vac-Con:** 11-yd., Roots 827 PD (4200 cfm @ 18"), 10' boom, articulating hose reel, 80 gpm @ 2000 psi water pump, 500' x 1" sewer hose, 20' of tube, 2005 International, miles 39,469. ....\$138,500  
**843-556-8217** C6



**2006 Safavacs - Five (5) To Choose From:** Sterling LT9511 chassis, MBE 460 engines, 27" Wispair blowers, OMSI transfer cases. ....Special Price \$149,950 Each  
**Call 1-888-739-0838** CS



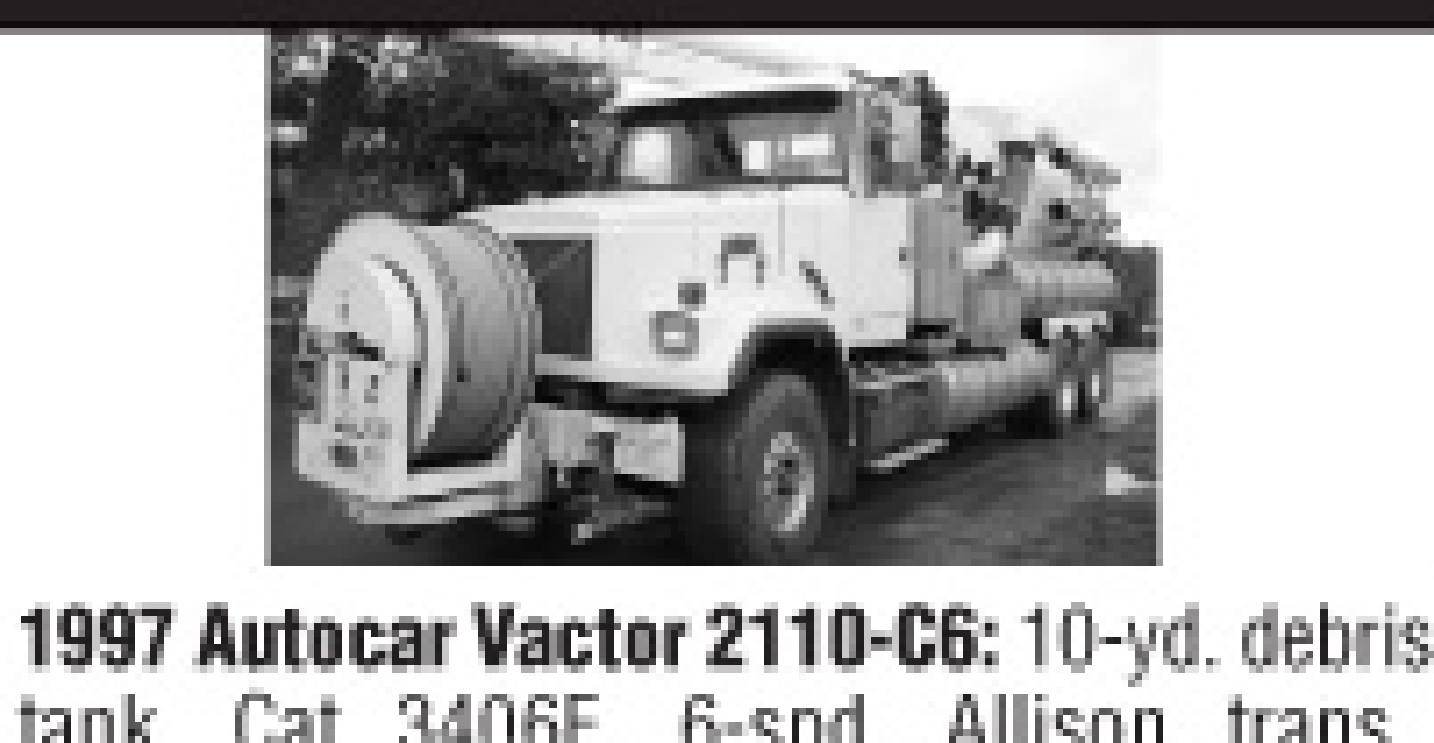
**2001 IHC 2600 Tandem Axle Pump Truck:** Masport pump, 1100 gal. tilt tank, jetter, 200 gallon fresh water tank, DT 530 300 hp engine, 69,500 miles, 7-speed, removable Reese hitch.  
**352-323-6284 X 201** CS



**Shower and Restroom Trailers:** Platinum and Gold Series, new and used available. Each with separate men and women sides.  
**CCI/Brian Touey 805-896-3777** CBM



**2002 International 4300:** DT466E diesel, auto, A/C, PTO, under CDL, SRECO Sewer Rodder, Model HS-375TM-PTO, 800' of .375" continuous rod, rotating drive head, ex-city truck, only 36,900 miles, great shape.\$32,500  
**Call Big Truck & Equipment Sales**  
**877-926-5015** CS



**1997 Autocar Vector 2110-C6:** 10-yd. debris tank, Cat 3406E, 6-spd. Allison trans., Hendrickson spring susp., 13K miles, 1500 gal. water tank, 2-stage fan, extended boom, 500'+ hose, AC, cruise, rotate/stretch hose reel, heated mirrors, excellent rubber, added storage bins, heavy specs, ex-municipality, all maintenance records.....\$75,000  
**503-969-9557 or 503-682-2723** CS



**1999 Vac-Con Jet:** Mounted on 2000 Intl. Navistar chassis. 1600 gal. poly tank, articulating reel w/500' of 1" hose, FMC water pump, 60 gpm @ 2000 psi. Low hrs: 1,166 & low miles: 11,349...\$39,500 OBO  
**757-464-2934** P4CS



**1997 Vac-Con V311THA/1300:** 80 gpm, 2000 psi, 3-stage fan, hydrostatic blower drive, 6' telescopic boom, mtd. on IH 2554, MD3060 auto trans., 25,000 miles, ex-city unit. Well maintained.  
**Mike 800-294-0149** CS



**1998 Ford LT9513 Camel:** Cat 3406E, 10-spd., Eaton Fuller, Hendrickson walking beam susp., splitshaft drive, hyd. tailgate, 8' high perf. vac pump, 5' telescopic boom, rear discharge, 80 gpm @ 2000 psi, articulating front mounted hose reel, 1500 gal. water tanks, large blower 854 Roots.....\$59,000  
**503-969-9557 or 503-682-2723** CS



**1982 Ford F-700 Jetter Truck:** 12,000 org. miles, 2000@65 Meyers pump w/Ford aux. engine, hose reel w/500' of 1" hose. Truck/equip. in new condition. ....\$16,500  
**770-780-0966** CS



**1999 Vector 2100 on a 1999 Sterling:** 10-yard body, 1,000 gallon water, 60 gpm @ 2500 psi, 2-stage fan, accumulator. (Ref. Stk. #1525)  
**Contact Joe at 312-208-6373** CS



**Used Model 747-4000 Sniper Jet:** 18 gpm @ 4000 psi, only 32 hours on machine. Selling to buy new vac tank. ....\$15,000 OBO  
**Call Dave 732-244-0189** P4CS

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**2000 Pearpoint Pipeline Video Inspection:** Color camera P494 pan/tilt, P599 drum, 1000', P420 tractor, recorder, P377 controller, 110V gen., fully self-contained, refurbished by Pearpoint, ex-city. \$34,500  
**Phil 562-926-5015 or 562-824-1093** CS



**2003 Ford E450 Sewer Inspection Van:** 102,000 mi. on diesel engine, 5,700 hrs. on Onan diesel generator, 16' box, RST equipment, OEIII camera, WinCan software. ....\$32,000 OBO  
**909-422-8990** CPS



**Manhole Rehab. Trailer:** 20' x 8' bed. Fully hydraulic, 99 hp John Deere diesel. Air compressor, generator, pressure washer, mortar mixer and pump, 300 gallon water tank, 50 ft. hose, gun and spincaster. Ready to work.  
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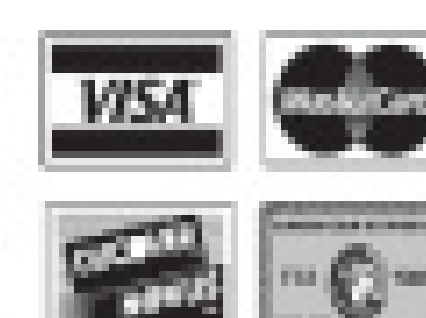
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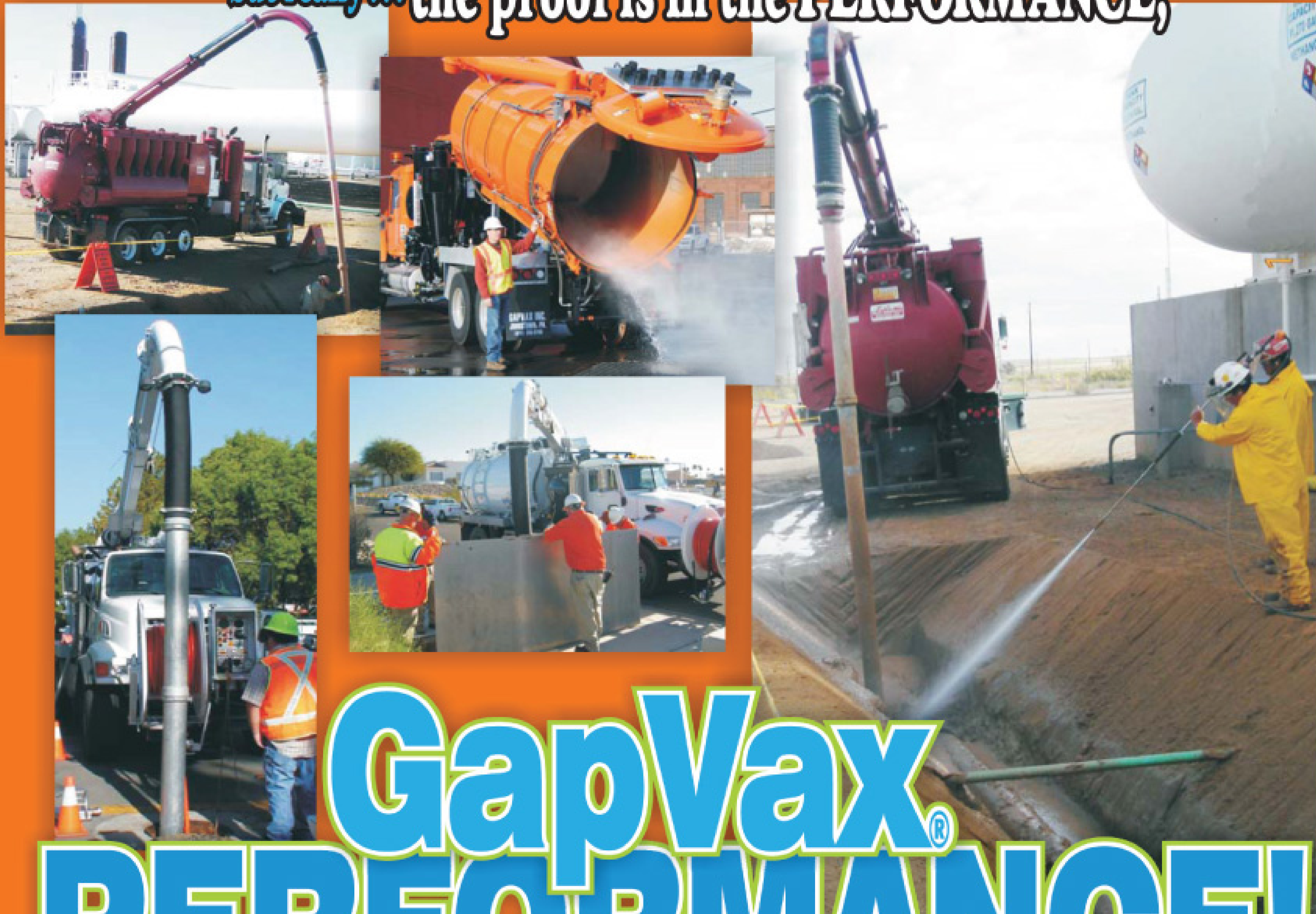
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Easy to handle so you can get to the root of the problem faster than ever.

Fold down handle allows easy transport, storage and use in crawl spaces.

The Model C is never out of service due to kinked or broken cables.

Model C cable rotates at 500 RPM, twice that of continuous cable drum-style machines.

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Well, I got a call from a job site the other day. Jim had his 81 cable machine and was facing a classic back-to-back toilet situation, where a neighboring apartment had a bathroom up against the one he was working on. He wanted to make sure that he didn't run his cable too far into the line and end up causing a whole other mess. I told him we make a drop head for that sorta thing, which I knew he had. So he was able to make money on the job, instead of flushing it down the tube.

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This compact, lightweight machine operates vertically or horizontally to clear bathtubs, showers, toilets and sinks.

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- Cable lengths: up to 50'

