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Looking TO THE NET

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METHODS TO PROMOTE ITS DIVERSE SERVICES
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POWER YOUR *Future*

EXPO EDUCATION
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PIPE BURSTING METHODS AND PROJECTS

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Learning to think like a banker

READER PIPELINES

Dealing with lowball competition

TECH PERSPECTIVE

Are hybrid trucks in your future?

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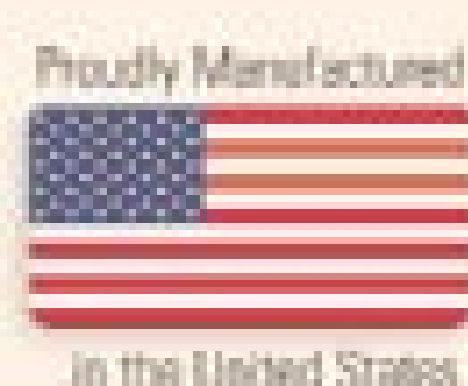
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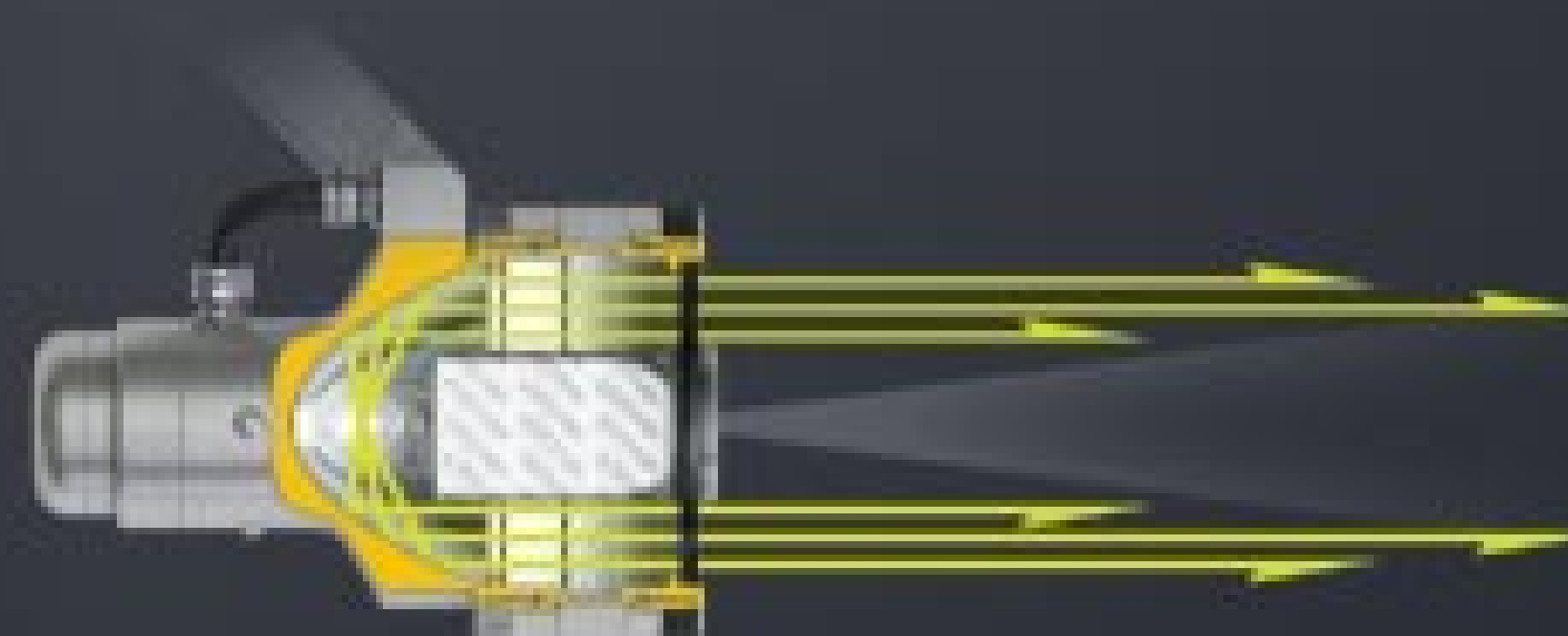
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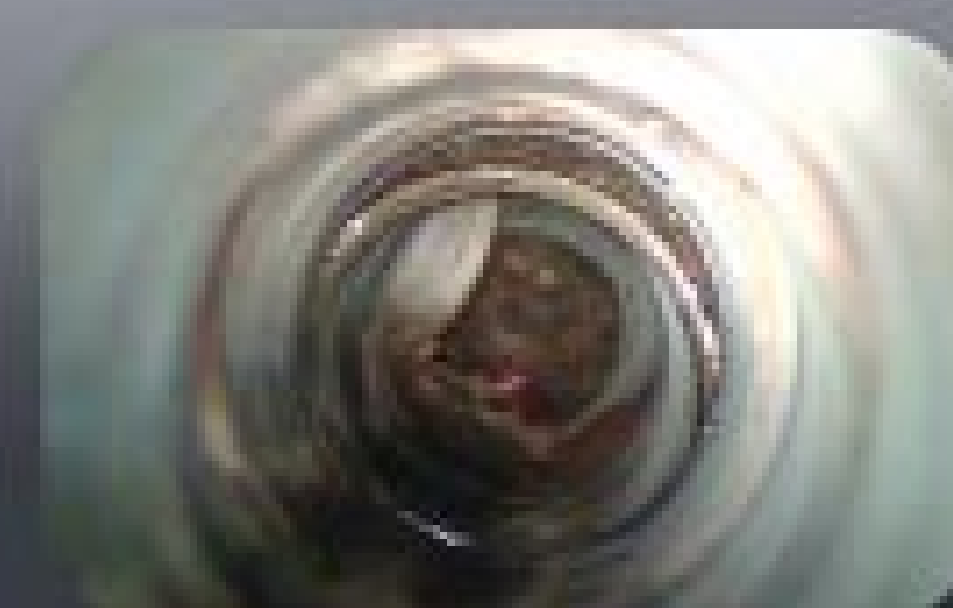
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Looking to the Net
By Marian Bond



On the cover: Al King, owner of TopGun Plumbing, pulls a cable through an old pipe in preparation for a pipe bursting job. Bursting is just one of a variety of services the company promotes using modern Internet-based techniques. (Photography by Martin Paul)

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- Tough Job: Cleaning up the big Michigan oil spill
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Published monthly by:



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

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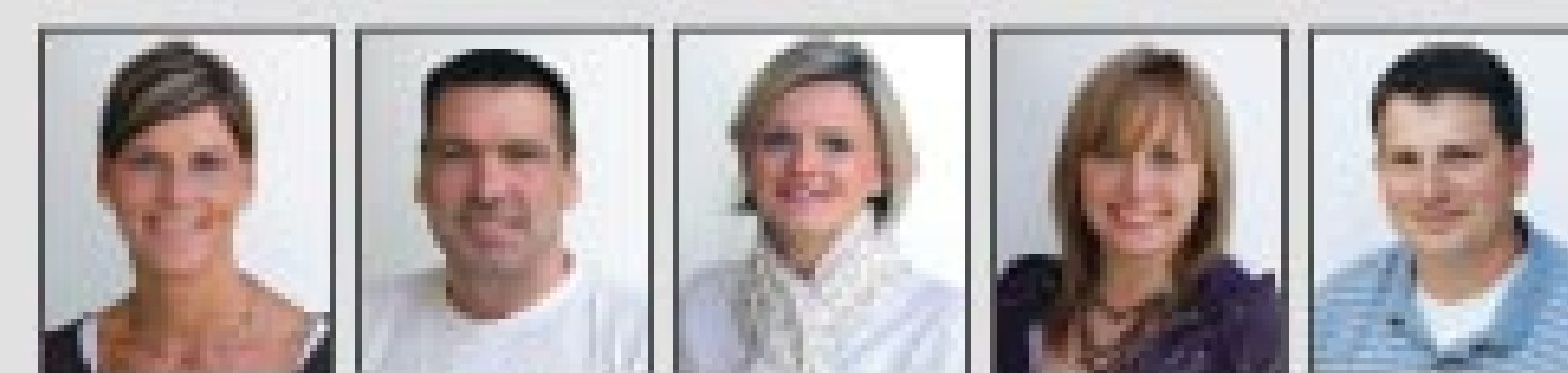
Office hours Mon-Fri, 7:30 a.m.-5 p.m. Central Time

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CIRCULATION: Circulation averages 26,800 copies per month. This figure includes both U.S. and international distribution.



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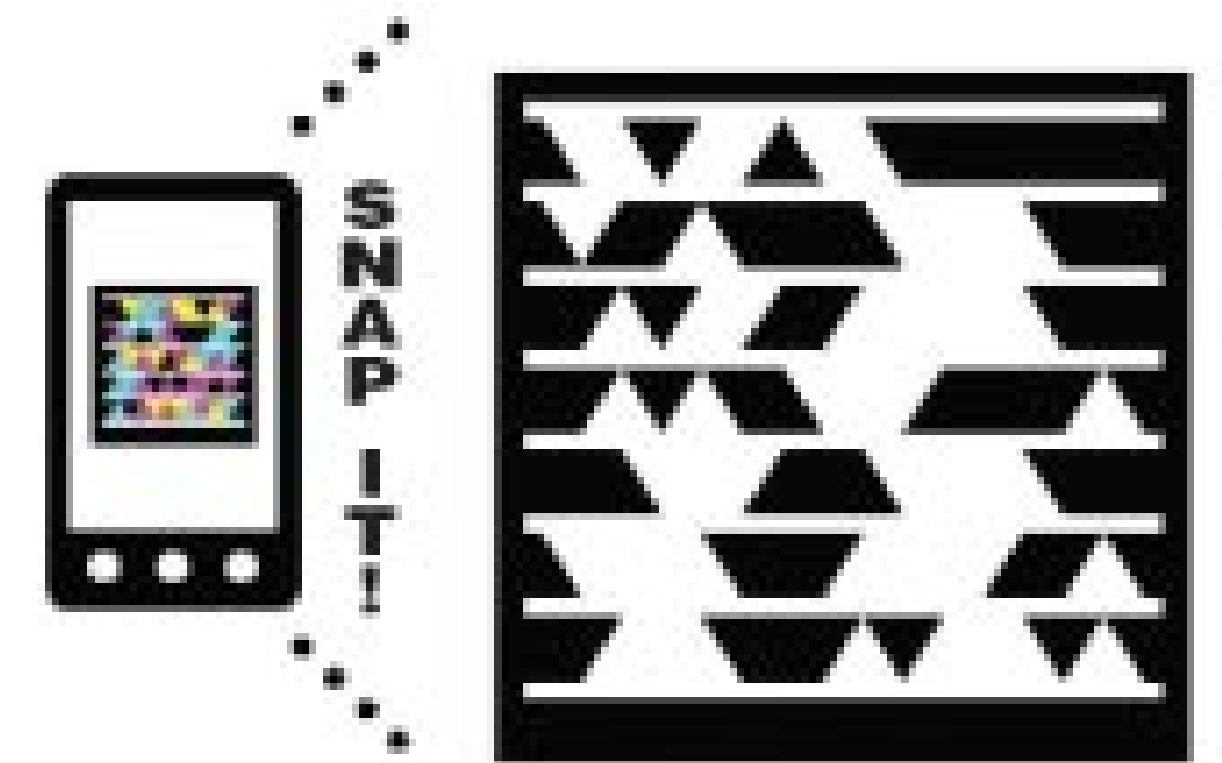
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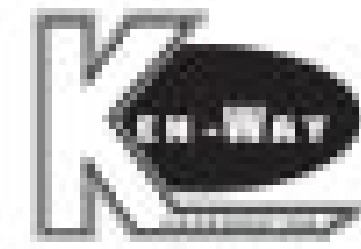
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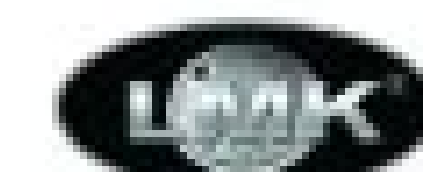


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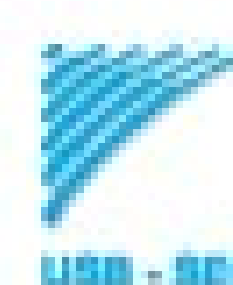


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The First One They Call



Ted J. Rusoh

BY BECOMING A TRUSTED SOURCE OF INFORMATION FOR YOUR LOCAL NEWS MEDIA, YOU CAN RAISE YOUR COMPANY'S PROFILE IN YOUR MARKET AREA

In the town of 13,000 where I work, there's a stockbroker/investment advisor whose name appears regularly in the big-city daily newspaper published 100 miles south. That paper covers essentially the entire state, and it circulates widely where I live and in the bigger cities within an hour or so.

Now, this broker (let's call him Fred) is likely no better or worse than the hundreds of other brokers scattered around the area. And yet, often, when a business reporter from the big-city paper is doing a story about stock market trends, he calls Fred. He could call any number of brokers right there in the big city, yet he calls Fred. And Fred gives an opinion on what he sees happening in the world of stocks.

Hundreds of thousands of readers see those stories and see Fred and his company mentioned. So one can only guess that Fred gets business out of it.

But why do those reporters call Fred? Simple: Because once upon a time he made the effort to get to know a couple of them. And when they call, he always

How do you go about it? It's easier than you might think. You simply have to devote a little time and be willing to shed the low profile that many small businesses seem to prefer.

STEP INTO THEIR SHOES

To see how this works, it helps to understand news reporters. They're often young and inexperienced. They have to write about almost every subject imaginable, yet they are experts on none, or very few. So when they need to write about an unfamiliar topic, they have to rely on experts.

That's where you come in. Getting to know them is not quite as simple as stopping in, saying hello, and handing them a business card – although that can be a good start. You'll earn their confidence by offering them unbiased, useful information.

Reporters aren't interested in talking about how big or wonderful your com-

Reporters are often young and inexperienced. They have to write about almost every subject imaginable, yet they are experts on none, or very few. So when they need to write about an unfamiliar topic, they have to rely on experts.

drops what he's doing and talks to them. As a result, he gets publicity and wins recognition and respect far out of proportion to the sheer size of his business.

HOW'S YOUR PROFILE?

What has this to do with you? Well, how would you like to be seen as the go-to expert on any subject in your community related to drain cleaning and pipe maintenance? Wouldn't that be a nice addition to your marketing program?

Now, I'll admit, many more people are interested in trading stocks than in fixing drains and sewers. And much more is written about stocks and investments than about cable machines and jetter nozzles.

And yet there will be times when your local newspaper or radio station is working on a story that touches on your profession. And chances are they'll be looking for reliable sources of information. You can be one of them.

pany is, or how long you've been in business, or what generation of the family business you and your son or daughter represent. If you want to talk about that, visit the ad department.

But suppose some issue related to your business starts making news around town. Suppose for example that the city is talking about a lateral repair program to control I&I. There's an opportunity to call the reporter who's writing the stories and share some information about lateral repair methods.

BEING A RESOURCE

First find out when the reporter's deadline is, and call at some other time of day. Or start by dropping an e-mail (many papers print reporters' addresses along with their bylines). Offer to provide a little extra insight into the technologies available for replacing or repairing laterals cheaply and conveniently.

Assuming the reporter is willing to listen, you don't want to start trumpeting all your wonderful services. Just talk objectively about the repair technologies – what they are, how they work, why one might be better than another in a certain situation, what their relative costs are.

Expect to get maybe five or ten minutes of the reporter's time. Stay longer if he or she is interested, but don't over-stay your welcome (these are very busy people juggling many priorities at once).

If you provide interesting information that helps a reporter develop an interesting story that informs the community and earns praise from an editor, you're on your way to becoming the first person that reporter calls on any issue related to your industry.

If and when he or she does seek you out again, stop what you're doing and take the call. Now you're on your way to building a relationship that will elevate your stature in the community and help you stand out from all your competitors. Just like that small-town stockbroker named Fred. **c**

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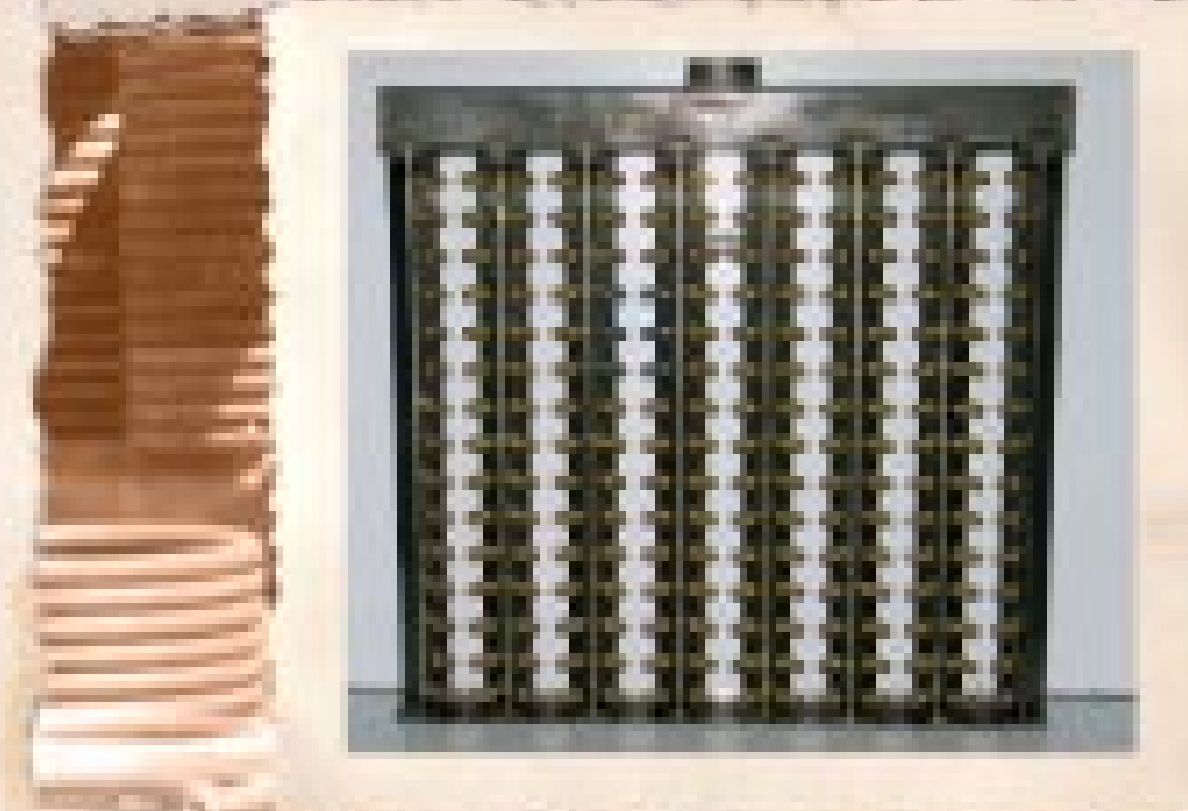
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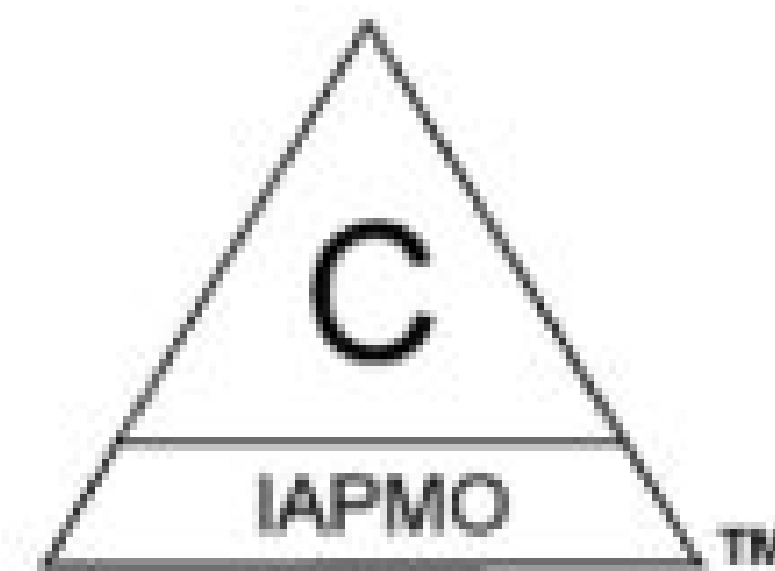
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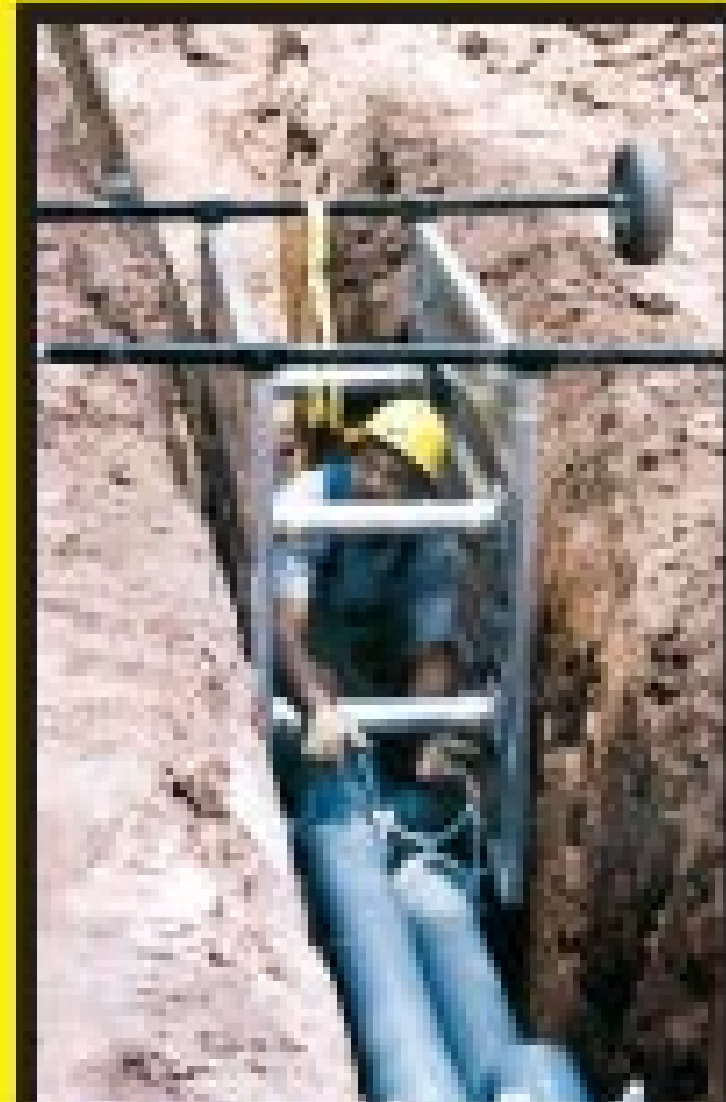
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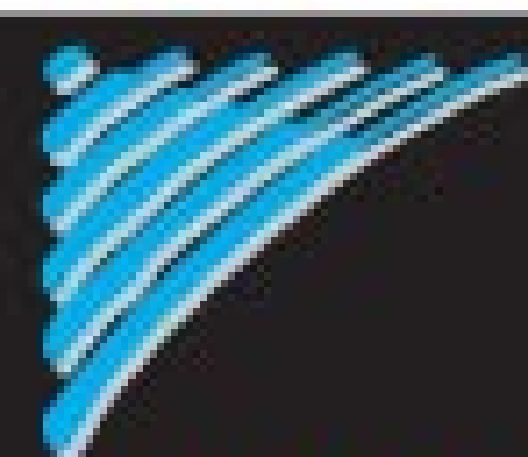
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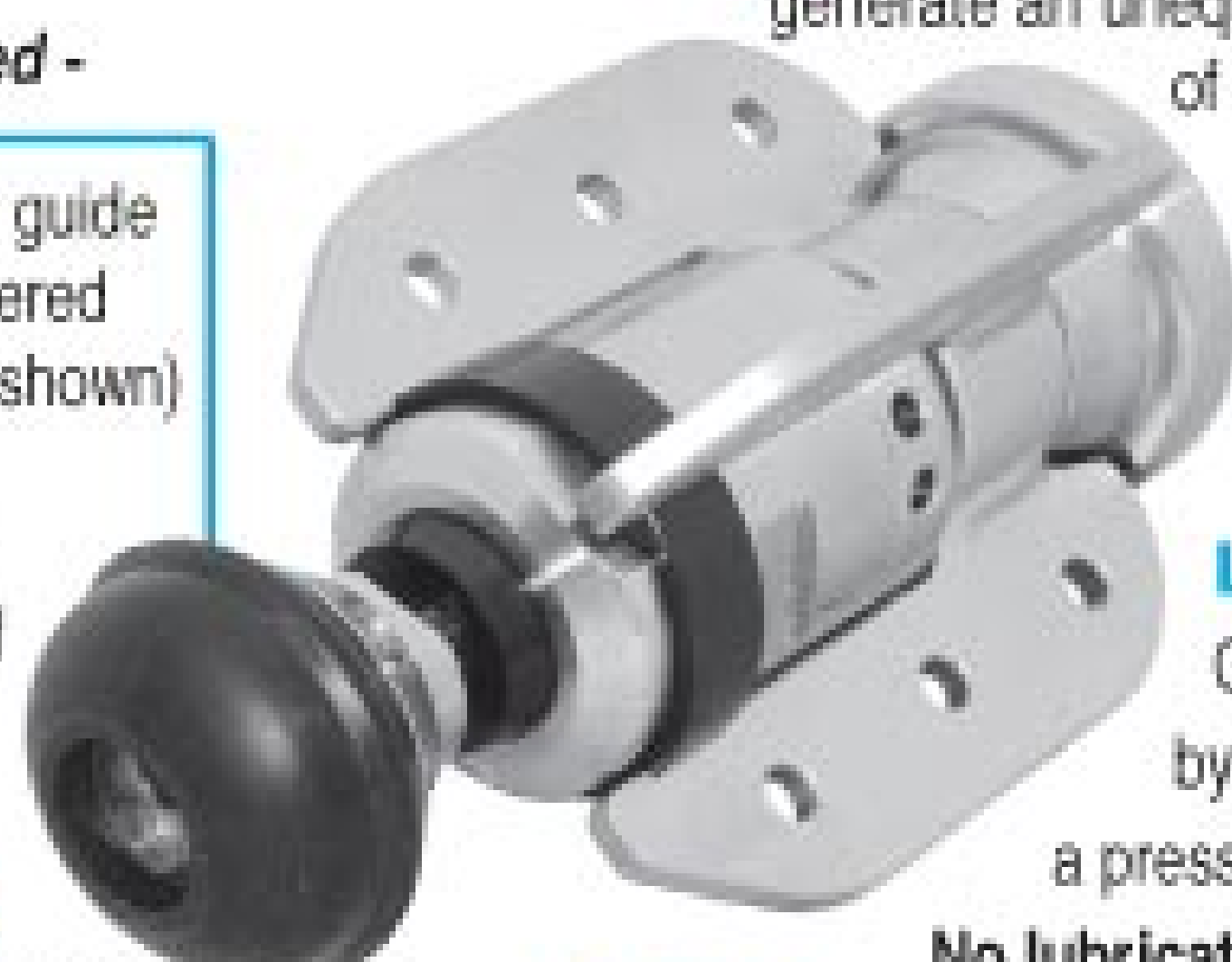
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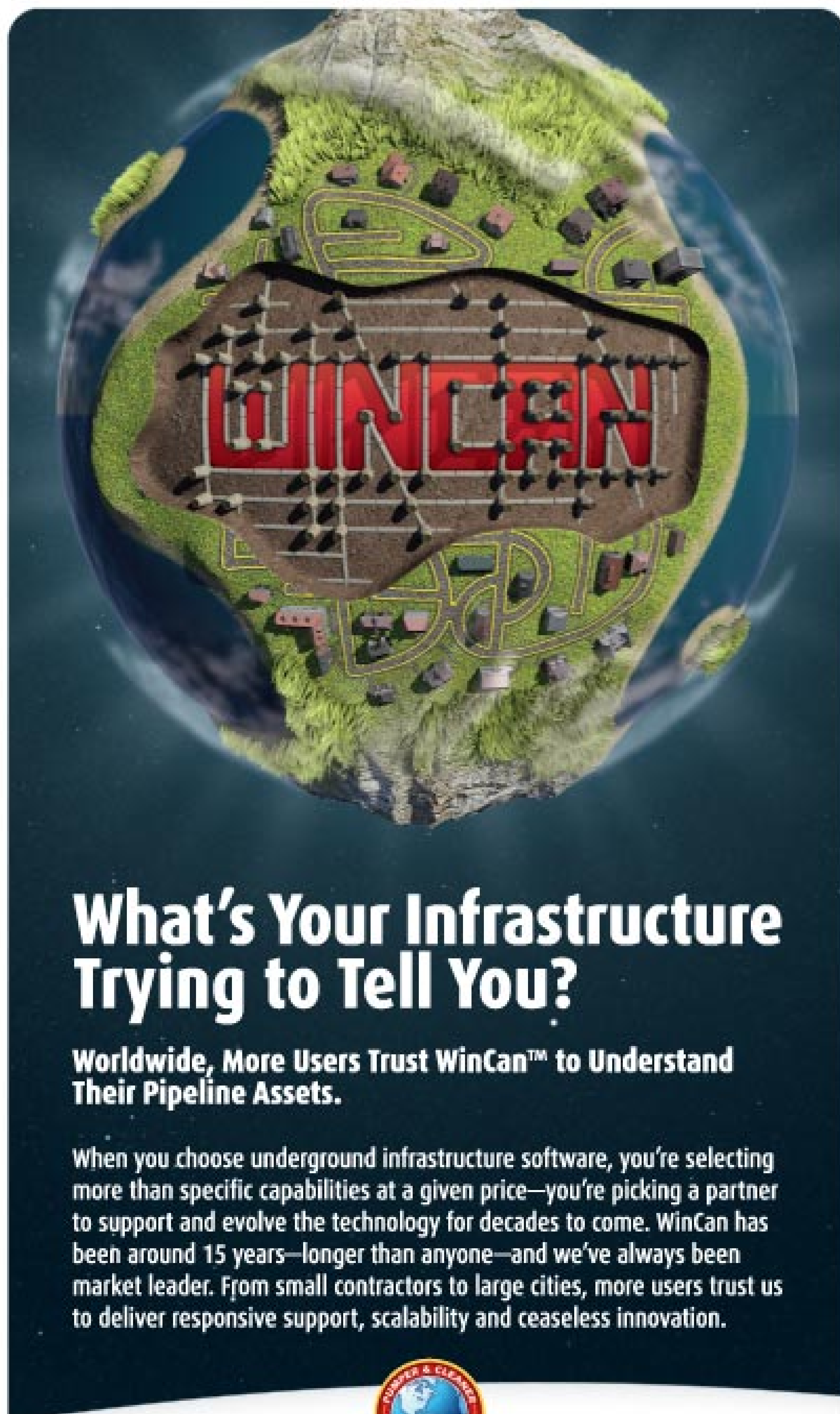
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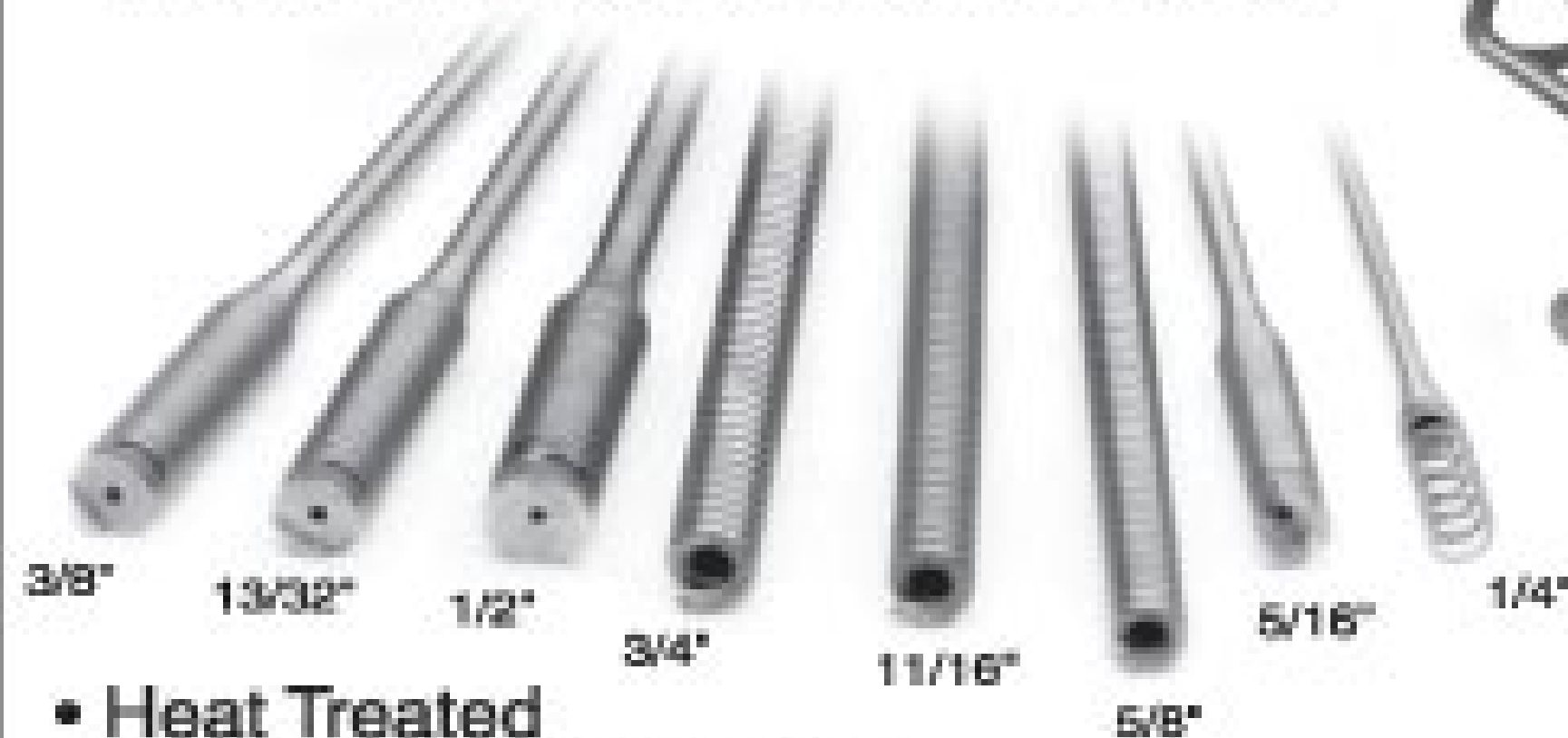


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That Accident Cost HOW much?

BESIDES BEING A HUMAN TRAGEDY, A WORKPLACE INJURY CAN HAVE A BIG IMPACT ON A COMPANY'S BOTTOM LINE

BY TED J. RULSEH

No good employer wants to see a team member injured on the job – it's just not something you forget easily. But if the human factor isn't enough reason to stress safety in the workplace, here's another: Accidents can be very expensive.

Just how expensive? OSHA helps you get a feel for the costs – all the costs – of an accident serious enough to keep an employee off the job for a spell. The “Safety Pays” program is an interactive computer tool that lets you estimate the costs of an occupational injury or illnesses and their affect on profit.

It makes a calculation of the average direct cost of an injury or illness, and an indirect cost multiplier. Then, it uses your company's profit margin (as a percent of sales) to project the amount of revenue you would have to generate to cover the accident costs. You can find the tool at www.osha.gov/dcsdp/smallbusiness/safetypays/index.html.

TAKE IT FOR A SPIN

Let's take a run through the tool based on a theoretical employee named Joe. The first step is to select an injury type. Let's say that Joe suffered a fracture because of an unsafe condition on a job site. We select that item from the drop-down menu.

Now we enter the company's profit margin – let's say 5 percent. And finally we enter the number of instances – just one. When we click on Calculate, the tool brings up a breakdown of the costs.

The estimated direct cost for a fracture (average) is \$37,911, the average indirect cost is \$41,702, and the total is \$79,613. Based on a 5 percent profit margin, it would take \$834,000 of additional revenue to cover only the direct cost of the accident, and \$1,592,000 to cover both the direct and indirect costs.

SOURCE OF THE NUMBERS

The extent to which your company pays the direct costs depends on the nature of your workers' compensation insurance policy. The indirect costs always come out of your company's pocket.

Where do these cost figures come from, and what do they include? Well, the injury and illness cost estimates are derived using data from the National Council on Compensation Insurance Inc. (NCCI). The information is based on statistical reports submitted for 2004.

The indirect cost estimates are taken from the Business Roundtable publication, *Improving Construction Safety Performance*, and are based on a study conducted by the Stanford University Department of Civil Engineering.

The magnitude of indirect costs is inversely related to the seriousness of the injury. The less serious the injury the higher the ratio of indirect costs to direct costs (four or five times higher). For more serious injuries, indirect costs

Clearly, the cost of a workplace accident is steep, and it comes on top of having to tell Joe's wife and family why he is not coming home healthy.

will average one or two times the direct costs of the injury.

While they account for the majority of the true costs of an accident, indirect costs are usually uninsured, and therefore unrecoverable.

WHAT ARE INDIRECT COSTS?

Indirect costs are those that go above and beyond the actual cost of treating Joe's injury and compensating him. They include:

- Any wages paid to Joe for absences not covered by workers' compensation.
- The wage costs related to time lost through work stoppage after the accident occurred.
- Administrative time spent by supervisors investigating and reporting on the accident.
- The cost of training a temporary replacement for Joe.
- Lost productivity related to the learning curve new or temporary employees always face.
- The cost of accommodating Joe and his injury in the workplace, if necessary.
- Replacement costs of damaged material, machinery and property.

Clearly, the cost of a workplace accident is steep, and it comes on top of having to tell Joe's wife and family why he is not coming home healthy. Perhaps looking at all the costs – emotional and financial – provides an incentive to review your safety program, and improve it if you need to. ☺



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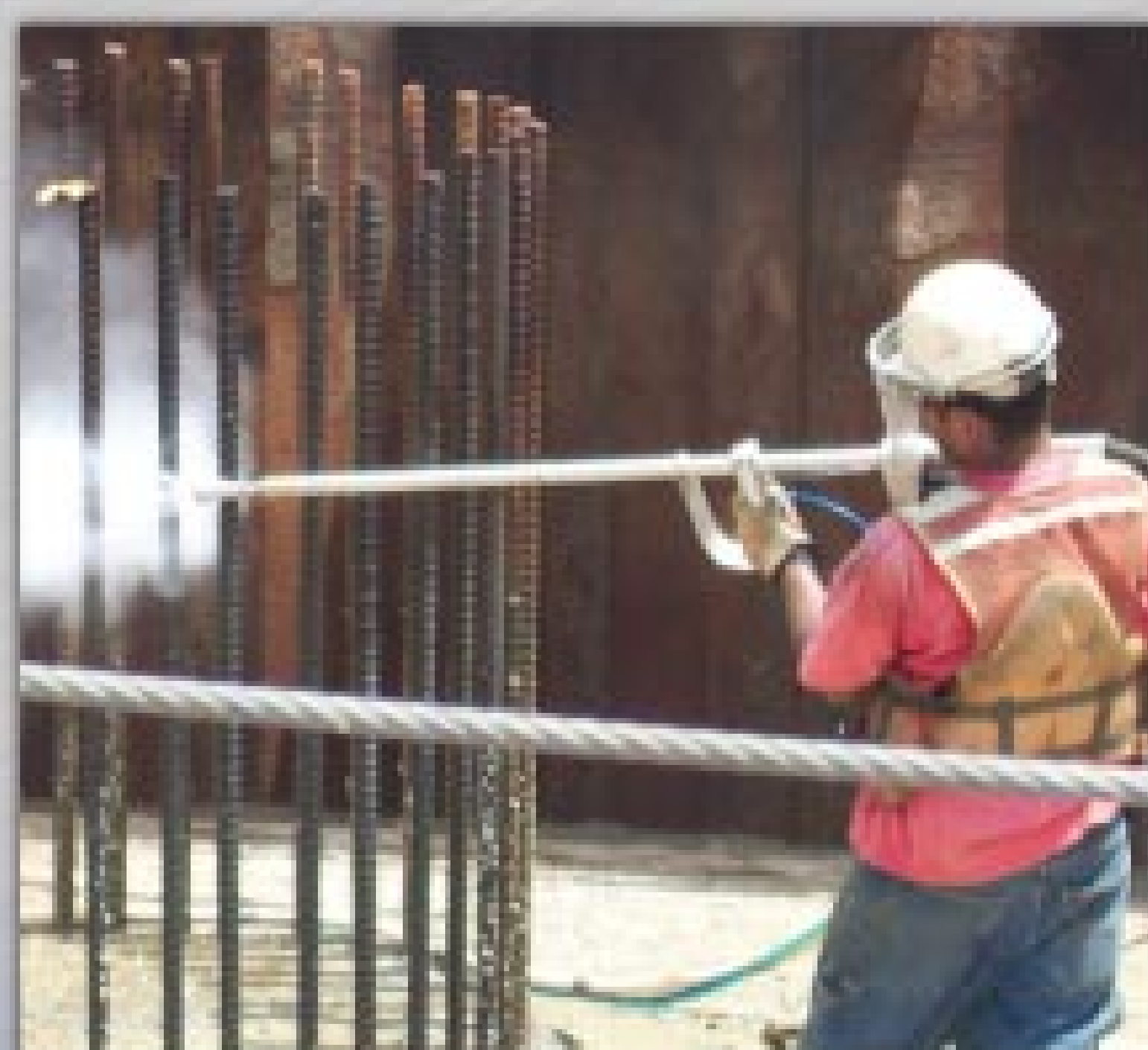
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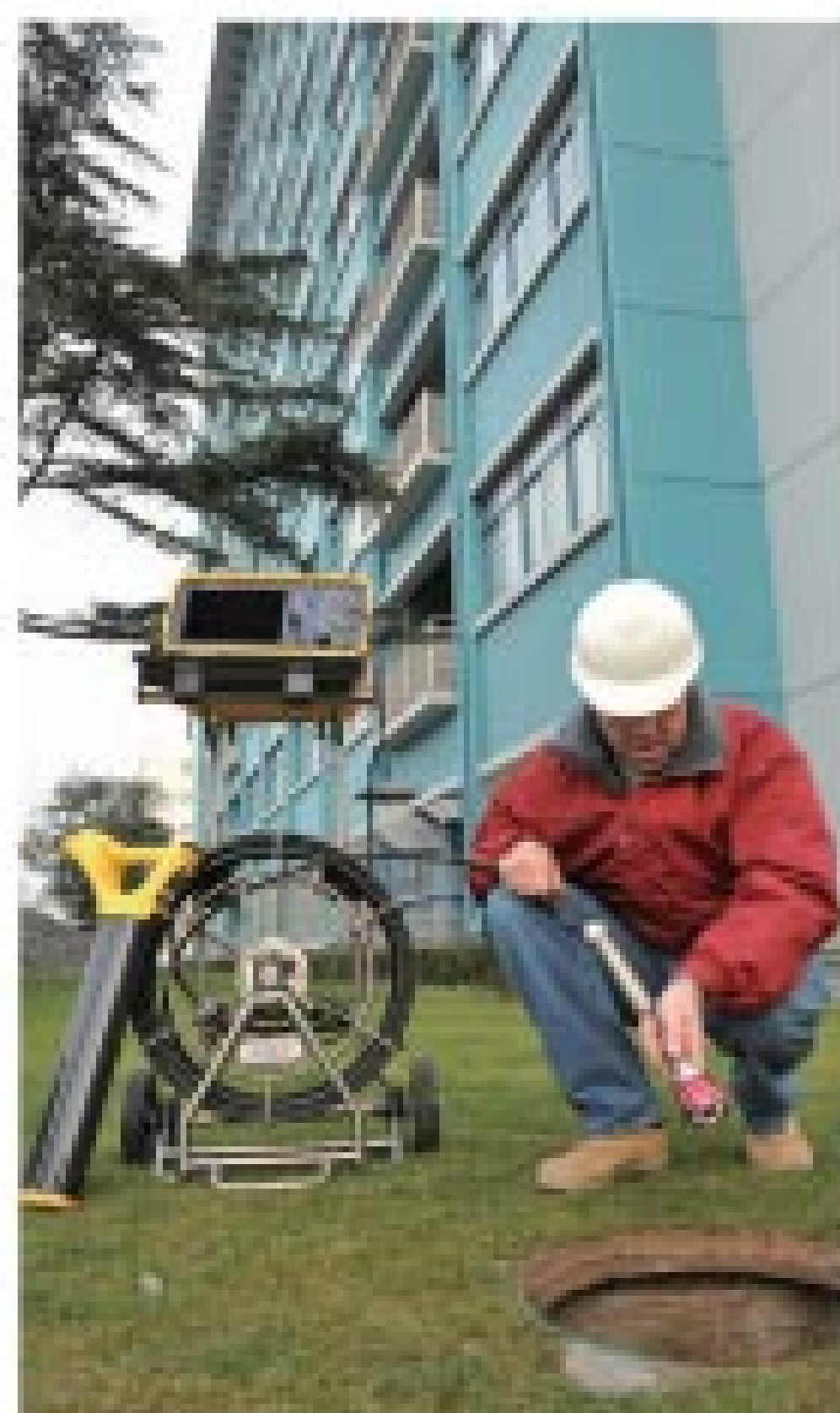
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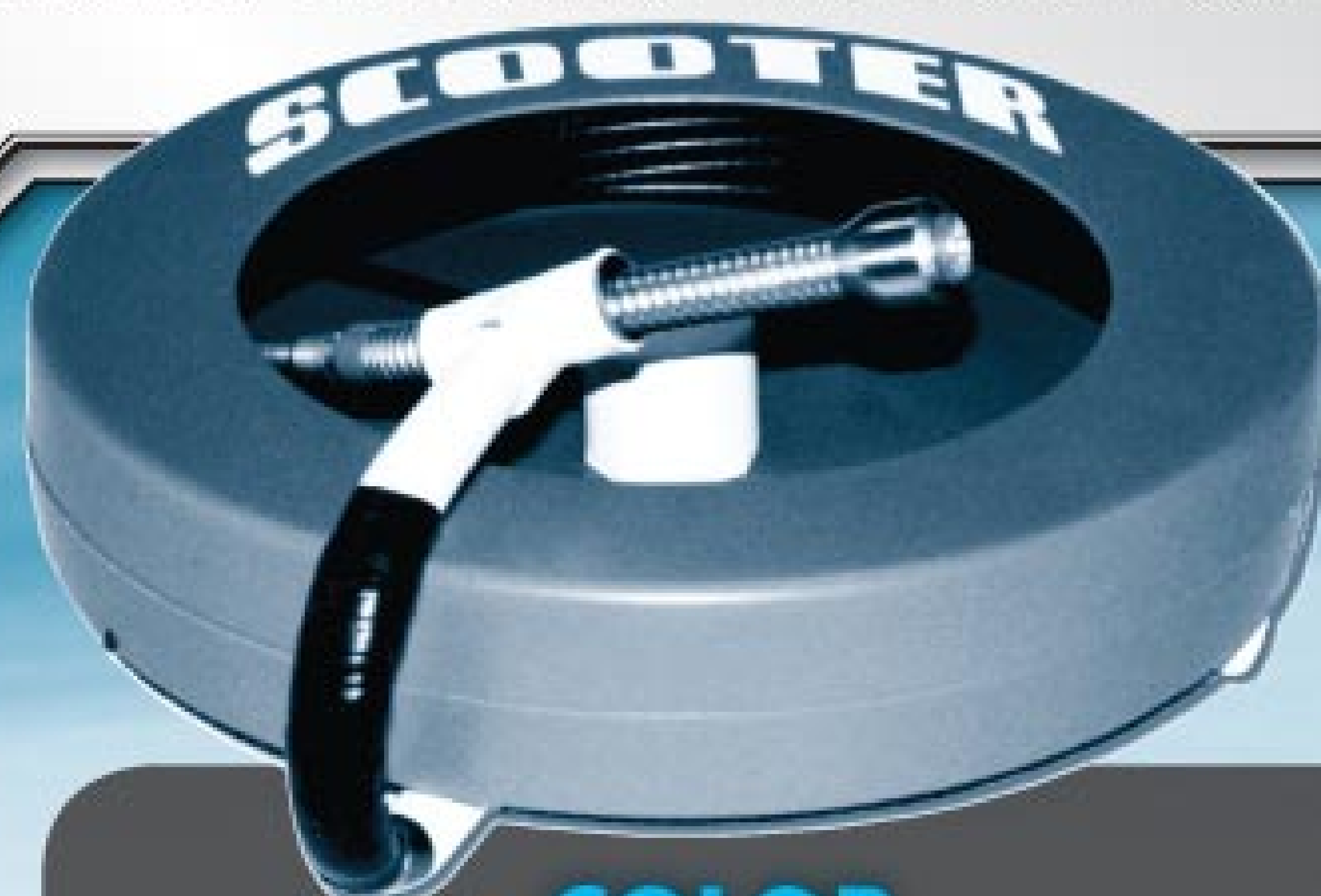
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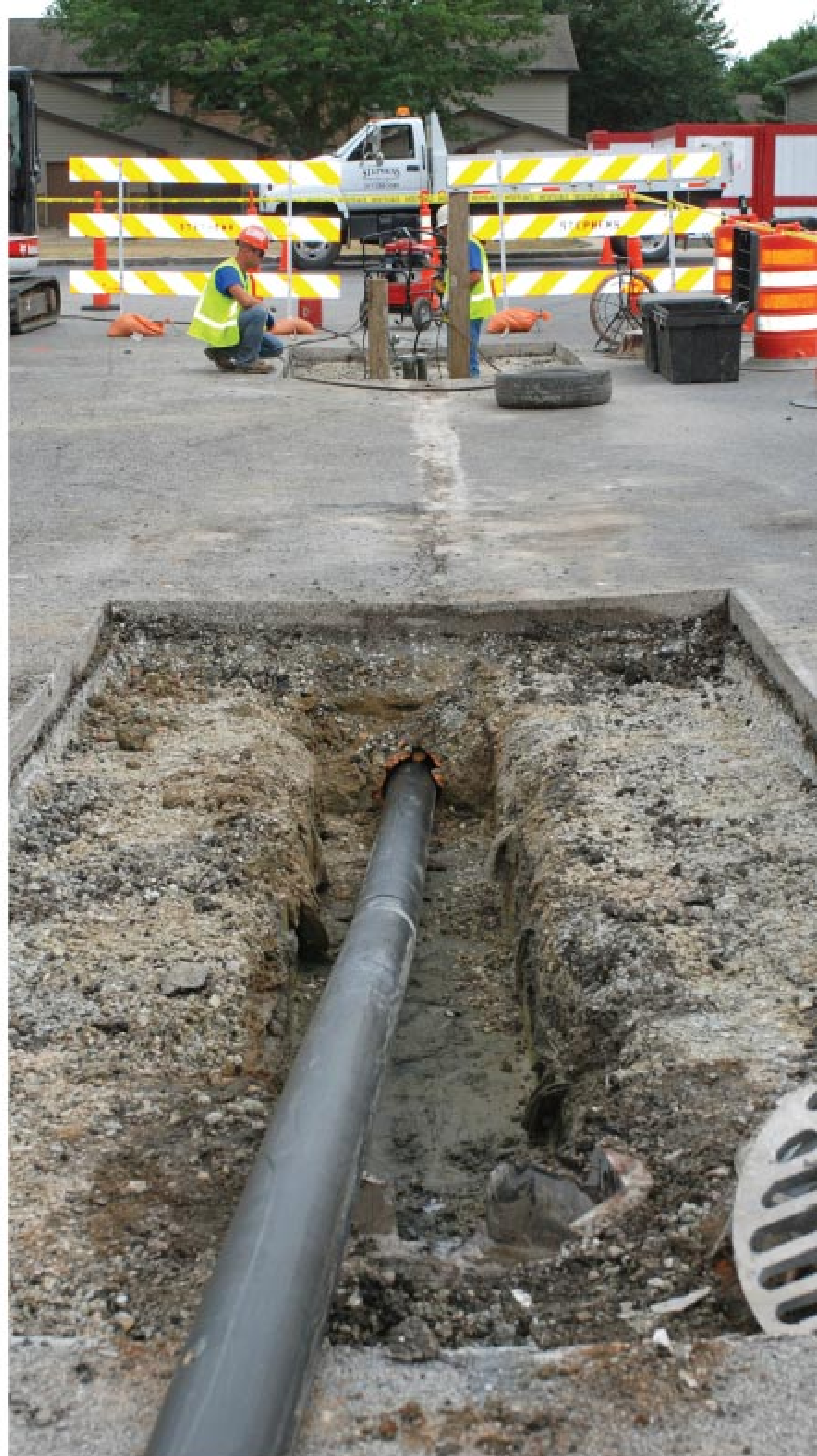
After working for years in various phases of construction in and around Champaign-Urbana, Ill., Jesse Stephens established Stephens Excavating & Concrete, taking care of sewer lines for residential customers.

With a service area population of 150,000, and competing with possibly 100 other providers, Stephens and wife Tina saw that they needed to make the company stand out from the pack. As they checked out opportunities, pipe bursting seemed to be just the ticket. It would require a substantial investment, but after reviewing the technology and seeing that few others in the area offered the service, they took the plunge in 2007.

Trained and equipped with an X30 lateral pipe burster from TRIC Tools, Stephens cranked up an advertising campaign to promote Stephens Excavating as well as a new division, Stephens Pipe Bursting. Radio and television touted the entire company, but the major expense was a nine-month billboard push for Stephens Pipe Bursting. The billboards showed a beautiful green yard, and across the face in big letters: "New Pipes. No Mess. Trenchless Pipe Replaced."

While the promotion strategy left Stephens disappointed in the results, it all soon turned around, and the division now performs pipe bursting throughout Illinois and adjoining states. The technology has made Stephens the "go-to guys" for sewer lateral issues.

"People call us and say, 'We have a problem. You guys are the only ones around with this process,'" Stephens says. "It has taken a couple of years, but now we get the feedback. Our workload has increased by 20 percent since we bought that machine. We are doing 75 percent residential and 25 percent light commercial and other avenues."



A Stephens Pipe Bursting work site shows the entry and exit pits and the new plastic pipe being pulled through. (Photo by Laurent Gasquet)

profile

STEPHENS PIPE BURSTING, FARMER CITY AND CHAMPAIGN-URBANA, ILL.

| | |
|--------------------|--|
| OWNER: | Jesse and Tina Stephens |
| YEARS IN BUSINESS: | 5 |
| SPECIALTIES: | Pipe bursting (laterals); sewer, water and drain tile repair and installation |
| EMPLOYEES: | 6 |
| WEB SITE: | www.stephenspipebursting.com |



AN EASY SELL

Jesse and Tina Stephens got into pipe bursting to set their company apart. They also believed the technology to be the wave of the future, and they knew they could save homeowners thousands of dollars by replacing lines without tearing up walkways, streets, trees and yards.

Jesse Stephens says that in today's economy, people stay in their homes and make major repairs, avoiding the cheap, quick fix. When they find they can repair a lateral without tearing up the property, and for less money, it's an easy sell.

The company can give the customer options. "People get a choice as to how they want it done," says Stephens. "But in most cases we can pipe-burst it cheaper, faster and neater. Up to 85 percent of our replacement jobs are now done with pipe bursting."

A plus for the business was the owners' reputation in the community, where Jesse had worked in construction and ran a snow plowing business for several years. He drew on that customer base to support his new business ventures.

The company started with residential clients but expanded into light commercial, school districts and apartment buildings. "Adding pipe bursting has been a great complimentary service and option for all our customers," Stephens says.

THE COMPANY PLAN

The company also offers excavation and 24-hour sewer, water and drain tile repair and installation. They subcontract video inspection, root control and jetting. Jesse and Tina also own Septic Services of Illinois. The corporate business office is in Farmer City, and the shop is on a leased parcel in nearby Urbana.

The business community was skeptical when Stephens started promoting pipe bursting. "We thought we would buy the system and take the world by storm," Stephens says. "It didn't quite work that way."

Along with the promotions, Stephens became a speaker on the subject and

"With pipe bursting we can do a full line replacement, and there is one hole at the beginning of the line and another at the end. We can also do as small as a 20-foot repair."

Jesse Stephens

appeared before plumbing inspectors at the Illinois Plumbing Education Association with a PowerPoint presentation he developed with his wife and business advisor Brandon Kinney.

"The inspectors want to be aware of new technology," he says. "A lot of times homeowners will ask an inspector how to take care of a problem, and that has been helpful."

Stephens also does a demonstration using a cast-iron pipe and illustrating the fusing process for the plastic replacement pipe.

For bursting projects, crews use 20-foot lengths of HDPE pipe fused together. An average line replacement runs 100 feet, and the longest job to date is 200 feet. The bursting system handles 3/4- to 6-inch pipe.



Top photo: Jesse Stephens clears debris from the old pipe to be able to reach the cable and bursting head after a successful pull. Bottom photo: A billboard for Stephens Pipe Bursting. (Photo courtesy of Adams Outdoor Advertising)

"People call us and say, 'We have a problem. You guys are the only ones around with this process.' It has taken a couple of years, but now we get the feedback. Our workload has increased by 20 percent since we bought that machine."

Jesse Stephens



Company owner Jesse Stephens on the scene of a job for a chain restaurant.

SEPARATE DIVISION

When they decided to go with pipe bursting, the couple chose to offer the service through a separate division. "We thought the new service would increase the volume of work, and thus add to our profit," Stephens says. "We would be offering a high-quality product at a cheaper rate. We didn't necessarily want to make more money per job, but with the volume. As we now operate, we can offer our customers more options and save them significant money."

"With pipe bursting we can do a full line replacement, and there is one hole at the beginning of the line and another at the end. We can also do as small as a 20-foot repair." The company continues to do excavation in some instances, such as where there is no landscaping or concrete to disrupt, or where

the customer simply prefers conventional methods.

One project involved a 20-foot pipe burst to save a tree. Another job involved a house with a slab floor. "A plumbing company hired us to pull 20 feet of pipe under the home," says Stephens. "This was a 2-inch cast-iron line that had rusted out. We cut a 30-inch-square hole in the concrete floor of a closet. We removed a kitchen cabinet and saw-cut a 12-inch-square hole."

"We drilled a hole through the footings wall to feed the pipe through. Then we set the machine up in the closet. We fed the pipe from outside the house through a hole we drilled in the foundation wall. Our machine pipe-burst all the way through to the 12-inch-square hole in the kitchen. We probably saved that homeowner \$5,000 to \$7,000. It all went very well."



Jesse Stephens remeasures the distance between the two openings in order to cut the replacement pipe to the correct length.

ALL THE RIGHT POINTS

Stephens says pipe bursting is "easier on the environment, easier on Mother Earth."

But it's also an intricate process that requires training to perform correctly. "It is powerful equipment," he says. "You have to follow the steps perfectly, otherwise the fused pipe will not hold. You must respect the equipment."

The system uses a steel burst head to pull the flexible HDPE pipe, through the old lateral. The head bursts the old pipe and pushes it into the surrounding soil while pulling the new pipe into place. Stephens surmised that other contractors might shy away from pipe bursting because they prefer the old ways.

"It's a funny thing here in Illinois, as we are a big flat land, and everybody



Laborer Jason McMorris cuts a high-density polyethylene pipe before it is positioned for a pull.

digs," Stephens says. "Only people who do directional boring, commercial companies, do not dig. It's just the way it is. People ask me if we use pipe bursting every day. We use the machine once every two or three weeks. Sometimes more frequently."

There are four men in the field including Stephens, and they are all trained in the process. "I believe that five years down the road, I will have two employees with Stephens Pipe Bursting who do no other work, and they will travel around Illinois and surrounding states and they will be on the road all the time," he says. "We are getting calls now from other areas, and this will continue. This has been a great complimentary service for our company. I could not envision my excavation company without pipe bursting. It has become a huge part of our company."

MINING FOR THE PRIZE

Stephens operates with an enclosed trailer that carries all the bursting tools. The fleet also includes a 2008 Bobcat 430 Excavator, a 2005 Kubota KX41-3V excavator, a 2003 New Holland skid-steer, a 2005 GMC 15-foot box truck, a 2005 Chevrolet quad-cab diesel truck, and a variety of trailers and dump trucks.

In the company's service area, the infrastructure is deteriorating. About 85 percent of the laterals are 4-inch or 6-inch clay pipes, and the balance are Orangeburg. Roots make up about half of the problems.

"The minute we added pipe bursting we made ourselves special," says Stephens. "We were not just one of 100. We began to pop out on everybody's radar. The brand recognition has been amazing. We have everybody talking and asking questions and we're getting the jobs, setting the standard. We're excited about the future." ■

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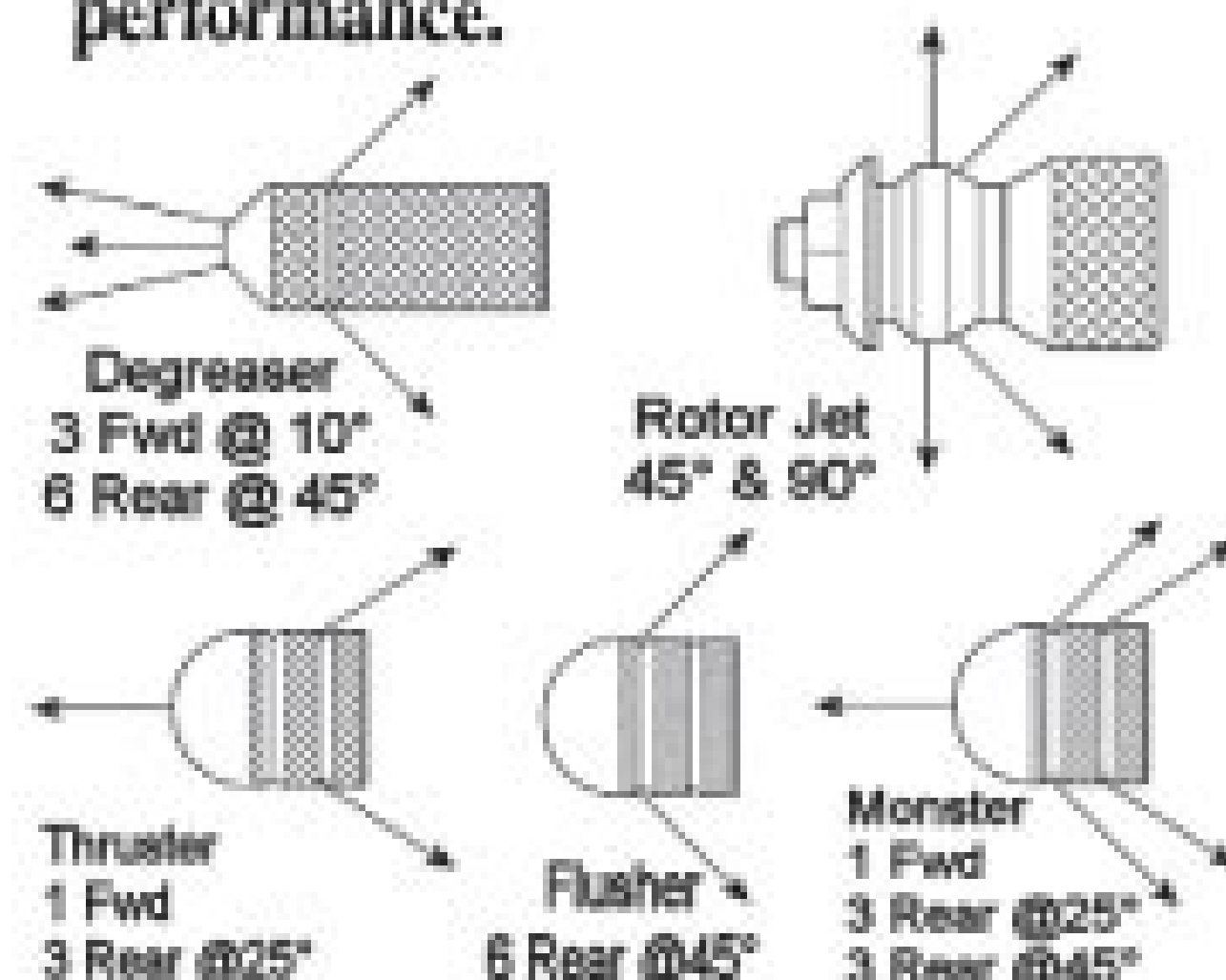
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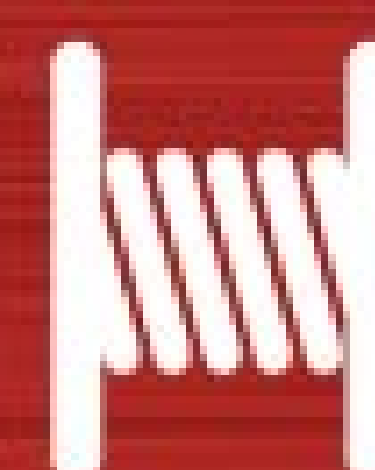
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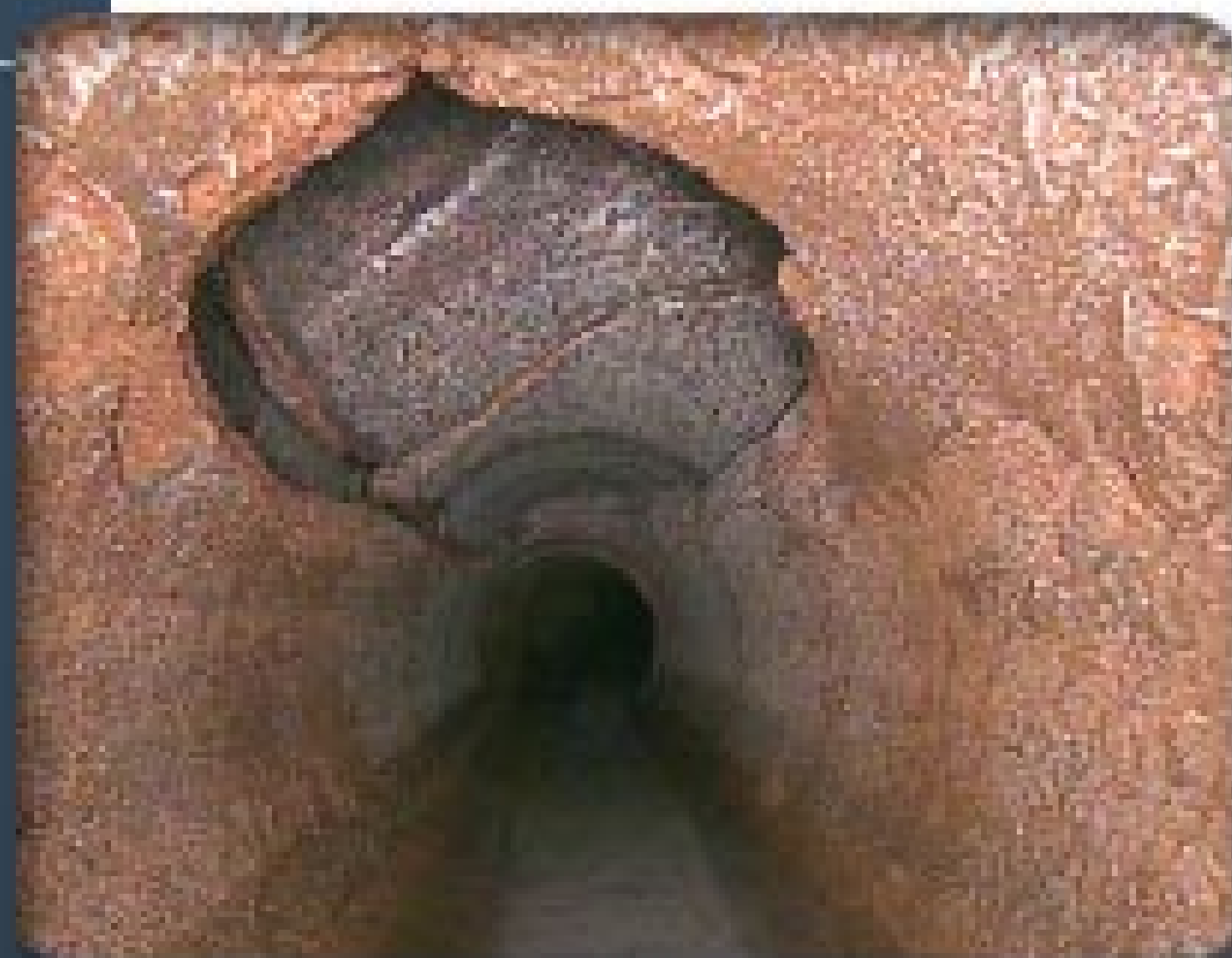
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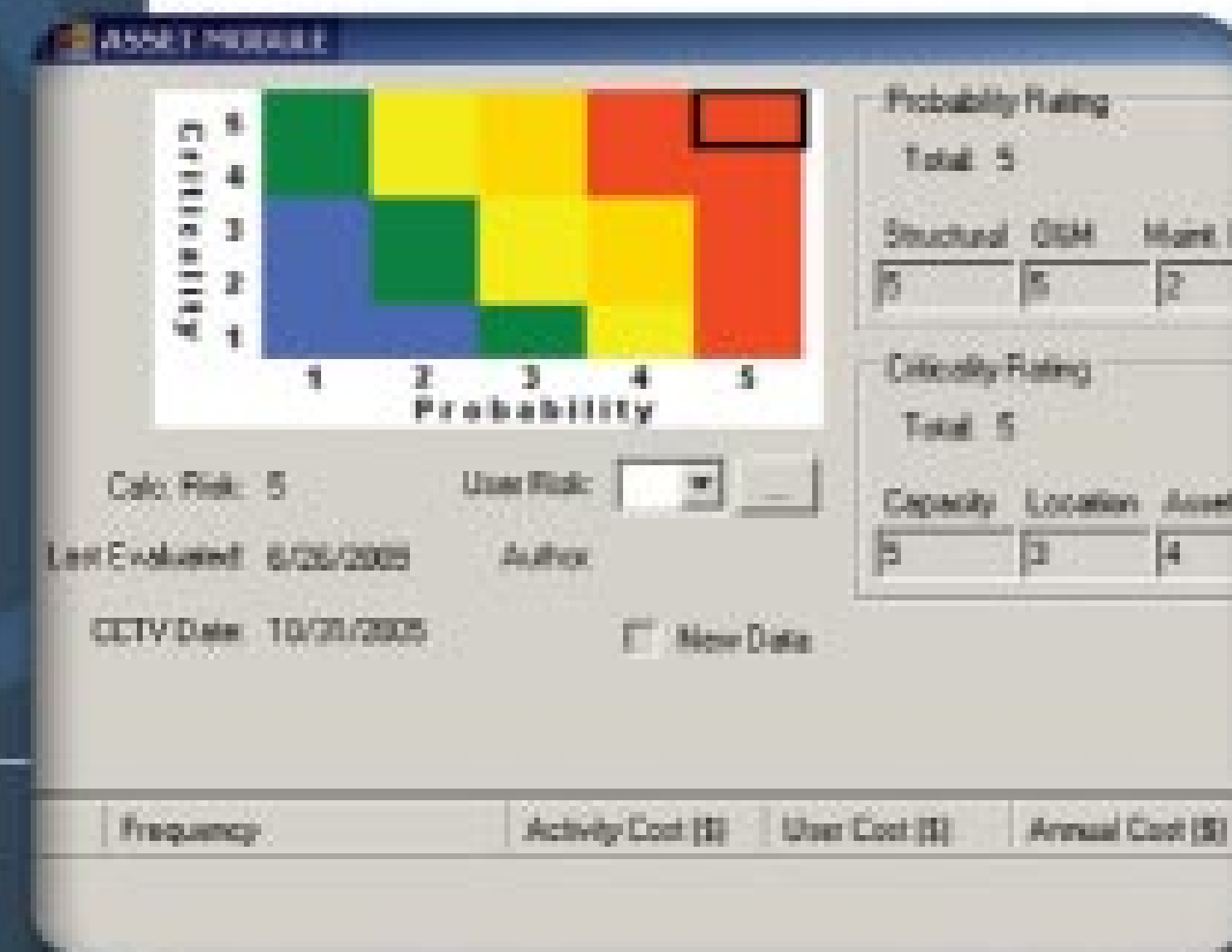
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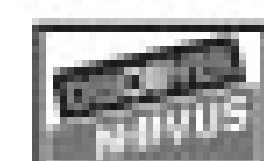
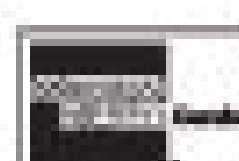
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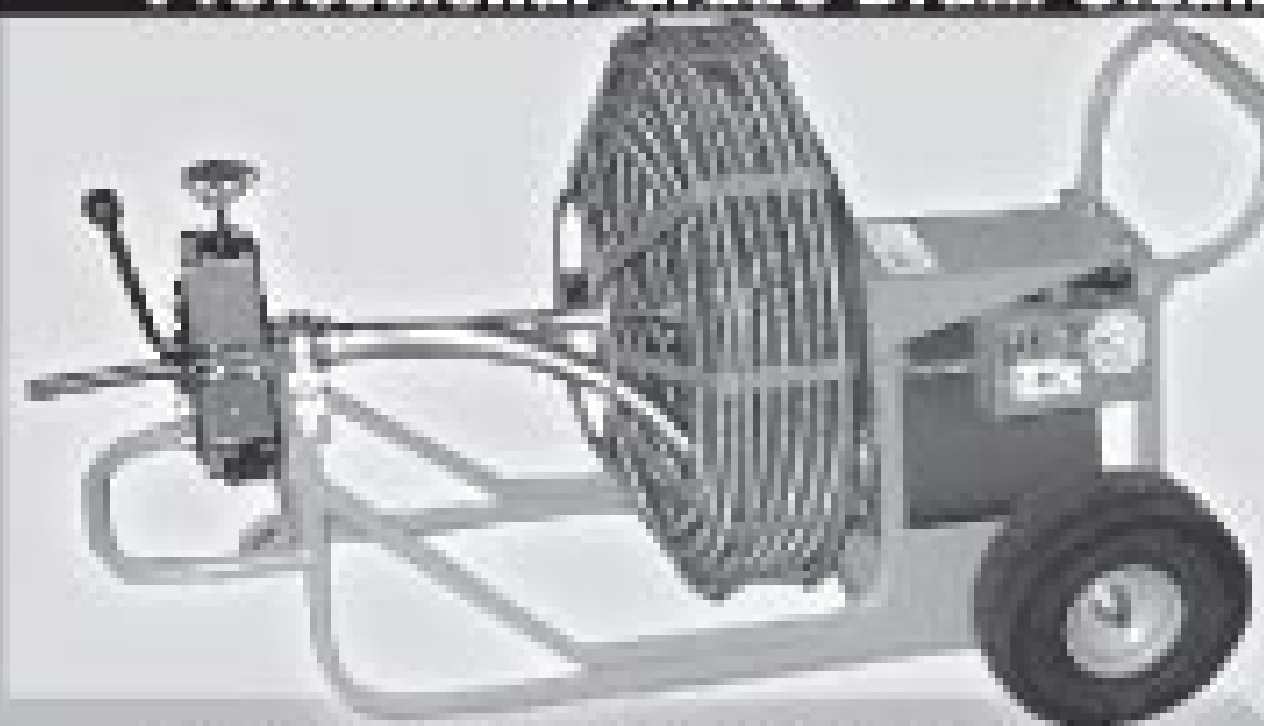


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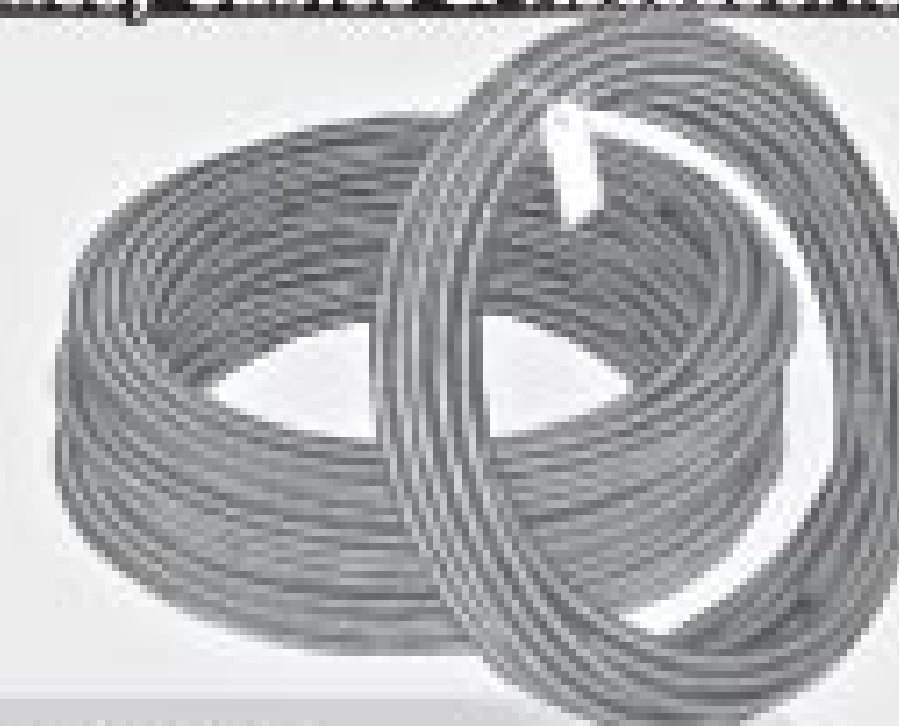
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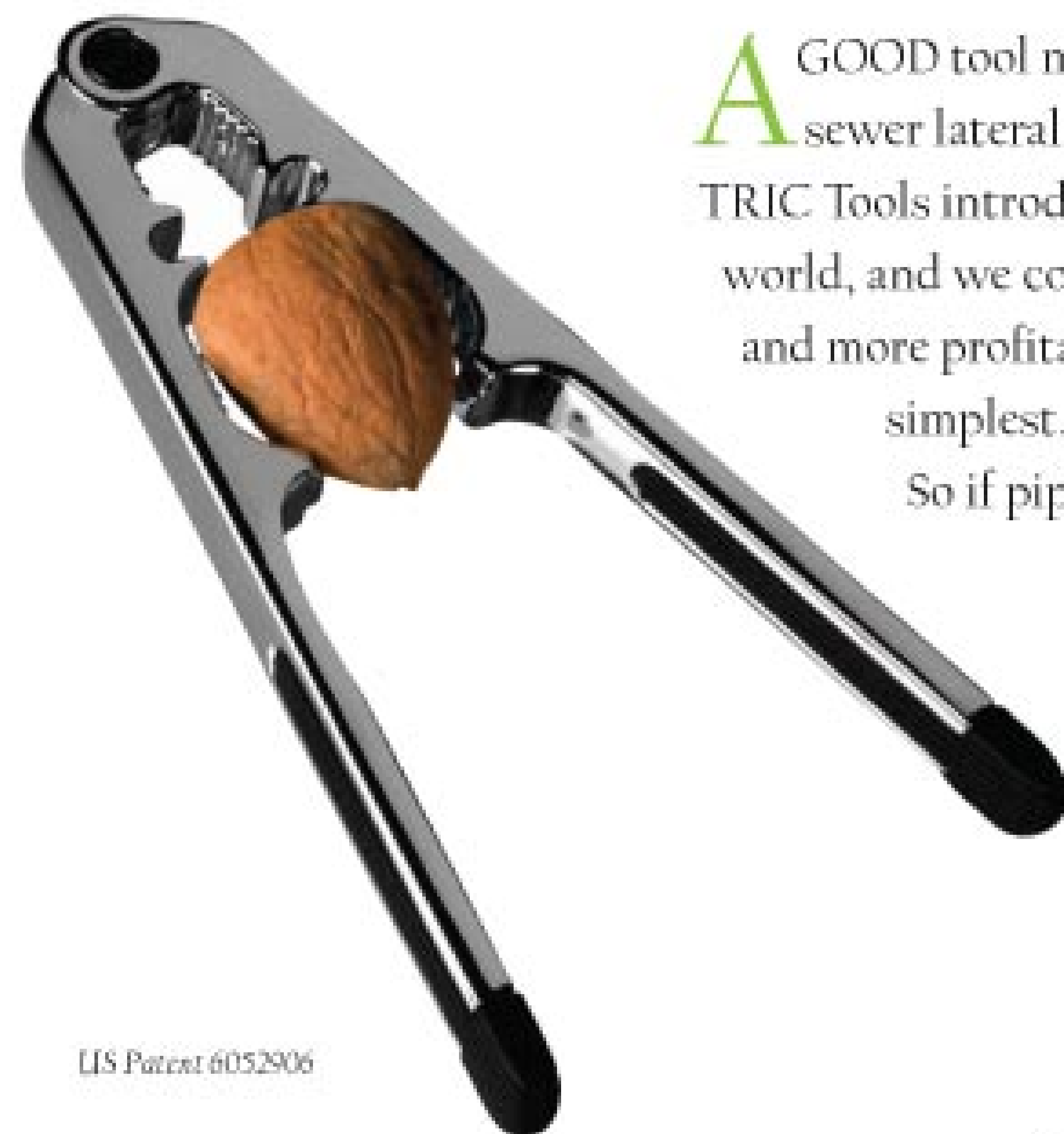
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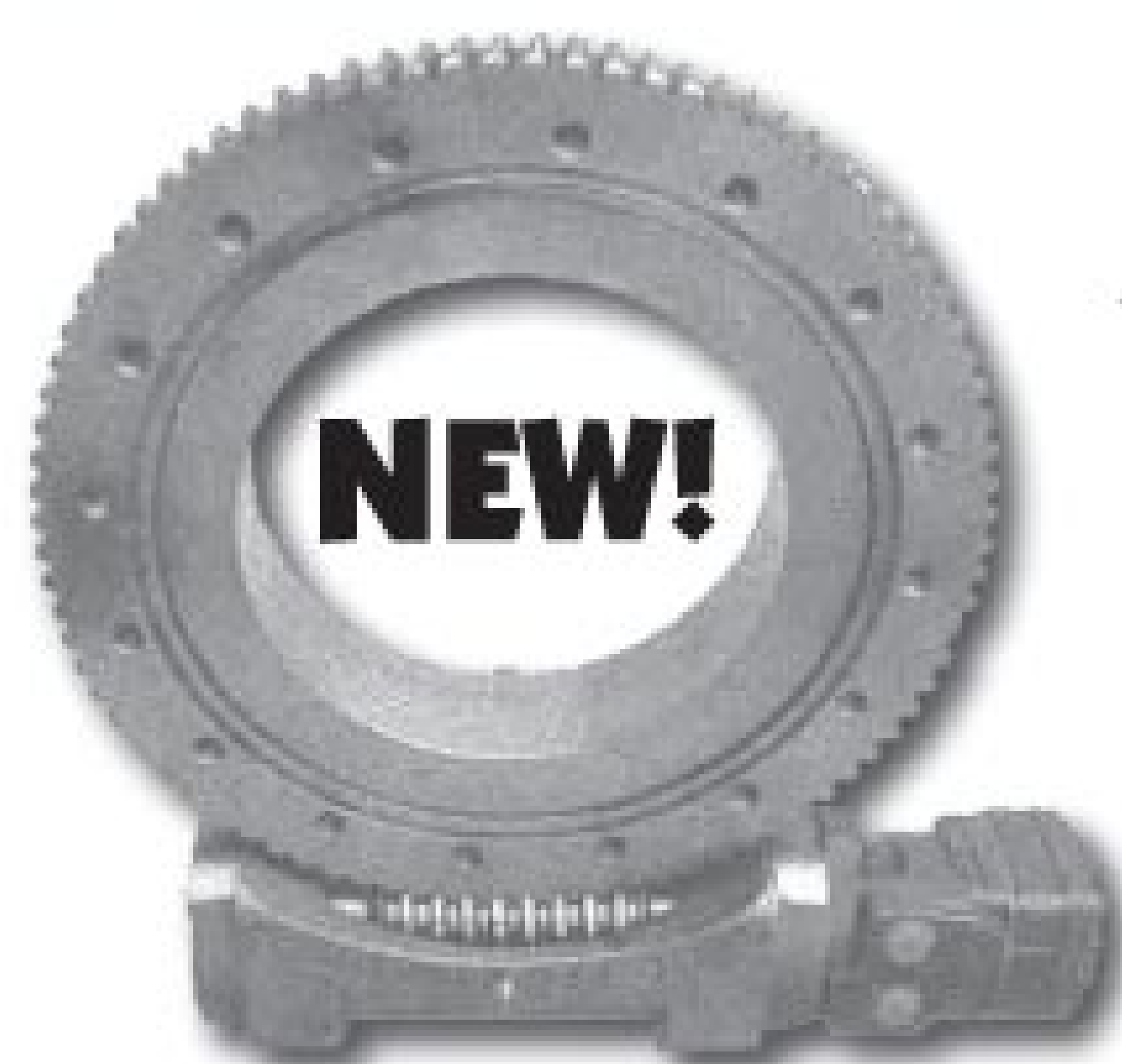


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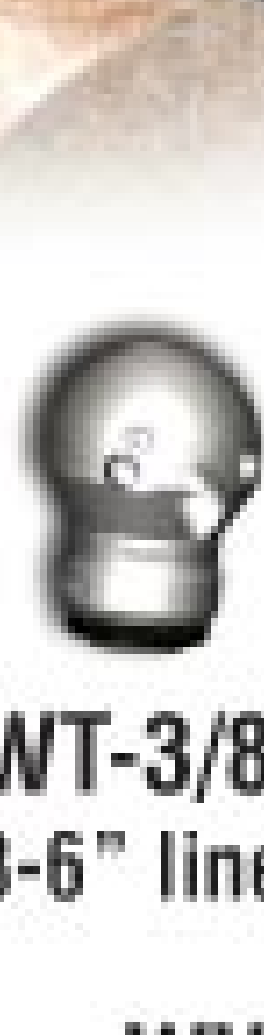
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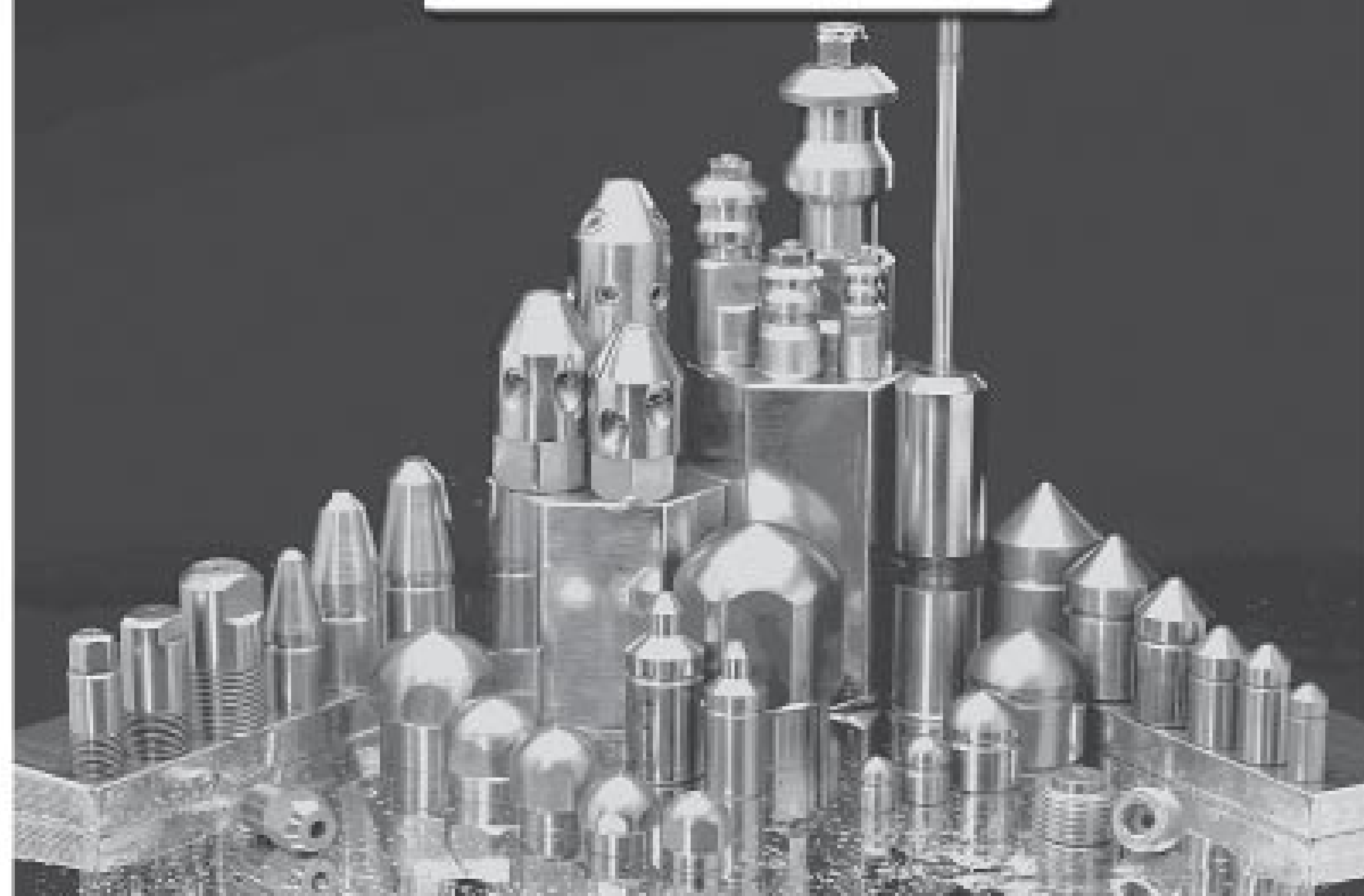
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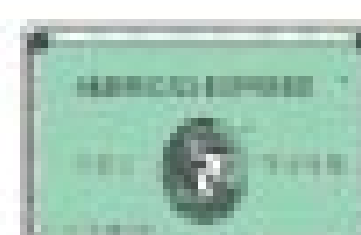
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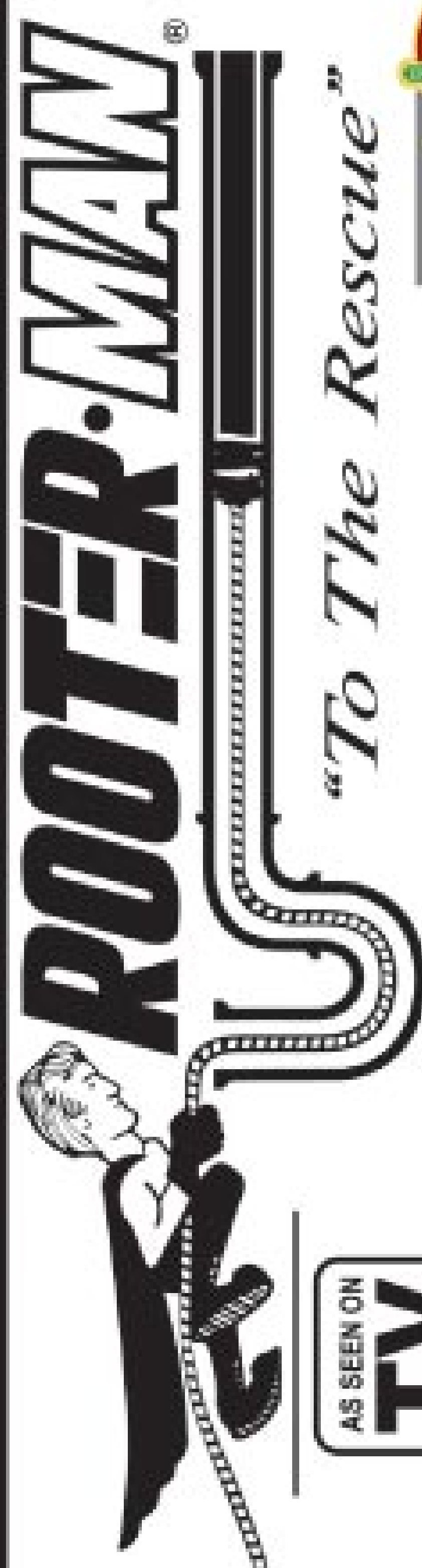
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TopGun Plumbing owner Al King takes slack out of a pipe bursting cable for the next pull. Bursting is just one service line the company added in an effort to keep an edge on competitors. (Photography by Martin Paul)



Looking TO THE NET

TOPGUN PLUMBING USES INNOVATIVE ONLINE MARKETING METHODS TO PROMOTE ITS PIPE BURSTING, LEAK DETECTION, AND LOCATING SERVICES BY MARIAN BOND

Faced with a highly competitive market, Al King opened TopGun Plumbing four years ago, knowing he would have to set his company apart.

After trying to attract business through the Yellow Pages with little result, King relied on the Internet, schooled himself in Web site design, and started buying up relevant domain names. Today, he has 20 Web sites, which he designed and hosts. Each pertains to specific customer needs, and each has its own telephone number, with a line into his office.

King handles incoming calls and so can track where the leads come from. He relies on an answering service to pick up calls if he is talking on one line.

Tapping into the Internet for advertising was a part of his initial business plan, and it has paid off. From the beginning, King understood the importance of Internet promotion, and he signed up with a Google program, AdWords Qualified Company, a pay-per-click service that lets users choose keywords for their industry.

When someone searches for plumbing and related services, King's company names are likely to appear at or near the top of the list. "For example, a customer searches under 'waterline replacement' and our name pops up on page one," says King. "It's like the Yellow Pages, but this is the Internet. This is what people are using to find services." A part of the program is Google Analytics for tracking campaign results.

profile



TOPGUN PLUMBING LLC, BOTHELL, WASH.

| | |
|---------------|--|
| OWNER: | Al King |
| FOUNDED: | 2006 |
| SPECIALITIES: | Pipe bursting, leak detection, waterline replacement, locating |
| EMPLOYEES: | 2 |
| WEB SITE: | www.topgunplumbing.com |

While innovating with marketing, King has also set his business apart with services, notably specialties in pipe bursting and residential waterline replacement.

EXPANDING THE OFFERINGS

During his first year, King saw that he needed something more to give his company a unique position, and so he began offering locating, leak detection and waterline replacement. Two years ago, after investigating on the Internet, he discovered the pipe bursting system from Pipe Genie Manufacturing.

By the end of 2010, pipe bursting for waterline replacement had grown to 50 percent of the business, and King is one of a very few companies in the region providing the technology. TopGun specializes in home repairs and in waterline replacement on up to 2-inch pipes running from the water meter to the house.

In his region of Washington, 90 percent of the pipes are polyethylene, and the rest are copper or Schedule 80 PVC. A typical job length is 30 to 150 feet. He sees conditions where pipes have split from soil expansion or contraction, or where pipes sitting on a rock or near a tree root are damaged.

In almost all cases, customers call because they have seen sharp increases in their water bills, or have seen water on the surface. "When we show up, we first use our leak detection and locating equipment to determine where we are and what's going on," King says.



CREATIVE IDEAS

As a young man, Al King thought he wanted to be an emergency medical technician, and he studied for that career while working part-time for a plumbing contractor.

In the end, he decided he could make more money as a plumber. After 26 years in the business, he saw that he had a wealth of experience and his own ideas for running a company. On this experience and belief in his own skills and creative ideas, he opened TopGun Plumbing.

The company works in King and Snohomish counties in Washington. Working within a 20-mile radius of the shop in Bothell, the firm provides basic residential service from replacing water heaters to replacing waterlines.

"In my past work experience, replacing a waterline meant digging a trench, but now we have pipe bursting," says King. "The technology has set us apart from most of our competitors."

The company serves residential customers and has no aspirations to expand to commercial or municipal clients. TopGun does not subcontract its pipe bursting, leak detection or locating services to other plumbers. King's advice for contractors considering going into pipe bursting: "You need to include leak detection and location capabilities." He also emphasizes the importance of knowing and understanding all local codes.

SUPPORTING SERVICES

"An essential part of our business is the leak detection and line locating," King notes. "You have to have it. As for pipe bursting, our customers are fascinated with the concept. We always have to explain the process and they like to see how it works. The equipment is very simple. It makes a lot of sense when you explain that you just push the cable through the line and create a path for the new pipe, which we then pull through. If the existing pipe is too small, we can pull through a larger pipe."

Customers appreciate not having to rip up driveways and landscaping to replace a line. They are also pleased that one contractor can do the entire job, and that they save money in the process. One employee is trained on the Pipe Genie equipment, and he works with King – there are always two men on a bursting job.

"When we show up, we first use our leak detection and locating equipment to determine where we are and what's going on."

Al King





Laborer Philip Herzog, left, and owner Al King use fish tape on a trenchless waterline replacement job.

King says the two can pull 100 feet of new pipe in two hours. The actual time required for a job depends on the amount of preparatory work needed and on the material and length of the pipe being replaced.

"If it's a straight pipe, and it is plastic, you will pull it more quickly," says King. "There is a learning curve with the technology and a lot of information to absorb, yet it is a fairly straightforward tool to use. You probably need about six months to get to the place where you will not need to call for technical help."

LIST OF UNKNOWNNS

TopGun does not work on galvanized pipe, although an attachment for bursting that material is available. The nature of bursting jobs varies greatly. "We look at the location of the meter and the water connection at the house," says King. "That gives us Point A and Point B. We excavate a 2- by 2-foot pit for the pipe splitter at the meter, and another at the house connection. We determine the type of pipe to be sure we can cut it with our equipment."

"For the next step, we insert a metal fish tape, which helps us find the path of the existing line. We push that through the pipe, and then we can use the locator to find the path of the pipe. With plastic it is otherwise sometimes difficult to trace the pipe. We use the fish tape to pull back the cable that we use to split the pipe, so it has a dual purpose."

"What becomes difficult is when the line is not a straight job. Any curving puts more stress on the pipe you are pulling. If we find the existing pipe has a severe curve, that would put about twice as much resistance on the new pipe as a straight line would."

"The risk of pulling through a curved line is that the new pipe will disconnect from the splitter. In most cases, with a severe curve, we excavate a third pit somewhere close to the middle of the bend. That allows us to split the pipe from the middle pit. One pull would be from the house back to the center pit. We would then spin the puller around in the pit, and then pull the splitter back from the meter to the third pit."



The splitter and boot for the pipe bursting system from Pipe Genie.

HANDLING LONG PULLS

King says the Pipe Genie equipment handles well in any situation. The crew can install new waterlines over long distances by starting at the meter and digging pits at 100-foot intervals. For example, in a 200-foot pull, there is a pit at the meter, a second at 100 feet, and a third at the house. For a 300-foot run, there is a fourth pit.

In its inventory, TopGun carries PEX (crosslinked polyethylene) pipe in rolls of 100 feet as most pulls are in that length range. King prefers PEX to traditional polyethylene because in his experience it lasts longer and works well with bronze fittings and stainless steel crimps. The advantages of pipe bursting are the small pits, the ability to split pipe on a hillside, and the ability to burst lines next to existing utilities without damaging them.

Pipe bursting, locating and leak detection have not grown the territory TopGun serves, as King wants to stay within the boundaries he initially set. Still, the services open opportunities for more business.

Besides the Pipe Genie TA-20 bursting system with 9 hp hydraulic power

"What becomes difficult is when the line is not a straight job. Any curving puts more stress on the pipe you are pulling. If we find the existing pipe has a severe curve, that would put about twice as much resistance on the new pipe as a straight line would."

Al King

supply, the company operates three 14-foot Ford cube van service vehicles (2006, 2008 and 2010). One carries the pipe bursting setup, another carries the company's 100-foot microReel SeeSnake camera by RIDGID, and the third is for basic plumbing services. Locating and leak detection equipment is by RIDGID, Radiodetection, Vivax-Metrotech Corp., and Greenlee.

CAPTURING THE NET

In 2010, King saw 29 percent growth in overall revenue. Business comes from the Internet, the Better Business Bureau, word of mouth, and Angie's List, an Internet-based service that lists and provides reviews and recommendations on service companies.

"The Internet is the driving force behind TopGun," says King. "At least 60 percent of business and possibly higher is generated by the Web sites."

When a customer searches on Google for a service that matches one of the



Owner Al King (foreground) and laborer Philip Herzog take a moment to enjoy a job well done.

company's keywords, the corresponding TopGun Web site shows up at the top of the list of results, as well as among Sponsored Links on the right side of the screen. The company then pays for each visitor who "clicks through" on a sponsored link. King chose Google AdWords as one of the three largest pay-per-click providers (the others being Yahoo! Search Marketing and Microsoft adCenter).

"With pay-per-click, I have the ability to choose the market to go after," says King. "It can be by Zip code, or a 20-mile radius geographically. Google has a Web crawler that picks up the keywords in the Web site. That is the key – to have the right words for each site."

As few as 1 to 3 percent of visits result in business, but that adds up. As data on calls is collected, including how the customer found TopGun, the company can track results. Customers who visit the sites find a telephone number and can fill out a contact form and indicate the service they need. Most often, they call.

King knew nothing about the Internet before starting TopGun and was spending \$3,000 a month on Yellow Pages ads that generated one or two calls a month. After one year, he turned to the Internet.

King runs his business out of his home and spends considerable time on his computer working on the Web sites, which he frequently changes, and where he offers various discounts and coupons. "Would I add more domain names and Web sites? I absolutely would," he says. "It's an ongoing process. That's why we're doing it." ■

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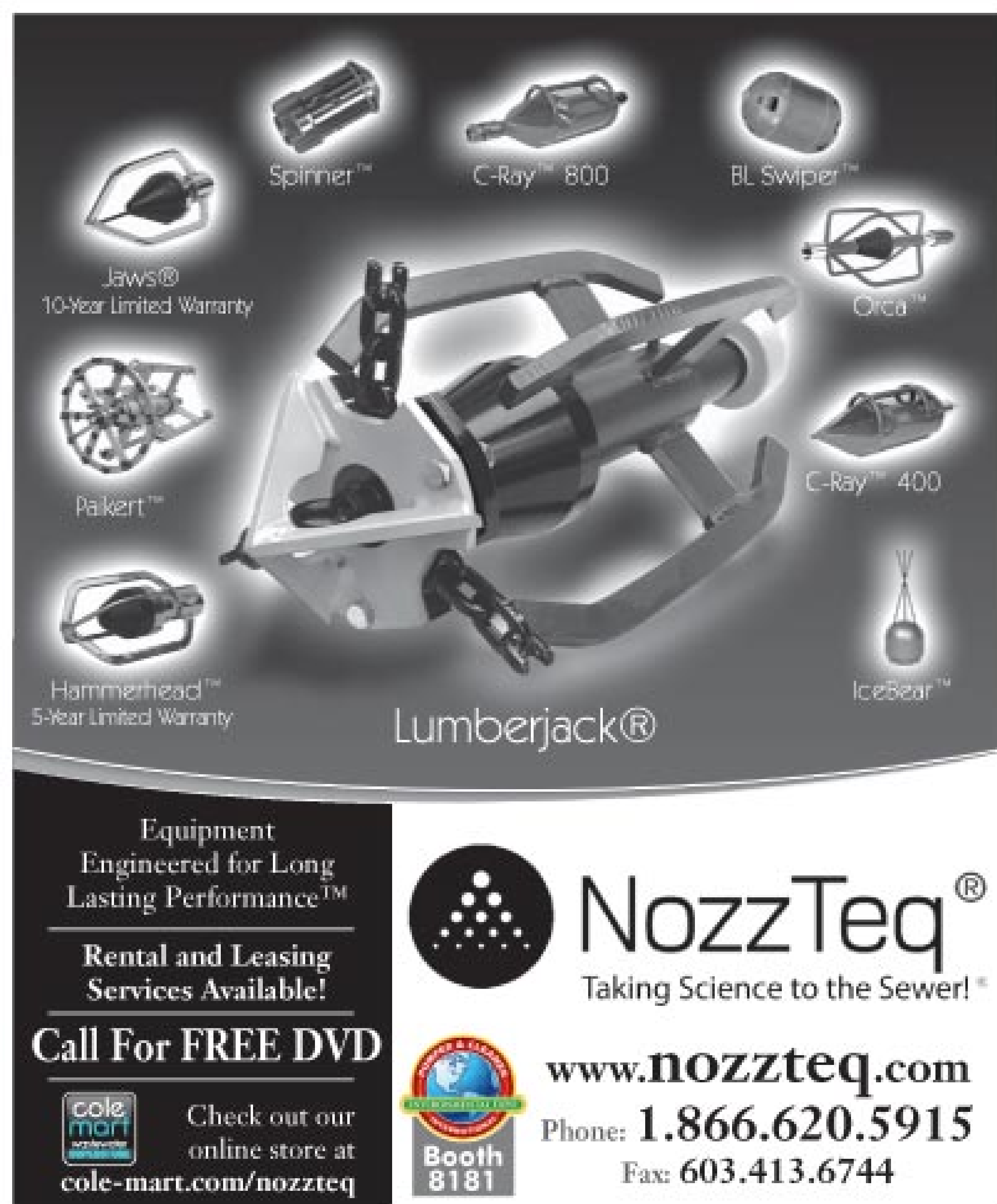
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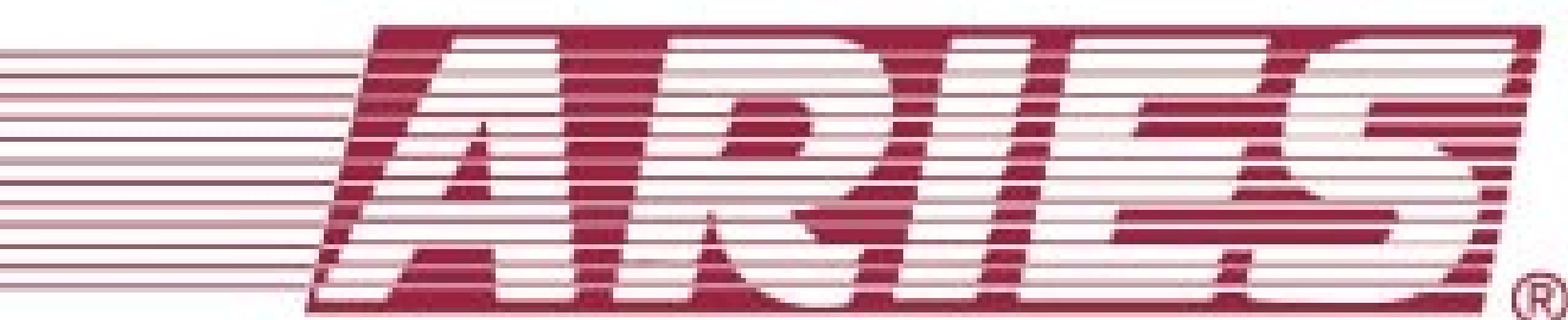
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Wave of the Future?

STABLE FUEL COSTS AND HIGHER STICKER PRICES HAVE SLOWED DEMAND FOR HYBRID SERVICE TRUCKS, BUT THESE GREEN VEHICLES MAY GAIN POPULARITY AS ECONOMIC CONDITIONS CHANGE.

BY KEN WYSOCKY

Is there a hybrid service truck in your company's future? That depends on a host of factors, including vehicle cost, fuel prices, the nature of your operations, regional air-quality standards, and customer demand for earth-friendly service providers.

Some manufacturers produce hybrid vehicles that offer fuel economy up to 50 percent better than conventional trucks, but they are costly, and with fuel prices still relatively low and stable, there is little incentive for businesses to give hybrids a try.

A few contractors in the United States and abroad are trying out medium- and heavy-duty hybrid trucks, which use internal combustion engines assisted by battery-driven motors. Contractors in areas with strict air-emission standards, and those who see value in portraying their companies as "green," appear more willing to step out and buy one or two hybrids.

NUMBERS TELL A STORY

Sales of hybrid trucks are still sparse. A study compiled by the Center on Globalization Governance & Competitiveness, a group affiliated with Duke University, projects production of commercial hybrid trucks at 4,900 units in 2010, most for corporations that own large fleets.

A report from marketing research firm Frost & Sullivan estimates that 220,000 hybrid trucks will be sold in Europe and North America by 2016. That's a 76 percent compound annual growth rate – but still negligible compared to the 4 million trucks the firm expects to be produced in total in that year.

High prices are the biggest obstacle to hybrids. Truck producers can't decrease prices much until volume dramatically increases. Not even federal tax credits of up to \$12,000 for some hybrid truck models were enough to offset the price premium.

REDUCING IDLING TIME

The most common electric hybrid truck technology relies on an electric motor and a diesel-powered engine. Either power source or both can provide power at a given time. On many models, controls monitor driving conditions and automatically choose the ideal power mode, which is shown on a dashboard display.

To power the electrical side, energy expended while braking is captured and stored in lithium-ion batteries. That power is then used either to help with acceleration or to operate truck accessories, such as lifts or pumps. That means hybrids are best suited for urban stop-and-go driving.

In Kenworth hybrid commercial trucks, the stored electrical energy can power truck accessories for up to 40 minutes with the engine turned off, saving fuel and reducing engine wear. When the batteries run out, the engine turns on automatically and recharges them with five minutes of idling, says Judy McTigue, marketing manager for medium-duty trucks.

"This could be a very good application for vacuum trucks," she says. "If you're in pumping mode and all you need is power from the PTO, it's a great application." Here, users save significant money even though they are not driving

many miles – powering the ancillary equipment with electricity is more important than moving the truck itself.

"It's always a question of what's appropriate for the truck's duty cycle," McTigue says. "When I talk to someone about buying a hybrid truck, I always first ask them to describe what a typical day of driving is like for them."

Tony Vasquez, streets and drainage manager for Bexar County, which surrounds San Antonio, Texas, agrees. "You have to fit the right vehicle to the right application," he notes. "We're working with a vendor to produce a hybrid street sweeper. They travel at three to five miles per hour, which is a perfect application for a hybrid vehicle."

PAYBACK IN LIMBO

Hybrids also become more economically justifiable in areas with bad air pollution. A good example is Bexar County, where county officials, facing designation as an air-quality non-attainment area, approved a policy in 2007 aimed at conserving energy and promoting environmental responsibility.

The county bought three 2009 Kenworth T370 diesel-electric hybrid dump trucks. The county uses the single-axle trucks, with 6- to 8-cubic-yard boxes, to deliver material such as asphalt and soil. They also can pull a trailer that holds small equipment.

At the time, rising fuel prices made the hybrid trucks more attractive. "The hybrids cost about \$128,000 each, which is 25 percent more than conventional trucks," Vasquez says. "We expect about an 8- to 10-year payback, largely based on fuel prices. That payout is a little longer than we expected because diesel fuel prices have decreased from a high of about \$4 a gallon."

"In reality, if you make a decision just on a cost basis, it might not make as much sense. But if you take into account air emissions and the county's environmental goals, then it comes into play."

The county's conventional dump trucks get about 6 mpg, versus 9 mpg for the hybrids. As a bonus, the new trucks' crew cabs hold up to five people, instead of two. "Now we can transport more people to job sites with fewer vehicles, which also saves fuel," Vasquez says.

For contractors, it's advantageous to be able to work in non-attainment areas where competitors can't, especially when bidding on government jobs that may require low-emission vehicles.

"If you work in a non-attainment area, hybrids can open up work for your fleet and give you an edge in obtaining business," McTigue says. "In addition, hybrids can provide an advantage in areas with noise-abatement laws. They're so quiet that at 10 p.m., nobody even realizes your truck is there."

GOING GREEN

Some contractors find value in marketing their companies as green. For them, large and visible hybrid trucks project that image. "It's very difficult to put a value on a green image, but some of our customers develop marketing programs around it," McTigue says. "They put hybrid diesel decals on the doors of their trucks. They're very proud of them. We've seen everything from full vinyl wraps around box trucks to banners on bumpers."



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Nonetheless, without clear financial or marketing advantages, it appears many contractors will remain conflicted. John Eldredge, general manager of Eldredge Equipment Services, a large waste-hauling firm in West Chester, Pa., observes, "On one hand, we have a responsibility to improve the environment. On the other hand, there's the financial feasibility. It's a fine line."

In the long run, industry observers like Rich Piellisch, editor of Fleets & Fuels magazine, believe it's a question of when, not if, hybrids become more common. "The price of fuel will inevitably go up again, and that will make the additional cost easier to justify," he says. "And as sales volume increases, prices will come down."

Adds McTigue: "Right now, the return on investment isn't out there for everyone. But people are more comfortable with the technology. They see it's not crazy, weirdo, science fiction stuff. Hybrids are here to stay." ☐



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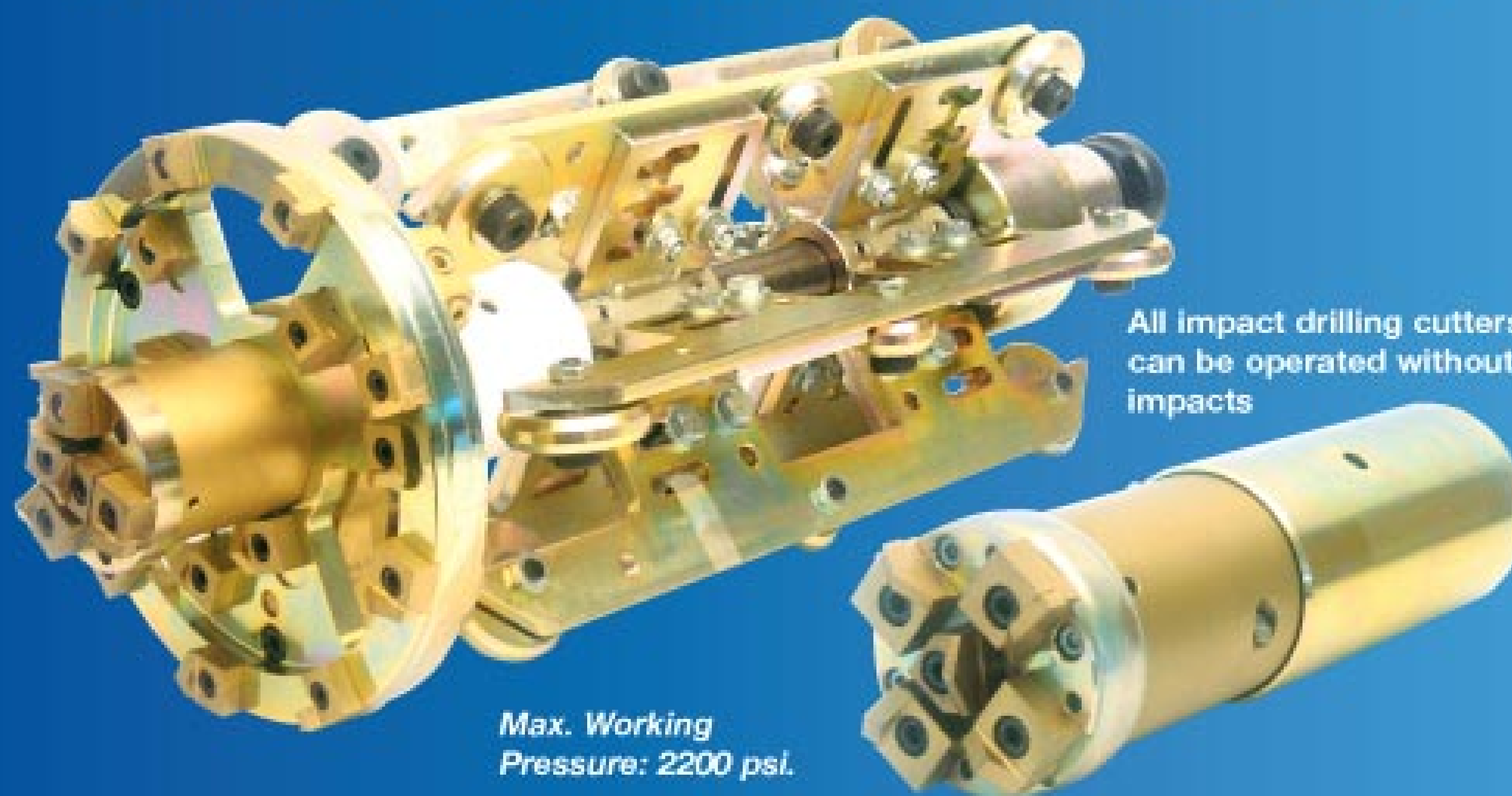
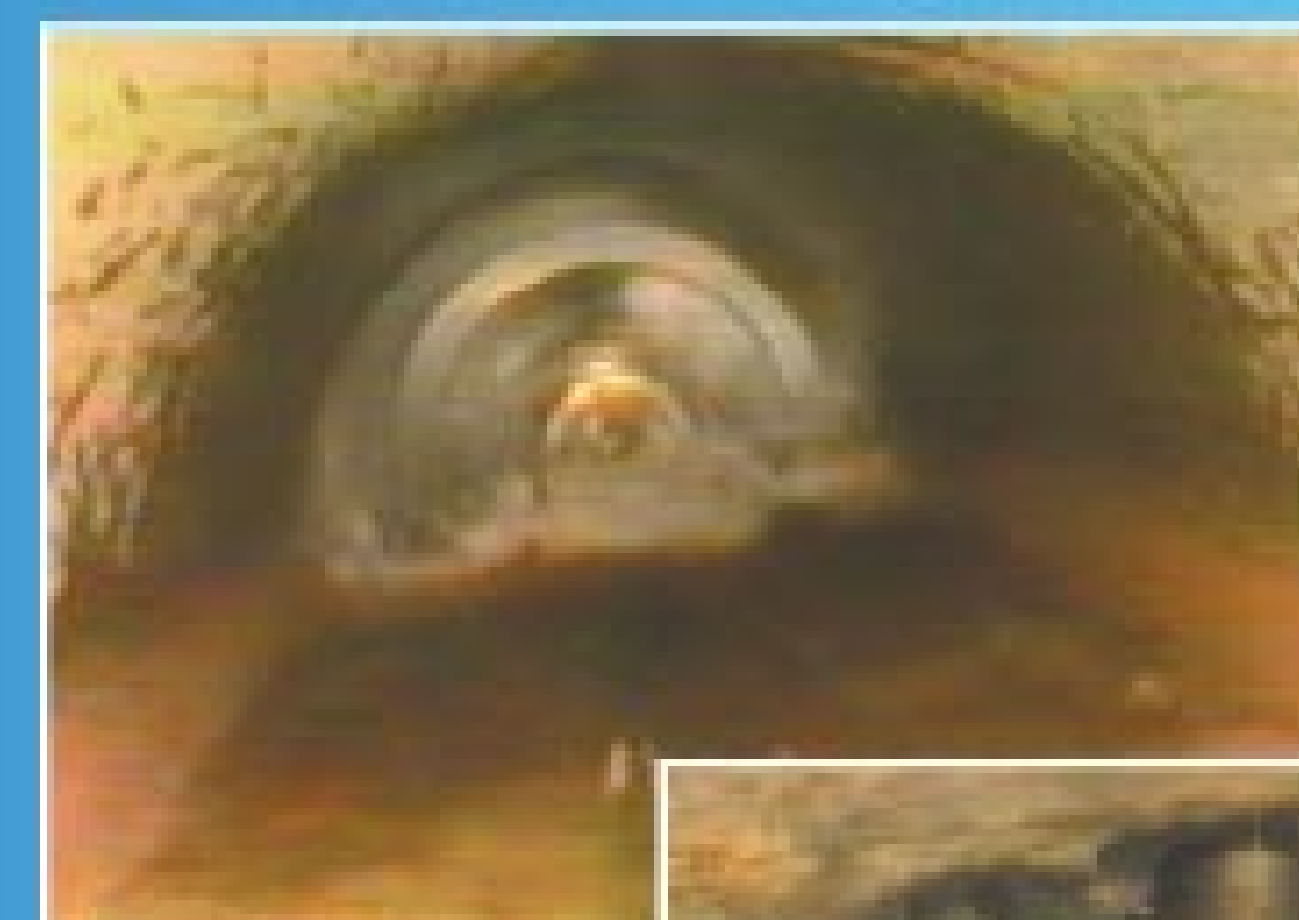
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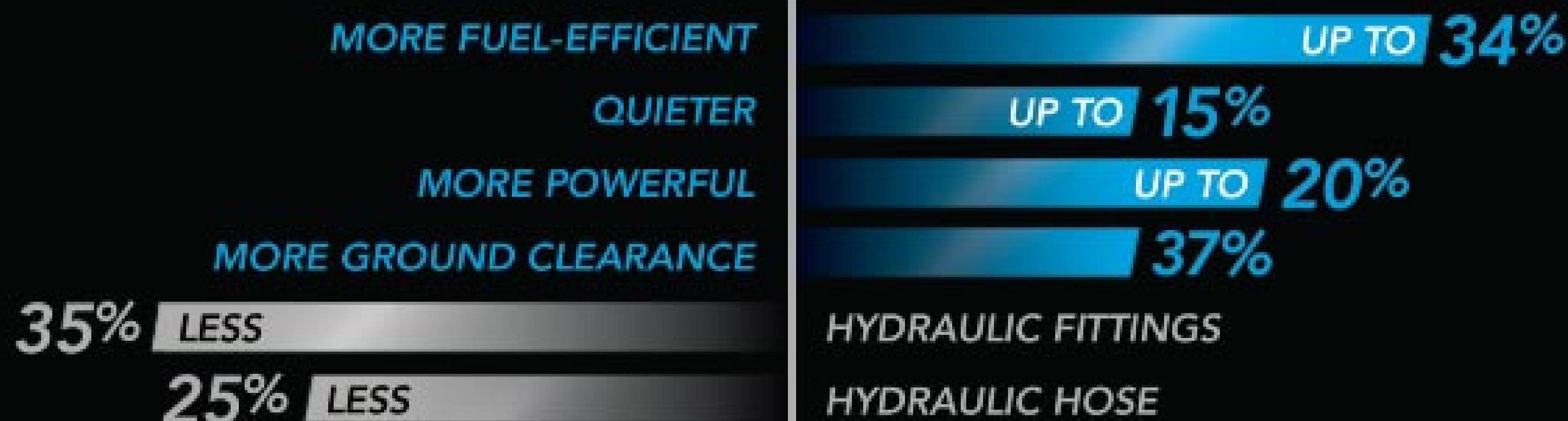
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Why Won't My Banker Help Me?

AS YOU SEEK FINANCING FOR A BUSINESS EXPANSION, IT HELPS TO UNDERSTAND HOW BANKERS WORK AND HOW THEY EVALUATE LOAN PROPOSALS

BY KENNETH STUBBE



Kenneth Stubbe has nearly 20 years of business development, consulting, financing, and community economic development experience. He is a certified Economic Development Finance Professional and a Certified Economic Developer.

It's well known that banks earn most of their money by charging interest on the money they lend. Lesser known are the constraints that affect bank lending decisions.

If you know how bankers think and the rules they must follow, you will be better able to prepare a sound financing proposal – and understand the reasoning behind the bank's final decision, whether in your favor or not.

Essentially, the funds a bank uses to make loans come mainly from deposits – in other words, money borrowed from depositors. The interest a bank charges for a loan is not much more than interest it must pay to the depositors. The bank must compete both for the deposits that make loans possible, and for the customers borrowing money. These opposing competitive forces keep interest rate spreads (margins) thin.

Typically, only 7 percent of the money available for a bank to lend comes from owner investment equity. That means that 93 cents of every dollar available for loans comes from deposits. Banks must also keep substantial cash equity, earning almost no interest, tied up in loan loss reserve accounts.

LIMITED RISK

While in theory banks could earn more interest by making riskier loans than other banks decline, banks live under regulatory limits for risk. Furthermore, riskier loans are more likely to go into default. Just as a large unpaid account destroys the profits of many sales for a business, an unpaid loan can wipe out much of a bank's profits.

business is a bit like financing a brand-new business. You will need to convince the banker that the market is favorable, that your team has the expertise to enter the new market, that you have the working capital to pay for expansion, and that the new sales will generate enough new cash to repay the loan.

New financing is somewhat easier for companies that have existing loans with a given bank, because they have already given the bank considerable information about their business. However, even if you are already a customer, you still must demonstrate the ability to repay, and you must have enough collateral to secure the new loan.

Loan documentation requirements may vary – your prospective lender will tell you what information you must supply. Common requirements include:

- Purpose of the loan.
- History of the business.
- Financial statements for the past three years.
- Schedule of term debts.
- Aging of accounts receivable and payable.
- Projected opening-day balance sheet (new businesses).
- Lease details.
- Amount of the owner's investment in the business.
- Projections of income, expenses and cash flow.
- Signed personal financial statements.
- Personal resumes.
- Business plan.

Your request is essentially a sales pitch for you and your team supported with historical data and factually supported projections. It is hard to overcome a bad first impression on the banker by seeming unprepared, unknowledgeable or unrealistic.

Making bank profit margins even thinner are the high overhead and operating costs. Banks are highly regulated by state and federal governments. The intense oversight adds costly documentation, process controls and compliance staff to bank operations, adding significantly to operating overhead. Thus, lenders must be exceedingly careful about their decisions to lend the money.

WHAT BANKS WANT TO SEE

In making a loan request, it is important to present your project, your business and yourself seriously. By preparing, and by getting a third-party evaluation before you approach the bank, you can make a good impression at your first bank meeting.

Your request is essentially a sales pitch for you and your team supported with historical data and factually supported projections. It is hard to overcome a bad first impression on the banker by seeming unprepared, unknowledgeable or unrealistic.

From the banker's perspective, financing a substantial expansion for your

The bank team cannot evaluate your loan request until you submit all of the required documentation. The evaluation process itself is interactive, and you will be asked additional questions and clarifications along the way.

HOW BANKS EVALUATE REQUESTS

Banks evaluate loan requests using standardized measurements, financial performance ratios and evaluation tools. Typical analysis measures include debt-to-equity ratio, current ratio, quick ratio, collateralization, consistency of margins, aging of accounts receivable, consistency of the cash cycle, comparison of the ratios to industry standards, breakeven analysis, management of cash flow, cash flow available for new debt payments, worst-case scenarios, and potential swings in the economy.

Worst-case scenarios can include unexpected events such as production costs twice as much as projected, getting only half of anticipated sales, or a key person leaving.

Basically, the bank team will evaluate your business creditworthiness using

the Five Cs of credit analysis:

- Collateral available to secure the new loan.
- Capacity or cash flow available to repay the new loan.
- Capitalization – enough permanent investment in the business to operate safely.
- Character – the owner's history of honoring all obligations.
- Conditions for the project are economically favorable.

Positive vibes from your banker are a good thing, but you do not really have a yes or no answer until the evaluation process is complete and the bank loan committee makes its decision. You will not be present at the loan committee meeting – your banker must make the pitch. The committee will also evaluate issues beyond your control, such as the bank's current loan portfolio mix and economic risk.

TAKE THESE STEPS FIRST

In seeking financing, never think you can do it alone. One of the best ways to insulate yourself against business failure is to find and work with a mentor – someone with business experience who can guide and assist you. The Small Business Administration (SBA) Web site at www.sba.gov is filled with information and common-sense advice.

Local mentors are available at your SCORE chapter, Small Business Development Center (SBDC) office, or local Economic Development Corporations. Their expertise is either free or low-cost – and it is extensive, encompassing both individual consulting and classes.

SCORE is not everywhere, but chapter volunteers, who are retired and active business people, know the ropes. SBDC offices are often located at regional colleges or business assistance centers, and they also provide business experts and classes.

Many communities or counties have a local economic development corporation. The best of these groups are well-connected business and community leadership collaborations. Members are often experts in local financing, regulatory issues, politics and markets. They often have access to flexible business financing and can help resolve common issues, such as insufficient collateral.

CONSIDERING ALTERNATIVES

These volunteers will help you ask and answer important questions that enable you to see your project from the banker's eyes. They can help you avoid wasting time by asking important questions. For example, do you really need a loan? Or, can you finance the expansion by reducing investment in declining or low-profit lines of your business?

What will a banker think about your request? Will he or she see enough collateral and cash flow to make the loan? Will he or she see a solid team, exceptionally knowledgeable in the current and potential business markets? What are your backup plans if the sales don't materialize, or if the economy slides downward?

If you are a very small business – small loans are unprofitable for banks to make – will the banker see a growing business that will evolve into a profitable future customer?

Bankers evaluate loan requests with a standard process that you can use ahead of time to prepare your request. Mentors can help you to identify and overcome project weaknesses before you approach the bank. By making your request more professional, you will create a more favorable impression about the quality of your business.

Perseverance is important. Get to know more than one banker, and visit more than one bank. Banks base their decisions on many factors in addition to the evaluation of your project's financial strength. So, don't take an answer of no personally.

Keep asking and keep refining your project. No matter the outcome, the work is not wasted. The very evaluation process gives you a better picture of the strengths, weaknesses, opportunities and threats to your business. **c**



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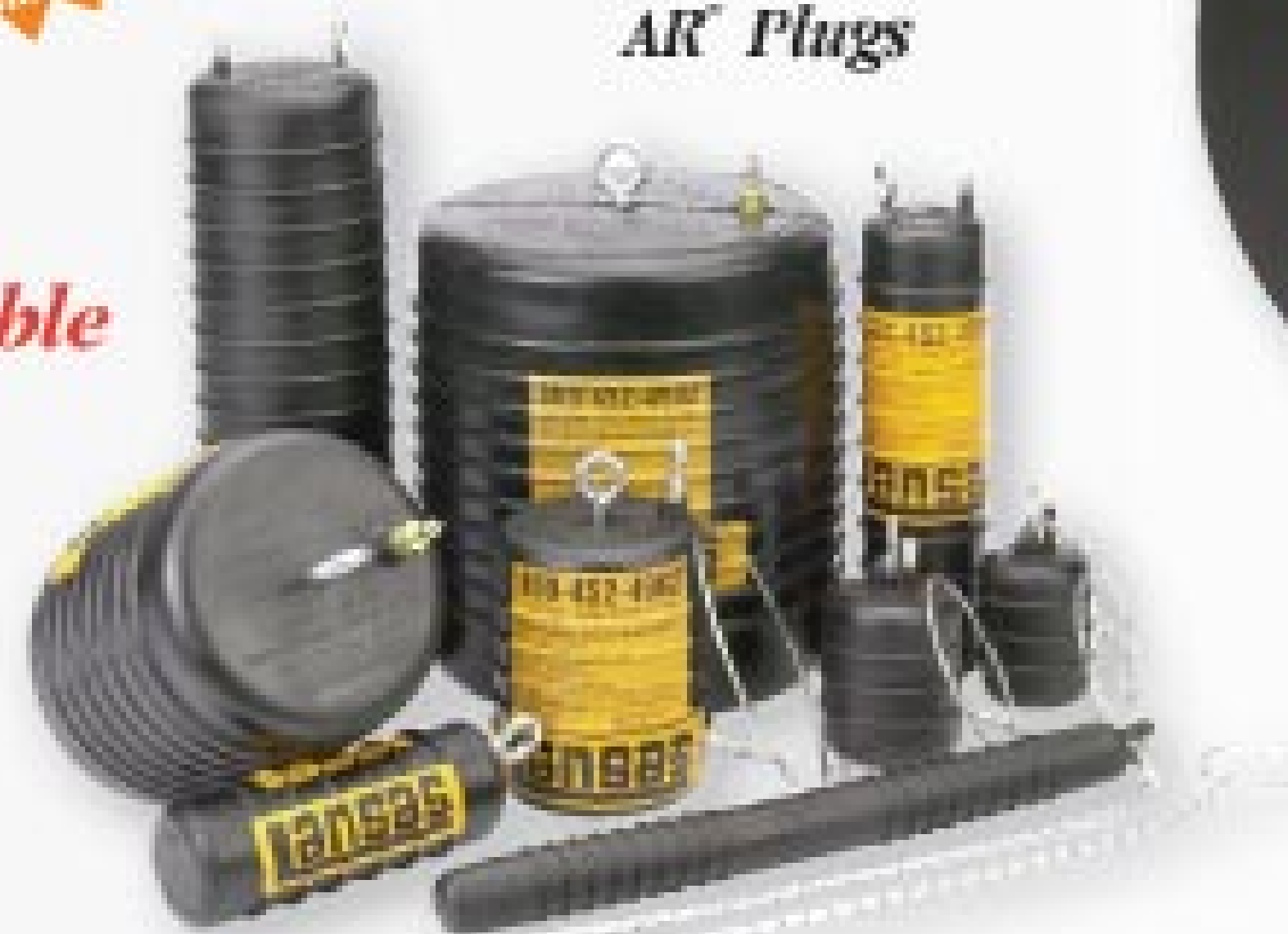


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Violence: The Warning Signs

EVERYONE IN YOUR BUSINESS SHOULD HELP WATCH FOR CHANGES IN EMPLOYEE BEHAVIOR THAT COULD SIGNAL A SIMMERING THREAT OF WORKPLACE VIOLENCE

BY MIMI LANFRANCHI



Mimi Lanfranchi is senior vice president, national accounts and specialized services for AlliedBarton Security Services. She can be reached at mimi.lanfranchi@alliedbarton.com.

While OSHA reports that work-related homicides have fallen 52 percent since 1994, to about 507 a year, many experts feel workplace violence overall has been rising steadily, in part because of the troubled economy.

According to a study by the National Institute for Occupational Safety & Health, more than 70 percent of U.S. workplaces lack formal programs or policies to address workplace violence. But small businesses want to ensure the physical security and safety of employees, visitors, facilities and assets.

Excessive tardiness or absences. Beyond missing work, an employee may quit early or leave the work site without authorization, and provide numerous excuses for doing so.

Increased need for supervision. People typically need less supervision as they become more proficient at their work. An employee who suddenly needs more supervision may be signaling a need for help.

Reduced or inconsistent productivity. An employee whose performance drops suddenly is giving a classic warning sign of dissatisfaction. The

TECHNOLOGY ISSUES

The widespread use of mobile technologies poses new risks of harassment and violence. Through threatening e-mails, phone texts or messages on social networking sites, workplace violence can continue, even after hours. One reason e-mails and text messages play such a pivotal role in harassment cases is their immediate and informal nature.

A growing number of lawsuits and employee complaints cite offensive text messages. Employees should be told that harassing text messages are

Managers need to make sure all employees recognize the warning signs of workplace violence so that everyone can act as eyes and ears to report unusual behavior.

Creating a corporate culture that promotes, "If you see something, say something" can provide lifesaving benefits.

WARNING SIGNS

According to ASIS International, an organization of security professionals, milder workplace violence includes disruptive, aggressive, hostile or emotionally abusive actions. Mid-range behaviors include direct, conditional or veiled threats, stalking and aggressive harassment. The most serious behaviors include overt violence causing physical injury.

Among those prone to violence are former employees who were terminated and are disgruntled. Surveillance and background checks are key to assessing how deep an employee's potential problem may be. In some cases, it may be necessary to talk with a troubled employee to stop the progression to increasingly violent behavior. Concern and compassion may help the person begin emotional detachment from the company and become less angry.

Managers need to make sure all employees recognize the warning signs of workplace violence so that everyone can act as eyes and ears to report unusual behavior. Assume that any employee who exhibits one or more of these warning signs needs assistance:

manager should meet with the employee to determine a mutually beneficial course of action.

Strained workplace relationships. If a worker displays disruptive behavior, it's important for a manager to intervene quickly.

Violations of safety procedures. This behavior may reflect carelessness, insufficient training, or stress. If an employee who traditionally follows safety procedures is suddenly involved in accidents or safety violations, stress may be an issue.

Changes in health or hygiene. A person who suddenly disregards personal health or grooming may be signaling for help.

Unusual behavior. A sustained change in behavior often indicates an employee in difficulty. People are often quick to notice personality changes in co-workers. The workplace should promote trust and open communication so that workers undergoing a difficult period may be offered prompt assistance.

Fascination with weapons. This is a classic warning sign that co-workers and managers should easily recognize and must take seriously.

Excuses and blaming. This classic warning sign is easy to identify, yet managers often ignore it.

Depression. Not everyone suffering from depression is prone to violence, but if the depression is evident for a sustained period, professional intervention is recommended.

violations of company policy. Consider whether to allow text messaging on company-issued cell phones. If texting is allowed, employees should know that the company has the right to look at their messages.

Social networking sites such as YouTube, Facebook and Twitter require similar precautions, as they can open more doors to online bullying. Employees should understand what to look for, be vigilant, and report potential problems.

If violence occurs in your workplace, it is important to act immediately. Focus first on defusing a simmering crisis. Remain calm, listen attentively, and always treat the person with respect and dignity. Isolate the situation and set clear limits of behavior.

A mediator or neutral party can help by listening to both sides and facilitating conversation. To keep a situation from escalating, separate the workers involved. This reduces the risk of confrontation.

An estimated 50 percent of employers say workplace violence crimes or threats are never reported to police or security personnel. When an employee is feeling threatened – physically or verbally – he or she should always report the issue. ■

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A CUSTOM-BUILT WATERJETTER TRUCK HELPS FLOODWATCH LLC
WORK IN CROWDED AREAS IN AND AROUND PARAMUS, N.J.

BY KEN WYSOCKY

Did you ever try to park a service truck in a congested urban area while towing a trailer-mounted jetter? If so, you'll appreciate why Angel Cartagena raves about his emergency-support truck, customized with a built-in 4018 waterjetter from US Jetting.

Two sliding doors on each side of the 16-foot R-O-M Corp. body, built on a 2006 Nissan UD truck chassis, allow crews at Floodwatch LLC, a drain-cleaning company in Paramus, N.J., to operate the jetter from either side. The hydraulic-powered hose reel extends fully outside the forward door on the passenger and swivels 180 degrees. It doesn't fully extend out the opposite door but still is operational from there.

The unit carries 500 feet of 5/8-inch hose and is designed to handle mainly 4- to 6-inch lines, but it can effectively handle up to 8-inch pipes. In the rear of the truck, an attachment reel holds 200 feet of 1/2-inch hose for cleaning smaller 2- and 3-inch lines.

"I brainstormed with the guys at US Jetting, and we decided this type of vehicle would best suit my needs," says Cartagena, company owner. "I bought the truck used a couple years ago. It was used to support emergency firefighting units in New York. I drove it down to US Jetting in Georgia to get it customized."

WINNING BUSINESS

"I didn't want to tow a trailer with jetting equipment on it anymore. The area we cover is very urban — sort of a miniature Manhattan, with many homes only 10 feet apart and bad traffic congestion. If you get a job in a high-rise apartment or condo building and you try to park a trailer, it's almost impossible. You can't always find a nice driveway or a double-parking spot to set up and perform your services.

"I can't tell you how many times I've obtained jobs with this truck because no one else could access them. With this truck, all I have to do is back in like I'm making a delivery, open the side door, and I'm working. It's ideal."



This waterjet truck owned by Floodwatch LLC was custom-built by US Jetting based on directions from Floodwatch owner Angel Cartagena. (Photo courtesy of Floodwatch)

money machines

| | |
|-------------------|---|
| OWNER: | Floodwatch LLC, Paramus, N.J. |
| VEHICLE: | Jetter Truck |
| PRIMARY FEATURES: | US Jetting 4018 waterjetter (4,000 psi/18 gpm); Gen-Eye camera & J-1400 portable jetter (General Pipe Cleaners) |
| COST: | \$64,000 |

Cartagena likes the fact that the truck body shields the jetting equipment from the elements. "You roll up the side door, and everything is nice and dry and stays nice and clean," he says. "It looks presentable. Customers judge you by your equipment. If your vehicle is battered, or your uniforms look bad, they may think you don't take pride in your work."

WELL EQUIPPED

The truck's two rear partitions hold a 300-gallon water tank and miscellaneous tools and equipment, including a Gen-Eye inspection system and J-1400 portable waterjetter (1,500 psi/1.7 gpm) from General Pipe Cleaners.

"This truck gives me the ability to bring a lot more equipment to the job site, as well as keep it out of sight and locked up for security purposes," Cartagena says. "It's also one of the bigger units among competitors in my area. Pushing 4,000 psi really makes a difference. We can turn around more jobs in a week." ■

more info

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Money Machines, a feature in *Cleaner*, reports on innovative work vehicles that help contractors operate more efficiently, satisfy customers and earn more profit. We'd like to know about your Money Machine — be it a service van, camera truck, jetting rig, vacuum unit or any vehicle that really helps drive your business. To nominate your vehicle for a feature in this column, send an e-mail to editor@cleaner.com. Tell us briefly but specifically what features make it a great producer. And send a picture — because appearance counts. We look forward to seeing your Money Machine.

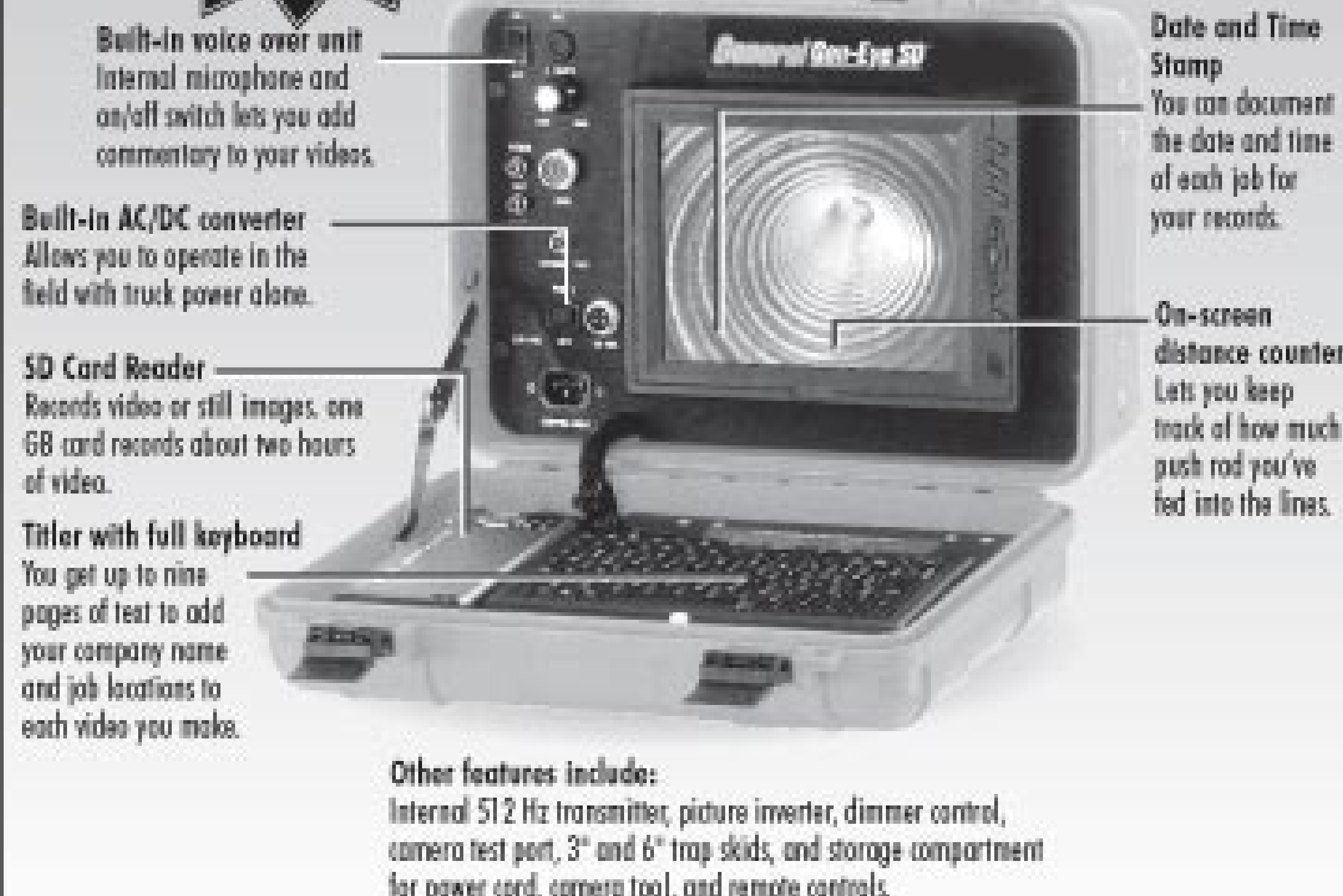
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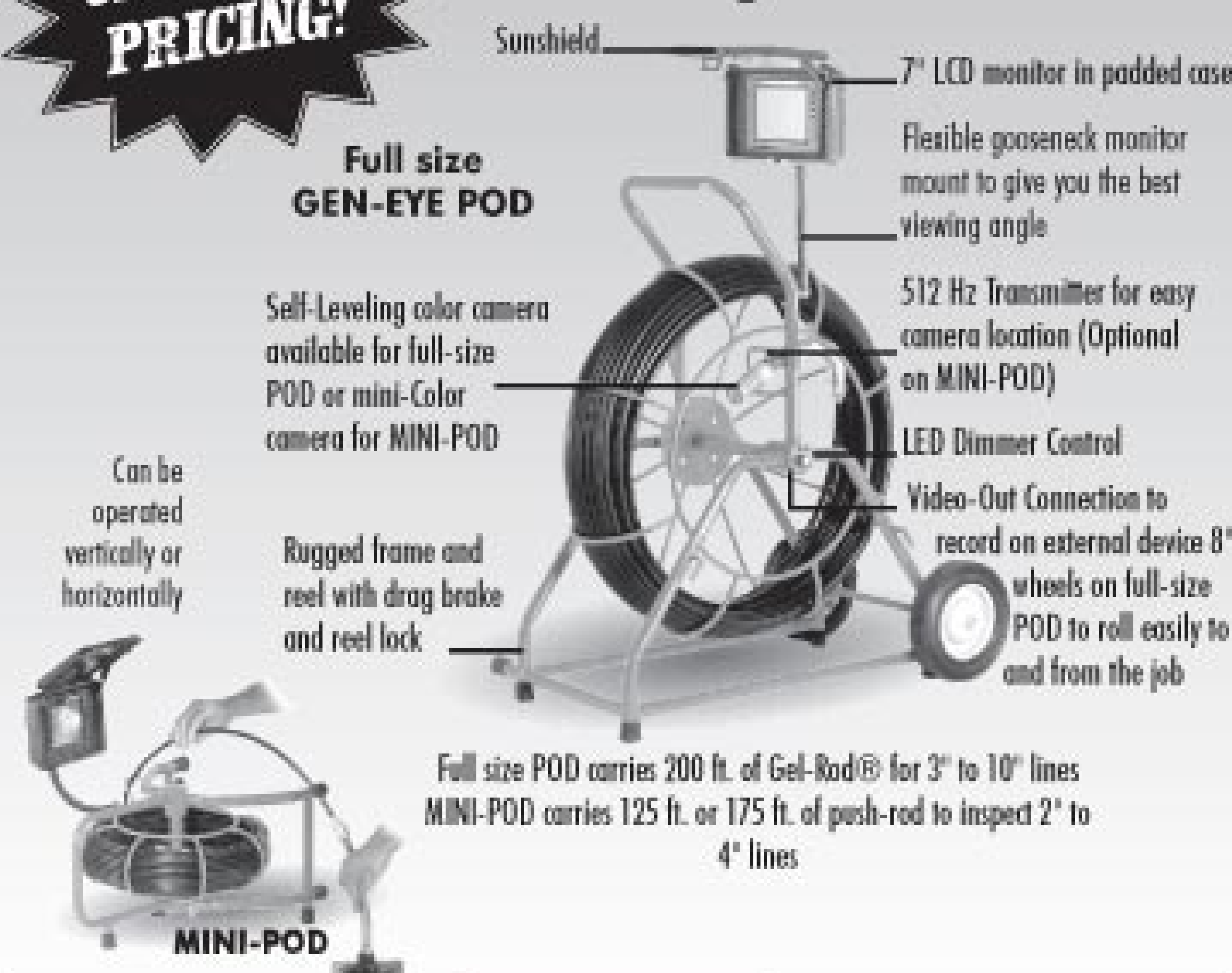
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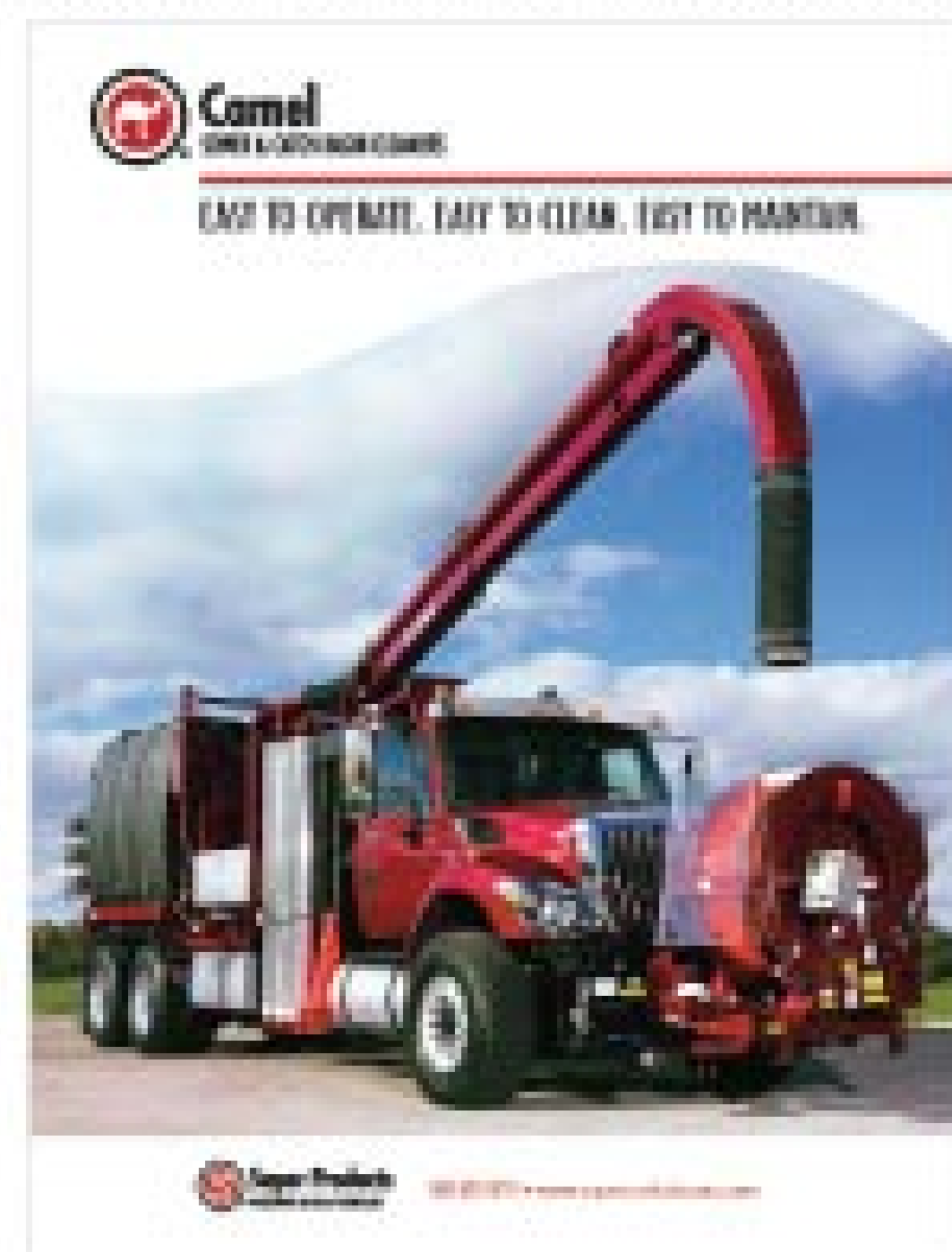
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FS SOLUTIONS NAMES REGIONAL SALES REPRESENTATIVES

FS Solutions has named Bill Pharis and Brad Ketchum regional sales representatives for parts and service and the company's Guzzler, Jetstream and Vactor brands. Pharis will be responsible for Long Beach, Calif., and Ketchum for Pasadena, Texas. Both have 12 years of sales experience.



SUPER PRODUCTS RELEASES PRODUCT BROCHURES

Super Products has released product brochures on its line of Camel sewer and catch basin cleaners as well as spec sheets for its Supersucker industrial vacuum loaders and Mud Dog 650 hydroexcavators. Available in both English and Spanish, the product brochures and spec sheets can be downloaded at www.superproductscorp.com or requested by calling 800/837-9711.

WATER CANNON LAUNCHES ONLINE STORE

Water Cannon Inc. has launched an online store at www.cole-mart.com/watercannon. The store offers the convenience of 24-hour shopping, the ability to research and compare products, and a simple order process.

VERMEER REALIGNS SENIOR STAFF

Vermeer Corp. has named Mike Byram vice president of environmental solutions, Steve Heap vice president of Vermeer Latin America and Vermeer Europe, Middle East and Africa, and Dave Wisniewski vice president of underground solutions. In addition, Jason Andringa will assume the role of vice president of distribution and global accounts. He had been serving as managing director of Vermeer Europe, Middle East and Africa (VEMA) in The Netherlands. Frank Beerhuis will take over Andringa's managing director role at VEMA. Mark Core will serve as vice president for global aftermarket and marketing, David Corbin will be vice president of global forage, procurement, logistics and IT, and Doug Hundt will be vice president of global industrial solutions.

DURACABLE LAUNCHES ONLINE STORE

Duracable has launched an online store at www.cole-mart.com/duracable. The store offers the convenience of 24-hour shopping, the ability to research and compare products, and a simple order process.

STONEAGE NAMED TOP COLORADO COMPANY

StoneAge Inc. was named a Top Company award winner for 2010 in the manufacturing category by ColoradoBiz magazine. The Durango, Colo.-based company was chosen from among 36 finalists. The award recognizes Colorado businesses that demonstrate sustained financial performance, operational excellence and community involvement. The cleaning tool company was recognized for its investment in research and development, community economic development activities and annual donations of time and money to more than 50 nonprofit and community programs.

NOZZTEQ LAUNCHES ONLINE STORE

NozzTeq has launched an online store at www.cole-mart.com/nozzteq. The store offers the convenience of 24-hour shopping, the ability to research and compare products, and a simple order process.

APS NAMES MATSOUKAS MANAGER, OPENS BRANCH OFFICE

Advanced Pressure Systems has named Johnny Matsoukas branch manager for the company's new La Porte, Texas, office. He has 15 years experience in the high-pressure waterblasting industry and will handle all aspects of technical sales.



Johnny Matsoukas

TRIPLE R SPECIALTY LAUNCHES ONLINE STORE

Triple R Specialty has launched an online store at www.cole-mart.com/triplerspecialty. The store offers the convenience of 24-hour shopping, the ability to research and compare products, and a simple order process.



William Petrole III

GRADALL NAMES PETROLE VICE PRESIDENT OF VACALL

Gradall Industries Inc. has named William G. Petrole III vice president of Vacall products. Petrole has 25 years experience in the industrial vacuum industry, leading companies on both the manufacturing and distribution side of the business.

NORTHEAST TRENCHLESS TO HOST ANNUAL SEMINAR

Northeast Trenchless Association will host its Annual Training and Development Seminar Jan. 17-19 at the Crowne Plaza Boston North Shore in Danvers, Mass. The meeting is open to members and nonmembers. NTA also will host an eight-hour Advanced Drilling Fluids course. A full-day training session for engineers and owners/operators on how to evaluate trenchless technologies will be held the second day. For more information, call Bill King at 508/498-3811 or visit www.northeasttrenchless.com.

PIPELOGIX RENAMES FLAGSHIP SOFTWARE

PipeLogix Inc. has renamed its flagship pipe inspection, analysis and data reporting software PipeLogix. Originally known as flexidata, the program serves as the core of a suite of modules that include video capture, graphical pipe depth representation, GIS assessment, standards-based manhole surveys and multi-view pipeline data. To mark the rebranding, PipeLogix also has introduced a new product logo.



WEBINAR HIGHLIGHTS JETTER SELECTION

US Jetting will sponsor a webinar on "Selecting a High-Pressure Jetting Unit for Maximum Use Applications and Profits" on Thursday, Feb. 3, from 4 to 5 p.m. Eastern time. *Cleaner* magazine will host the session.

Presenters from US Jetting are Ryan Peake, southeast regional sales manager, and Danielle Young, new unit and international sales coordinator. They will explain why purchasing a high-pressure jetting unit is a capital investment that must be researched thoroughly.

A profitable jetting unit needs to cover a wide range of pipe cleaning applications, and the wider the range, the greater the potential profits. The webinar will focus on selecting a unit with the pressure, water flow, water storage capacities and engine horsepower to fill the needs of any sewer cleaning operation. The seminar will last 45 to 50 minutes and will allow 10 minutes for the presenters to answer submitted written questions.

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Hitting the Lowball Out of the Park

CONTRACTORS HAVE A VARIETY OF EFFECTIVE WAYS TO WIN CUSTOMERS IN SPITE OF COMPETITORS WHO CUT THEIR PRICES TO THE ABSOLUTE FLOOR

BY KEN WYSOCKY

The problem is widespread: A fly-by-night operator sets up shop in your town and steals market share by undercutting market prices. In no time flat, customers both new and old are asking you to meet the new lower price.

Cleaning contractors use many strategies to combat low-bidders. For some, it's critical to educate customers about the realistic costs of doing business, and to explain to customers the value they receive from quality service and longtime experience. For others, losing customers over price is almost a blessing. In fact, some find that customers who go with low-bidders eventually come back when they realize they get what they pay for. Here's what three contractors had to say about fighting low-ball competitors.

"There are three or four mainstay competitors in my area who are pretty good about pricing," says Rob Birnie, a master plumber at Thomas R. Birnie & Sons Ltd. in Hamilton, Ont. "It's the guys who come in from out of town who lowball – charge \$60 to clean a drain, and you know they can't do that."

"You have to know the merits of your own business and what makes you better than the other companies. Our longevity is one key to fighting low-balling. We've been here since 1946, and we stand



ROB BIRNIE
MASTER PLUMBER
Thomas R. Birnie & Sons Ltd.,
Hamilton, Ont.
Employees: 15
Years in business: 64

behind warranties that are the best in the industry. In addition, if you're not giving value, then you're not going to be in business very long.

"We charge full value for our drain cleaning. We're not scared to charge the price we charge. One thing we don't do is give a price over the phone, because you never know what you're looking at. You have to get on site and get a look at the problem."

"I tell people that if price is their only issue, I'm not the guy. You're going to find cheaper drain cleaners. But if you're looking for quality work from a company that's been in business for a long time and will stand behind its work, then camera it and make suggestions about how to avoid having the problem occur again, then let's talk."

"We have weekly training meetings where we teach our guys how to show value for what we do when we get on site. If we give a price over the phone, they usually hang up and won't ever call again. But if we can get to the house, we have a 65 to 70 percent chance of closing a drain-cleaning call. That's a pretty good closing rate. We make no excuses for our price. We believe we give the best service in town."

"We have a couple guys in my area who charge well under the norm – who check what I'm charging and go under it," says Bernie Darr, co-owner of Darr's Cleaning Inc., which jets municipal and industrial pipelines and does some residential pipe



BERNIE DARR
CO-OWNER
Darr's Cleaning Inc.,
Clyde, Ohio
Employees: 8
Years in business: 50

cleaning in and around Clyde, Ohio. "I won't meet their prices. I figure out what it takes to make a living. We're not going to go out and work for nothing."

"I tell customers about my insurance and my disposal costs and what it takes to run the trucks – what it costs for us to operate and make a decent living. Our service is number one – that speaks for itself. We'll go the extra mile to educate customers. When we take a little extra time and educate them, they become more satisfied customers."

"Most of the low-balling occurs in residential work. It can be difficult to convince people they get what they pay for. It's a challenge every day. But it helps that we've been around the area so long. Even if we haven't worked for a particular customer, it often turns out we serviced the home's previous owner. A lot of times, people are surprised that we know their situation even though they've never met us before."

"I succeed about 50 percent of the time in convincing people that my service is worth the price. But that works out okay, because a lot of times, it's harder to get paid by people who argue about price. I'd rather let my competitor have those customers."

"Our area used to be very saturated with competitors, but it's definitely changed with the economy the way it is now," says Lee Edwards, service manager for Told Plumbing in Pleasant Grove,

Utah. "But there's still a problem with guys who lowball. That's why these companies go bankrupt. They're bidding jobs for less than what I'd pay for materials."

"I let people know up front that we won't be the cheapest. I tell them if they want the cheapest price, call a fly-by-night operator – then call me when his work fails. You get what you pay for."

Lee Edwards
Told Plumbing


"It's bad on two fronts. One, they're ruining the industry because the guys who charge correctly can't get the work. And two, they're driving up costs for materials because they leave supply houses with thousands of dollars in debt when they go bankrupt."



LEE EDWARDS
SERVICE MANAGER
Told Plumbing,
Pleasant Grove, Utah
Employees: 25
Years in business: 15

"We've been able to combat low-balling by explaining to customers the service they get with our company, and that we've been around for 15 years. We're the best-known plumbing company in our county, and we'll still be here in a year to warranty our service if something happens. For the most part, that's enough to convince them."

"There always are people who will strictly take the low price. But there also are a lot of people who've been burned by taking the low price. Then they call us and we earn their business. I let people know up front that we won't be the cheapest. I tell them if they want the cheapest price, call a fly-by-night operator – then call me when his work fails. You get what you pay for."

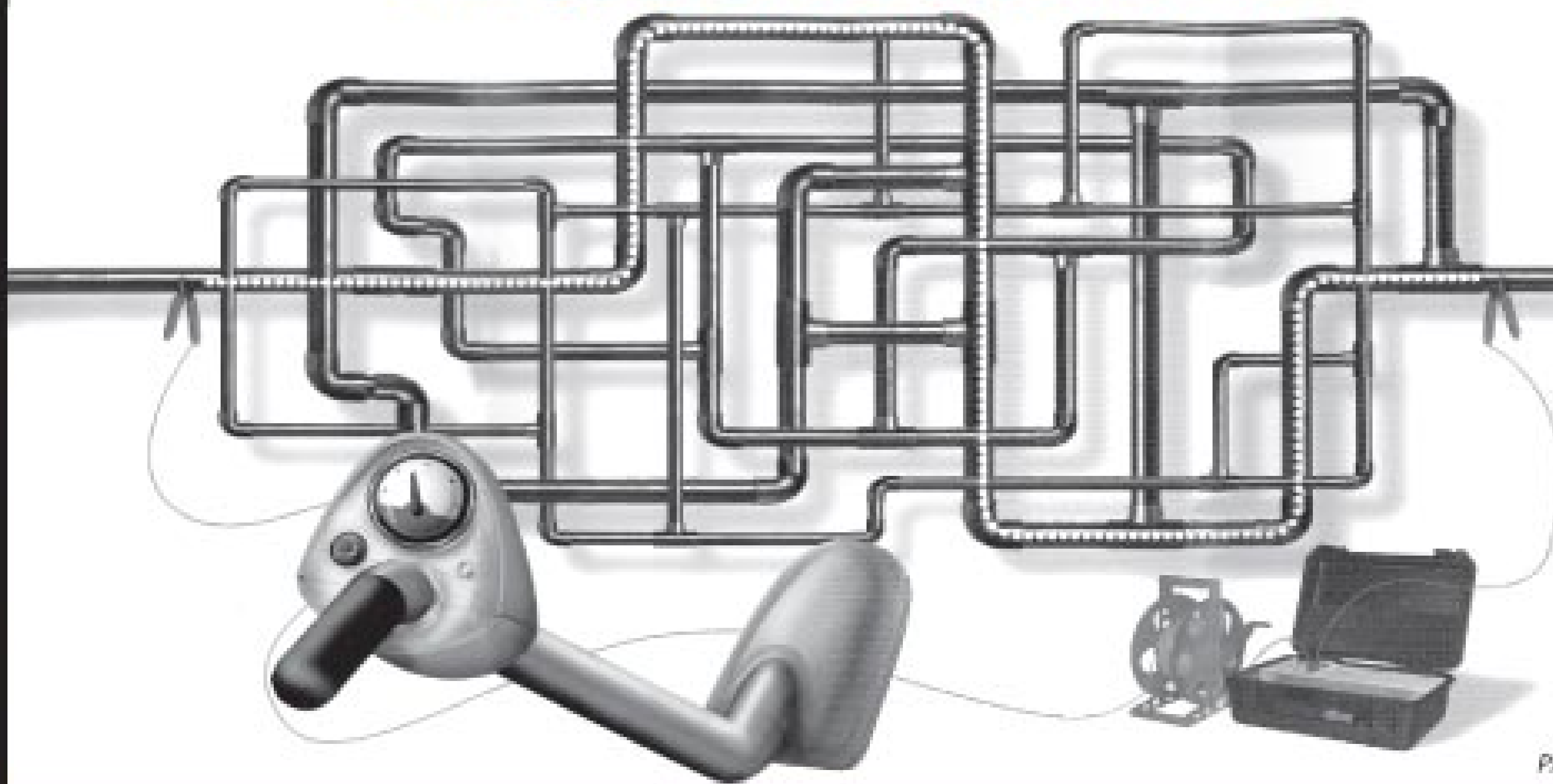
"I'm usually better off without a customer who makes decisions based only on price, because they're probably going to be a pain in the neck. Anytime someone wants a discount, that's the job you're going to have a problem with. Plus they won't be a long-term customer who's looking for quality." 



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Team Effort

MULTIPLE CONTRACTORS RALLIED AROUND A PIPE BURSTING PROJECT THAT RESTORED WATER TO A SOUTHERN CALIFORNIA HOTEL WITHOUT HARMING A HISTORIC FIG TREE

BY SCOTTIE DAYTON

Water leaking into crawl spaces and pooling in the flowerbed in front of the main entrance at the Fairmont Miramar Hotel in Santa Monica, Calif., meant an emergency for head engineer Tim Kirby.

He called maintenance provider Julio Jaime of Roto-Rooter Plumbing & Drain Service in Los Angeles. "We'd done spot repairs on the line, but never were allowed to cut and inspect it," he says. "Shutting off the water was simply unacceptable."

The line ran beneath the main driveway of 2-foot-thick reinforced concrete, then past a historical landmark, an 80-foot-tall fig tree. Damage to either was undesirable. Jaime had pipe-burst sewer lines and recommended the technology to Kirby, who agreed.

Due to the job's high profile, Jaime consulted Michael Lien, director of operations at TRIC Tools Inc. "I saw nothing unusual about the project, but the logistics were challenging," says Lien.

The work would close the hotel's main driveway and the cobblestone

"When I cut that bolt, the pressure in the pipe was so great that it blew out the rubber gasket, and water shot through the gap."

John Zarate

walkway and porte-cochere, forcing guests and valets to use a small alternative entrance. Restoring normalcy was top priority, but a string of unforeseen events turned the one-day job into a four-day adventure that ended successfully.

SURPRISE PACKAGE

The City of Santa Monica was unaware that the American Water Works Association approved HDPE Performance pipe for waterlines, and at first refused Jaime a work permit. Lien scrambled to get the appropriate documents from the manufacturer and AWWA. Upon reviewing them, city officials approved the procedure.

Everyone assumed the waterline was 1-inch-thick ductile iron pipe. To splice through it and the mechanical couplings Jaime used on the repairs, TRIC founder Ward Carter made a special slitting blade that bolted to the nose of a 4-inch bursting head. The 20-inch-long V-shaped blade was three inches thick, with a hole near the tip to accept the pulling cable.

Kirby hired Stonehenge from Los Angeles to remove the cobblestones and excavate the entry and exit pits. After the main entrance was barricaded to redirect guests, work began on a Thursday morning on the 45- by 30-inch exit pit. "The men were using an electric jackhammer and extracting one stone at a time," says Lien. "Julio and I expected to burst the pipe that day, but it wasn't going to happen at that speed."



A technician from Advanced Sewer Technologies hydroexcavates the entry pit looking for buried utilities or pipes. (Photos courtesy of TRIC Tools.)

tough job

PROJECT: Replace a waterline without damaging a driveway and a historic landmark

CUSTOMER: Fairmont Miramar Hotel, Santa Monica, Calif.

CONTRACTOR: Roto-Rooter Plumbing & Drain Service, Los Angeles

EQUIPMENT: 60-ton pipe bursting system, TRIC Tools

RESULTS: Pipe replaced, landmark and driveway unaffected

After Stonehenge excavated six feet and located the pipe where Jaime said it would be, the action moved to the wettest area in the flowerbed. The men dug down two feet and hit a slab of concrete. The lack of a pneumatic hammer ended the day's work. Workers returned Friday morning with the proper equipment, pounded through three feet of concrete, and found an electrical conduit, a fire sprinkler line and irrigation lines.

"The thick concrete was an over-poured thrust block for the fire sprinkler line," says Lien. "Concrete thrust blocks are poured behind 90-degree turns in pressurized waterlines to prevent the elbows from blowing out. Once we were past it, there was no sign of our waterline."



The custom-made 20-inch-long ductile iron sifting blade begins its journey into the 1.5-inch-thick cast-iron pipe.

WHERE IS IT?

Early Saturday morning, Roto-Rooter technician John Zarate cut a bolt on the mechanical coupling in the exit pit to prepare the pipe for bursting, then left for another job. He returned later to find the pit flooded and water running down the driveway and into the street.

"We got a sump pump going and dewatered the pit," says Zarate. "When I cut the bolt, the pressure in the pipe was so great that it blew out the rubber gasket and water shot through the gap." The hotel maintenance crew had closed the water valve at the street and was unaware of a second valve.

After the maintenance crew shut off the water to the irrigation lines, Jaime cut them back to give Stonehenge more room to excavate in the entry pit. A locator indicated that the water pipe was in the middle of the hole. The cycle of digging and locating continued through Saturday.

Efforts began anew at 7 a.m. Monday, but the elusive waterline refused to appear. In frustration, Lien looked at the exposed pipe in the exit pit, asked Jaime where he had made his last repair, and mentally projected the points. The imaginary line ran three feet to the left of the hole.

The Stonehenge crew jackhammered through the concrete. "They used the hammer at a slight angle so the bit would deflect if it hit the pipe," says Jaime. "They took tremendous care. As soon as they broke through the slab, they used a probe and found a pipe five feet below grade." The fire sprinkler line ran almost parallel to it.

"A lot of Monday was spent trying to shut off the water," says Lien. "Although Julio had worked on this pipe before, the maintenance crew couldn't find the correct valve and we couldn't cut the pipe until most of the pressure was off it."

The mystery was solved at 3:30 p.m. after Stonehenge excavated behind the exit pit, followed the waterline back, and found a tee that was a reserve line to the boilers. "They partially closed the valve so as not to totally shut down the hotel's water supply," says Lien.

ASSUME NOTHING

Thirty minutes later, Advanced Sewer Technologies of Los Angeles arrived with a Camel vacuum truck (Super Products) to hydroexcavate around the pipe in the entry pit. "I called them because we wanted to make sure no other lines or utilities were down there," says Jaime. None were found.

When a Stonehenge worker tried to break the pipe with a hammer, it bounced off. "We expected ductile iron, but found a 1.5-inch-thick, slightly rusted cast-iron pipe," says Lien. "When we cut it, water entered the pit."

Stonehenge sculpted the hole to 4 by 5 feet to avoid a cave-in. Zarate then used a SeeSnake push camera from RIDGID to confirm that they had the correct pipe and to measure its length – a straight 60 feet to the exit pit.

At 6:45 p.m., a crew from Lighthart Corp. in Los Angeles began fusing the 4-inch high-density polyethylene pipe, while others built cribbing of 4-by-4s in the entry pit. They positioned the 1.5-inch-thick resistance plate against the wood before lowering the TRIC 60-ton hydraulic ram with twin 3-inch cylinders and attaching the 1-inch standard cable rated at 62 tons. The uneventful pull took 35 minutes.

Jaime and Zarate worked into the night connecting the pipe and restoring the hotel's water supply. Stonehenge replaced the cobblestones so perfectly that no one could tell they had been disturbed, and the fig tree's roots remained untouched. **C**

more info

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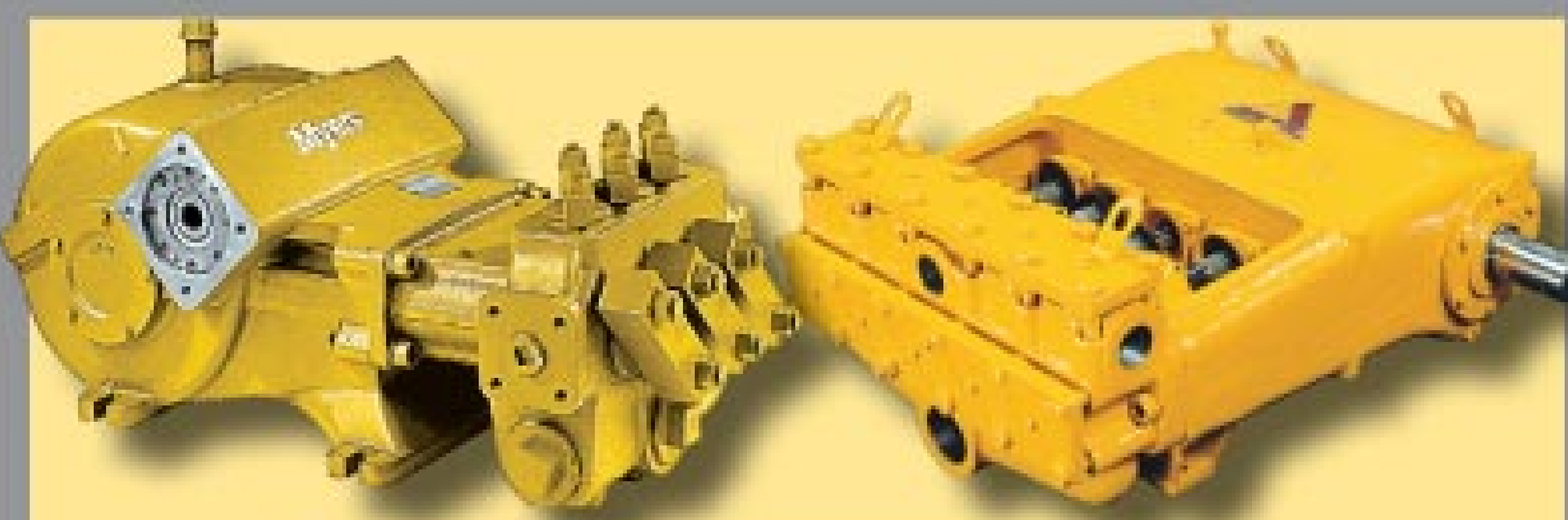
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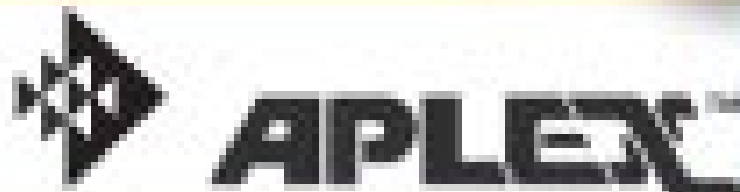


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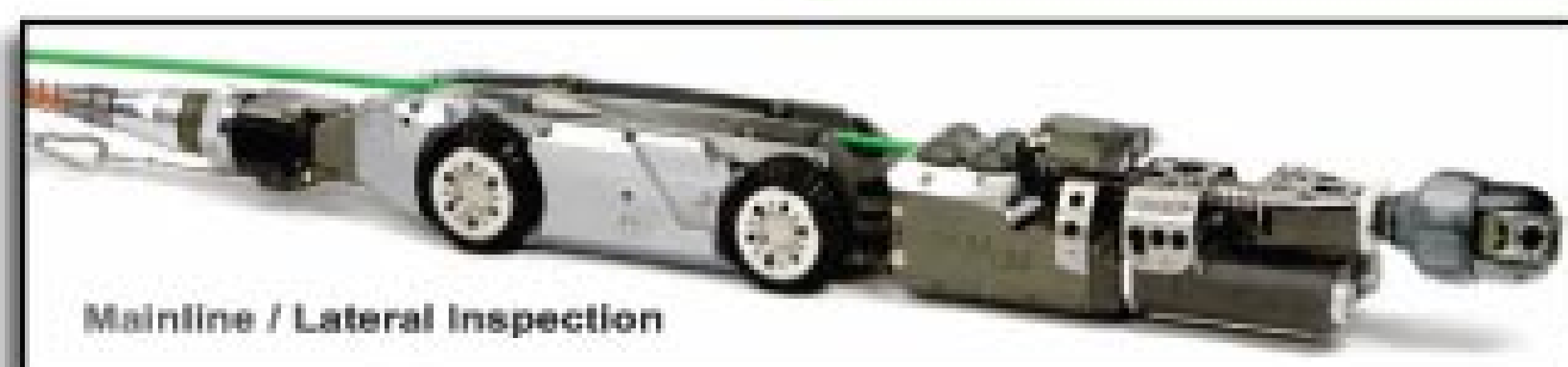
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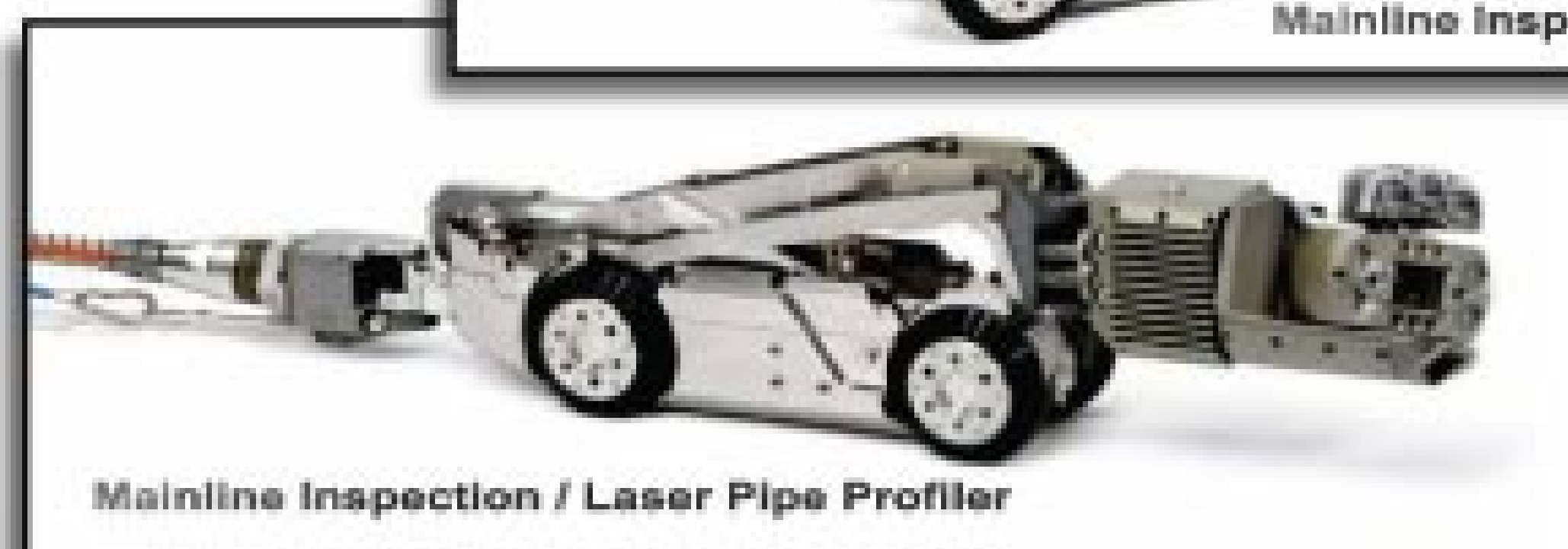
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A Lot to Learn

THE 31ST PUMPER & CLEANER ENVIRONMENTAL EXPO INTERNATIONAL OFFERS 84 SEMINARS WITH ADVICE ON IMPROVING BUSINESS PRACTICES AND IN-THE-FIELD PERFORMANCE

BY TED J. RULSEH

This year's Pumper & Cleaner education program offers 84 seminars given by industry experts covering a full range of topics for environmental service professionals.

The lineup includes instruction on industry-specific in-field techniques as well as sound business and management practices of interest to any business owner. Once again, the lineup for Education Day (Wednesday, March 2) is broken into tracks hosted by leading industry associations.

Seminars on Thursday and Friday, March 3 and 4, provide more learning opportunities and include an expanded lineup of sessions presented in Spanish. Here is a brief look at the education program. For more information on seminar times, locations and speakers, visit www.pumpershow.com.

EDUCATION DAY

Leaders Resource Network

This series of seminars emphasizing business skills attracts large crowds every year. Sessions include:

- Profile of a Successful Business
- Successful Business Best Practice Discussion
- Successful Business Profile sessions (three)
- Panel discussion with couples in business together

These seminars dispense general business knowledge but have a special focus on portable restroom and septic system service companies.

Southern Section Collection Systems Committee

These sessions are of special interest to sewer service contractors and municipal managers in charge of collection systems. Sessions include:

- Sewer Collection System History and the Evaluation of Pipeline Materials and Problems
- Combo Vacuuming: A Forgotten Art
- Keeping Your Standard CCTV Inspection Program Relevant
- Growing Your Business by Building Your Company Image
- Pump Station and Lift Station Fundamentals and How to Achieve Maximum Service and Reliability
- Making Sense out of Nozzle Nonsense

NASSCO

This track provides insights on the finer points of pipeline inspection, evaluation, and rehabilitation, especially with trenchless technologies. Seminars include:

- Grout: Its Use and Application for the Total Collection System
- Look Ma, No Hands: Using Automated Controls in Temporary Bypass Pumping Applications
- Pipe Bursting Tools for Everyday Utility Installations
- How Will You Know if You Need to do a Sewer System Evaluation Survey (SSES)?
- Laser Profiling Applications for Documenting Piping System Conditions
- Advancements in UV Technology for Curing CIPP

National Environmental Health Association

This series covers a broad range of topics of interest to professionals who install, inspect and service onsite wastewater treatment systems. Seminars include:

- The Qualified O&M Service Provider: An Opportunity to Do Well While Doing Good
- Effluent Screens and Filters for Onsite Applications
- Develop Champions for Your Decentralized Wastewater Projects by Harnessing the Smart Growth Concept
- The Business of Management
- Developing O&M Inspection Actions in Partnership to Improve the Quality of O&M
- Building a Successful O&M Program: Working with Regulators, Regulations and Industry

National Onsite Wastewater Recycling Association

This track covers more topics related to the design, installation and management of onsite systems. Seminars include:

- Pumps: A Basic Understanding
- Selling the System to the Site Conditions
- Effluent Dispersal and Water Management Around Soil Absorption and Treatment Systems
- Troubleshooting Our Modern Waste Stream



- System Remediation: Why, What, When, Where and How
- Sampling Sewage Treatment Systems

WaterJet Technology Association

These sessions cover topics of interest to professionals in the high-pressure cleaning and industrial vacuum sectors. Seminars include:

- Estimating the Vacuum Job for Fun and Profit
- How to Maximize the Power of Your Waterjetter Through Tip and Hose Selection
- Waterjetting: Financial Startup Considerations and Real-World Application

Portable Sanitation Association International

Two sessions in this track highlight keys to profitable operations in the portable restroom industry. Seminars include:

- Understanding Your True Cost Per Service For Special Events
- Understanding Your True Cost: PSAI panel of experts

Safety Management Systems

A single session is offered: Avoiding Violation Fines & Tickets with DOT Safety Compliance Required.

National Association of Wastewater Transporters

NAWT presents six sessions dedicated to professionals in septic system pumping, operations and maintenance, grease pumping, waste treatment and system installation. Seminars include:

- So You Think You Want to Own a Waste Treatment Facility?
- Grease as a Resource
- Resource Recovery: Methane and Septage
- O&M Problems on Drip Distribution Systems
- O&M Problems We Have Seen
- O&M Problems With Media Filters

Scott Hunter

Here is a special series of five seminars on building leadership skills and establishing a strong and prosperous business, given by motivational speaker and business coach Scott Hunter. Seminars are:

- The Mindset of Leadership, Part One
- The Mindset of Leadership, Part Two
- The Mindset of Leadership, Part Three
- Creating an Outrageously Successful Organization, Part One
- Creating an Outrageously Successful Organization, Part Two

THURSDAY, MARCH 3

Business Track

- 45 Marketing Tips in 45 Minutes
- The Benefits of Vehicle Routing Software in Today's Economy
- Unleashing the Power to Profit and Freedom

Liquid Waste Track

- The Evolution of Effluent Filters
- Life Cycle: From Waste to Windfall
- Take Confined Space Seriously: A Matter of Life and Death

New Business Opportunity Track

- Centripipe (Centrifugally Cast Concrete Pipe)
- Valve Exercising and Fire Flow Testing for a Reliable Water Distribution System
- The Basics of Buying and Selling a Septic or Sewer Business Company

Municipal Track

- Think Like Grout: For Better Point Repair of Below Grade Structures

- CCTV Inspections Evolve to Unparalleled Heights
- Manhole Chimney Section Rebuilds

Installer Track

- Membrane Bioreactor (MBR) Technology for Decentralized Wastewater Systems
- Shallow Pressurized Drainfields for Soil-Based Effluent Dispersal
- Onsite System Solutions for Shallow Installations

Spanish Track

- Técnicas Corrientes de Limpieza de Tuberías (Current Pipeline Cleaning Technologies)
- Avances en la Evaluación de Tuberías y Tecnologías sin Zanja para Rehabilitación de Tuberías (Latest Advances in Pipeline Assessment, Pipeline Rehabilitation and Trenchless Technologies)
- La Elección de Boquillas en la Limpieza de Drenajes (The Selection of Nozzles for Sewer Cleaning)

Advanced Installer Course

- Introduction and Site Evaluation
- System Sizing and Basic Design Principles
- Pumping to Systems
- Installations of ATUs
- Installing for Management
- Troubleshooting Systems

FRIDAY, MARCH 4

Municipal Track

- Large Pipe Inspection
- Chemical Grouts & Grouting Methods
- Sectional CIPP Repairs Per ASTM F2599

Business Track

- Save Money – Go Paperless
- Marketing Your Septic/Drain Service Business
- Evolving Your Business with Digital Solutions

Spanish Track

- Abriendo Caminos - Pathways
- Efficient Cleanup Operations of Any Latin American Sewer Network
- Rodding Equipment and Simple Tools for Sewer Cleaning

Liquid Waste/Installer Track

- Grease Interceptor 101
- Data Logging for Onsite Septic System Diagnosis
- Belt Press Performance Optimization

Sewer & Drain Cleaning Track

- InLine Cutting Tools – Taking Science to the Sewer
- Waterjetting: Impact on Drain Cleaning
- Jetters: Don't Underestimate Your Cable Machines

Portable Restroom Track

- Routing Efficiency and Analysis
- Give Me 3 Reasons Why I Should Advertise My Portable Restroom Company
- Pathways.

Early registration costs just \$40 per person (until Jan. 28). At-the-door registration is \$60 for the full program. To find out more, visit www.pumpershow.com or call 866/933-2653. 



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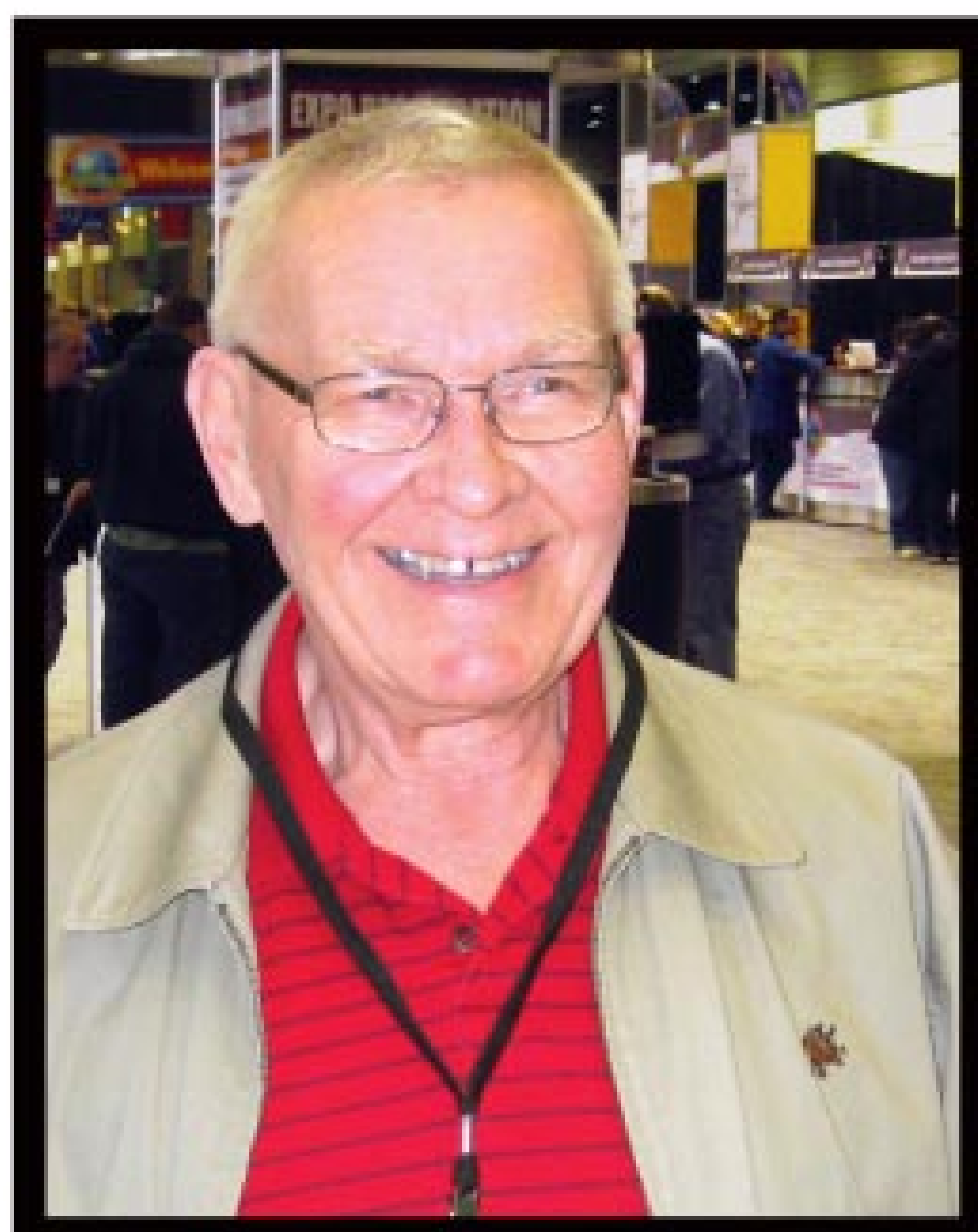
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EDUCATION DAY

WEDNESDAY, MARCH 2ND

WWW.PUMPERSHOW.COM

SSCSC

Southern Section Collection Systems Committee

- 8 a.m. Sewer Collection System History & the Evaluation of Pipeline Materials and Problems
- 9:30 a.m. Combo Vacuuming, a Forgotten Art
- 11 a.m. Keeping your Standard CCTV Inspection Program Relevant
- 1 p.m. Growing Your Business by Building Your Company Image
- 2:30 p.m. Pump and Lift Station Fundamentals: How to Achieve Maximum Service and Reliability
- 4 p.m. Making Sense out of Nozzle Nonsense

NAWT

National Association of Wastewater Transporters

- 8 a.m. So You Think You Want to Own a Waste Treatment Facility?
- 9:30 a.m. Grease as a Resource
- 11 a.m. Resource Recovery - Methane and Septage
- 1 p.m. O & M Problems on Drip Distribution Systems
- 2:30 p.m. O & M Problems We Have Seen
- 4 p.m. O & M Problems with Media Filters

NASSCO

National Association of Sewer Service Companies

- 8 a.m. Grout: Its Use and Application for the Total Collection System
- 9:30 a.m. Cured-In-Place Pipe
- 11 a.m. Pipe Bursting Tools for Everyday Utility Installations
- 1 p.m. How Will You Know if You Need to do a Sewer System Evaluation Survey (SSES)?
- 2:30 p.m. Laser Profiling Applications for Documenting Piping System Conditions
- 4 p.m. Advancements in UV Technology for Curing CIPP

WJTA

WaterJet Technology Association

- 8 a.m. Estimating the Vacuum Job for Fun and Profit
- 9:30 a.m. How to Maximize the Power of Your Waterjetter
- 11 a.m. Waterjetting - Financial Startup Considerations and Real-World Application

PSAI

Portable Sanitation Association International

- 1 p.m. Understanding Your True Cost per Service for Special Events - Part 1
- 2:30 p.m. Understanding Your True Cost per Service for Special Events - Part 2

NARC

National Association of Regulated Carriers

- 4 p.m. Avoiding Violation Fines and Tickets with DOT Safety Compliance

NOWRA

National Onsite Wastewater Recycling Association

- 8 a.m. Troubleshooting Our Modern Waste Stream
- 9:30 a.m. Pumps - A Basic Understanding
- 11 a.m. System Remediation - Why, What, When, Where and How?
- 1 p.m. Selling the System to Site Conditions
- 2:30 p.m. Sampling Sewage Treatment Systems
- 4 p.m. Effluent Dispersal and Water Management

NEHA

National Environmental Health Association

- 8 a.m. The Qualified O & M Service Provider
- 9:30 a.m. Effluent Screens and Filters for Onsite Applications
- 11 a.m. Develop Champions for Your Decentralized Wastewater Projects
- 1 p.m. The Business of Management
- 2:30 p.m. Developing O & M Inspection Actions
- 4 p.m. Working with Regulators, Regulations & Industry

SCOTT HUNTER

Business Track

- 8 a.m. Creating an Extraordinary Organization - The Mindset of Leadership (Part 1)
- 9:30 a.m. The Mindset of Leadership (Part 2)
- 11 a.m. The Mindset of Leadership (Part 3)
- 2:30 p.m. Creating an Outrageously Successful Organization (Part 1)
- 4 p.m. Creating an Outrageously Successful Organization (Part 2)

LRN

Leaders Resource Network

- 8 a.m. The Disciplines and Art of Business Success
- 10 a.m. Developing a "Fantastic" Team
- 1 p.m. Diversifying or Specializing Your Services
- 3 p.m. Succession Planning

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We are reaching out to industry professionals and their families who would be interested in participating in a talent contest to be held during the 2011 Pumper & Cleaner Expo. Prizes would be awarded to the top three finalists.

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2. A YouTube link of the video showcasing your talent.

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CONTEST RULES

1. You must be present and registered for the 2011 Expo. No transportation or hotel accommodations will be provided.
2. A video from all applicants performing their talent must be submitted to COLE Publishing in advance. All talents must be appropriate for all age groups.
3. An independent panel will pick the top ten finalists from the submitted videos.

4. The top ten finalists will then need to perform their talent in front of industry peers on Friday, March 4th, 2011 at the 2011 Pumper & Cleaner Expo.

5. The audience will be able to vote for their favorites and the top 3 vote getters will be the winners.

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Q Excavation/Grading

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Mud Dog 650 Hydroexcavator Made for Confined Settings

BY ED WODALSKI

The Mud Dog 650 hydroexcavator from Super Products is designed for easy maneuverability and safe, effective digging in confined settings and hard-to-reach locations.

The unit carries a 6.5-cubic-yard debris body, 500 gallons of water capacity, a 2,500 psi/10 gpm water system, and a positive displacement vacuum system delivering airflow of 3,600 cfm/18 inches Hg.

Tailored for the urban and suburban landscape where tandem-axle units might be out of place, the unit also is suited for industrial service work and enables contractors to support cities, utilities and pipeline contractors who don't need a large hydroexcavator, says Jeff Steinbach, vice president of sales and marketing.

"Directional drillers doing utility work want units of this size to clean up spoil and slurry," he says. "This truck is tailored for the task by not being too large to maneuver in congested work areas, yet large enough to get the job done." Ease of movement also makes it suited for utility locates, daylighting, excavating for pole placements and small-scale trenching.

Other features include curbside and front water fill with top street-side crossover, hose reel with 50-foot (1/2-inch) hose capacity, 465,000 Btu/hour water heater, winter recirculation, antifreeze system and PSI gauge.

The vacuum system has a tapered cyclone, externally mounted separator with cleanout door, and a relief vent door that can be opened and closed from the operator control station or by using a wireless pendant.



The 8-foot telescoping boom with 270-degree rotation has a 15- to 23-foot reach. The debris body has dual float balls, curbside dump controls, hydraulic tailgate with splash shield, and internal body flushout system.

A single-engine design lowers fuel costs and maintenance, while the curbside control panel's simple setup makes it easy to use even for new operators. "One of the things we heard loud and clear from our contractor customers was, 'Make it technologically advanced enough to perform productively, but don't prevent us from creating our own productivity,'" Steinbach says.

"Keep it simple and flexible. Don't over-design it to the point that we lose the ability to use the tricks of the trade we've learned over the years." So we made sure to deliver that balance."

Accessories include stainless steel fenders, LED light package, two aluminum diamond-plate tool boxes, and safety cone holder. 800/837-9711; www.superproductscorp.com, Expo booth 1054.



CUES INTRODUCES K2 INSPECTION SYSTEM

The K2 portable inspection system from CUES Inc. can be mounted in vehicles, trailers or used as a stand-alone unit. The system features wireless control of all cameras, transporter and reel functions, and can be used with the Steerable Pipe Ranger or Mudmaster transporters to traverse long distances and tough pipe conditions. The system also can be configured with a 1,200-foot, high-strength video cable and auto-payout to operate pan-and-tilt/zoom cameras and transporters. Truck-mounted systems are available with 2,000- to 4,000-foot cable. 800/327-7791; www.cuesinc.com, Expo booth 1068.

NEWSON GALE OFFERS TANKER GROUNDING SYSTEM

The Earth-Rite RTR static grounding system for tanker trucks from Newson Gale Inc. is designed for the safe transfer of various flammable or combustible liquids. The failsafe static grounding system



provides confirmation of connection to a static dissipative ground point and continuous electronic verification of a less-than-10 ohm connection to that point, along with specific tanker truck recognition. The face of the unit features a cluster of bright pulsing green LEDs that assure operators that a positive ground connection remains in effect throughout the transfer. The system has an operating temperature range of -13 degrees to 131 degrees F and has North American approval from CSA/U.S. for installation and use in all common hazardous areas, including the very highest gas group approvals. 732/987-7715; www.newson-gale.com.

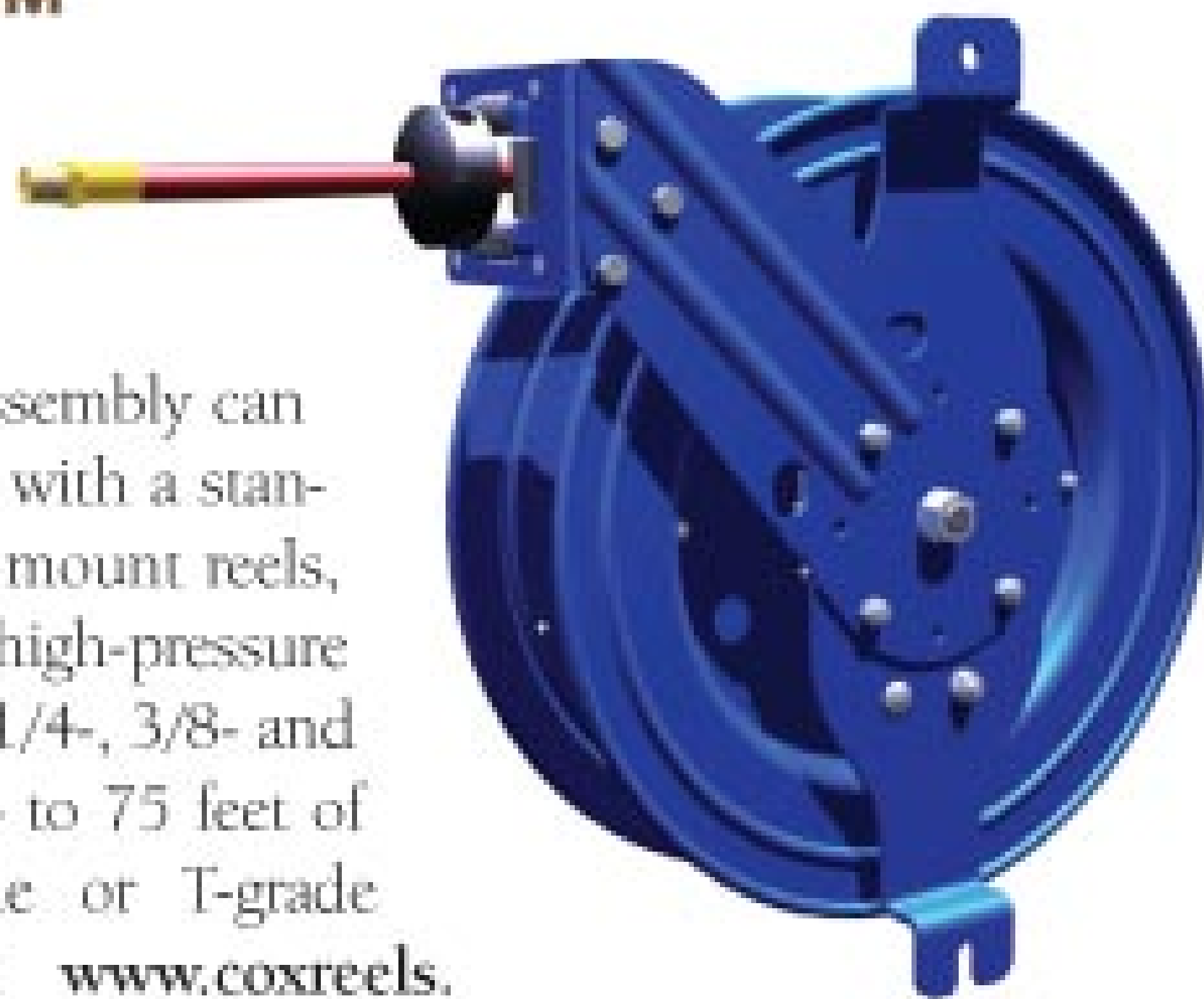


WOHLER INTRODUCES VIS 340 SERIES INSPECTION CAMERA

The VIS 340 Series inspection camera from Wohler USA features digital memory and 180-degree pan and 360-degree tilt camera. The waterproof camera with LED head measures 1 1/2 inches, while its 100-foot flexible cable enables it to navigate 90-degree bends. Images are viewed on the widescreen TFT monitor, which comes in a heavy-duty carrying case. The system has a digital distance measuring capability of 0.05-foot resolution. A built-in RCA video output and integrated SD card are standard. The unit's NiMH battery pack offers up to 90 minutes of continuous viewing. 978/750-9876; www.wohlerusa.com, Expo booth 4042.

COXREELS INTRODUCES MULTI-POSITION GUIDE ARM

The Side Mount Series of reels from Coxreels feature a multi-position guide arm for maximum hose control. The outfitted guide arm and roller assembly can be moved six different positions with a standard 1/2-inch wrench. The side mount reels, made for low-, medium- and high-pressure use, can handle up to 50 feet of 1/4-, 3/8- and 1/2-inch hose I.D. as well as up to 75 feet of 1/4-inch twin-line oxy-acetylene or T-grade welding hose. 800/269-7335; www.coxreels.com, Expo booth 3057.



RIDGID INTRODUCES INSPECTION SYSTEM WITH LOCATOR

The SeeSnake microDrain D65S inspection camera system with Scout locator from RIDGID is designed for precise inspection of lines up to 3 inches in diameter. The unit can navigate 1.5-inch pressurized lines and make 90-degree turns typical in pool piping. The inspection system has a 65-foot flexible cable and 22-mm-diameter camera head.

A locatable sonde enables users to pinpoint problems with the locator. The unit stands 17.5 inches tall, 6.6 inches wide and weighs 9.8 pounds. 800/769-7743; www.ridgid.com, Expo booth 7115.



GENERAL PIPE INTRODUCES CLOSET AUGER BAG

The Closet Auger Bag from General Pipe Cleaners is designed to keep the closet auger contained and out of sight as it's carried from job to job. The bag's wide mouth and heavy-duty zipper makes closet auger retrieval quick and easy. Three vent holes let the auger dry between jobs, while the shoulder strap keeps hands free for other tools. 800/245-6200; www.drainbrain.com, Expo booth 6077.

EONCOAT INTRODUCES NO-VOC CERAMIC COATING

EonCoat inorganic ceramic coating from EonCoat LLC provides fire, abrasion, chemical, temperature and corrosion resistance in a single coat without VOCs, HAPs or odor. The coating can resist temperatures up to 1,000 degrees F and has a flame-spread rating of zero. It requires no primer and dries within seconds for high-build coatings. 252/360-3110; www.eoncoat.com.



HATHORN INTRODUCES LAPTOP INTERFACE

The Magnum Interface from Hathorn Corp. enables users to connect their own laptop directly to the cable reel via a USB port. The system includes an aluminum platform with onscreen footage counter, external keyboard plug and analog-to-digital video converter built in to the reel. The mid-size cable reel comes with 200 feet of 1/2-inch-diameter pushrod and stainless steel self-leveling camera head. A 200-foot 3/8-inch-diameter pushrod and color mini camera are available, as well as downloadable recording software. 905/886-2835; www.hathorncorp.com, Expo booth 7096.




WATER CANNON OFFERS ELECTRIC-POWERED SYSTEM

The electric-powered stationary pressure washing system from Water Cannon features a hot-packing system with auto start/stop that automatically stops when the trigger is released. The system starts again when the trigger is pressed. The unit can go where gasoline-powered units can't. Other features include 10 hp, belt-drive motor, optional skid mount, aluminum frame, powder-coat finish, 50-mesh inlet filter, low-speed pump and thermo sensor, adjustable pressure unloader and shock-absorbing feet. 800/333-9274; www.watercannon.com.



ENVIROSIGHT INTRODUCES CLIPSTREAM VIEWER, RECORDER

The ClipStream digital viewer and recorder from Envirosight LLC clamps to the pole of a QuickView zoom survey camera, displaying real-time manhole- and pipe-inspection video. The unit features a monitor with wide viewing angle and tilt mount, enabling the user to see footage even when the camera is deeply extended or used overhead. The monitor also unlocks for up to 32 feet of wireless viewing. The viewer/recorder captures up to 16 GB (approximately 12 hours) of AVI video and JPEG still images to a micro SD card. Footage can be viewed directly on the system's 3.6-inch color LCD or transferred to a computer or smart phone by ejecting the card or tethering via USB. The unit runs on four AA batteries or connects to a power source using the optional AC adapter. 866/936-8476; www.envirosight.com, Expo booth 1130. 



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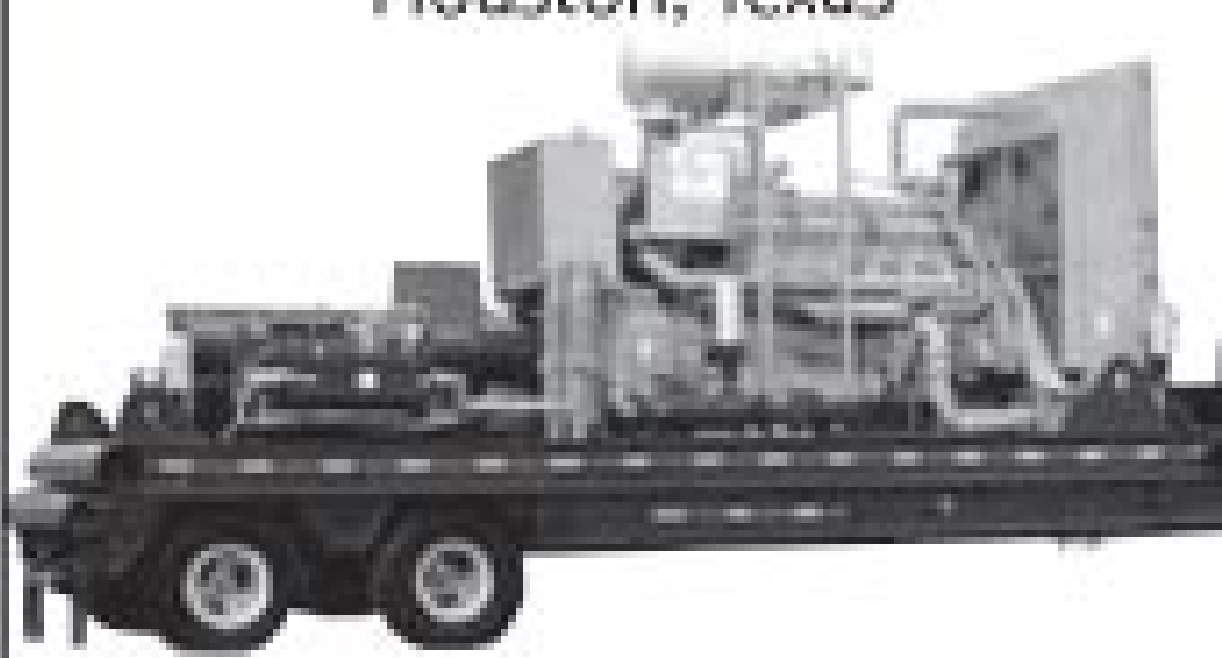
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Used and rebuilt cable machines in stock. Ridgid K-7500, K-3800, K-380, K39. General, Speed-rooter, Metro Rooter, T-3 Mini Rooter. Spartan #1065, #300, #200, #100, Electric Eel #C and #D. National #400, gas-powered Ridgid K-1500. The Cable Center. 1-800-257-7209. (CBM)

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ASSETS OF MAUI COMPANY BEING SOLD DUE TO RETIREMENT. HARBEN 4025 DPD 600 P hi-pressure water jetting unit w/600 gal. water storage (\$35K) mounted on 19K lb. minimum GVW truck w/8,256 orig. miles (\$25K) (Dura-max diesel truck & water jetting unit can be sold together or separately). Push cameras, jetters, pipe locator. All stock too numerous to mention. Please e-mail for a complete listing. maui sewer@gmail.com, or call 808-874-9111. (C01)

CUTTERS: New original Flow-Tek high speed, 8" and up. Grease lubricated, water cooled bearings. Kits originally over \$21K. Discounted now as low as \$1950. Contact Rick at ftcusa@roadrunner.com or 336-391-2614. (C01)

JETTERS-TRAILER

2003 USJ 4018-300 wireless remote. Hatz diesel, run dry pump, power pullout, A/F. Nice jetter, ready to work. Pictures and Info - www.jetterdepot.com. Price \$19,950. Call 678-549-2621. (C01)

FMC 35 gpm @ 2000 psi, 952 hrs., diesel, 500 gal. holding tank, 600' 3/4", 200' 1/2". Sold new for \$39,000. **Must sell \$12,500.** 931-227-7780. TN. (C01)

2 SECA trailer jets. Both have Myers 35 gpm, 2000 psi pumps. New paint on both. Located in Dallas. 972-938-1905. www.empireequip.com. (CPBM)

Xtreme Flow Cold Jetter - New! Model # CJ85-3600TU, tandem axle trailer, 35 HP Vanguard, 8.5 gpm @ 3,600 psi, 325 gal. water tank, 300' hose, General pump. List \$19,995. **Sale only \$14,995. Fully loaded!** 800-624-8186; www.hotjetusa.com. (CPBM)

JETTERS-TRUCK

USED JETTERS FOR SALE! Visit us at www.ahequipment.com for details. Various makes, models and years. We also **BUY** used units! (C02)

RETIRING: 1987 Ford F-800 Jetter Truck, low miles, 1500 gallon, 36 gpm @ 3000 psi, new tires, arrow board, extras. \$9,900 or best reasonable offer. Jim 951-545-9604 CA. (C02)

JETTERS-TRUCK

1992 Ford L8000 cab and chassis with an enclosed Sewer Equipment Co. jetting unit with a Myers D-65 hydraulically driven water-cooled pump. (Stock #1505C) **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (C01)

2006 GMC TC6500 cab and chassis with Pipe Hunter trunk mounted jetting unit, 3000 psi @ 50 gpm with a 1,000 US gal. water tank, rear mounted hose reel with JET EYE camera system. **6,800 original miles, like new. \$129,000 sale price. (Retail for \$210,000).** (Stock #13234V) **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (C01)

JET VACS

1998 Vactor 2110, Sterling chassis, 10-yd, PD blower, 80 gpm @ 2000 psi, clean unit, pump off. Must sell. \$49,000. 800-627-0778. (C01)

1998 Vactor 2115. Doherty rebuild in 2008. 1800 gallon water, 15-yard debris, 80 gpm, 2500 psi with PD blower, pump-off system. Excellent condition. \$90,000. Call 605-996-1765 SD. (C02)

2000 Vactor 2112, Sterling chassis, 12-yd., PD blower, loaded, pump off, washdown, etc. 80 gpm @ 2000. Ready to work. Must sell!! \$58,000. 800-627-0778. (C01)

1987 International S1900, 466 7-spd., runs great, pump and blower are in good condition, needs work but would make a good truck, needs hoses. Selling for health reasons. \$5,000 all or part out. 405-417-4881 OK. (C01)

1990 Camel 200 80 GPM/2000 psi, Roots TS32 blower, mounted on Ford with 240 HP diesel, automatic. Just over 40,000 miles. Municipally owned and in great shape. \$48,000 OBO. Call Jack @ 614-419-4579, see at www.ziamunicipalsupply.com. (CBM)

2008 Sterling LT7501 with a VacAll AJV1015, 10-yd. debris body, 1500 gal. water, combination vacuum/jetting unit. (Stock #13366) **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (C01)

1991 Vactor 2115, Ford chassis, 2-stage fan. Unit was refurbished by Doherty in 2007 for 100k. Unit is work ready, 80 gpm @ 2000 psi. Hydro excavator package. Must sell. \$29,000. 800-627-0778. (C01)

JET VACS

1997 Camel 200 Triplex 80 GPM pump w/ PD Blower, Behind cab reel mounted on Ford with 275 HP Cummings diesel, Allison automatic transmission. Just over 66,000 miles. One owner and in great shape \$78,000 OBO. Call Jack @ 614-419-4579, see at www.ziamunicipalsupply.com. (CBM)

USED COMBINATION UNITS FOR SALE! Visit www.ahequipment.com for a wide selection of makes, models and years. We also **BUY** used equipment! (C02)

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

PARTS & COMPONENTS

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

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2010 UVC Tec ultra violet curing system. 6 - 24" diameters - new system - never used. Mounted in 2006 F450 14' Cube Van, c/w 30 kilowatt generator. PH: 250-962-9382. (C02)

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

PIPELINE REHABILITATION

Maxliner Gun complete system except compressor, 4, 6 & 8 rings. 330' 4" thick liner resin & hardener. \$17,500. Brian 901-461-8776 TN. (C01)

POSITIONS AVAILABLE

GapVax, Inc. is seeking two highly motivated individuals to fill two full time sales positions in the Southeastern US and Western US. Check details on our website at www.gapvax.com or send resume to betty@gapvax.com. (C01)

Experienced Jet-Vac Truck Operator. Fast growing company looking for Operators Camera and Vac Units. Full-time and part-time positions available (East Coast). Fax work history to Pipeline Investigations, Inc. 410-242-1038 or fleet.barnes@pipelineinvestigations.com. (C02)

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New Commercial Grade Trailer Special - Single axle, hot water trailer unit, 18 HP Vanguard, 5.0 gpm @ 3,000 psi, with 200 gal. water tank, General pump. List \$11,995. **Sale only \$8,995. Fully loaded! Ready to clean!** 800-624-8186; www.powerlineindustries.com. (CPBM)

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Buy & Sell all makes and models, **new & used** vacuum pumps & high pressure water pumps, and good used replacement parts. Call for an inventory sheet and save. **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (C01)

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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.vsirentalsllc.com.** (C01)

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1998 Mack RD6885 with a 3200 US gallon stainless steel vacuum tank unit. (Stock #6653V) **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (C01)

One (1) 2003 to 2006 3200 US gallon **stainless steel** vacuum tank. **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (C01)

2010 Peterbilt 348s with new Presvac 3600 US gal. aluminum vacuum pressure tanks with Masport HXL400WV vacuum pressure pumps. (Stock #8807 & 8808) **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (C01)

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*****www.servicewithasmile.com*****
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TANKS

One (1) 2003 to 2006 3200 US gallon **stainless steel** vacuum tanks. **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (C01)

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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 man-hole covers easily. Free catalog. **www.TandTtools.com.** Phone **800-521-6893.** (CPBM)

TV INSPECTION

Mytana cameras, used. 3 full size reels, 6 color camera heads, 2 mini reels, 3 monitor packages. The Cable Center, 1-800-257-7209. (CBM)

2004 Lateral CCTV Truck: GMC 4500 cab-over. New 2010 computer and cables etc. Operates on Flexidata. Bumper Crane, washdown system, custom cabinetry, inverter 3400 Watt system, new batteries, heat and air in studio. Too many extras to list. \$55,000 firm. See pictures at www.braywoodservices.com. Call for details 905-853-6049. (C01)

Cues Lamp 1 System for sale. City owned (never used), complete. Will install and train on customer equipment if requested. Price \$30K plus installation. Call Claire at Cobra Technologies 770-435-8991. (C01)

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

2002 Aries Sewer Inspection Camera Mounted in a 1995 Isuzu NPR Box Truck: 104,000 miles, new engine. \$22,000. Call Eric @ 570-336-1088 PA. (CBM)

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TV INSPECTION

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Cues Inspector General portable system for sale with Cues Shorty crawler, Cues pan and tilt camera (Oz 2 optional). Call Alan Grant at Cobra, tel 770-435-8991. (C01)

VACUUM LOADERS

1999 International with a Guzzler Ace 27" HG wet/dry industrial vacuum tank loader. **Demo/Rental unit.** (Stock #7390) **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (C01)

VACUUM LOADERS

1997 Guzzler Model XS4816TC Industrial Vacuum Loader, mounted on Ford L9000, 1024 Roots blower with boom, very nice condition. \$65,000. 503-931-6026. (C01)

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Very serious and well qualified buyer looking for sewer, septic or industrial business in Dallas, Texas area. Must be grossing between \$500,000-\$1,000,000. All inquiries are kept confidential. Call Jeff at 800-257-7222. (CBM)

WANTED: We buy sewer trucks. Any year, any condition. Results immediately. 915-239-2266 or mmachinerymexico@gmail.com. (CBM)

WANTED

Wanted: ARIES Saturn III pan and tilt LED camera (camera only). Saturn III portable control box (control box only). Call 800-797-7473; email: fleetbarnes@aol.com. (C01)

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40,000 PSI sapphire nozzles, UHP hoses & replacement parts. Excellent quality & prices. 772-286-1218; info@alljetting.com; www.alljetting.com. (CBM)

WATERBLASTING

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| <p align="center">CHOOSE THE CATEGORY:</p> <table border="0"> <tr> <td><input type="checkbox"/> Aerators</td> <td><input type="checkbox"/> Dredges</td> <td><input type="checkbox"/> Levels & Transits</td> <td><input type="checkbox"/> Positions Wanted</td> <td><input type="checkbox"/> Root Control</td> <td><input type="checkbox"/> Trailers - Vacuum/Tanker</td> </tr> <tr> <td><input type="checkbox"/> Blowers</td> <td><input type="checkbox"/> Excavating Attachments</td> <td><input type="checkbox"/> Locators</td> <td><input type="checkbox"/> Pressure Washers</td> <td><input type="checkbox"/> Safety Equipment</td> <td><input type="checkbox"/> Trucks (dump/septic/misc.)</td> </tr> <tr> <td><input type="checkbox"/> Bucket Machines</td> <td><input type="checkbox"/> Excavating Equipment</td> <td><input type="checkbox"/> Miscellaneous</td> <td><input type="checkbox"/> Pumps-Dredge</td> <td><input type="checkbox"/> Septic System Components</td> <td><input type="checkbox"/> TV Inspection</td> </tr> <tr> <td><input type="checkbox"/> Businesses</td> <td><input type="checkbox"/> Hand Tools</td> <td><input type="checkbox"/> Parts & Components</td> <td><input type="checkbox"/> Pumps-High Pressure</td> <td><input type="checkbox"/> Septic Tanks</td> <td><input type="checkbox"/> Vacuum Loaders</td> </tr> <tr> <td><input type="checkbox"/> Business Opportunities</td> <td><input type="checkbox"/> Hazardous Waste Units</td> <td><input type="checkbox"/> Pipeline Rehabilitation</td> <td><input type="checkbox"/> Pumps-Submersible</td> <td><input type="checkbox"/> Septic Trucks</td> <td><input type="checkbox"/> Vases</td> </tr> <tr> <td><input type="checkbox"/> Cable Machines</td> <td><input type="checkbox"/> Hydroexcavation</td> <td><input type="checkbox"/> Portable Toilets</td> <td><input type="checkbox"/> Pumps-Vacuum</td> <td><input type="checkbox"/> Service/Repair</td> <td><input type="checkbox"/> Vehicle Tracking</td> </tr> <tr> <td><input type="checkbox"/> Computer Software</td> <td><input type="checkbox"/> Jetters-Trailer</td> <td><input type="checkbox"/> Portable Toilet Tanks</td> <td><input type="checkbox"/> Pumps - Washdown</td> <td><input type="checkbox"/> Slide-In Units</td> <td><input type="checkbox"/> Wanted</td> </tr> <tr> <td><input type="checkbox"/> Dewatering</td> <td><input type="checkbox"/> Jetters-Truck</td> <td><input type="checkbox"/> Portable Toilet Trailers</td> <td><input type="checkbox"/> Pumps-Water</td> <td><input type="checkbox"/> Sludge Applicators</td> <td><input type="checkbox"/> Wastewater Transfer</td> </tr> <tr> <td><input type="checkbox"/> Drainfield Restoration</td> <td><input type="checkbox"/> Jet Vacs</td> <td><input type="checkbox"/> Portable Toilet Trucks</td> <td><input type="checkbox"/> Rodding Machines</td> <td><input type="checkbox"/> Tanks</td> <td><input type="checkbox"/> Waterblasting</td> </tr> <tr> <td><input type="checkbox"/> Drain/Sewer Cleaning Equip.</td> <td><input type="checkbox"/> Lease Financing</td> <td><input type="checkbox"/> Positions Available</td> <td><input type="checkbox"/> Roll-Off Containers</td> <td><input type="checkbox"/> Tools</td> <td></td> </tr> </table> | | | | | | | | <input type="checkbox"/> Aerators | <input type="checkbox"/> Dredges | <input type="checkbox"/> Levels & Transits | <input type="checkbox"/> Positions Wanted | <input type="checkbox"/> Root Control | <input type="checkbox"/> Trailers - Vacuum/Tanker | <input type="checkbox"/> Blowers | <input type="checkbox"/> Excavating Attachments | <input type="checkbox"/> Locators | <input type="checkbox"/> Pressure Washers | <input type="checkbox"/> Safety Equipment | <input type="checkbox"/> Trucks (dump/septic/misc.) | <input type="checkbox"/> Bucket Machines | <input type="checkbox"/> Excavating Equipment | <input type="checkbox"/> Miscellaneous | <input type="checkbox"/> Pumps-Dredge | <input type="checkbox"/> Septic System Components | <input type="checkbox"/> TV Inspection | <input type="checkbox"/> Businesses | <input type="checkbox"/> Hand Tools | <input type="checkbox"/> Parts & Components | <input type="checkbox"/> Pumps-High Pressure | <input type="checkbox"/> Septic Tanks | <input type="checkbox"/> Vacuum Loaders | <input type="checkbox"/> Business Opportunities | <input type="checkbox"/> Hazardous Waste Units | <input type="checkbox"/> Pipeline Rehabilitation | <input type="checkbox"/> Pumps-Submersible | <input type="checkbox"/> Septic Trucks | <input type="checkbox"/> Vases | <input type="checkbox"/> Cable Machines | <input type="checkbox"/> Hydroexcavation | <input type="checkbox"/> Portable Toilets | <input type="checkbox"/> Pumps-Vacuum | <input type="checkbox"/> Service/Repair | <input type="checkbox"/> Vehicle Tracking | <input type="checkbox"/> Computer Software | <input type="checkbox"/> Jetters-Trailer | <input type="checkbox"/> Portable Toilet Tanks | <input type="checkbox"/> Pumps - Washdown | <input type="checkbox"/> Slide-In Units | <input type="checkbox"/> Wanted | <input type="checkbox"/> Dewatering | <input type="checkbox"/> Jetters-Truck | <input type="checkbox"/> Portable Toilet Trailers | <input type="checkbox"/> Pumps-Water | <input type="checkbox"/> Sludge Applicators | <input type="checkbox"/> Wastewater Transfer | <input type="checkbox"/> Drainfield Restoration | <input type="checkbox"/> Jet Vacs | <input type="checkbox"/> Portable Toilet Trucks | <input type="checkbox"/> Rodding Machines | <input type="checkbox"/> Tanks | <input type="checkbox"/> Waterblasting | <input type="checkbox"/> Drain/Sewer Cleaning Equip. | <input type="checkbox"/> Lease Financing | <input type="checkbox"/> Positions Available | <input type="checkbox"/> Roll-Off Containers | <input type="checkbox"/> Tools | |
| <input type="checkbox"/> Aerators | <input type="checkbox"/> Dredges | <input type="checkbox"/> Levels & Transits | <input type="checkbox"/> Positions Wanted | <input type="checkbox"/> Root Control | <input type="checkbox"/> Trailers - Vacuum/Tanker | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> Blowers | <input type="checkbox"/> Excavating Attachments | <input type="checkbox"/> Locators | <input type="checkbox"/> Pressure Washers | <input type="checkbox"/> Safety Equipment | <input type="checkbox"/> Trucks (dump/septic/misc.) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <input type="checkbox"/> Businesses | <input type="checkbox"/> Hand Tools | <input type="checkbox"/> Parts & Components | <input type="checkbox"/> Pumps-High Pressure | <input type="checkbox"/> Septic Tanks | <input type="checkbox"/> Vacuum Loaders | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> Business Opportunities | <input type="checkbox"/> Hazardous Waste Units | <input type="checkbox"/> Pipeline Rehabilitation | <input type="checkbox"/> Pumps-Submersible | <input type="checkbox"/> Septic Trucks | <input type="checkbox"/> Vases | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> Cable Machines | <input type="checkbox"/> Hydroexcavation | <input type="checkbox"/> Portable Toilets | <input type="checkbox"/> Pumps-Vacuum | <input type="checkbox"/> Service/Repair | <input type="checkbox"/> Vehicle Tracking | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Jetters-Trailer | <input type="checkbox"/> Portable Toilet Tanks | <input type="checkbox"/> Pumps - Washdown | <input type="checkbox"/> Slide-In Units | <input type="checkbox"/> Wanted | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> Dewatering | <input type="checkbox"/> Jetters-Truck | <input type="checkbox"/> Portable Toilet Trailers | <input type="checkbox"/> Pumps-Water | <input type="checkbox"/> Sludge Applicators | <input type="checkbox"/> Wastewater Transfer | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> Drainfield Restoration | <input type="checkbox"/> Jet Vacs | <input type="checkbox"/> Portable Toilet Trucks | <input type="checkbox"/> Rodding Machines | <input type="checkbox"/> Tanks | <input type="checkbox"/> Waterblasting | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> Drain/Sewer Cleaning Equip. | <input type="checkbox"/> Lease Financing | <input type="checkbox"/> Positions Available | <input type="checkbox"/> Roll-Off Containers | <input type="checkbox"/> Tools | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>CHOOSE THE PUBLICATION(S): (Deadlines are for the month preceding issue)</p> <table border="0"> <tr> <td><input type="checkbox"/> CLEANER Deadline: 1st of the Month</td> <td><input type="checkbox"/> PUMPER Deadline: 10th of the Month</td> <td><input type="checkbox"/> PRO Deadline: 17th of the Month</td> </tr> <tr> <td colspan="3"><input type="checkbox"/> MUNICIPAL SEWER & WATER Deadline: 1st of the Month</td> </tr> <tr> <td colspan="3"><input type="checkbox"/> ONSITE INSTALLER Deadline: 17th of the Month</td> </tr> </table> | | | | <input type="checkbox"/> CLEANER Deadline: 1st of the Month | <input type="checkbox"/> PUMPER Deadline: 10th of the Month | <input type="checkbox"/> PRO Deadline: 17th of the Month | <input type="checkbox"/> MUNICIPAL SEWER & WATER Deadline: 1st of the Month | | | <input type="checkbox"/> ONSITE INSTALLER Deadline: 17th of the Month | | | <p>CLASSIFIED AD RATE: \$1.00 per word, per month, with a 20-word minimum or \$20. [\$1.00 extra per bold word (key words only)]</p> <p>ADVANCE PAYMENT REQUIRED: No billing for classified ads. Payment must be received in advance before publishing.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> CLEANER Deadline: 1st of the Month | <input type="checkbox"/> PUMPER Deadline: 10th of the Month | <input type="checkbox"/> PRO Deadline: 17th of the Month | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> MUNICIPAL SEWER & WATER Deadline: 1st of the Month | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> ONSITE INSTALLER Deadline: 17th of the Month | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p align="center">CALCULATE THE AMOUNT DUE:</p> <table border="0"> <tr> <td>_____ words X \$1.00 = _____</td> <td>X _____ Publications</td> <td>X _____ Months = \$ _____</td> </tr> <tr> <td align="center">(\$20 minimum)</td> <td align="center"># of publications checked above</td> <td align="center"># of months to run the ad</td> </tr> <tr> <td colspan="3" style="text-align: right;">Total Amount Due</td> </tr> </table> <p align="right">(Example: 25-wd. ad x \$1.00 per word = \$25.00; \$25.00 x 2 publications [Pumper & Pro] = \$50.00; \$50.00 x 2 months to run the ad = \$100.00 Total)</p> | | | | | | | | _____ words X \$1.00 = _____ | X _____ Publications | X _____ Months = \$ _____ | (\$20 minimum) | # of publications checked above | # of months to run the ad | Total Amount Due | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| _____ words X \$1.00 = _____ | X _____ Publications | X _____ Months = \$ _____ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| (\$20 minimum) | # of publications checked above | # of months to run the ad | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Amount Due | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p align="center">FILL IN COMPANY AND PAYMENT INFO:</p> <p>COMPANY NAME: _____</p> <p>ADDRESS: _____ PHONE: _____</p> <p>CITY: _____ STATE: _____ ZIP: _____</p> | | | | | | <p>MAIL this completed form with payment to: COLE Publishing Inc., PO Box 220, Three Lakes, WI 54562</p> <p>FAX this completed form to: 715-546-3786</p> <p>ONLINE forms at: www.cleaner.com www.pumper.com www.promonthly.com www.onsiteinstaller.com www.mswmag.com</p> <p>QUESTIONS: CALL 1-800-257-7222</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PLEASE FILL OUT CREDIT CARD INFORMATION COMPLETELY INCLUDING V-CODE (3-DIGIT NUMBER FOUND BY YOUR SIGNATURE) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CREDIT CARD NO.: _____ | | V-CODE: _____ | | EXP. DATE: _____ | | WE ACCEPT: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CARDHOLDER NAME: _____ | | PHONE: _____ | | | |   | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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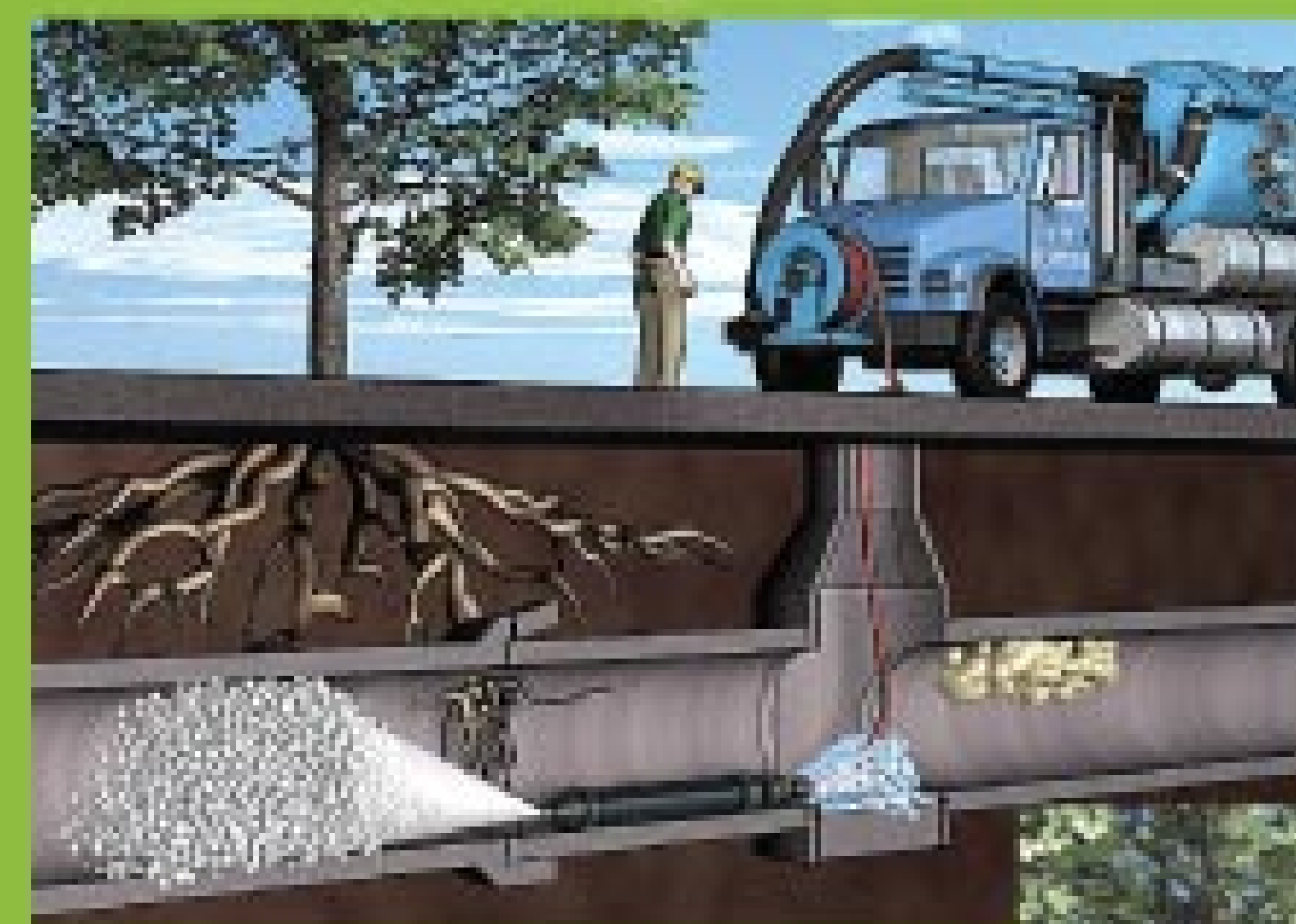
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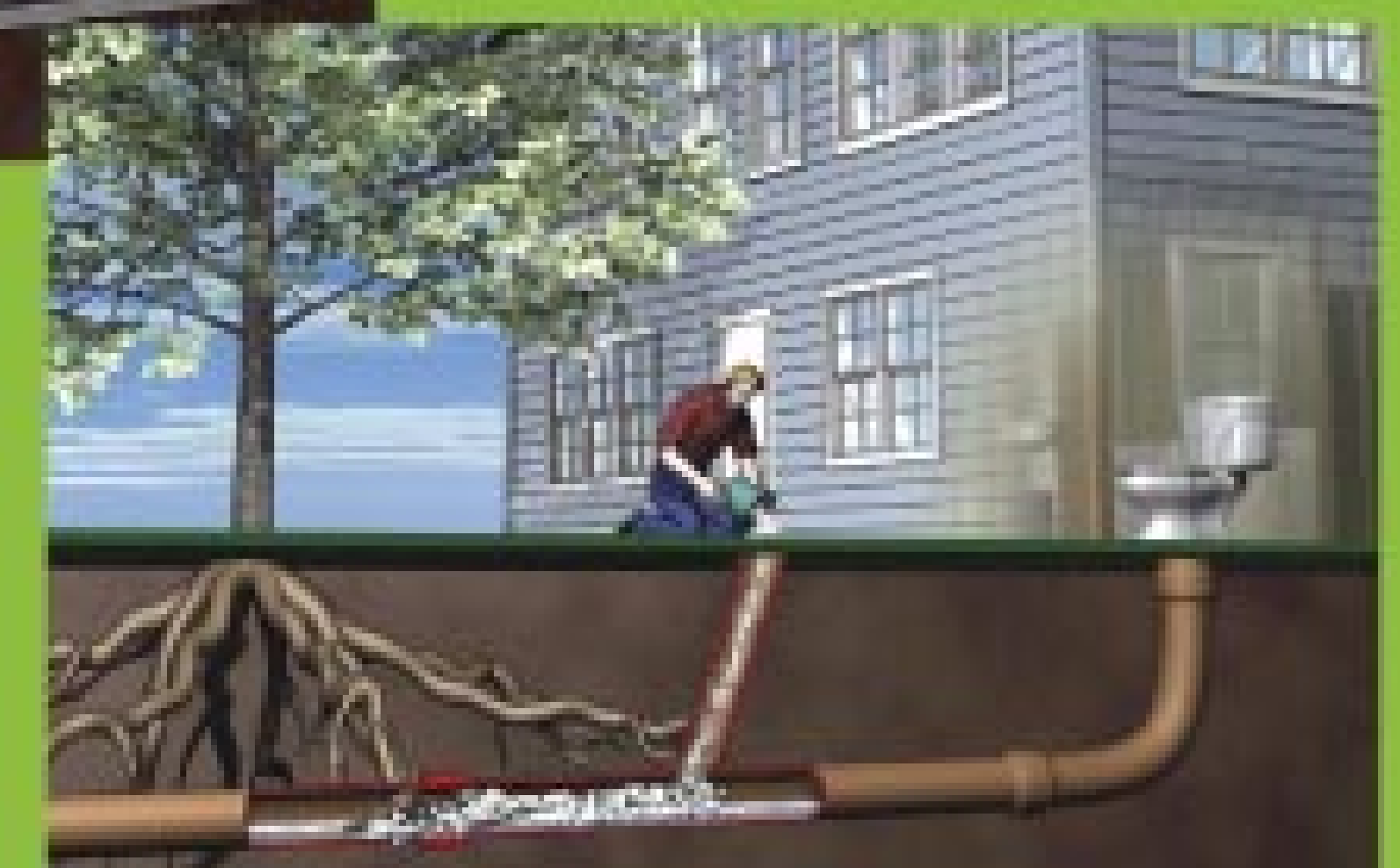
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**“I WAS ABLE TO GET
THERE AND GET HIM
WHAT HE NEEDED.”**



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— SINCE 1940 —

I remember a call I got a little while back. This customer had an UnderTaker and had it on a pipe replacement job, and his client happened to be holding an outdoor event the day he was there to do the job. On top of that, it wound up he needed help with a part unexpectedly or else he was going to have to go ahead and dig up the lawn. But I was close enough that I was able to get there and get him what he needed without ever disrupting his client's event.

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