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SHOW ISSUE

## Road READY

CARRYING THE RIGHT PARTS AND EQUIPMENT  
KEEPS ROOTER-MAN FRANCHISE'S TECHNICIANS  
PREPARED FOR ANY JOB **PAGE 38**

### PUMPER & CLEANER EXPO SHOW ISSUE

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COMING IN APRIL

**Special Issue: Pipe Bursting Methods and Projects/Pumper & Cleaner Expo Recap**

- Tech Perspective: Pipebursting considerations
- Money Manager: Big interest in small claims
- Profile: Utah Pipe Bursting
- Profile: Mr. Rooter of Central New Jersey

Cleaner

FOR DRAIN AND PIPE CLEANING, INSPECTION AND REHABILITATION PROFESSIONALS

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# It's Expo Time

PREPARE TO GET THE MOST OUT OF YOUR TIME IN INDY

BY LUKE LAGGIS



Luke Laggis  
editor@cleaner.com

**T**he 2012 Pumper & Cleaner Environmental Expo is here. The top manufacturers and countless contractors are arriving in Indianapolis to share products, ideas and experiences with their customers and peers.

The four-day show provides a unique opportunity for the people of this industry to come together, share their experiences and learn from one another, in addition to getting a firsthand look at the latest and greatest industry products and technology.

The key to getting the most out of your Expo experience is doing a little planning before you arrive. This is the world's largest trade show for the environmental services industry, so if you just walk in and start wandering aimlessly through the maze of exhibits, you could end up missing out on some pretty cool stuff.

We've made it easy to plan your days with our complete online guide to the Expo at [www.pumpershow.com](http://www.pumpershow.com). From here, you can get an overview of everything from the trade show floor layout to the educational seminars. Log on, create an account and set up your own personal itinerary.

The website is designed to let you customize your trade show experience. You can get familiar with the exhibitors long before you set foot in Indy. Once you've identified the exhibitors you want to visit, you can add them to your personal show planner. The same goes for the educational sessions. Check out the line-up, decide which sessions will benefit you and your company, and add them to your planner. You can also preview the other events surrounding the Expo and add those of interest to your planner. When you're all done, you can print out your planner, complete with a map of the show floor with locations of your chosen exhibitors highlighted. It's an instant guide and itinerary customized to your needs and interests.

If you don't get a chance to do this before the show starts, it's still worth taking the time to do a little planning while you're in your hotel room or having lunch. Check out our mobile application at [m.pumpershow.com](http://m.pumpershow.com). The app will allow you to see and search a list of exhibitors to find their contact information

We've made it easy to plan your days with our complete online guide to the Expo at [www.pumpershow.com](http://www.pumpershow.com). From here, you can get an overview of everything from the trade show floor layout to the educational seminars. Log on, create an account and set up your own personal itinerary.

and booth numbers, browse the educational and general schedules, view a map of the area, and see updates from the Pumper Show Facebook profile ([www.facebook.com/Pumpershow](http://www.facebook.com/Pumpershow)).

If your approach is more relaxed, the planner and mobile app will still help you make your time at the Expo as efficient as possible so you'll have more time to check out the other attractions in Indy.

Regardless of your objectives at the Expo, there are a few things you simply shouldn't miss. Education Day offers more than 60 seminars addressing a wide variety of issues. The seminars, taught by top industry experts, promise a positive return on your investment and opportunities to keep improving your business well into the future.

The exhibit hall is impressive, so even if you're in town primarily just to get away from the office and meet up with old friends, you need to spend some time walking the floor. You're sure to find products and ideas that can help your business, and have some fun in the process.

There are also some more social events surrounding the Expo that are well worth your time. The Industry Appreciation Party on Tuesday, Feb. 28, tops that list. Country music star Rodney Atkins will provide the entertainment, and COLE Publishing will provide the refreshments in the form of 25-cent tap beers.

The roundtable discussion and breakfast on Thursday, March 1, is another event at the Expo that combines a nice social setting with the opportunity to discuss industry issues and trends. It's a great way to kick off the final day of the Expo, or to wrap up your time in Indy.

Of course, there are plenty of dining, entertainment and shopping options in Indianapolis, so don't forget to include the vacation in your "working vacation." From duckpin bowling to the NCAA Hall of Champions, there's plenty to see and do. Get out and explore a bit, and maybe you'll be able to expand your horizons along with your business.

If you're unable to make it to the show, all is not lost. You can still keep up with what's going on in Indy on Facebook and Twitter. Search Pumper & Cleaner Environmental Expo on Facebook for photos and updates on what's happening and what's new, and follow us on Twitter for up-to-the-minute news on the best of the Expo.

For those of you planning to be in Indy, the rest of the COLE staff and I will see you soon. Safe travels. ☺

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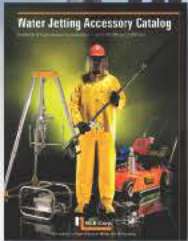


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Tunnel Vision employee Jason Wroblewski lowers a UEMSI Explorer camera into a pipe outside Indian Trail Junior High School in Addison, Ill. (Photography by Rob Hart)

ILLINOIS CONTRACTOR ZEROES IN ON CCTV OPPORTUNITIES AND FINDS A WINNING STRATEGY BY MARIAN BOND

# MILES AND MILES OF PIPE

**B**rooke Nemeth had been in the industry for 10 years and had already served as president of one company when he decided it was time to put his experience and ideas to work in his own enterprise. He teamed up with John Smyth, who had a strong business background, to form Tunnel Vision Inc. in Carol Stream, Ill.

That was in 2003 with the economy roaring ahead. The partners were getting off the ground providing CCTV for major homebuilders in the state. When the engine of construction came off the rails and banks began foreclosing on large developments, Tunnel Vision kept busy inspecting lines on properties going up for sale.

“In order to get new loans for the foreclosures, we were hired to go in and clean and televise the lines,” Nemeth says. “When that revenue stream dried up, it was time to find another direction.”

They turned to the many municipalities around Chicago.

Contractors they had dealt with in new construction also segued into city/government and contractor work, and Tunnel Vision continued those associations as they sought to offer maintenance services to that viable market.

*(continued)*

## profile

**TUNNEL VISION, INC.**  
**CAROL STREAM, ILL.**

OWNERS:	Brooke Nemeth, John Smyth
ESTABLISHED:	2003
SERVICES:	Jetting, CCTV
CUSTOMERS:	Municipalities, contractors
WEBSITE:	<a href="http://www.tvmysewer.com">www.tvmysewer.com</a>





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Tunnel Vision owner Brooke Nemeth uses UEMSI CCTV equipment to do a camera inspection at Indian Trail Junior High School. Inspections are recorded on DVD so customers can get their own look at the condition of their pipes.



### OFF ON THE RIGHT FOOT

Nemeth says that from the beginning, having the right equipment – whether working in new construction, or in maintenance and inspection for towns and villages – has been both the salvation and backbone of their operation. They televised just over 100 miles of pipe per year during their first eight years in business.

“The most important thing is keeping equipment up to date, particularly when it comes to today’s television systems, and keeping up with all advances in software,” Nemeth says.

“The most important thing is keeping equipment up to date, particularly when it comes to today’s television systems, and keeping up with all advances in software.”

### Brooke Nemeth

“When we started, we purchased a 2003 CCTV demo from UEMSI, and we have a 1992 Ford F800 jetter truck with an FMC F700 R pump 2,000 psi/60 gpm, 1,000-gallon water tank. We now have a 2011 GMC high cube CCTV van built by UEMSI. Our two cameras are the standard Explorer Pan & Tilt cameras with built-in lighthouse.

“Additionally, we have UEMSI’s Low Profile lighthouse, and the High Performance lighthouse. We also have three of their TRAX Jr. crawlers. We use UEMSI’s Visual Pipes software. Our inventory list includes confined-space entry equipment from MSA North America. We are all trained for this procedure. John works in the office and in the field as well when we need a third man. Our

employee, Jason Wroblewski, has been with us eight years, and he runs all the equipment just as well as I do. It’s so nice to have him with us.”

Nemeth says they like the high cube van because it provides a lot more room in the studio and allows the operators to sit and watch the video during inspections. When they go out on a job, the F800 and the 2011 GMC always go together.

He notes the differences in inspecting older systems and conditions they find as opposed to those in new construction. New pipe is primarily PVC, but now they’re inspecting older pipe, including clay, tile, iron, concrete and some PVC. Mainly it is clay. They inspect lines from 8 inches up to 108 inches and televise and clean both storm and sanitary sewer lines, where they are seeing breaks, cracks and lots of roots as well as grease in locations where there are restaurants.

Sometimes they find an offset, and with the larger pipe the crawler can sometimes get over and continue. If it’s a smaller pipe and the crawler can’t get through the offset, they will inspect from one manhole up to the trouble spot, and then go back in from a manhole on the other side. After inspection, they provide the municipality (or other) engineers with the photos so they know the issue. Final reports include the digital file along with still photos.

### CLEANING BEFORE TELEVISION

Nemeth likes the Skid Style Root & Grease Cutter by Sewer Equipment Co. of America for clearing lines clogged by roots. With grease, he uses the aforementioned equipment in addition to a UEMSI Penetrator Nozzle.

“This is a smaller nozzle that has a port on the front and is designed to shoot 2,000 psi from that port,” he says. “It will chew up whatever is causing a blockage – for example, clumps of toilet paper, grease, roots, and other obstructions. We may need to go in more than once to clean the line before putting the camera in.”

*(continued)*

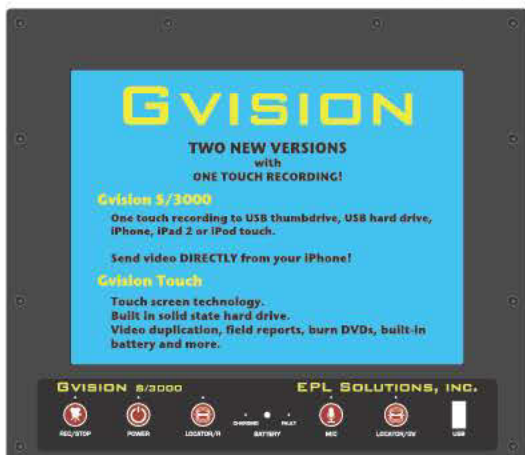


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ABOVE: Owner Brooke Nemeth inside the sewer television inspection truck working at Indian Trail Junior High School. BELOW: A crawler with an attached camera that is controlled from the sewer television inspection truck rests next to a manhole.



In addition to the root cutter, there are three nozzles Nemeth likes to have available: UEMSI's Sand Nozzle for loose debris, their Penetrator Nozzle, and an Enz 50.100 Bulldozer Nozzle by Enz USA Inc.

"The Sand Nozzle has a lot of ports and does a good job of cleaning the whole circumference. The Bulldozer has some weight on it so it will stay on the bottom of the pipe and is designed to really jet what has been sitting there for a while."

For larger pipes where water might be flowing, Nemeth developed a boat using PVC to carry the camera. The camera is mounted on the crawler, and the crawler is secured to the boat using boat hose clamps. A flexible armored wire is hooked securely to the crawler. Nemeth says he is always able to retrieve the boat and camera by reeling it in with power from the truck in the event of a problem.

This procedure requires three technicians. The TV operator, the jetter operator and the third in confined-space entry equipment to go into the manhole to disconnect or hook up the camera. They use Motorola two-way radios to communicate during the inspection.

"During the inspection with the camera facing straight, we can turn the head and invert it up and that gives us a better view of the pipe. We can invert the camera head down if something is suspect on the bottom of the pipe. You would want to check out the circumference of the pipe if you see some debris or cracks at the top of the pipe. You will check to see if a crack is a circular crack."

Having the auxiliary lights is also helpful in inspecting these larger pipes. "When the auxiliary lights are plugged in, the lights on the camera will automatically turn off. If you want a closer inspection, you turn off the auxiliary lights and the camera lights will come on. The Low Profile lighthouse uses two 35-watt 791 bulbs. The Hi Performance lighthouse uses either two 82-volt/85-watt bulbs or two 82-volt/150-watt bulbs. Both of these clamp onto the Explorer camera behind the rotating head."

In catch basin inspection, Nemeth says they utilize the confined-space entry equipment because of the debris that collects at the bottom of the system during heavy rains, and where there could be exposure to unhealthy elements.

"We will use the tripod, harness and winch, and wear rubber waders as well," he says.

## LINES OF DEFENSE

Nemeth and Smyth believe in doing their own training, and when it comes to operating the CCTV equipment there are some basic but important steps to follow.

## SHARING THE WEALTH

Brooke Nemeth says cultivating strong relationships with both contractors who offer similar services and those who have additional capabilities has been a positive for the company.

"My partner, John Smyth, works primarily in the office, but is qualified to operate all equipment and work in the field when necessary. The most important thing for John is going around to all the municipalities to introduce himself and our company. We want our name to be like a business card, sitting on everyone's desk, but we do it personally – in person. We want these people to think "Tunnel Vision" when they think of sewers.

"We have local companies that we network with and can provide heavier cleaning than we can handle," Nemeth says. "We have some construction companies we can call on when necessary. It would be silly to not have a good association with our competitors in our area. After all, there are millions of miles of pipe in Illinois. There's plenty to go around."

(continued)





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“We want whoever is operating the camera to be cautious about what is going on,” Nemeth says. “With today’s technology, if there is a question and I’m not on the job, Jason will email a picture of a bad area. This is a top priority. If there is a question or a problem to get around, we want to take the time to email me a picture. I can get on the phone and have an answer as to how to proceed.”

He says they keep in mind that the equipment is expensive, and they want to keep current on software updates, and to be able to turn to suppliers when they have the need for repair or parts as they want to be fully prepared to respond to business opportunities.

“The municipalities go out for contract each year for cleaning and inspection,” Nemeth says. “For emergency work, they usually have their own jetter, but we get some of those calls as well. If the town clears the line, they frequently have us back to televise to see what caused the problem in the first place.”

“With today’s technology, if there is a question and I’m not on the job, Jason will email a picture of a bad area. This is a top priority. If there is a question or a problem to get around, we want to take the time to email me a picture. I can get on the phone and have an answer as to how to proceed.”

### Brooke Nemeth

Nemeth notes that another revenue stream has emerged as they work for contractors who install sewer lines.

“If they are going to replace a street or road, they will have us come in and televise all existing sewers as they replace the road,” he says.

They will also return to inspect at conclusion of the work. Once again,

Tunnel Vision is frequently working with the same companies who were putting in pipes for the subdivisions.

Nemeth says the thing they really like is being able to help municipalities when they have problems, being able to explain what is going on.

He described an incident in Carol Stream where they had a blockage, and the village brought in their jetter

**Jason Wroblewski measures the distance the crawler has traveled from the manhole during a recent inspection.**



Owners John Smyth, left, and Brooke Nemeth formed Tunnel Vision in 2003.

and then had Tunnel Vision inspect the line. They found that a hole had been punched in the sewer line by a company doing directional boring. As a result, Tunnel Vision began an extensive inspection of other lines that were in close proximity to the project that caused the problem.

“We recorded the incident on a DVD and supplied the village with two copies. One for them and one for the other company.”

### SELECTIVE CHANNELING

Nemeth says that the best piece of advice he ever got came from a former boss, who admonished him to always stay focused on one area and not try to be and do everything. He believes that their business plan, with a strict focus on cleaning and televising, was the right way to go.

“When we first started, we did try to grow a little too fast in that we hired too many service people,” Nemeth says. “We had three besides ourselves, and now we have just the one technician. For now, that works.”

The company operates out of a 2,000-square-foot facility in an industrial park where they have an office and room to park all three of their trucks.

Tunnel Vision has remained focused on their strategy to concentrate and perform professionally those services that have built their base.

“We keep getting calls,” Nemeth says. “We put up our website and that is bringing us jobs. But mainly it is word of mouth for us. We don’t have a big budget for advertising or other promotions. A lot of it has to do with lots of prayers, and just plain dumb luck.”



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# Staying Competitive

MAXIMIZING PRODUCTION IS KEY WHEN COMPETITION HEATS UP

BY JIM AANDERUD

**R**ecent economic times have challenged almost every contractor in the country, especially those in the pipeline inspection and cleaning industry. With less work on hand, competition for existing work has intensified.

In fact, the number of companies seeking work has actually increased. Companies that once thrived in the construction industry have sought survival in alternative markets. Many have identified the inspection and cleaning industry as their target for resurgence.

The added competition and fierce fighting for market share have had a significant effect on pricing. Most markets across the country have experienced a dramatic drop in production charges. For example, Southern California has seen price decreases of 40 to 50 percent over the past few years.

No one likes the lower prices. It makes running a business very difficult. But, it is today's reality. So, if we are to survive, we must find ways in which to stay competitive.

## SURVIVAL

So how do we compete in markets that have seen substantial decreases in pricing? How do we react when the competition is throwing out ridiculously low numbers? What can we do when even our lowest numbers can't win a bid?

Undoubtedly, there will be companies that won't make it. They will be unable to compete in this market and will eventually give up. But I would never

consider throwing in the towel. I believe that there are things that can be done in order to survive and even thrive in this new market.

So what is the answer? Simply stated, we must reinvent ourselves. We must look at how we run our businesses and then figure out how to change it in a positive way. We must look at ourselves objectively and be able to identify what is working and what is not. The bottom line is that we must figure out how to remain profitable in this newly defined marketplace.

Profit is the engine that drives business. It is what allows us to invest in new technology and replace existing vehicles and equipment. Profit that is set aside saves us when catastrophe hits and major repairs are needed. We must always make a profit, otherwise it will only be a matter of time before we cease to exist. We must never work to break even, because if we are not making a profit then we are losing money.

So how do we remain relevant when prices have gone in the toilet? To begin with, we need to look at areas on which we can have a positive effect. We can't change the price of gas, we can't really change the cost of labor, and we can't keep low-ball contractors from bidding. So, we must focus on the things that we can change.

If the prices we charge, whether they are hourly or by the foot, have dropped, then we must figure out how to compete at those new prices. Since we need to continue to make the same profit margins as before, there is only one thing we can do. We must figure out how to increase our production levels. We must take an objective view of how we perform our jobs and then find ways to improve.

When facing financial shortfalls, production is the easiest and most effective aspect of business on which to affect change. This is an area that we can take control over. However, we need to be very careful not to compromise the quality of our product as we make changes.

## MY EXPERIENCE

As a business owner, I had established a minimum production acceptance level of 2,500 linear feet per day for my CCTV inspection crews. Being a former inspection operator, this number seemed reasonable. Besides, at this production level, we had been making a profit.

When faced with 40 to 50 percent drops in market rates, production standards had to be reevaluated. A closer look uncovered some interesting things.

What we found was that the crews weren't looking at the 2,500 feet as a minimum standard. In fact, they were actually looking at this number as a maximum standard. If at 11 a.m. they had already

*(continued)*

Jake Zeigler removes a camera from a sewer line on a rainy day. Innerline crews are expected to inspect a minimum of 4,000 feet of pipe per day. (Photos courtesy of Innerline Engineering)





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achieved 1,800 feet of inspections, then they tended to take it easy and skate for the rest of the day. Upon closer examination, we noticed that our production rates had been pretty consistent over the past few years. The crews were hardly ever under the minimum standard, but rarely over by more than a few hundred feet.

At this point there was the realization that a major overhaul was needed. To begin with, a new minimum standard would need to be established and a well thought out training program would need to be put in place in order to retrain our operators from the bottom up.

The first thing we did was change our acceptable minimum production to 4,000 linear feet per day. Sure there was grumbling. Some operators even claimed that this number was impossible to achieve. But we were expecting that.

Next, we sat down with our operators and discussed work ethics. It was important to establish what was and was not acceptable in our work environment. Areas where time was wasted during the workday were identified and parameters of acceptability were established.

It was important to have employees buy into our new philosophy. In order to do that we had to make sure that they realized what was at stake. Simply stated, it was the survival of our company and the continued existence of their jobs. Once this was understood, we could begin discussing the changes that each operator would need to make in order for this transition to be successful.

It was important for the operators to understand that they were expected to remain fully productive throughout the day. Personal time on the phone would no longer be accepted. Chitchatting with co-workers and unauthorized breaks would need to be completely eliminated.

The operators needed to understand that money was only being made when the camera was in the line. Every effort needed to be made to ensure that as many inspections would take place each day as possible.

Maximizing productivity was critical to our survival. Increasing production required that each operator step up his game. That meant that they needed to begin approaching their jobs with a sense of urgency. Every minute of the day

Identifying and mitigating bottlenecks that affect time in the field is critical. Every wasted minute becomes important when maximizing production. Even lackadaisical behavior at the beginning and end of each day can cost an hour or two of productive time.

had to be used productively. There could never be an idle moment. Everything in their day had to be geared toward maximizing production.

Part of our strategy was to teach the operators how to multitask. Whenever possible, they were encouraged to perform additional tasks. For example, instead of just sitting idly while the camera was coming back, they were challenged to be busy preparing and planning for the next inspection.

In order to make this all work, a means of accountability needed to be established. Operators needed immediate feedback. If they didn't think that anyone was watching, they would easily lapse back into their old habits. A program was established where production was reported and acknowledged. Reporting production to their supervisor on a daily basis helped keep them focused. Realizing that they would receive positive or negative feedback based on their production level for that day was key.

By monitoring their production closely, we were also able to spot problems and correct them long before they became chronic.



Robert Hueners runs a camera into a 16-inch brine line. Approaching jobs with a sense of urgency helps maximize production.

The net result was a significant increase in our daily production rates. Instead of 2,500 feet of CCTV inspection each day, we began seeing daily production rates of 3,500, 4,000 and in some instances 5,000 feet.

The impact on morale was significant as well. Healthy competition between operators became the norm and genuine pleasure resulted when high production rates were achieved.

## THE EQUIPMENT

You can have the best and most productive operators in the world, but if you don't have well maintained equipment, it won't mean a thing. If the equipment and vehicles are neglected, crews will be unable to achieve their goals. If the equipment is constantly breaking down, it will prevent them from being productive and profitability will be compromised.

An effective preventive maintenance program requires more than just performing scheduled maintenance. It is a commitment to daily inspection and replacement of necessary parts and fixtures. For example, combination units have various filters that need to be cleaned each day. Neglecting this small maintenance procedure will not only accelerate equipment failure, it will lead to unnecessary and costly repairs that will severely cut into a company's bottom line.

Computers also need regular attention, especially on pipeline inspection vans. Neglecting regular maintenance and cleaning can cause premature problems that can lead to very costly data loss and downtime.

Identifying and mitigating bottlenecks that affect time in the field is critical. Every wasted minute becomes important when maximizing production. Even lackadaisical behavior at the beginning and end of each day can cost an hour or two of productive time.

Staying profitable in today's marketplace is a challenge for everyone. However, those who are willing to make positive changes and streamline their operation will benefit well into the future. **C**

**ABOUT THE AUTHOR** Jim Aanderud is owner of Innerline Engineering, a video pipeline inspection company based in Corona, Calif.





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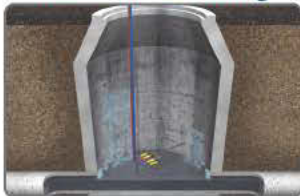


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# Road READY

WITH A BIG TERRITORY TO COVER, ILLINOIS CONTRACTOR INSISTS STAFF CARRY THE RIGHT EQUIPMENT AND INVENTORY  
BY PETE LITTERSKI

Phil McDowell says the most important lesson he has learned as the owner of a growing plumbing business is that the job description is much more expansive than when he was working for someone else.

The owner of Rooter-Man of Southern Illinois says that buying equipment, tracking inventories and outfitting his crews are just a few of the many new tasks he has grown into as his business has evolved. He calls the growing list of duties part of his transition from tradesman to businessman.

(continued)

## profile

### ROOTER-MAN OF SOUTHERN ILLINOIS

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Service technicians Chad Collins, left, and Parker Smith use a Spartan jetter to clear a city main, accessed through a manhole in a new construction subdivision in Staunton, Ill. (Photography by Marci Winters-McLaughlin)





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ABOVE: Phil McDowell, right, helps service technicians Parker Smith, left, and Kurt Ansell look up a solution to a question that arose at a job site. RIGHT: McDowell digs around a city water main as he prepares to install individual lines to residential homes in Brighton, Ill.



"I have to wear all the hats," McDowell says. "I have to buy the advertising. I have to become a real shopper for things like insurance. You have to be a trainer for the young guys you bring in. It's a big transition going from working every day outside to being the boss in the office.

"I still get out of the office when I'm needed. My hands stay dirty, but my biggest job is running the business."

McDowell cites the recent purchase of a truck for his fleet as an example of the kind of decision-making process he has had to learn as a business owner. When he began shopping for a truck to upgrade his fleet last summer, he decided to invest in a 1 1/2-ton chassis rather than the 1-ton truck that is the norm for many contractors.

McDowell's decision to purchase an International LCF-500 with a 12-foot cab-over box was based on his conclusion that recurring maintenance costs

even though he will be paying a little more at the pump for diesel fuel. So far, he says, the new truck is getting about 10.5 mpg compared to 8.5 or 9 mpg in his smaller gasoline-fueled trucks. That improved efficiency more than makes up for the price difference between gasoline and diesel.

**"I have to wear all the hats. I have to buy the advertising. I have to become a real shopper for things like insurance. You have to be a trainer for the young guys you bring in. It's a big transition going from working every day outside to being the boss in the office."**

### Phil McDowell

would go down if he invested up front in a vehicle better designed to carry the tools and supplies of the plumbing trade.

McDowell includes himself when he says, "Everybody overloads their trucks. The 1-ton trucks aren't designed to take the load that tradesmen put in them. We've been eating brakes and tires on all of our trucks and I'm sure we've been putting extra wear on them."

With six trucks operating out of two offices serving a territory that covers much of southern Illinois, McDowell says his vehicle maintenance costs are high. He's willing to invest in the frequent oil changes, fluid checks and mechanical work that extend the life of his vehicles, but he thinks he can save significant money by reducing the wear and tear where the rubber meets the road.

"I'm estimating we will be doing brake jobs every two to three years instead of twice a year," McDowell says. "I expect two years on a set of tires instead of one year."

The contractor also expects to save on fuel bills with his newest truck,

McDowell views his first purchase of a beefier vehicle as an experiment. If he records the kind of savings he expects, he intends to gradually replace his fleet with similar

trucks. With two 1-ton box trucks, one 1-ton cutaway service truck and three 1-ton standard vans in the fleet, the savings could prove significant down the road.

Once a truck joins McDowell's fleet, it gets treated well because he requires his field employees to maintain the company trucks they take home with them at night.

"I tell them to treat them like their own vehicles," he says.

The plumbers are required to get an oil change every 3,000 miles at garages where lights, hoses, radiators and batteries are also checked. Every field employee is issued a credit card for fuel purchases as well as miscellaneous plumbing parts and supplies when they are in the field. McDowell says they are also told to use the cards to get their trucks washed on a regular basis.

"Every week, the guys are required to check fluids and go over a checklist to make sure their truck is in good shape," he says. "When I go over their weekly paperwork, I check that list and we make decisions about what our trucks

*(continued)*



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LEFT: Service technician Kurt Ansell, left, gets some assistance from service technician Jordan Snyder while cleaning a sewer lateral using a RIDGID K-7500 mainline cleaner at a residential home in Staunton, Ill.

BELOW: Service technicians Jordan Snyder, left, and Parker Smith install an upright shower unit.



might need. If a guy notes that his brakes are making noise, we'll decide if we need to get them checked and replaced. If their transmission fluid is low, we need to find out why before it gets to be a problem."

To encourage his employees to stay on top of vehicle maintenance and cleanliness, McDowell often does spot truck inspections at weekly Monday morning staff meetings and, "Whoever does the best gets a \$25 gift card at the end of the month."

## AN INCENTIVE TO LEARN

Phil McDowell says Illinois keeps a close eye on the plumbing trade and expects its tradesmen to stay current with state codes. The owner of Rooter-Man of Southern Illinois thinks he has developed a good way to be sure his crew of six does just that.

At the weekly staff meetings on Monday mornings, McDowell gives a 12-question quiz with the questions taken straight out of the codebook.

"At the end of the month, whoever gets the most points out of a possible 48 gets a \$100 gift card," he says. "That can lead to a pretty good competition."

In addition to the incentive program, McDowell says he likes to keep his eyes open for opportunities to have outside experts come to the meetings and make presentations for his crew. Often he will ask a vendor's representative to talk about the equipment or materials they are supplying for the plumbers' use. He has also invited a local septic system installer to speak to his crew about the issues or the equipment they might encounter when called out to service a home with a septic system.

The first time he did a spot inspection, McDowell paid the \$25 reward as a surprise.

"I try to impress the importance on them, but the incentives really help," he says.

One of the key factors in managing the load in any of his trucks, even the new one, is deciding what his crews will carry when they head out in the field. With four trucks devoted to the service side of his business, McDowell says he relies upon personal experience and knowledge of the market to determine how to stock his trucks.

For the sake of efficiency, McDowell wants his employees to have the supplies and equipment they will most likely need to tackle a job without coming back to the office, but those needs have evolved.

For example, he says, his crews no longer carry water heaters with them. He said that with big box home improvement stores offering bargain prices on water heater installation, his demand for water heaters has plummeted. Now, if a customer wants a water heater replaced, McDowell's employees either go back to the office to get one or head to the nearest supplier.

On the other hand, before they go out on a call, McDowell's employees are expected to make sure their trucks have the parts and supplies most often needed to make repairs at a customer's home or business. He says that it would be costly for the company and an inconvenience for the customer if plumbers had to interrupt a job to pick up common faucet parts, toilet parts or plumbing supplies. There are exceptions, however, McDowell says.

"Sometimes you'll get into a job with oddball requirements and you're just going to have to go back after getting specialized parts. It doesn't make sense to carry everything."

That happens most often when one of his men is called out to an older home with dated hardware or to one of the growing number of high-end custom homes in the market that are equipped with high-end European faucets and fittings.

The 50-year-old McDowell started working with a plumber when he was

*(continued)*



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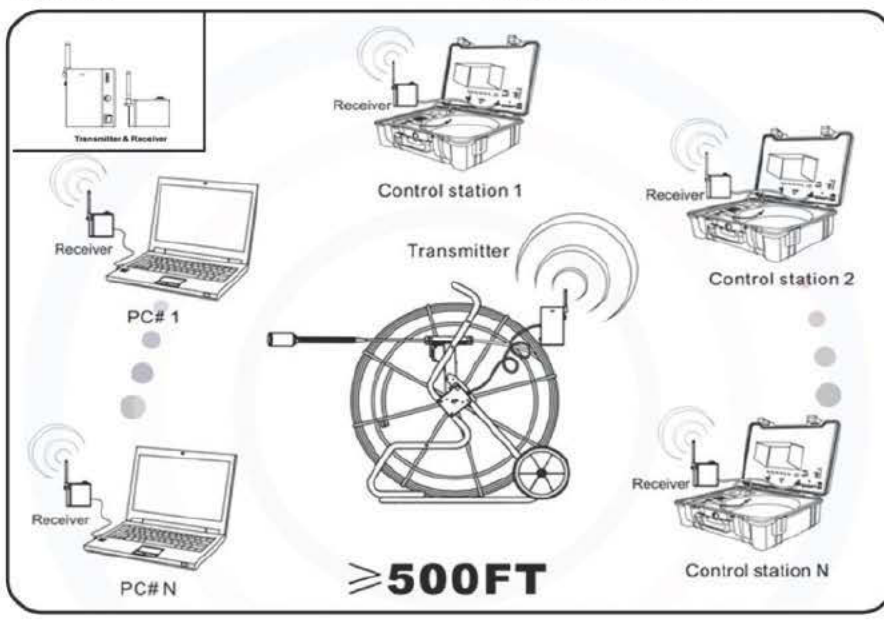
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**Booth 10143**





Phil McDowell with his wife and co-owner Debbie McDowell (right) and daughter Jessica McDowell, office manager. The team includes, from left, Kurt Ansell, service technician/plumber; Chad Collins, service technician/plumber; Jordan Snyder, service technician/plumber; and Parker Smith, service technician/plumber.

15. When he moved from Arizona back to Illinois in the 1990s, he initially worked full-time for a plumbing contractor in the St. Louis area. In 1996, he started his own part-time business, handling sewer and drain cleaning calls in the evenings and on weekends in his rural Illinois community. After working day and night for several years he finally left his job in St. Louis and launched his own full-time business in 2000.

"We specialize in the service end of it – sewer and drain cleaning and plumbing repairs," McDowell says.

Since he bought his Rooter-Man franchises, he has added construction and remodeling plumbing services and devotes two of his six trucks to that end of the business. He also has a 2,000-gallon tank/pumper truck that his crews can use when servicing lines connected to septic systems.

McDowell says that as an independent contractor, "I was growing a little bit every year, but I reached a point where I hit a plateau in my growth and I started looking into franchises."

He said he was interested in the networking and business training opportunities a franchise would bring to his business along with name recognition.

After buying his original Rooter-Man franchise in March 2008 and a year later acquiring a share of another territory with two partners, McDowell says his business began to grow again. He purchased the second territory from his partners in February 2010, expanding the reach of his franchise to cover most of southern Illinois. Midway through 2011, McDowell says sales figures showed the business was on track to top \$1 million in annual sales.

"I was growing a little bit every year, but I reached a point where I hit a plateau in my growth and I started looking into franchises."

**Phil McDowell**

Since 2008, McDowell has expanded from two full-time service trucks to four service trucks and two construction/remodel trucks as well as the 2,000-gallon septic tank pump truck. From a business that once had two employees, Rooter-Man of Southern Illinois now has a staff of seven full-time employees, including six in the field and one in the office.

The business operates out of two offices, including McDowell's original shop in Staunton and a smaller two-man shop in the Carbondale area.

McDowell says much of the company's growth in the past few years has focused on the future. When he first got in the business, he says, his focus was on the day-to-day needs of raising a family. Even as he was stepping out on his own as a contractor, "All I thought about back then was I needed enough to support my family."

His view evolved as he started getting older.

"I started to think I needed a business that could support my employees and have some value when I get ready to retire," he says.

McDowell says that building equity was one of the attractions of going the franchise route.

"There's a value to the business when you decide to retire. It's more than just the equipment and the inventory."

He also says that having a "name brand" on his business seems to open doors for him to add commercial accounts.

"We're starting to get more and more franchises calling us. They look at plumbers and they seem to prefer a franchise." ☐

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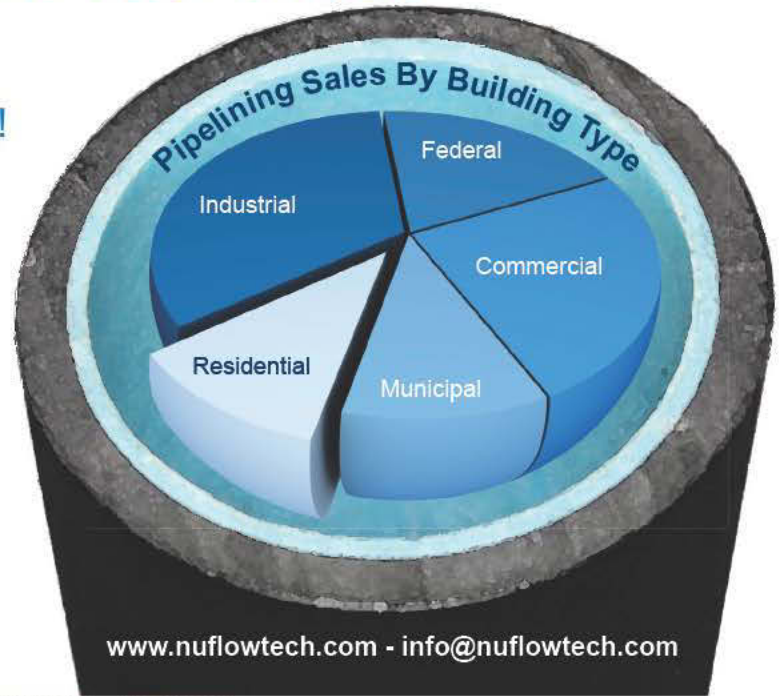
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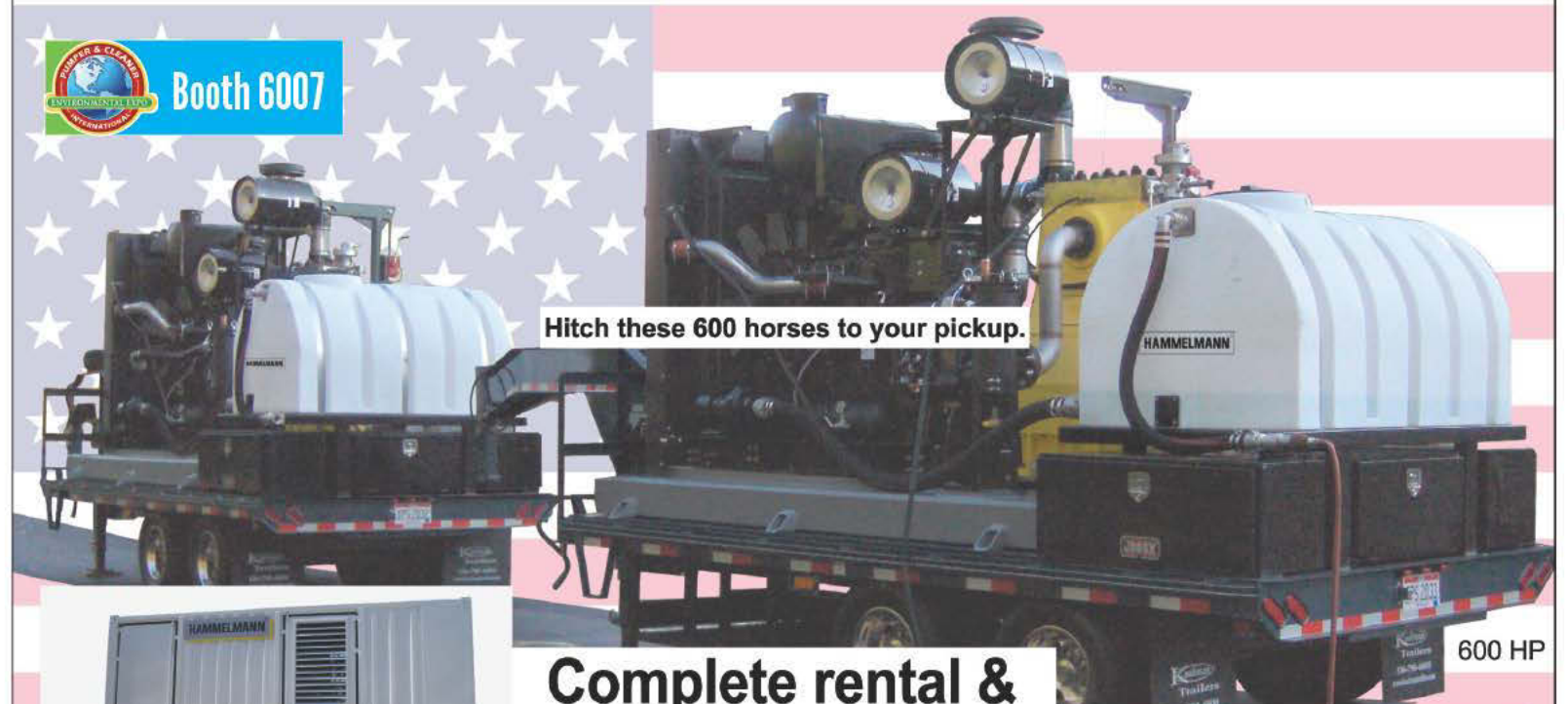


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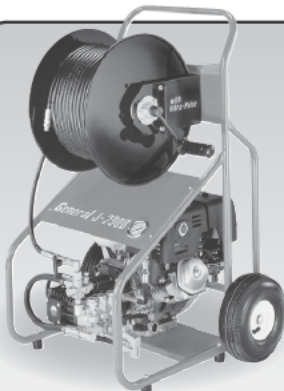
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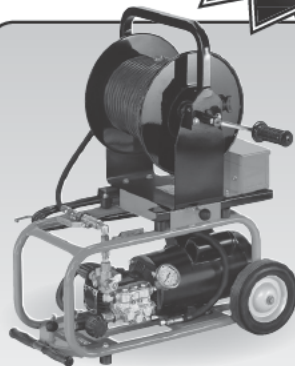
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# Leadership and Little White Lies

DISHONESTY CAN DO SERIOUS DAMAGE TO YOUR REPUTATION AND LEAD TO MUCH BIGGER ISSUES DOWN THE ROAD

BY DAVE ANDERSON

**P**icture this: It's 4:30 on a Friday afternoon at the end of an exhausting week. You've finally reached a good stopping place on your work and everything seems on track for a clean break when 5 p.m. rolls around. Suddenly, the phone rings. You glance at your caller ID screen and cringe. It's your most talkative client – the long-winded one who typically calls “just to chat” and keeps you occupied for hours on end.

What do you do now? Do you take the call and resign yourself to a late start on the weekend? Or do you have your receptionist tell him that you've already left for the day so you can deal with him on Monday?

If you opt for the white lie, you're not alone. We're all guilty of stretching the truth every now and then, and some of us find ourselves doing it so often we barely notice anymore. But those “harmless” little untruths are anything but. Not only are these fibs a reflection on your character – after all,

lying is lying – they can open the door to bigger, darker, more destructive lies.

White lies are like the gateway drug to bigger offenses. Get away with them and you're tempted to tell ever-bigger lies. Eventually, your lies will catch up with you and will damage your relation-

ships with clients, vendors, and employees. And in a business world that is already unstable, it's not a risk you should be willing to take.

**White lies are like the gateway drug to bigger offenses. Get away with them and you're tempted to tell ever-bigger lies. Eventually, your lies will catch up with you and will damage your relationships with clients, vendors, and employees.**

ships with clients, vendors, and employees. And in a business world that is already unstable, it's not a risk you should be willing to take.

While most white lies seem harmless on the front end, consider the potential consequences of

your actions. What if, for instance, the client you had your receptionist lie to happens to find out you actually were in the office? He may feel offended enough to leave, or worse, to tell your other clients about your unsavory behavior.

Even more detrimental is the effect that white

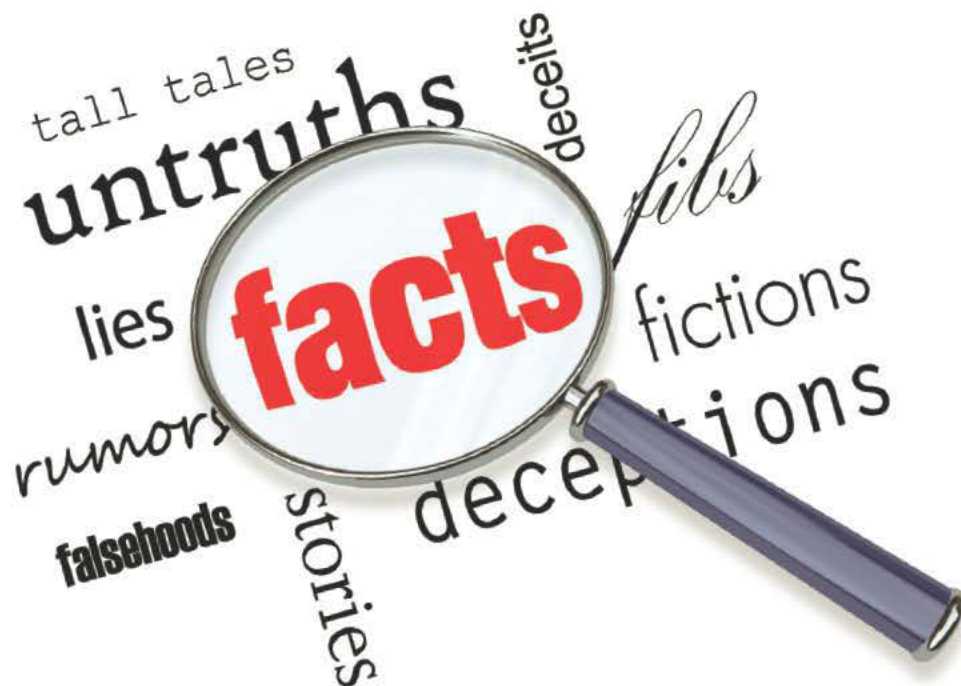
lies can have on one's own psyche. White lies work much the same as other types of “lesser” offenses (say, flirting with that married co-worker rather than launching a full-on affair). Basically, you become desensitized to the feelings of wrongness and guilt, and, before you know it, you are finding ways to excuse away other, more serious infractions.

## NO LYING ZONE

If you're going to start classifying lies as “white” or “whoppers,” you may as well categorize different levels of stealing too. The white lie version of embezzlement could be taking a few dollars worth of office supplies home with you, or mailing personal correspondence with company postage, or making personal copies on the company Xerox machine. Is that the standard you want to set for your employees?

**Tell the truth at all costs.** You should tell the truth even when it is not easy, cheap, popular, or convenient. Selling a product at the right price, rather than a grossly inflated one that you are pretty sure you can get away with, may be less profitable in the short term, but dishonesty and deception can end up costing you much more in the long run, in your professional and personal lives.

**Don't give false impressions.** When it comes to business, false impressions are everywhere.





From misleading advertising campaigns to padded resumes, you won't be hard pressed to find examples of people trying to make others believe things are better than they really are. And while you may not realize it, this is just another form of lying! You have to be upfront and honest with those you work with, or you may lose your credibility and build up bitterness and resentment in a once-valuable business relationship. Think about the ways that you or your company may be misleading others, and find ways to stop it. Make sure that you aren't spinning feedback to make someone feel as though they're doing better or worse than they really are. And certainly don't mislead any potential job candidates or employees about realities concerning compensation, advancement, or future plans.

Never, ever ask someone else to lie on your behalf. This is an abuse of your power, position, relationship, and friendship. Asking an employee or colleague to lie for you can do permanent damage to your integrity and reputation, and it opens the door for them to lie to you, and those you do business with, as well.

Beware of the four magic words. There are four words that should tip you off that you are headed for trouble: Any sentence that begins with "Just tell him that ..." is usually followed by a lie. For example, "Just tell him that the offer has already expired," or, "Just tell him that this is the last one available at that price," are lies that may seem harmless on the surface but can lead to big trouble. And if someone tells you to tell someone else, "Just tell him that ..." you can do the person a great service by respectfully replying, "But that's not true. What should I tell him instead?"

Think of all the business scandal stories from these past few years and how many of them were the result of dishonesty – and how that dishonesty shattered the lives of so many people. That's something every business owner should work to avoid.

Even though telling the truth is often the hard and unpopular thing to do, honesty is rule number one to developing sound character. Tell the truth because it is the right thing to do and encourage your employees to do the same. It will benefit you, and your business, all the year through. **C**

**ABOUT THE AUTHOR**

Dave Anderson is president of Dave Anderson's Learn to Lead ([www.wiley.com](http://www.wiley.com)), has given over 1,000 leadership presentations in thirteen countries, and has authored several books, including How to Run Your Business by THE BOOK—Revised and Expanded: A Biblical Blueprint to Bless Your Business. He and his wife, Rhonda, are co-founders of The Matthew 25:35 Foundation, which helps feed, educate, and house under-resourced people throughout the world.

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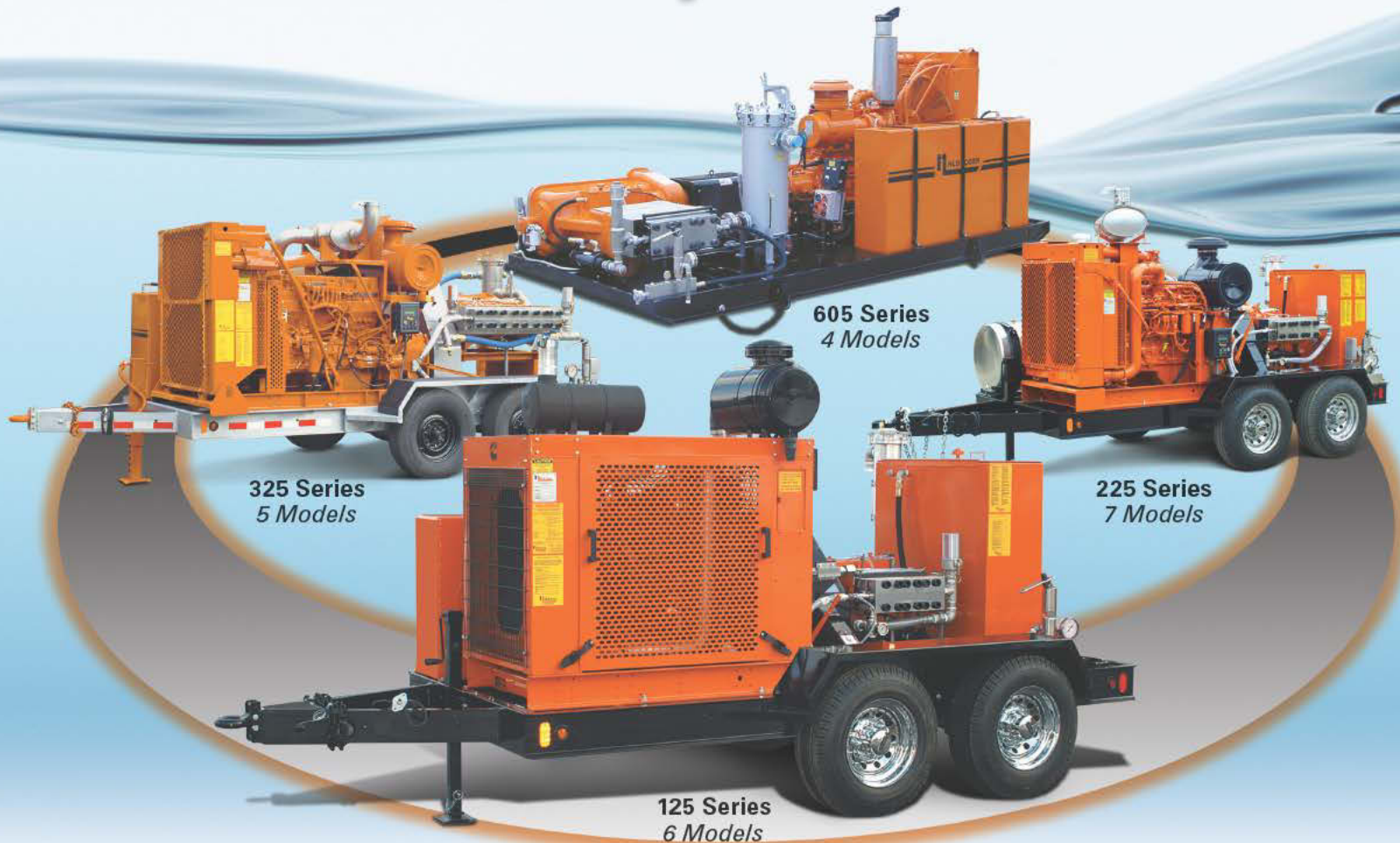


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# Mission Impossible

PLUMBING AMERICA PUTS A NEW PIPE BURSTING SYSTEM TO WORK ON A SEVERELY MISALIGNED LATERAL

BY SCOTTIE DAYTON

**C**hronic backups, plumbing fixtures that never drained, and the overwhelming odor of sewage rendered the original section of an 80-year-old home in Gilroy, Calif., unlivable.

A plumber evaluating the situation discovered that the owners had built an addition with a deck and detached garage over almost 100 feet of the 4-inch vitrified clay lateral, and it was clogged with tree roots. Since digging up the line was out of the question, the contractor deemed the condition hopeless and walked away.

A referral from a builder led the homeowners to Plumbing America in Gilroy.

“We built our reputation on solving the impossible,” says owner Scott Thompson.

After viewing the plumber’s inspection video, which covered only one-third of the lateral because the camera was unable to navigate through a severe misalignment, Thompson knew that pipe bursting was the only solution. Using an untested hydraulic ram prototype, his crew overcame unexpected obstacles to replace the lateral and restore sanitary conditions.

## GETTING READY

Thompson’s crew of four used a Gen-Eye 2 camera system with digital locator from General Pipe Cleaners to inspect the lateral.

“I have never seen such a massive case of root intrusion in my life,” says Thompson. “They were green and so thick that it looked like a lawn in there.”

The men spent hours fishing the camera through the roots and fighting past the misalignment to the sewer cleanout in the alley.

“When all was said and done, it looked like a straight shot to us,” says Thompson.

Using a 320 Bobcat mini excavator, Rick and Nick Thompson dug the pulling pit on the far side of the garage and set the 40-ton pipe bursting system with 1-inch-thick resistance plate from RODDIE Inc. A 10 gpm/3,000 psi Quest Hydraulics pump powered the PB-40 ram with 31 tons of pulling force and 21 square inches of piston area.

“The unit is very compact, weighs about 120 pounds, and comes in three pieces so one man can transport them,” says Thompson. “Just pull some pins and the frame, hydraulic cylinder and gripper assembly come apart.”

## tough job

**PROJECT:** Replace a lateral under a home and garage

**CUSTOMER:** Homeowners, Gilroy, Calif.

**CONTRACTOR:** Plumbing America, Gilroy

**EQUIPMENT:** PB-40 pipe bursting system, RODDIE Inc.  
408/224-7777  
www.roddieunderground.com

**RESULTS:** Line replaced without open-trench excavations

Nick Thompson makes final adjustments on the PB-40 pipe bursting machine before the pull begins. (Photos courtesy of Plumbing America)





## LOGISTICS

Armed with chipping guns, Paul Hart and John Sumner advanced on their stomachs in the crawl space under the house to dig the 36-inch-long launch pit. When they hit the lateral 18 inches below grade, they cut out a section and undermined two feet of the pipe.

"Undercutting that much of a shallow pipe prevents the pulling force from lifting it out of the ground," says Thompson. "If the host pipe is going to move, you want it to go down. Once we have 24 inches of new pipe underground, the host pipe has enough cover to remain stable."

Nick and Scott Thompson fused the 40-foot sticks of 4-inch SDR-17 HDPE pipe, snaking it under the house, across the length of the lawn and out to the curb. They attached the proprietary bursting head by tightening the bolt

"This job gave us two years of experience in one day. You can't buy an education like that and the machine worked great."

**Scott Thompson**



John Sumner fuses another stick of 4-inch SDR-17 HDPE pipe.

under the nose cone. The bolt grabs the inside of the pipe like an internal pipe wrench.

Meanwhile, John Sumner and Rick Thompson used a Speedroooter 90 from General Pipe Cleaners to cut a path through the tangle of roots, attach the 5/8-inch cable rated at 31 tons, and pull it back.

"Talking about the job goes a lot faster than the actual work," says Thompson.

## FIELD TRIAL

The first 15 feet of the pull went easily, then the hydraulic gauges began registering high pressures.

"When the ram works really hard, the cable is beginning to stretch, so I paused to let everything return to normal," says Thompson. "I tried two more times before the pressure dropped back to 6 or 7 tons and we were off to the races."

Everyone assumed that the bursting head had passed through the misaligned segment until the

pressure spiked again and held. Seconds later, two workers came running around the corner of the garage yelling, "Whoa! Stop! You're wadding up the asphalt in front of the garage."


The men excavated a pothole in the driveway and discovered that the cable had cut through a 45-degree bend and traveled 20 feet.

"We never recognized the elbow during the camera inspection," says Thompson. "We assumed it was more misaligned pipe."


When the crew dug under the house to locate the bursting head, they found that it had traveled a few feet, then wedged into a 24-inch-thick concrete slab encasing the lateral.

"We figured the contractor had poured the patch around the pipe after breaking it while excavating the foundation for the addition," says Thompson.


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Working in the alley alongside the garage, Rick (left) and Nick Thompson prepare the pulling pit for the PB-40 ram.

The crew freed the head with chipping guns and restaged the ram in the driveway to pull the remaining 50 feet from the house. They then moved the equipment back to the pit in the alley and pulled the remaining 25 feet to the cleanout.

“That part was a piece of cake,” says Thompson.

After the men connected the lateral to the sewer and installed a new cleanout, the city inspected the job before the crew backfilled the three small pits.

“This job gave us two years of experience in one day,” says Thompson. “You can’t buy an education like that and the machine worked great.”

The client was pleased because he could once again use his large corner bathtub. c

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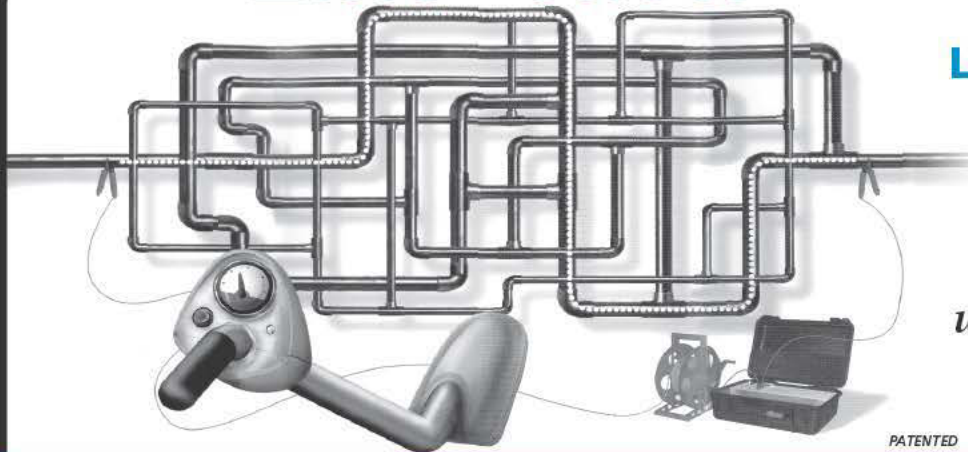
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# Clear View

CAMERA TRUCK GIVES CONTRACTOR A SUCCESSFUL OUTLOOK

BY KEN WYSOCKY

**W**hen Bob Muchka founded The Expeditors Inc., a sewer cleaning and pipeline inspection outfit in Oconomowoc, Wis., back in 2003, all he wanted was a chance to get his foot inside the doors of some key clients. But by investing in advanced technology that greatly differentiated his business from competing firms, he instead blew those doors wide open.

The door-buster came in the form of a cube camera truck manufactured by Aries Industries, equipped with a PE2600 tractor-mounted camera and WinCan pipeline management software, which generates crisp, high-resolution digital videos and color-coded inspection reports.

“Most people at the time provided clients with (inspection) reports on VHS tape,” Muchka recalls. “But Aries convinced us that going digital with the WinCan technology would allow us to break into the marketplace with something no one else would have ... we could burn video onto a DVD.

“The video product we delivered was clearer, because it was digital, and the written report color-coded any defects, while others were in black and white,” he continues. “It was a big deal.

“That software allowed us to break into a good-old-boy’s network of sewer televisers that otherwise would have been difficult to do,” he adds. “I think it would’ve taken me three times as long to break into the industry as it did. Customers were impressed with the system, and they told other people ... we’re still one of the only contractors in the state that provides color-coded written reports to our clients.”

## money machines

<b>OWNER:</b>	<b>The Expeditors Inc., Oconomowoc, Wis.</b>
<b>MACHINE:</b>	Aries Industries camera truck with a PE2600 tractor-mounted, pipeline inspection camera 800/234-7205 www.ariesindustries.com
<b>FUNCTION:</b>	Inspects mainline sewers and laterals
<b>COST:</b>	\$110,000

“Customers were impressed with the system, and they told other people ... we’re still one of the only contractors in the state that provides color-coded written reports to our clients.”

**Bob Muchka**

### TECHNOLOGY KEYS EXPANSION

Today, Muchka – who owns the company with his wife, Kay – primarily does municipal cleaning and inspection work, either as a contractor or a subcontractor for private engineering firms. He says his company does work in 71 municipalities statewide in Wisconsin, aided by a Vactor 2100 sewer cleaning truck, an Avanti International manhole-grouting system, a spot pipelining system made by Formadrain Inc., and an easement jetter manufactured by Sewer Equipment Co. of America.

“With help from our son, Peter, we’ve developed from scratch a sewer



This Aries Industries camera truck has been a key factor in the growth and success of The Expeditors Inc. in Oconomowoc, Wis. (Photo courtesy of The Expeditors)



cleaning and televising business that generates in excess of \$800,000 a year in gross revenue," he says.

Muchka also touts the Aries Lateral Evaluation Television System (LETS) that can televise sewer laterals from sewer mainlines, eliminating the need to go inside houses.

"As they (Aries) came out with the newer technology, we bought into it," Muchka explains. "We felt we had to stay on top of the newest products they had available, like the LETS, which locates laterals and televises them from the sewer main.

"For a lateral inspection project we're doing for a municipality, we've already performed 203 inspections," he continues. "Can you imagine knocking on 203 doors to see if we can get inside to do the inspection? It would be a nightmare to coordinate and get into 200-plus homes, plus you're inconveniencing people by dragging equipment down into their basements. LETS is much faster and more cost-effective, and less intrusive.

"As far as productivity is concerned, we can do 15 to 35 inspections a day," he adds. "If we went inside every house, we might complete three, or maybe four or five inspections per day, so our productivity is substantially higher. We can turn more jobs over the course of a year, which makes you more profitable."

#### BACKUPS SAVE TIME

Muchka also firmly believes in having backup cameras and tractors on hand to avoid costly downtime if equipment breaks down – especially on jobs far from the company's headquarters.

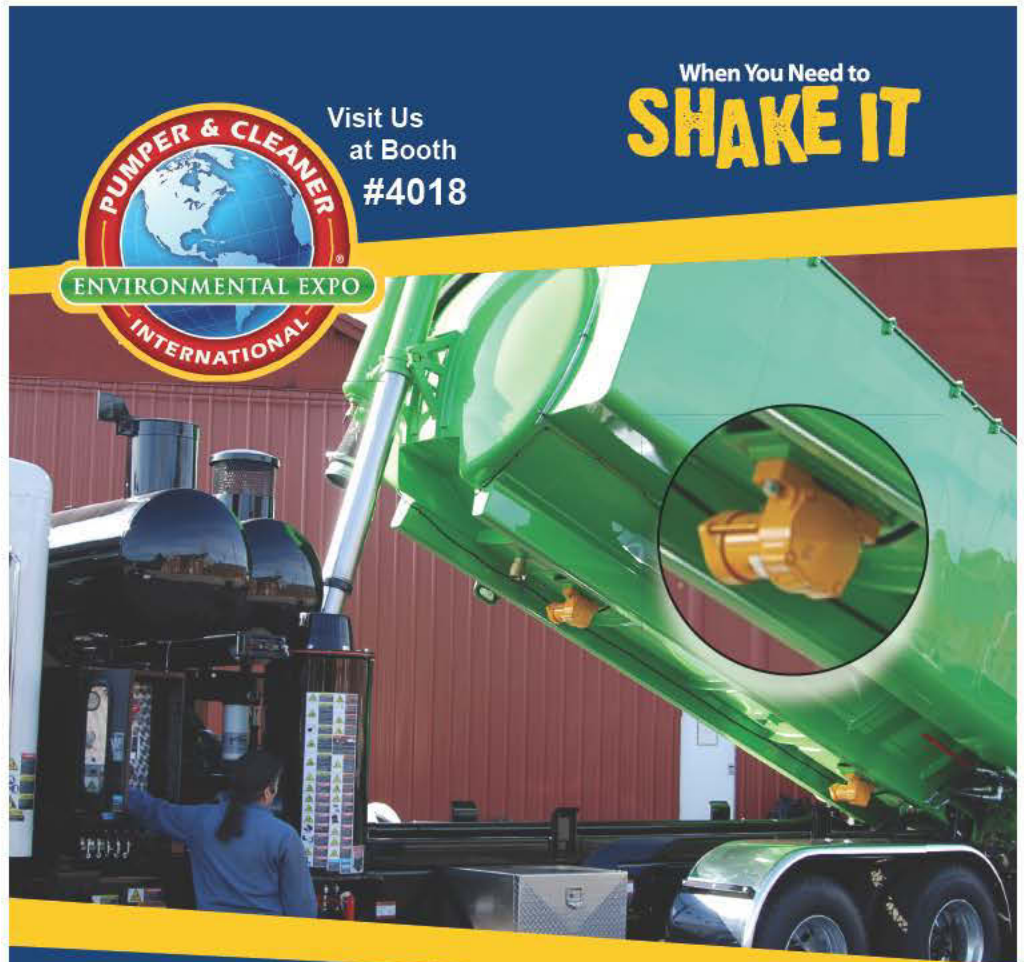
"Some breakdowns are inevitable, given the hostile environment in which the equipment works," Muchka notes. "But Aries has been very instrumental in helping us create a truck that we can now feel comfortable going anywhere in the United States, knowing that if anything breaks down ... we just switch it out with backup equipment and finish the job, instead of having to go home and come back again with replacement equipment. You're going to lose money on a job like that."

How important is the camera truck to Muchka's business?

"If not for Aries, we'd be bankrupt," he asserts. "Without that truck, I'd have no business. If not for that new technology, I might not have made it, because municipalities would not have given me a second look. I would have been just another guy televising sewers." c

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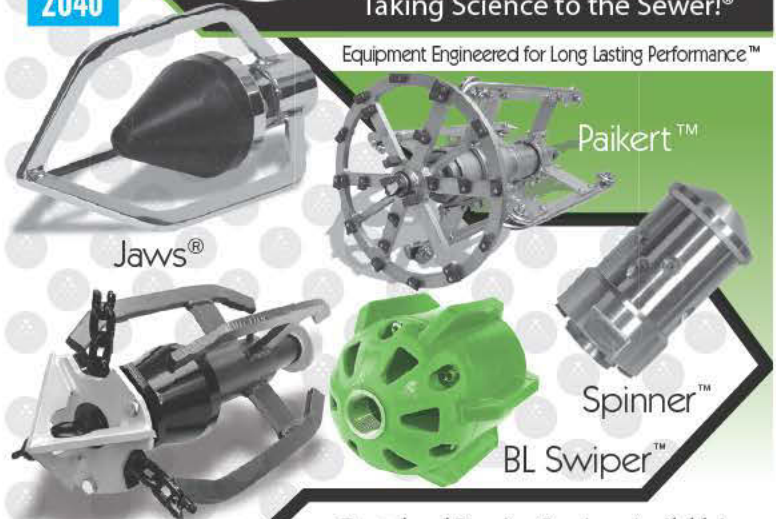
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# Safe and Comfortable

PROPERLY FITTED SAFETY GEAR IS CRITICAL TO PROTECTING YOUR EMPLOYEES

BY LUKE LAGGIS

**W**orkplace safety gear can be bulky, cumbersome and uncomfortable, making it easy to leave safety glasses on the dashboard and earplugs in the package. Taking the time to make sure your employees have gear that fits properly can go a long way toward making them safer and more comfortable, which can save you time and money in the long run.

Unfortunately, a recent study shows that required safety gear still isn't being worn properly in many cases, and in some cases not at all. The study, conducted by Kimberly-Clark Professional, reported 89 percent of safety professionals said they had observed workers not wearing safety equipment when they should have been. Twenty-nine percent said this had happened on numerous occasions.

"This high rate of noncompliance with PPE protocols presents a serious threat to worker health and safety," said Gina Tsiropoulos, manufacturing segment marketing manager for Kimberly-Clark Professional. "While the reasons for noncompliance are varied, the threat to workers is clear-cut. Without the proper use of PPE, they are at risk of serious injury or even death."

Data from the Bureau of Labor Statistics (BLS) shows that the vast majority of workers who sustained on-the-job injuries were not wearing PPE. The reason? According to the Kimberly-Clark survey, 50 percent of workers said they are not wearing the proper gear because it is uncomfortable.

Many companies are working to improve the fit and comfort of safety equipment. Among them is Gateway Safety, which recently introduced GirlzGear, a line of safety products specifically designed and sized to fit women. GirlzGear safety glasses are 10 percent smaller to fit the female profile better, and come in a variety of colors, including pink. While pink arms on a pair of safety glasses won't make them any more protective, better fit and styling make it more likely workers – women in this case – will wear their safety gear on the job.

That's important, because each day about 2,000 U.S. workers suffer a job-related eye injury that requires medical treatment. Eye injuries alone cost more than \$300 million per year in lost production time, medical expenses, and worker compensation, according to OSHA. On top of that, a Bureau of Labor Statistics study found that 60 percent of workers who suffered eye injuries were not wearing eye protection.

Many workers are also going without ear protection, a problem that may be made worse by the fact hearing loss is generally a gradual process not related to a one-time incident or exposure to noise. With earplugs, proper fit is the key to comfort and effectiveness.

At Shaw Industries Group Inc., a large carpet manufacturer, hearing protection is critical. Employees had always been required to wear dual protection, with earmuffs over traditional earplugs, but when the company introduced the Howard Leight VeriPRO earplug fit-test system, that changed.

VeriPRO's three-part process checks the effectiveness of an employee's earplug fit in each ear over a range of frequencies. The system helps workers find the earplugs that fit them best and learn how to consistently insert them properly.

By introducing the new system, Shaw afforded employees the opportunity to test out of the dual protection requirement. The workers were able to gain a level of comfort by eliminating the need for dual protection, and their ears were better protected.

In the drain cleaning industry, gloves are another key piece of safety equipment. Anyone who may come in contact with contaminants from drain or sewer lines should be wearing waterproof gloves. Cable machine operators are supposed to wear leather gloves impregnated with steel staples to protect their hands.

The wrong or oversized gloves can be a significant safety risk all on their own. Lightweight gloves can get caught up in the cable, and oversized gloves can make it difficult to work. They can also get caught in the cable or other equipment, depending on the job. Simply slipping on a pair of gloves doesn't ensure safety.

As a business owner or manager, dedicating the time and money to finding quality gear that is comfortable and fits properly will keep your people safer. Don't assume that your employees are properly protected just because everyone is issued a pair of safety glasses and there's a big box of earplugs by the time clock. Train your people properly, because your livelihood – and their lives – may depend on it. **c**

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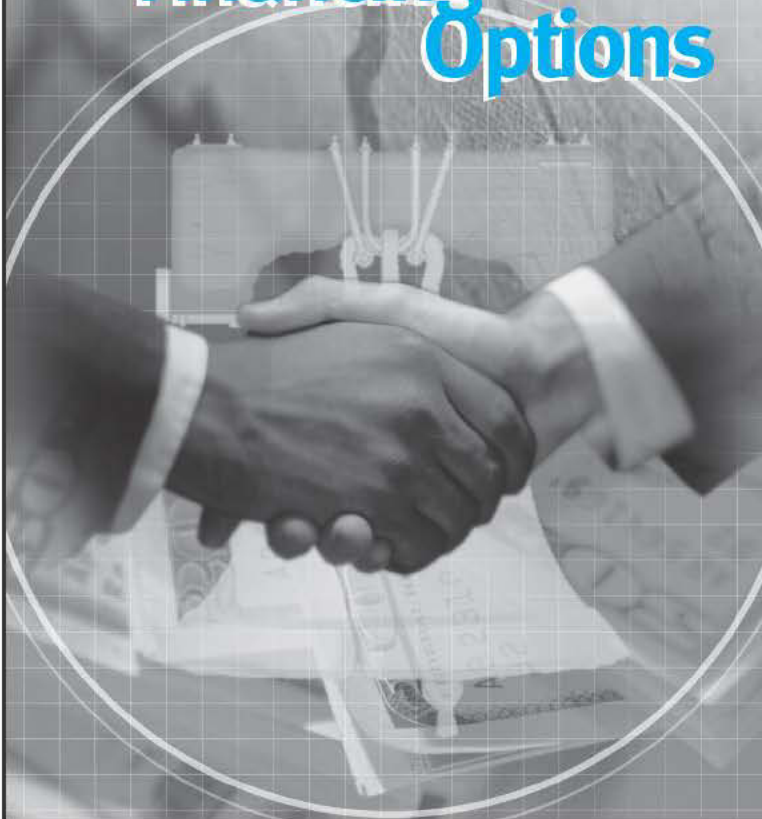
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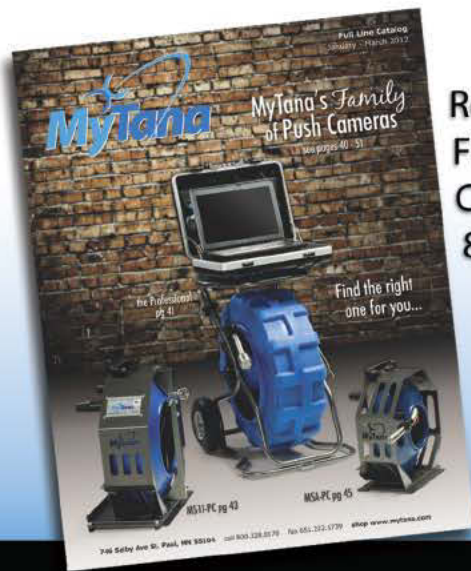
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# The Data Dilemma

EVERY SMALL BUSINESS NEEDS TO FIND A SECURE AND PRACTICAL WAY TO SAVE VITAL BUSINESS INFORMATION

BY DAVID STEINKRAUS

Computers used to be a convenient aid to business. Now they're a necessity, saving a great deal of time and money by allowing us to quickly communicate and handle large volumes of information. Think about all the critical business information your computer stores: customer lists, billing information, work orders, your financial accounts, and that list of people who still owe you money. What would you do if your computer crashed or was stolen or damaged in a fire?

The need to have backup copies of all your business files is obvious. A backup copy ensures your business will remain operational after a disaster instead of being out of commission for weeks while you try to reconstruct records.

There is no single solution to backing up information because individual situations are too different. You may have only one computer in a home office, while another business may have two trucks carrying laptops and a third computer back in the shop. Despite these differences, there are general points to consider.

## HARD DRIVES

The simplest solution is an external hard drive with a cost of about \$100. Keep your business documents in a single folder on your computer, and at the end of every day, drag the folder onto the external hard drive. Click the button to replace all files, then unplug the palm-sized drive and take it home. If your shop and computer are destroyed by a tornado or fire, all your information is safe on the hard drive. If your house is damaged, information is secure on your office computer.

There are three problems with this method. First, backups must be done manually. Forget to make one, and your information is at risk. Second, you'll still lose some information if your computer crashes. If your machine crashes just after lunch before you've done the daily backup, you'll lose the billing information input during the morning. Third, if the business folder on your computer is large – for example if it contains a bunch of photos for brochures – that daily backup can take some time.

There are many backup options for your business files, and those options are likely to grow as technology advances. **THINK ABOUT YOUR NEEDS, WHAT YOU STORE, AND HOW MUCH DOWNTIME YOUR BUSINESS COULD WITHSTAND FROM A MAJOR LOSS OF DATA.**

The next step up is dedicated backup software. You don't have to remember to do the backups; they're done for you automatically at set intervals. Also, backup software typically copies only files that have changed, so there's little time involved.

Newer versions of Windows and Macintosh operating systems come with basic backup software built in. These and some third-party software options allow you to encrypt information. In other words, the information is scrambled and can be read only by people who know the password. The advantage is that a thief who breaks into your shop or house and steals your backup disk cannot plug it into another computer and read your information. Forget that encryption password, however, and your backup drive becomes a nice doorstep.

The problem with external drives is that you're still vulnerable to loss of information even if you store the backup disk in a fireproof box. If a fire breaks out in your shop in the middle of the day, a backup drive connected to your computer will be lost. A tornado may take out your shop, your house, and also toss that fireproof box into the next county. You could settle this with two backup disks stored apart from each other. One day you use one disk, and the next day the other, and you are never more than a day behind.

## THE CLOUD

A better solution is storing your data very far away, for example on the east coast if you're in the Midwest. This is the idea behind online backup services generally referred to as "the cloud." The cloud is nothing more than a large array of computers located in a secure spot to which you connect via the Internet. In fact, if you use an online email service such as Gmail or Yahoo,





you're already using the cloud. Your messages are stored in a huge data center, and you call up messages on your computer or phone as needed.

Companies such as Mozy ([www.mozy.com](http://www.mozy.com)), Carbonite ([www.carbonite.com](http://www.carbonite.com)), and IDrive ([www.idrive.com](http://www.idrive.com)) offer cloud storage. For the simplest home user they charge \$5 to \$10 a month for 125 or 150 gigabytes of data. Business plans cost more. In the case of Mozy, you can buy a license for each computer for \$3.95 per month and also pay 50 cents per gigabyte of data. An IDrive business plan allows you to back up an unlimited number of computers with 500 gigabytes of storage for \$49.95 monthly or \$499.50 annually.

These companies typically offer custom backup software you install on your computer. The program finds files that have changed and uploads them to the remote storage center. To deter theft, make sure your information will be encrypted when sent to and stored on a company's remote servers. Also, expect the initial backup to take quite a while as your data is uploaded over the Internet.

Online cloud storage has great benefits. You don't have to worry about backup drive failure or replacement. This option offers another great perk: Information entered from a laptop or iPad in the truck can be available moments later to your office staff.

But the silver cloud has a dark lining. Among computer security experts, the consensus is information stored online will be compromised at some point. In the first few months of 2011, computer thieves stole personal information from Sony Corp. and Epsilon, a company that handles email marketing for firms like Citigroup and J.P. Morgan Chase.

Though online storage firms boast of their security, they are not immune to simple human error. Last year, the computer system was breached at RSA, a company that supplies the security codes to keep online bank transactions safe. Certain RSA employees apparently received an infected spreadsheet by email. Someone opened the spreadsheet, allowing malicious software to penetrate the company's security system and let thieves in.

#### WEIGH THE OPTIONS

There are many backup options for your business files, and those options are likely to grow as technology advances. Think about your needs, what you store, and how much downtime your business could withstand from a major loss of data.

For specific information about online backup sites or software, consider well-regarded computer review sources like [www.cnet.com](http://www.cnet.com) or magazines such as *PC* and *PC World*.

Computers are wonderful and necessary, but

they're not failsafe. You may not pick the ideal backup solution right away, and your needs may change, but you should have something in place. You wouldn't think of skimping on spare parts for your service trucks, and the information tucked out of sight inside your computer is just as critical to keeping your business running smoothly. **c**

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## Waterblast Control Handle Reduces Operator Fatigue

BY ED WODALSKI

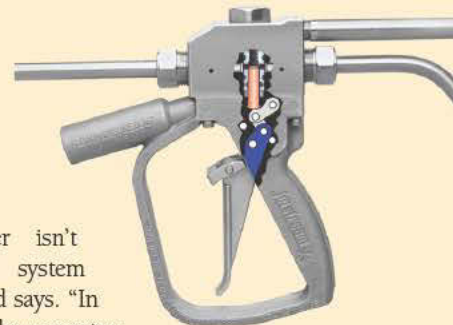
A new handle design for waterblast control guns from Jetstream of Houston LLP features 4- to 6-pound trigger force for reduced operator fatigue and extended valve life. The handle has a narrower grip, ergonomic trigger and textured rear surface for greater comfort. A long dump tube prevents hot water from running inside the trigger guard and onto the operator's hand, while pins prevent trigger over-travel.

The handle fits the entire range of Jetstream control guns (15,000, 20,000 and 40,000 psi), including models manufactured since 1998, with no modifications required.

Mike Bullard, parts marketing manager for Jetstream, says the redesigned handle addresses high trigger force fatigue.

"What happens is after an hour or two, when the required trigger force is too high, the operator's hand will get tired and won't squeeze the trigger all the way," he says.

When that happens, water leaks past the valve at extremely high speeds and the system loses pressure, quickly destroying the valve, eroding the seating surface and eventually requiring replacement of the valve cartridge. By reducing the trigger force and making the handle easier to hold for an extended period of time, the gun also becomes safer to use.



"When the trigger isn't squeezed hard enough, system pressure declines," Bullard says. "In the old system, when the operator standing by the pumps sees the pressure drops, he assumes it's the result of nozzle wear and needs to turn up the pressure. Then when the gun operator eventually notices the gun is leaking and squeezes the trigger all the way, the system will exceed the desired pressure because the pump power has been altered to account for the leaking water. When water is passing by and leaking, it's traveling at probably 1,500 fps and that will destroy the cartridge very quickly. The new handle helps you maintain a consistent pressure throughout the day."

The handle requires no maintenance, Bullard says.

"We've actually reduced the maintenance. Our old handles had a plastic bushing to ensure that the trigger rotated smoothly, but it would deform if squeezed too hard and wore over time. Now, we've changed the materials and improved the surface finishes of the metals to eliminate the bushing. It's a more secure engagement that's not going to wear like plastic." 800/231-8192; [www.waterblast.com](http://www.waterblast.com).

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The one-touch SeeSnake CS10 digital monitor from RIDGID records video and still images. The unit features image playback and auto-log recording that compresses files to save memory on the USB stick. The 12.1-inch monitor with enhanced daylight readability comes with SeeSnake HQ software, a PC-based program that allows images and inspection video to be imported and stored on a computer for media sharing through PDF reports and DVDs. 800/769-7743; [www.ridgid.com](http://www.ridgid.com).



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The Durasucker liquid vacuum truck from Super Products is DOT/ASME approved for use in industrial and environmental cleanups. The truck has a 3,200-gallon capacity and is designed for removing and transporting liquids, sludge and semi-solid waste. The 72-inch carbon steel tank has a maximum working pressure of 35 psig internal and 15 psig external (full vacuum). 800/837-9711; [www.superproductsllc.com](http://www.superproductsllc.com).



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The medium weight, thermoplastic Flexadux T-7 White clean room hose from Flexaust features a smooth interior to minimize friction and promote efficient airflow. It has an operating range of -40 degrees to 250 degrees F, is reinforced with a steel spring helix and is chemical, moisture and abrasion resistant. The hose is available in 2- to 12-inch I.D. sizes and custom sizes to 24 inches I.D. 800/343-0428; [www.flexaust.com](http://www.flexaust.com).



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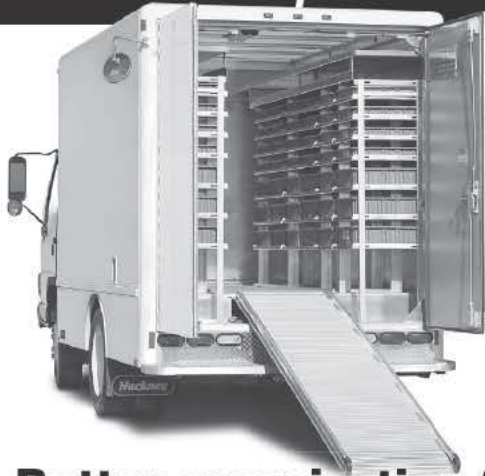
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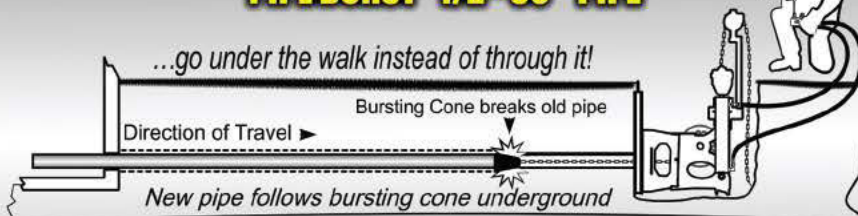
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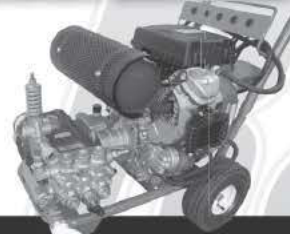
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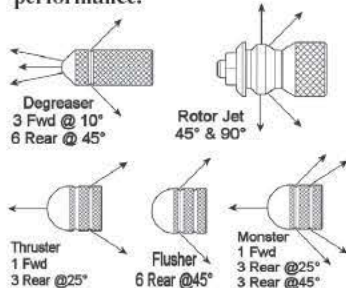
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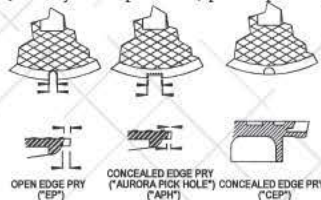
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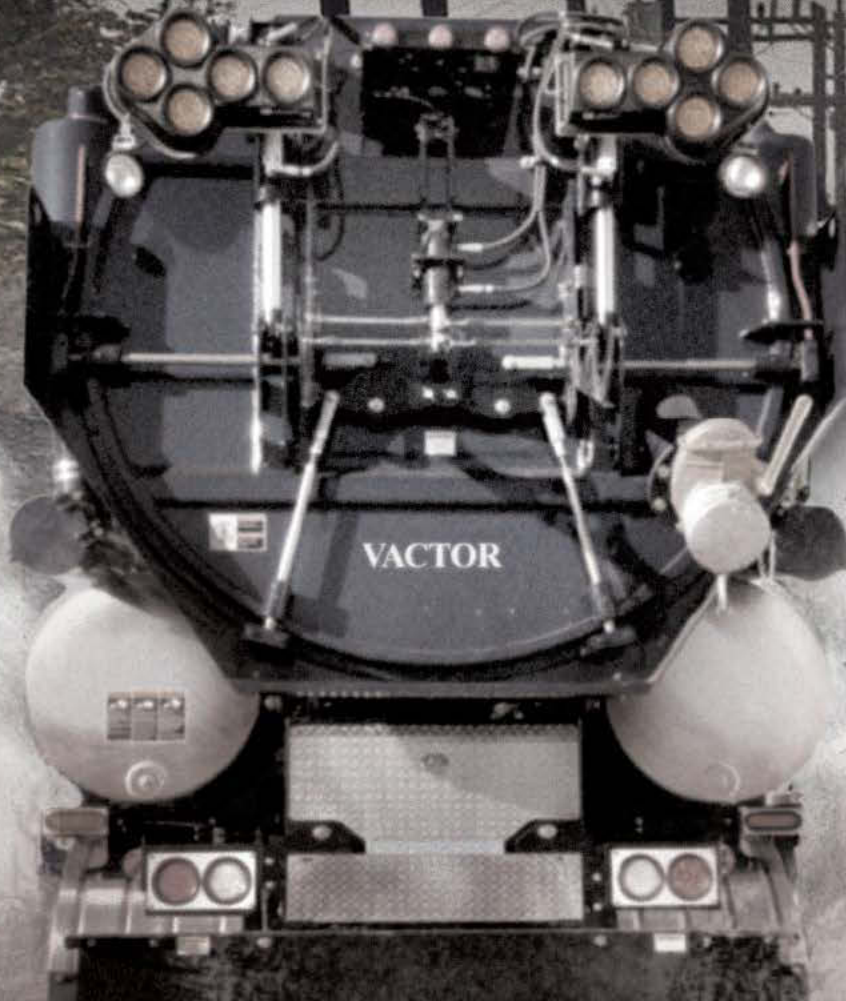
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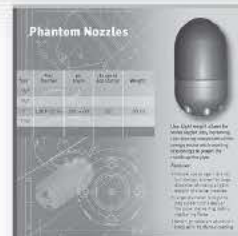
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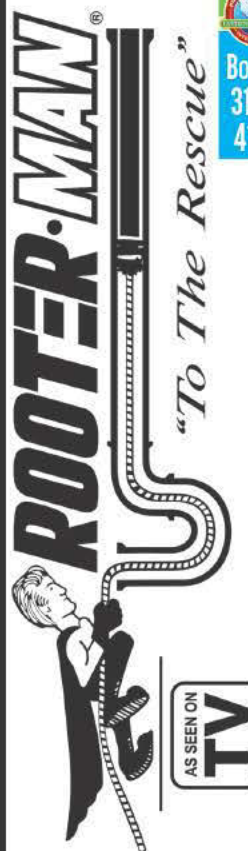
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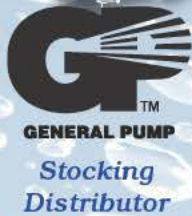
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# Education Day

## Monday, February 27th

### SSCSC

#### Southern Sections Collection Systems Committee

- 8 a.m. Rust into Gold
- 9:30 a.m. Maintaining Collection System Easements
- 11 a.m. Sanitary Sewer Overflows: What To Do When It Is Flowing Down the Street
- 1:30 p.m. Finding Success and Growth in the Pipeline Cleaning Business
- 3 p.m. Evaluating and Optimizing the Efficiency of a Combination Truck
- 4:30 p.m. CCTV Inspection Essentials

### NOWRA

#### National Onsite Wastewater Recycling Association

- 8 a.m. Aerobic or Anaerobic - Which One Is Better?
- 9:30 a.m. Mound Systems – Not Just for Wisconsin!
- 11 a.m. Dead Bacteria - How Overuse of Cleaners and Household Products KILL
- 1:30 p.m. Onsite Electrical
- 3 p.m. Managing Commercial Wastewater Treatments
- 4:30 p.m. Choosing the Right Float to Control Your Pump

### NAWT

#### National Association of Wastewater Transporters

- 8 a.m. What I Need to Know About Trucking Safety
- 9:30 a.m. Setting the Dose, Establishing the Pump Delivery Rate & Relative Control Sensor Adjustment
- 11 a.m. Certification and Septic System Inspections
- 1:30 p.m. Is There Value in Processing My Own Sludge?
- 3 p.m. Maintenance Frequency Standards and Requirements
- 4:30 p.m. Working with Small Communities: System Management

### NEHA

#### National Environmental Health Association

- 8 a.m. Promoting Competence: What's in It for Me?
- 9:30 a.m. Septic Tank Science
- 11 a.m. Advanced Treatment - What Does That Mean?
- 1:30 p.m. Successfully Dosing Pipe Networks
- 3 p.m. Pump Replacement
- 4:30 p.m. The State of the Industry: The Forecast, The Strategy, The Tools

### NASSCO

#### National Association of Sewer Service Companies

- 8 a.m. Sewer Ops and CMOM - Leveraging the CMOM Process for Operational Benefit
- 9:30 a.m. Larry Keist - Developments in Water Main Linings
- 11 a.m. Culvert Rehabilitation: Have It Your Way
- 1:30 p.m. Manhole Lining: The Secret to a Successful Installation
- 3 p.m. Inspection of Pipelines Under Full Flow Conditions
- 4:30 p.m. Sewer and Industrial Equipment Rental - What are the Options?

### BUSINESS TRACK

#### General Business - Scott Hunter

- 8 a.m. Keeping Employees and Customers Happy - Part 1
- 9:30 a.m. Keeping Employees and Customers Happy - Part 2
- 11 a.m. Keeping Employees and Customers Happy - Part 3
- 3 p.m. How to be Successful and Profitable in Any Economy - Part 1
- 4:30 p.m. How to be Successful and Profitable in Any Economy - Part 2

### WJTA

#### WaterJet Technology Association

- 8 a.m. Accessorizing Your Vacuum Unit
- 9:30 a.m. Good Craftsmen Have Heavy Toolboxes
- 11 a.m. Waterjet Technology: Applications and Equipment

### PSAI

#### Portable Sanitation Association International

- 1:30 p.m. Cost Analysis: Delivery, Removal, Moves and Tip-Overs - Part 1
- 3 p.m. Cost Analysis: Delivery, Removal, Moves and Tip-Overs - Part 2

### WASTEWATER EDUCATION

#### in Association with NOWRA

- 8 a.m. Social Media: Friend or Foe?
- 9:30 a.m. Taking it to the Web, Infinity and Beyond!



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# Indianapolis 2012

## Tuesday Sessions

February 28, 2012

### MUNICIPAL TRACK

- 8 a.m.** Inspecting and Locating Laterals  
*Edward A. "Digger" Diggs - CUES, Inc.*
- 9:30 a.m.** Get Quality Results From Your Inspection Management Program!  
*Rod Thornhill, Cori Criss - Infrastructure Technologies*
- 11 a.m.** Using Chemical Grouts to Protect Mainlines, Laterals, Manholes and Lift Stations  
*Daniel Magill - Avanti International*

### SEWER AND DRAIN TRACK

- 8 a.m.** Contractors Need to Improve Jetting Sales  
*Nick Woodhead, Ken Bryson - US Jetting*
- 9:30 a.m.** Lift Station Backup Pumping  
*Majid Tavakoli - Thompson Pump*
- 11 a.m.** Optical Advancements Improve Range and Clarity of Pipeline Zoom Inspection  
*Richard Lindner - EnviroSight*

### BUSINESS TRACK

- 8 a.m.** Market Like the Green Bay Packers  
*Jerard Nighorn - Lenzyme, Inc.*
- 9:30 a.m.** Training is the Key to Unclogging a Messy Business  
*William Raymond - Nexstar Network*
- 11 a.m.** How to Make Profits That Drop Straight to the Bottom Line  
*Jenny Alday - One Biotechnology*

### PORTABLE RESTROOM TRACK

- 8 a.m.** How Your Portable Toilet Company Can Save Money By Saying "No"  
*Joel Smith - Clear Computing*
- 9:30 a.m.** New Emission Standards for Service Trucks  
*John Olson - Satellite Industries*
- 11 a.m.** New Portable Restroom Products  
*David Roncadori - J&J Chemical Co.*

### LIQUID WASTE TRACK

- 8 a.m.** What You Should Know About ATUs and How to Evaluate and Service Them  
*Doug Dent - Ecological Labs*
- 9:30 a.m.** From the Kitchen to the Grease Trap to the Landfill  
*Dennis Brunetti - FloTrend*
- 11 a.m.** The Evolution of Effluent Filters  
*Theo Terry - Bear Onsite*

## Wednesday Sessions

February 29, 2012

### PIPE RELINING TRACK

- 8 a.m.** Advances in Monitoring Technology Help Ensure Proper Liner Cure  
*Jake Wells - Pipeline Renewal Technologies*
- 9:30 a.m.** UV Cured Fiberglass Pressure Liner  
*Richard Montemarano - LightStream*
- 11 a.m.** New Braunfels Utilities Performs Manhole-to-Manhole Lining in-House  
*Travis Bohm - Perma-Liner Industries*

### INSTALLER TRACK

- 8 a.m.** Installation and Operation of Float Switches  
*Brett Wilfong - SJE-Rhombus*
- 9:30 a.m.** STEPPing Up  
*Dennis Hallahan P.E. - Infiltrator Systems*

### BUSINESS TRACK

- 8 a.m.** Septic, Sewer & Portable Business Valuation Basics  
*Jeff Bruss - COLE Publishing*
- 9:30 a.m.** Inexpensive Marketing, Promotion & Advertising Ideas for Septic, Sewer & Portable Companies  
*Jeff Bruss - COLE Publishing*
- 11 a.m.** Making the Most of Mobile Marketing  
*Jeff Bruss - COLE Publishing*

### GAS, OIL AND MINING TRACK

- 8 a.m.** Vacuum Equipment in the Marcellus Shale Region  
*Mark Nixon - MORO USA*
- 9:30 a.m.** How to Vacuum More Efficiently with a Positive Displacement Blower  
*Jeff Peterson - Higon, Inc., a division of Ingersoll Rand*
- 11 a.m.** Why Choose Hydroexcavation? Opportunities in the Oil and Gas Exploration Industry  
*Neil McLean - Hydro Excavation Consulting Unlimited*

### INDUSTRY SAFETY TRACK

- 8 a.m.** Cross Bores, Deadly but Preventable - Your Actions Can Save Your Life  
*Mark Bruce - Can Clay*
- 9:30 a.m.** Is the Air in Your Manhole or Confined Space Safe to Breathe?  
*Ed Fitzgerald - Jack Doherty Companies*
- 11 a.m.** OSHA: Introduction to Soil Analysis  
*Gary Hooks*



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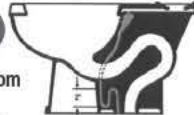
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2000 SRECO trailer jet, 700 gallon, John Deere 6 cylinder diesel, FMC pump, 65 gpm @ 2,000, 1" hose, Jet Cam system with 2 cameras, municipal unit, 396 hours. Call Bill: 800-969-1672, located in Virginia. (C04)

2004 O'Brien 3510 trailer jet, 350-gallon water tank, 400' of 1/2" hose, Giant water pump, 10 gpm @ 2,500 psi, 20 hp Honda engine with electric start. Great for 3" to 8" pipe. Garage kept. More info call 608-444-9588. \$6,500. (C03)

## JETTERS-TRUCK

2006 GMC TC6500 cab and chassis with Pipe Hunter Trunk Mounted Jetting Unit, 3,000 psi @ 50 gpm with a 1,000-gallon water tank, rear mounted hose reel with JET EYE Camera System. **6,800 original miles, like new. \$119,000 sale price. (Retail for \$210,000)** (Stock #13234V) [www.VacuumSalesInc.com](http://www.VacuumSalesInc.com), (888) VAC-UNIT (822-8648). See us at the PresVac booth 8044. (CMBM)

2000 Pipe Hunter, model 100335, FMC L16SC pump, 35 gpm @ 3,000 psi, 1,000-gallon tank, 3/4" hose, swivel reel, 2,000 GMC, 7500 chassis, Cat 3126 diesel, Allison automatic, municipal unit, 61,000 miles. \$15,000. Call Bill 800-969-1672, VA. (C04)

Jack Doheny Supplies Inc. offers a full range of late model combo units and DOT industrial vacuum loaders. Call us @ 1-800-3DOHENY. (CPBM)

## JET VACS

1985 Vactor 2107, Ford LN8000, Allison auto, single axle, 80 gpm @ 2,500 psi with multi-flow 600' x 1" hose, 2-stage fan, unit running daily. \$32,500 obo. 207-754-2425, ME. (C03)

2004 Camel Ford Hydrovac, 44,000 miles, new tires, 1,500-gallon water, 10 yard debris, mid mount reel, 500' 1" hose 85 gpm. \$100,000. Meyers 1-877-488-7473, CA. (C03)



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**1997 Vac-Con combo unit:** \$43,000 &  
**1998 Vac-Con combo unit:** \$48,000:  
International chassis, 16-yard debris  
tank, 1,500-gallon fresh water, 80  
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2005 Vac-Con Sterling combo unit, C-10 Cat  
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to work. 813-489-3108, FL. (C05)

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Cat engine, 2.5 year warranty on engine, 12-  
yard debris tank, 3 stage fan, 80 gpm/2,000  
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**2006 Sterling Vac-Con fan unit:** 2,000  
psi, 80 gpm, machine that has been factory  
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1991, 2110 Vactor with rebuilt 80 gpm rod-  
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1999 Vac-Con combo unit, International chas-  
sis, 16-yard debris tank, 1,500-gallon fresh wa-  
ter, rebuilt pd blower, 80 gpm/2,000 psi, 1-year-  
old General pump, inframe rebuilt engine has  
warranty left. \$60,000. 813-489-3108, FL.(C03)



**2007 International Vac-Con PD unit:**  
2,000 psi, 80 gpm machine, 50,586 miles  
on truck. ....\$195,000  
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C03



**1988 Ford L8000 Vac:** Ford @ 210  
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**2002 Sterling 9500:** Vac-Con fan unit.  
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compressor fans, 10' telescopic boom,  
HS drive, articulating hose reel, hi-dump  
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**715-546-2680 WI** CBM



**2006 Sterling LT9500 Vac Truck:** Acert C-13, Fuller 8LL, lockers, 18/40 axles, 4x6 drive, air ride, 24K miles, 208" WB, 227" frame behind cab, 22.5 tires, engine brake, disc wheels, 2006 Presvac tank, s/n: APV-4000-0705-7052, 4,000-gallon tank, Masport pump. ....\$89,500  
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