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Feb. 23-26  
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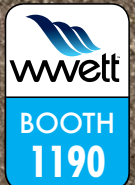


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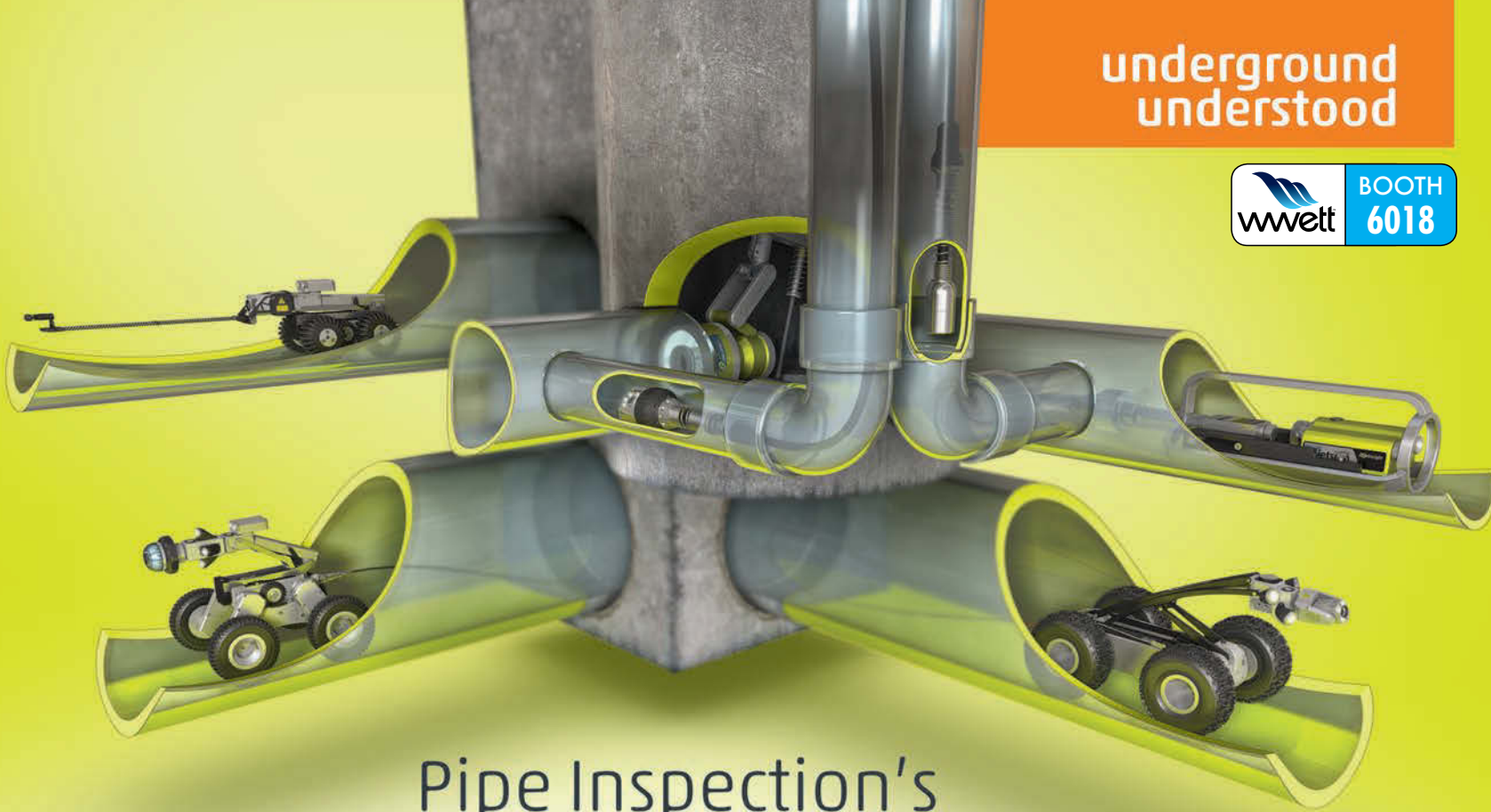
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**ON THE COVER:**  
Downstream Services founders Wilma and Victor Roberts pose for a portrait in the company's shop in Escondido, Calif. The company, which has nearly doubled in size over the past decade, offers comprehensive pipeline inspection, cleaning and repair, along with municipal wastewater system operation and maintenance. (Photography by Collin Chappelle)



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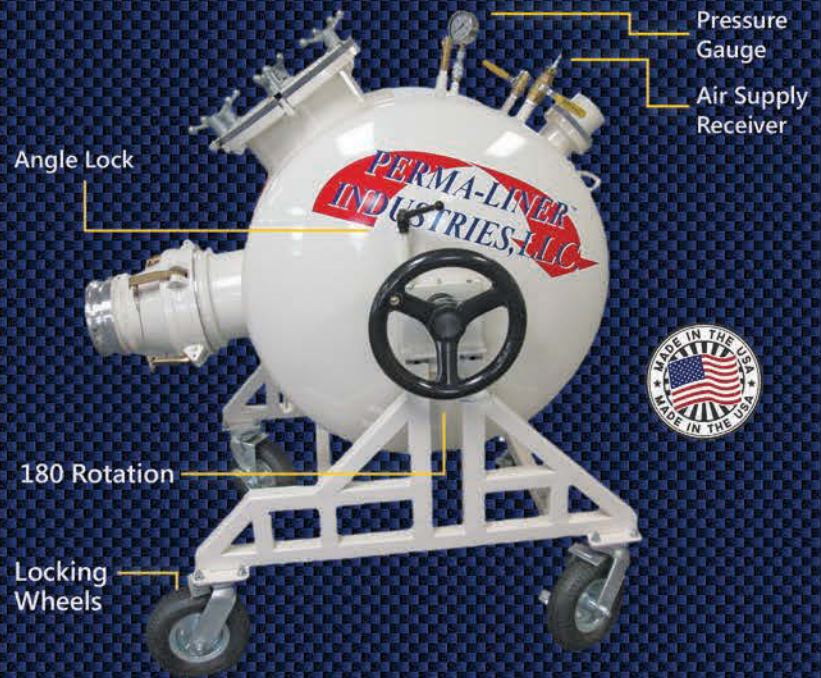
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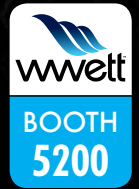
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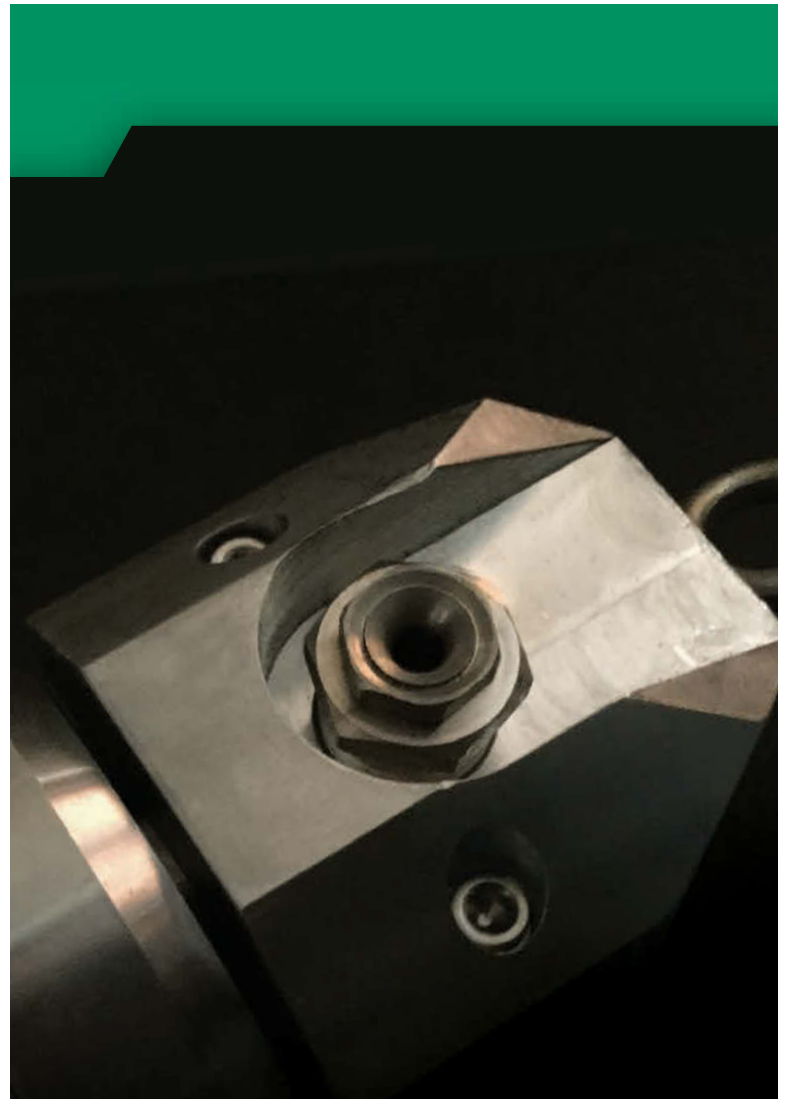
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Luke Laggis  
editor@cleaner.com

# The Evolution of Our Industry

Take advantage of opportunities to grow, improve operations and expand into new services

By Luke Laggis

**W**elcome to February. The 2015 Water & Wastewater Equipment, Treatment & Transport (WWETT) Show is just a few weeks away and we're gearing up for the largest event we've ever staged.

You'll find a preview of the annual Industry Appreciation Party in this issue of *Cleaner*. It's one of the highlights of the WWETT Show, and you should plan to attend if you make the trip to Indy. There will be live music from Cole Swindell and Blackjack Billy, 25-cent tap beer and we're giving away a fully customized Chevy 4x4 pickup truck to celebrate our 35th anniversary.

This issue also features a profile on Downstream Services, a California-based wastewater services company whose ethics and mission are what the WWETT Show is all about.

The company was built from an idealistic concept and a desire to keep our water sources clean and drinkable. Owner Victor Roberts says it all goes back to the Clean Water Act and the importance of maintaining and providing clean water sources for everyone. Having inherited a reverence for the natural world from his father, an author of multiple books on the flora and fauna of Baja California, Roberts isn't shy about sharing his opinion on human responsibility to the environment. He says to continue living on the land, our waterways need to remain clean.

**What was once a small show for septic pumpers has grown to encompass so much more. The show provides opportunities for your company to grow, improve operations and expand into new services.**

Downstream offers pipeline inspection, cleaning and repair, but it has evolved into a larger and more comprehensive role within the industry. The company has taken the next logical step, operating and maintaining municipal and government agency wastewater systems, including instrumentation, pump repair and maintenance.

Evolving, doing more and doing it better is a common thread between Downstream and the WWETT Show. Like the company, the show has evolved. What was once a small show for septic pumpers has grown to encompass so much more. The show provides opportunities for your company to grow, improve operations and expand into new services.

I'm looking forward to another trip to Indy and the opportunity to hear more stories like Downstream's. I enjoy talking to as many of you as possible, getting your feedback and gaining a better understanding of the issues you're facing.

And the WWETT Show is also full of opportunities for your business. From the moment you leave your hotel room to the very end of the night, in the elevator on the way down to the lobby, at breakfast, on the walk to the convention center and all throughout the day, you'll have no problem striking up conversations with your peers. So take advantage: The insight you gain could make all the difference for your business.

There are also plenty of education seminars to help you improve and expand your operations. And of course there are tools and trucks – lots of them. Take it all in and enjoy the show.

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

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

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HOT TOPIC

## World Health Organization Talk Slated for WWETT Show

Since the Ebola virus outbreak hit the headlines, many have asked about the potential for various communicable diseases to spread. Attendees at the 2015 Water & Wastewater Equipment, Treatment & Transport Show can hear the latest information on the topic from Dr. Adrianus Vlugman, a senior advisor with the World Health Organization.

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MUNICIPAL VS. RESIDENTIAL

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# GROWING WITH THE INDUSTRY

CALIFORNIA CONTRACTOR TARGETS MUNICIPAL WORK AND MOVES BEYOND STANDARD CLEANING SERVICES

**V**ictor and Wilma Roberts' Escondido, Calif.-based firm has nearly doubled in size over the past decade, much of which has been plagued by the worst economy in America since the Great Depression. Clearly, the couple is doing something very right.

The company was built from an idealistic concept and a desire “to make sure our coastal and inland waters remain drinkable.”

It all bounces back, Victor Roberts says, to the Clean Water Act and how important clean water is for the nation as a whole. Having inherited a reverence for the natural world from his father — who wrote books on the flora and fauna of Baja California, and discovered some new species — Roberts isn't shy about sharing his opinion on human responsibility to the environment.

“For us to be able to continue living on the land, our waterways need to remain clean,” he says.

Roberts picked up his dad's mantle and decided to do something about it when he founded Downstream Services.

Downstream offers comprehensive pipeline inspection, cleaning and repair, as it did in the beginning. Since then the company has taken the next logical step in its evolution, now also serving as contractors who operate and maintain municipal and government agency wastewater systems, including instrumentation, pump repair and maintenance.

## EVOLUTION OF A MINDSET

The company launched and built its expertise and reputation executing cleaning contracts for local beach areas in and around Escondido, eventually growing to serve all surrounding beach counties.

“CalTrans [the state's DOT] started issuing contracts to clean their stormwater system and that's really how we got started,” recalls Roberts. “We held that contract for 12 years

Downstream Services co-founders Wilma and Victor Roberts work alongside two of their children, Clark and Loren, who both work as project managers within the Downstream team.







Kenny Lindquist (left) and Javier Cisneros prepare to clean a sewer line using a Camel jet/vac truck made by Super Products.



“We’re always looking for ways to grow our business, both in municipal and government work. We try to combine our efforts all together. It’s basically flexing our muscles, doing things within our field all day long, getting stronger and more efficient at what we do and producing better results.”

Victor Roberts

Downstream Services operator Kenny Lindquist jets a sewer line at the site of a large residential development in the affluent San Diego suburb of Rancho Santa Fe.



for pipes, inlets and sediment disposal. Now all local cities have stormwater compliance divisions in place and are making sure everyone is complying with those local permits and the federal Clean Water Act for discharging water.” Then CalTrans took the work in-house. “As is typical, once agencies understand what needs to be done, they often buy their own equipment and bring the function in-house and only job out the specialized stuff,” he explains.

Ten years ago water-quality improvements were written into city management plans in Downstream’s territory, but they weren’t really monitoring water quality. Stormwater filters and related quality controls weren’t actively installed, but over the years those plans have been implemented. With water shortages becoming more common, cities now have compliance and monitoring in place and closely watch commercial businesses and facilities to make sure they’re treating water before it leaves their properties.

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Javier Cisneros (left) and Kenny Lindquist set up near a manhole to clean a sewer line in the Rancho Santa Fe residential development project.



**SPECIALIZE, THEN HONE EXPERTISE**

Downstream has been making an effort to go after these contracts in their area of expertise. “We’re always looking for ways to grow our business, both in municipal and government work. We try to combine our efforts all together. It’s basically flexing our muscles, doing things within our field all day long, getting stronger and more efficient at what we do and producing better results.”

Sticking to this strategy of staying close to its core competencies while slowly branching out into related areas has proven successful. Roberts believes strongly in sticking to what you know but working your tail off to learn a narrow niche deeply.

“The key to our growth is that we remain open to all possibilities within our skill specialties. Agencies are constantly looking for someone to do something better or more efficiently and are always trying out new solutions. So we stay current with new technology because these clients are the forerunners who have the budget from tax dollars to make their operations more effective.”

This dedication to constant improvement has allowed Downstream to build a reputation for safe operations that makes them a hot commodity in their

**profile**

**DOWNSTREAM SERVICES, INC.**

OWNERS: Victor and Wilma Roberts

SERVICE AREA: San Diego, Riverside, Los Angeles, Ventura and Imperial counties; south of San Luis Obispo

YEARS IN BUSINESS: 17

STAFF: 60

WEBSITE: [www.downstreamservices.com](http://www.downstreamservices.com)

service market. This is especially true with government agencies that answer to the public and need to avoid the kind of bad public relations that comes with accidents and injuries.



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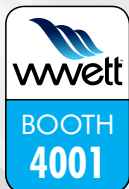
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Downstream Services crew and staff pose in front of several of the company's vehicles in Escondido, Calif.

## NO UNNECESSARY RISKS

"The military is mostly concerned with safety and they partner with their contractors," Roberts explains. "Operations are based on safety protocols rather than efficiency or speed. We do not want anyone hurt or killed because we wanted to get a job done quicker, so we first identify safety concerns and what we can do to make sure our people and those around us aren't injured." It's a philosophy the military understands and appreciates.

That's not to say they don't also appreciate speed within sound safety parameters. "We need to make sure we can provide the client with as efficient service as possible under those constraints, so everything we do is scrutinized by our people and the military clients," Roberts says. "It's a completely different way of doing business. In the past we'd ask, 'How can we get this done quicker?' Now safety is always our first protocol."

To make sure it stays that way, Downstream staff are also certified under

## MORE THAN A CLEANING COMPANY

As many Southern California municipalities started taking a more serious approach to wastewater treatment and built or upgraded their facilities, they began having trouble training internal employees for proper operation and maintenance. Soon they began looking for outside help with wastewater management.

Downstream Services, located in Escondido, Calif., started receiving Requests For Proposals from these municipalities for contract operation and maintenance of their wastewater treatment plants. Though they hadn't done this sort of work before, owner Victor Roberts felt their accumulated experience and expertise put the company in a good position to branch out. It was a good call.

"We now come in and act as a turnkey contractor who performs all these functions, up to Grade 5 treatment operations," Roberts says. "It allows us to come in as an organization to do emergency repairs, confined-space entry work and other things they don't need all the time, but when they need them, they're immediate needs."

In this role his staff are responsible for both stormwater and wastewater treatment, requiring them to be certified by the state. "We have our site safety health officer come in once a month for a full day of training to upgrade

technician skills for all the functions we serve and all the certifications they need."

Some of the more significant certifications they hold for both types of work, from a list of about 15 total, include: CWEA Collection System Maintenance Grades 1-4; Hazardous Waste Operations and Emergency Response Standard; State of California Department of Public Health Water Distribution and Treatment; NASSCO PACP, MACP and LACP; and SWPPP Erosion and Sediment Control.

Professional industry organization affiliations include: the California Water Environment Association; California Stormwater Quality Association; California Association of Community Managers; Community Associations Institute; and San Diego Military Advisory Council.

The latter is a connection for networking with other vendors to the military, which Downstream got into initially through contracting at the U.S. Marine headquarters, Camp Pendleton, for CCTV, as well as line cleaning for local bases. Based on its success in the municipal sector, the company then pursued contracts in these bases' wastewater operations and maintenance needs in the southern third of the state.



EM 385, the military's safety bible. All military contractors must adhere to these protocols while working on bases. Downstream works on 15 bases, from Ventura to the Mexican border and the Tijuana Estuary.

### VERSATILITY AND WILLINGNESS

Roberts says it's a pretty even split between municipal and military work for revenue generation. Major types of work include dig-and-replace and trenchless pipeline repair and rehabilitation, both standard and emergency response. CIPP is Downstream's trenchless mode of choice, using the UV-cured Reline America system, which they also use for fiberglass sewer point repairs, generally confined to 10- to 30-foot sections. They've also installed Link-Pipe, a Canadian stainless steel expand-and-lock repair sleeve combined with grout.

Other infrastructure assets such as box culverts and manholes are also tackled as part of pipe repair projects. They'll repair manholes with grout and then follow up with a two-part epoxy lining. "The Navy often has us rebuild manholes where there was such high hydrogen sulfide that it just got eaten away," Roberts says. "It's often more cost-effective for one or two manholes to hand-apply National Coating and Lining epoxy than to spray-apply. We prefer a sprayed-on finish, but out in the middle of nowhere we find hand application works best."

**"We've done it all before and we've got a lot of highly educated people here, including three engineers who identify problems and can offer solutions. We specialize in the gap between the design and the field application."**

Victor Roberts

Roberts believes that the company's willingness to take on any job has been a significant driver of repeat business. "Small jobs are not a problem for us and that's something we're happy to do. It's a large part of our business. We do a lot of emergency response with 24/7 on-call with the military and cities. It's a requirement for the contracts for instrumentation and pump repair. Because we offer such a broad array of services we're equipped to do an entire job in a few days rather than having to corral a bunch of subcontractors. And we can do it at a cost-effective price."

This can-do attitude spurs confidence from clients, who look to Downstream for consultation, as well, Roberts says. "We have pretty much every kind of certification needed to do that. We don't compete with engineers, but if a client has a specific site-oriented problem, we will come out, do an assessment and offer a remedy. That's probably a major advantage we have in our market. We've done it all before and we've got a lot of highly educated people here, including three engineers who identify

problems and can offer solutions. We specialize in the gap between the design and the field application."

### TECHNOLOGY IS KEY

Downstream Services Inc. built its business on anticipating market needs and equipping itself with appropriate vehicles and tools to get the job done.

Roberts began with Camel combination wet-dry vacuum trucks and still runs five of them. A 2006 Isuzu chassis and a 1997 Ford both boast a 5-cubic-yard capacity and can move 65 gpm, while a 2006 Sterling, 2013 International and 2007 International carry 9-yard debris tanks and produce 150 gpm and 2,500 psi. Some have front-mounted reels and are used strictly for cleaning manholes from the street. Others have mid-mount reels on booms that can move 25 feet to the side to reach manholes behind sidewalks



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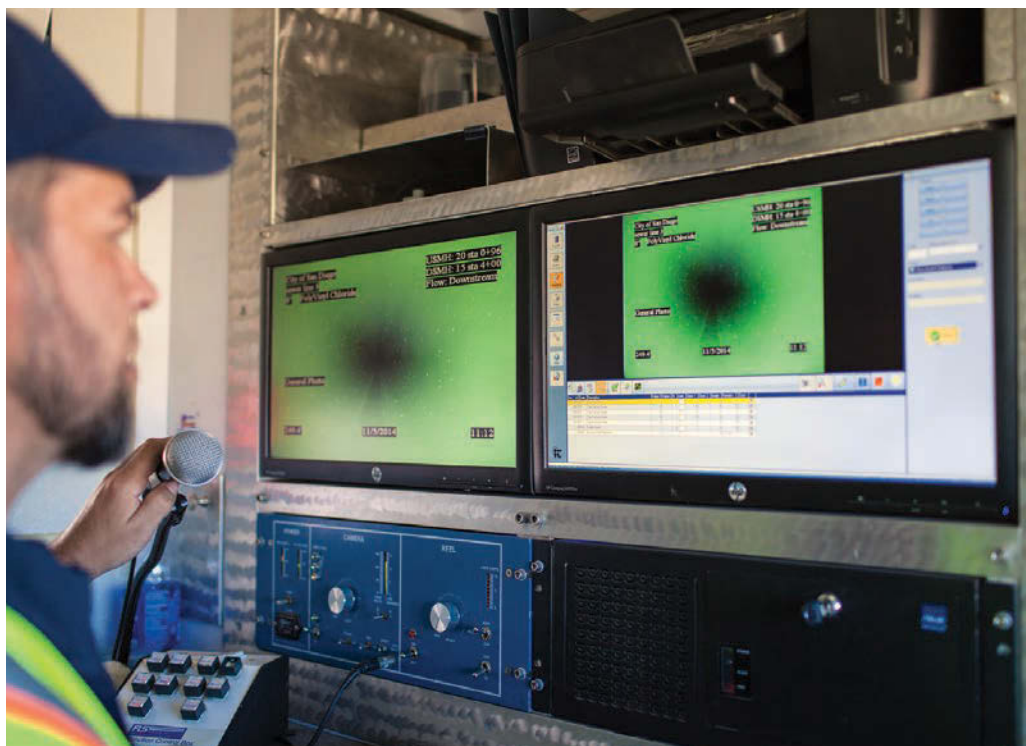
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**LEFT:** Burton Smith uses Infrastructure Technologies' ITpipes inspection software to log the inspection notes for a section of pipe at a large residential construction project in a San Diego suburb. The team inspects over 3,000 feet of pipe per day.

**BELOW:** After confirming the route for the next run of pipe, Andrew Wise launches a ProTRAK crawler and TrakSTAR camera (RS Technical Services) to inspect a section of pipe just cleaned by the company's jetting team.



or over fences. These are used most frequently since most of their jobs are in remote, difficult-to-reach locations.

A 750-gallon pump trailer with a pressure washer and hot-water heater is built to handle spill responses. They also rely on an assortment of other pump and crane trucks, including two mini pumper trucks with 750-gallon tanks and a 1998 KW National three-axle flatbed with a 17-ton hydraulic crane, which are suited to a variety of conditions and tasks.

Inspection vans reveal Downstream's preference for equipment from RS Technical Services Inc., which Roberts and his crews rely on for "ease of operation that guarantees consistent productivity. Repairs are easy to do ourselves, but we don't have to do that often because they're reliable and there

## PAST AND FUTURE

Downstream's stable of equipment has evolved with the industry. Before 1995 everything was in upheaval where stormwater was concerned in Southern California. Then a lawsuit between environmentalists and CalTrans forced compliance with the Clean Water Act. After that, Roberts recalls, the stormwater and wastewater treatment industry matured professionally.

"Back then nobody knew what the real problems were or how to solve them. When we bid on a related job in 1997, we were the only bidder. No one knew how to do this or what to do. Even the client didn't really know what they needed to do to become compliant. We thought we could make it work and solve the problem, and being willing to take some risks made us successful. Now there are best practices, guidelines are in place and there is outreach to monitor and fix the problem."

While that's great for the environment, it has also injected competition into Downstream's markets. And in such markets Roberts says the key to success is to have deep pockets and be in it for the long run.

"You're going to lose money until you can build up the capital to buy equipment and pay your people to attract the right ones. Build a reputation for doing things right the first time, and be a hands-on manager. If you can make it in a tough market, you can make it anywhere." **C**

**"We thought we could make it work and solve the problem, and being willing to take some risks made us successful."**

Victor Roberts

aren't many breakdowns unless the equipment is dropped by an operator." Two Ford F350 vans and two 2010 Mercedes Benz Sprinters are outfitted with RS Technical Services inspection cameras and equipment along with Infrastructure Technologies pipeline survey and reporting software.

Downstream prefers to build out its own customized vans, which include a 2001 Isuzu box van that runs an Aries CCTV camera with a lateral launcher and a 2012 Mercedes Benz Sprinter instrumentation and control truck. They also have a 2009 Inuktun Long Range Camera/Sonar System with 5,280 feet of fiber optic cable and 2,000 feet of copper cable.

One of the more unique vehicles in the fleet is a 2014 Ford Transit Connect. The mini inspection system (see December 2014 Money Machines) features a 200-amp alternator that powers a 2,500-watt pure sine inverter from Dimensions Unlimited. Power stored in a 12-volt dry storage battery runs a 5-gallon washdown water supply with pump, front and rear LED traffic advisers, an RST compact portable reel, RST TrakSTAR II camera with TranSTAR steerable transporter and an RST mini mainline controller.

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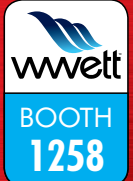
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# On the Rise

Budding country music star Cole Swindell headlining the WWETT Industry Appreciation Party

By Kyle Rogers

**C**ountry music singer/songwriter Cole Swindell is one of Nashville's newest stars, and he plans to make some new fans when he takes the Industry Appreciation Party stage at the Water & Wastewater Equipment, Treatment & Transport Show in February.

The 31-year-old didn't gain prominence — or a record deal for that matter — until his independently released debut single, "Chillin' It," started climbing the charts in 2013. It eventually reached the top spot on the U.S. *Billboard* Hot Country Songs chart, but Swindell knows there's a good chance some people in the audience will be unfamiliar with his material. And he's fine with that.

"Sometimes it's good to get in front of a new crowd that might not know a lot about you," Swindell says. "You get to try to make them a fan by the end of the night. I love challenges like that."

"I'm going to get up there and do what I do. I'm looking forward to it."



Cole Swindell will headline the annual Industry Appreciation Party on Wednesday, Feb. 25, in the Indiana Convention Center's Sagamore Ballroom.

## LESSONS FROM A FELLOW GEORGIAN

Though still a newcomer to the country music scene, Swindell knows what it takes to put on a good show. He went on tour with Luke Bryan in 2014 and prior to that spent a considerable amount of time on the road with him, selling merchandise and writing songs for his fellow fraternity brother from Georgia Southern University as Bryan evolved into a country music star.

"For however long he's out there on stage, he's going to give it all he's got. That's something I've learned," Swindell says. "People spend their hard-earned money and their time to come see us, so you want to give them the best show you can."

He says Bryan was also a big influence on his decision to launch a career in country music in the first place.

"The first time I heard his music was over 10 years ago and I thought he had it," Swindell says. "Even then I was like, 'This guy is going to be huge.' He's from the same part of Georgia but I didn't know him until I had gotten to college and he had already moved to Nashville. Having a guy from just a few minutes from where I grew up writing songs I thought were amazing, that gave me the confidence. 'Hey, if he can do it, maybe I can do this.' It really gave me the confidence to go after it and just focus and work hard."

## FROM SONGWRITING TO STAGE

Swindell says he has been a fan of country music all his life, but he didn't start singing until he was in college and began playing the local bars. After



receiving the merchandise sales gig on Bryan's team after graduation, Swindell started to get into songwriting. He has written Bryan's "Just a Sip," "Beer in the Headlights," "Roller Coaster," "Out Like That," "I'm Hungover," "I'm in Love with the Girl," "Love in a College Town," "Shore Thing," "Shake the Sand" and "The Sand I Brought to the Beach." He's also written songs for Craig Campbell, Thomas Rhett, Scotty McCreery and Florida Georgia Line.

Following the success of "Chillin' It" in 2013, Swindell received a record deal. The first single off his debut album, "Hope You Get Lonely Tonight," which was co-written with Florida Georgia Line, also became a hit. It reached No. 1 on the U.S. *Billboard* Country Airplay chart.

"I didn't even have a record deal when we wrote that song," Swindell says. "I always thought they were going to record it. The second they said it was cool that I recorded it, I told them, 'This will be a single for me one day

"Sometimes it's good to get in front of a new crowd that might not know a lot about you. You get to try to make them a fan by the end of the night. I love challenges like that."

Cole Swindell

if y'all let me record it.' The writing process was fun. They're good friends of mine and I'm so proud of all their success. It's cool to get to have a little bit of each other's success."

With his first two singles each topping the charts, Swindell says there's pressure to continue the trend but he doesn't mind it.

"You come out with a No. 1 single and then you have to follow that up and you get fortunate and have two No. 1's. Then you have to follow that up. But I think that's a good thing, you know? The streak's not going to go on forever and I'm realistic, but we're going to try. I want to give the fans and radio the best songs I can, and I think [reaching No. 1] is a good goal. If you don't reach the No. 1 spot at least you gave it a shot."

## THE COMING YEAR

His debut album, two straight No. 1 singles and a nomination in the Best New Artist of the Year category at the Country Music Association Awards have made the past year quite the start to Swindell's country music career. For the coming year he's already scheduled to join Jason Aldean for the second leg of the "Burn It Down" tour beginning in February.

"Jason is another huge influence and there's another Georgia boy so, man, I couldn't have picked anyone better to go on tour with. That's going to be an awesome way to start off 2015," Swindell says.

That same month he will be taking a break from the tour to play the more intimate Sagamore Ballroom venue at the Indiana Convention Center for



## THIS PARTY AIN'T NO ONE-TRICK PONY

Cole Swindell may be the big draw at the WWETT Show's Industry Appreciation Party on Wednesday, Feb. 25, but he won't be the only highlight that night.

It all begins at 4 p.m. when the doors open to the party's new venue, the Sagamore Ballroom on the second floor of the Indiana Convention Center. The 25-cent tap beers start flowing at 5 p.m. and the evening's first musical act, Blackjack Billy, will take the stage an hour later. The four-member Nashville-based band is best known for their 2013 debut single "The Booze Cruise."

The winner of the WWETT truck giveaway will be announced shortly after Blackjack Billy's set, at approximately 7 p.m. All registered WWETT attendees are automatically entered into the contest for the tricked-out 2014 Chevrolet Silverado 1500 4x4 Extended Cab, or alternately \$35,000 cash, being given away in celebration of the show's 35th anniversary. Twelve contestants will be randomly selected beforehand and invited to participate in the event that will determine a winner.

The party will conclude with a performance from Swindell, who is set to take the stage at 7:30 p.m.

WWETT attendees. Swindell says his hope is that he can add a little "pleasure" to the "business" that will undoubtedly be a primary focus for many trade show attendees that week.

"They could've picked a lot of people [to play the Industry Appreciation Party] and for me to get to do it, that's cool," says Swindell. "It's a different setting [than a tour stop] and there will be business folks in there, but I want to let them have a little fun that night. That's going to be my goal — make sure they have a good time." **C**



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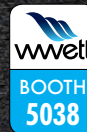
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## 17HJ39 - Jetter Package



- Honda GX 630 Electric Start - 15 Gallon Fuel Tank - Roll Cage Protected - V-Belt Drive - Triplex Plunger Pump
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## ABOUT THE AUTHOR

Judy Kneiszel is a small-business owner and business writer in De Pere, Wis.

# The Threat Within

Fraud isn't something that only takes place at huge corporations; it could be going on right under your nose

By Judy Kneiszel

**T**om Mattison is a 77-year-old business owner who thrives on giving. The military veteran volunteers his time helping his community and would give the shirt off his back to help a fellow Marine. What he doesn't appreciate, however, is someone taking ... from him ... behind his back, which is what was happening for years.

Mattison is the owner of Tom Mattison Septic Service in Midway Park, just outside of Jacksonville, N.C. He's been pumping, installing and inspecting septic systems and clearing drainlines in eastern North Carolina for five decades. He was not aware, however, that for at least six years his bank account was being drained while he was out jetting lines.

The story Mattison tells is as old as commerce itself. A trusted employee wrongfully takes something that belongs to his or her employer. Only when it happens in one's own company, however, does a person really sit up and take notice. Mattison, who says his office manager skimmed \$18,000 or more from his company, doesn't want you to wait until it happens to you. He wants other pumpers and cleaners to learn from his experience.

## HOW IT HAPPENED

Mattison says an employee who worked in the office at Tom Mattison Septic for seven years was paying for manicures, plants, train tickets and other goodies for herself with the company credit card.

"I work out in the field," Mattison says. "I can't be in the office answering the telephone and doing all the paperwork. I need a trusted employee in the office and I thought I could trust her."

After a second office worker was hired last year, the longtime office manager refused to share her computer passwords, which raised a red flag. Mattison became even more uneasy when the new person quit without warning, so he invited his daughter, a mortgage banker, to go with him to the credit union one Saturday morning and have a look at the business accounts. The following Monday morning Mattison and his daughter were waiting for the office manager at the door with a box of her personal belongings. She left without denying any wrongdoing, Mattison says.

**"I work out in the field. I can't be in the office answering the telephone and doing all the paperwork. I need a trusted employee in the office and I thought I could trust her."**

Tom Mattison

Over the next several weeks Mattison, his daughter and the second office employee (who was persuaded to return to work) carefully went through the accounts compiling stacks of evidence to share with a county sheriff's department detective. The former office manager has been charged with felony larceny by an employee and the case is pending.

What's disheartening for Mattison is that a person he had known and trusted for years committed this crime.

"I treated her like one of my daughters," he says. "This came as a total shock to me."

Mattison says he doesn't expect to get his money back but he hopes his former employee gets some jail time, sending a message to others that they won't get away with stealing from employers.

## TIPS FOR AVOIDING EMPLOYEE FRAUD

Office procedures have changed at Tom Mattison Septic because of the embezzlement incident. All passwords have been changed and Mattison knows the new ones. Here are a few other steps to help any business protect hard-earned revenue:

**Limit the number of different credit cards issued in your company's name.** Credit card offers are hard to refuse, and saying yes to them can benefit a company by racking up airline miles and other rewards for using multiple credit cards. But having multiple cards makes keeping track of purchases more difficult.

**Don't entrust any one employee to all money-handling duties.** Assign one employee to authorize purchases and another to pay the bills. More eyes on invoices means less of a chance for stealing.





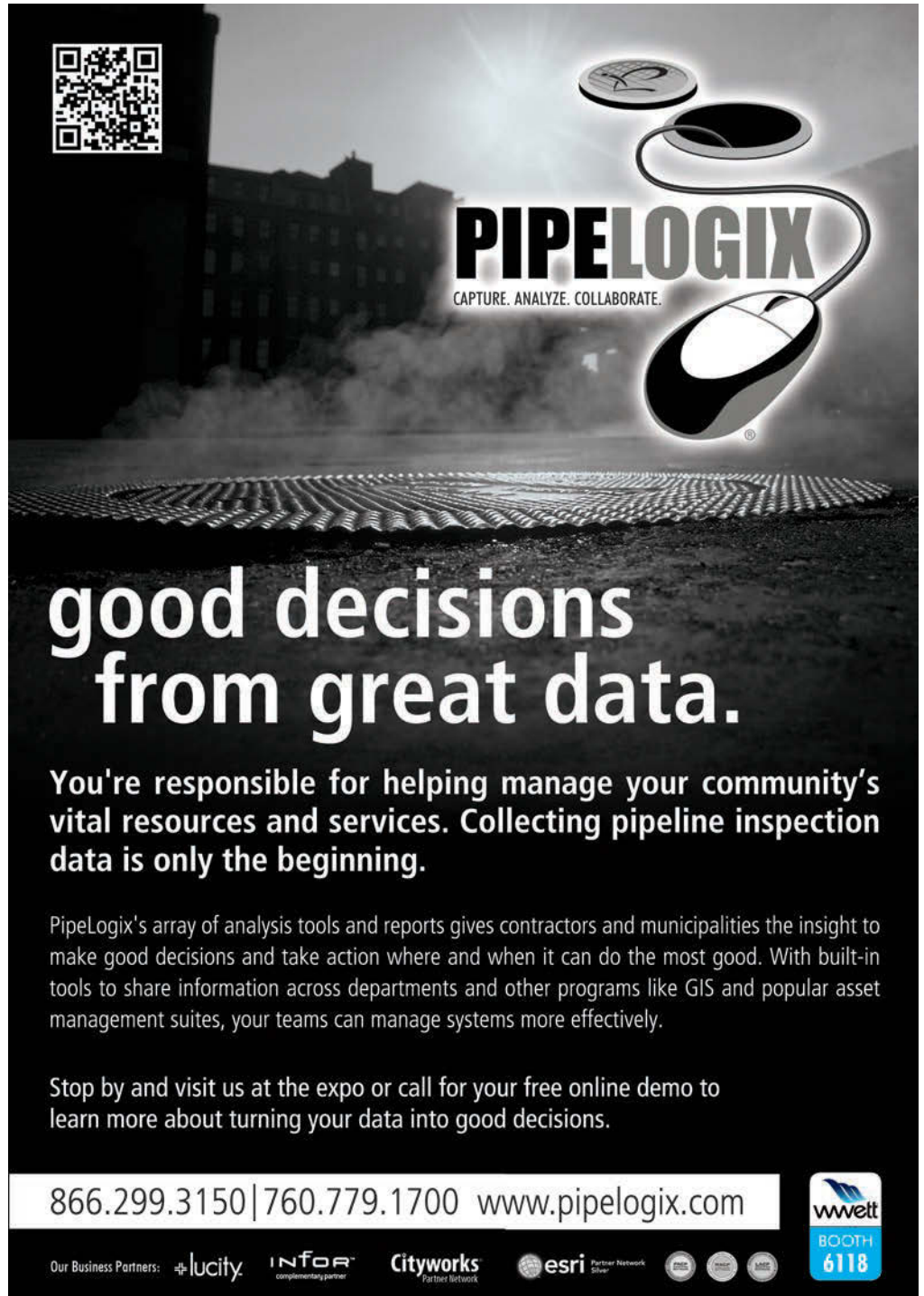
**Be observant.** Make a mental note of changes in an employee's lifestyle. Things like a divorce or a serious illness in the family may make a person feel desperate for money and tempted to skim from company funds. Often embezzlers tell themselves it's "a loan" they'll pay back, but then it snowballs out of control.

Also look for signs that an employee has a gambling problem or a drug addiction. Observing doesn't mean accusing, of course. But if someone or something seems a little off, keep an eye on the books. Even small things can signal trouble. For example, if you know how much an employee earns and wonder how they can afford to go out for pricey lunches and drink Starbucks coffees every day, something might be amiss.

#### OTHER WAYS TO PROTECT YOUR COMPANY

- Dump the stamp or the computer signature. Mattison says he signs all checks personally now rather than having a signature stamp lying around or signing electronically.
- Do random checks of bank and credit card statements and question even small purchases you don't recognize. Thieves often test the waters with \$5 and \$10 purchases and then up the ante if no one catches on.
- Consider bonding employees who will be making purchases or paying bills. A fidelity bond is employee-dishonesty insurance covering a business in case of employee theft or fraud. If a bonded employee embezzles, the payout received by the employer can be used to recoup some of the loss and to take legal action. Rates vary depending on how many employees are covered and amount of coverage.
- Don't sign checks without seeing the corresponding invoice. And avoid signing blank checks.
- Consider conducting criminal and credit checks on job candidates. Make sure this is legal in your state, however. Some states have outlawed this practice. And always check references before hiring someone. Often what a former employer won't say speaks louder than what they will say.
- Insist that employees use their vacation time. Schemes often reveal themselves when the employee involved is not there to keep up the ruse.
- Work with your bankers. You may be able to provide them with a list of approved vendors so they can notify you if checks are written to anyone else.

- Look at statements from vendors. If you notice that all invoices from a single vendor are in numerical order without skipping any numbers, you are their ONLY customer, you are writing checks to a fictitious vendor or they have a strange accounting system they should explain to you. **C**



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

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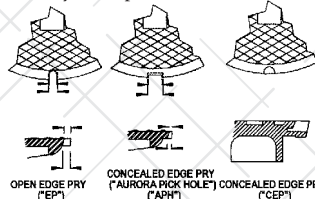
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PROFILE



BY MARIAN BOND

PHOTOGRAPHY BY BRAD STAUFFER

# SMALL COMPANY, BIG SYSTEMS

COMBINED EXPERIENCE AND PLANNED STRATEGY HELP BUSINESS PARTNERS

CLIMB THE RANKS OF TWIN CITIES CLEANING CONTRACTORS



<< Previous page: The staff of One Hour Rooter in Maple Grove, Minn., includes (from left) Ben Gihl, Ray Jones, Trevor Whalen, co-owner Justin Stevens, Kari Knock, co-owner Ben Theis and Nick Aase.

# A

fter a little over two years in business and a humble start with one person in a rented office, the owners of One Hour Rooter in the Twin Cities now find themselves near the top of their market.

Justin Stevens and Ben Theis went to school together, became plumbers together and eventually opened the business together. They knew the local market and both believed they had an opportunity to build a successful drain cleaning and inspection business.

“We had a plan which included jetting and TV inspection,” Stevens says. “When we started, we leased an office with one bay and a three-car garage. We paid cash for all our equipment and vehicles as we did not want a big ‘overhead monster’ to deal with. There

**“We urge our technicians to be personable, from how they present themselves at the customer’s door, putting on shoe covers, to informing the customer every step of the way, reviewing our pricing and getting the job done.”**

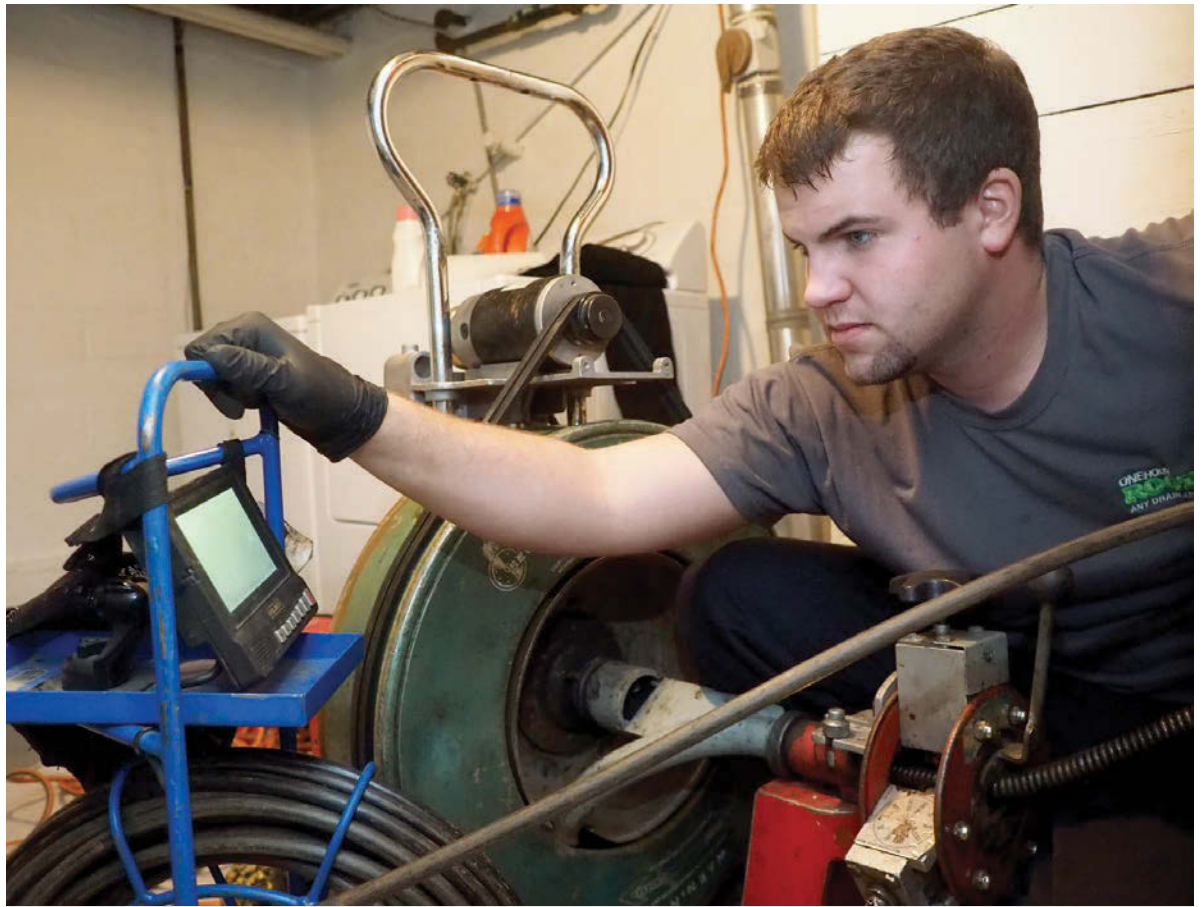
Justin Stevens

are pros and cons to that type of operation, but it is how we chose to proceed. When we had cash we purchased equipment. We didn’t pay ourselves a lot of money. We put cash back into the business.”

By mid-2014 they had nine employees, six technicians and six colorful green service vans on the road.

### PLAN OF ACTION

The duo first spread the word about One Hour Rooter through online marketing, but that wasn’t quite enough. They networked with some larger plumbing companies that wanted their drain cleaning services and were able to put together a referral program and start subcontracting. The company always uses their own pricing and billing, however, and their logo appears on all equipment. Nevertheless, they aren’t out to steal customers and are careful not to undercut anyone. “No bait and switch,” says Stevens.



One Hour Rooter’s Ben Gihl inspects a residential sewer line with an Electric Eel CCTV camera while out on a cleaning call in North St. Paul, Minn.

profile

### ONE HOUR ROOTER, SERVING MINNEAPOLIS AND ST. PAUL, MINN.

OWNERS: Justin Stevens and Ben Theis

OPENED: 2012

SERVICES: Drain cleaning, plumbing

EMPLOYEES: 9

WEBSITE: [www.onehourrooter.com](http://www.onehourrooter.com)



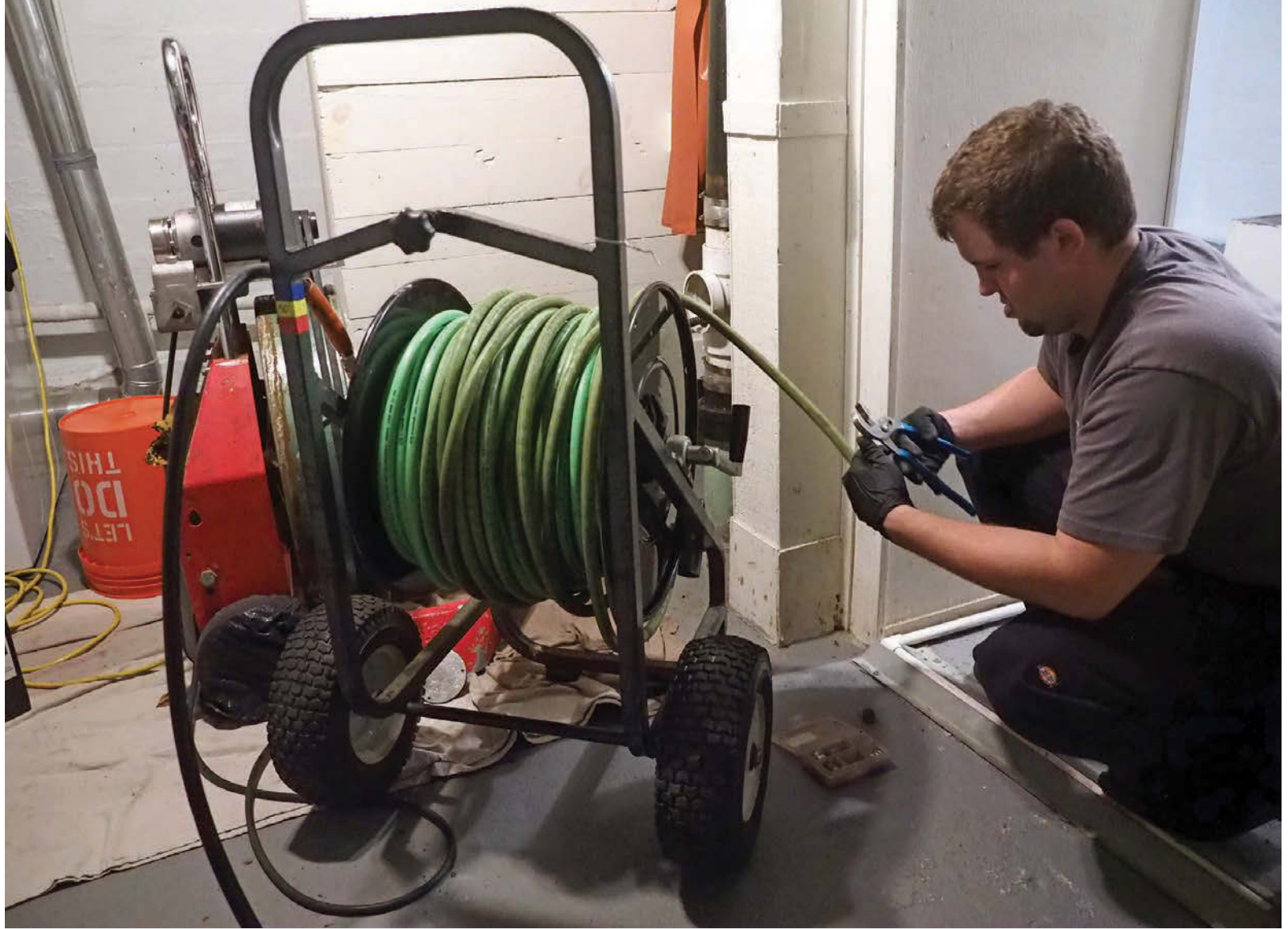
“These associations for us were crucial in the beginning. We were having to figure out what marketing worked for us. We did a lot of direct mail, ran ads in different magazines — all kinds of guerrilla marketing — parking our trucks in obvious places, driving in parades.”

One Hour Rooter was soon well enough established that they were no longer relying on subcontracting. Stevens estimates it’s just 1 to 2 percent of total sales today.

“I would look at our success as a mix between professionalism both in the office, in the field and with our technicians,” Stevens says. “We train once a week; we are a small company with big company systems, and that comes from our varied experience. We urge our technicians to be personable, from how they present themselves at the customer’s door, putting on shoe covers, to informing the customer every step of the way, reviewing our pricing and getting the job done. We want people to communicate and to have respect for the property and the person they are serving.

“We are almost a completely paperless operation,” he continues. “Everything is tracked. All invoicing is set in place and we can access everything remotely.





Ben Gihl attaches a new nozzle to the jetter hose, which is connected to a truck-mounted MyTana MV80 jetter.

I can be in Arizona and pull up a customer invoice on my cellphone. We track everything, from marketing, to calls, average sales per call. We designed all our systems in-house.

“We know we are on the right track as we are averaging 15 to 20 service calls a day; we have repeat customers. If a business owner or homeowner

Sometimes payment may be a little slower with commercial customers whereas the homeowner is quick to pay the bill.

“For us the residential side is less stressful,” he says. “There is a lot of satisfaction in helping out a resident. There is a lot of room for us to grow on the residential as well as commercial side of things.”

## TOOLS AND TECHNICIANS

To facilitate continued growth the company added services, but rather than jump into pipe lining or bursting they took a different route. Realizing that many customers search for a plumbing company when minor stoppages occur, they expanded to include some plumbing services to attract those customers.

There are no plans to handle sewer replacements or rehabilitation, but long-term plans include pumping services and eventually some municipal work for smaller utilities.

Drain cleaning remains the company’s core focus, and their biggest weapon in the fight against clogged lines is a MyTana MV80 jetter (8 gpm/4,000 psi) mounted in a Chevrolet Express full-size van. They also use drain cleaning machines from Spartan Tool, along with eCAM-ACE cameras from Electric Eel and RIDGID Navitrak Scout locators.

Stevens estimates that a fully equipped service van will carry close to \$10,000 worth of equipment.

Technicians, who take their vans home at the end of the day, take pride in their wheels and their appearance. Uniforms are furnished but the individual

**“We want the technicians to realize there are different situations out on the job and be able to adjust to the circumstances. Some things do not have meaning until you have the actual experience or know to anticipate a challenge.”**

Ben Theis

is unhappy, we give them back their money. Our office help is great with customers. We give a call back after every service call.”

One Hour Rooter is a 24/7 operation. Their customer base is 75 percent residential and 25 percent light commercial, the latter being made up primarily of restaurants and strip malls. Stevens says they would be happy to see the commercial side expand but there are some differences between the two.



One Hour Rooter co-owner Ben Theis helps Ben Gihl clean a drainline with a Spartan Tool Sewer Raider cable machine.

is responsible for daily care. Each driver has a car wash pass, so vehicles always look good.

Finding the right technician is a challenge, Theis says. Before settling on a candidate they will interview several, and then it takes a couple months to actually see if the new hire is a good fit. New employees ride along with a technician until all procedures are thoroughly understood, and the company pays a training wage until the technician is up to speed.

Theis tries to share his knowledge with the technicians when there is an equipment failure or issue so that if they are in the field and there is a problem, the technician will have some hands-on experience and can possibly solve the problem there on the spot.

## FROM DITCHES TO RICHES

As a young college student, Justin Stevens supported himself as a plumber, going on to get his journeyman license and then a master plumbing license. He worked for several large companies and learned the business from top to bottom, then put on his entrepreneurial hat and came to the conclusion it was time for him and partner Ben Theis to strike out on their own.

In a rented office initially, Stevens was the sole technician, getting the operation going and doing all the fieldwork himself until he could hire a technician and bring on his trusted partner.

Stevens discovered plumbing much earlier when he needed a job and a relative who operated a large plumbing company was looking for a helper. Grateful for the work, he signed on, but as he was digging trenches and doing the dirty work he told himself there was no way he would ever spend his life as a plumber. Then he began seeing the fruits of all his labors and taking pride in the things he could accomplish.

Looking back to those times, he now is grateful for the opportunity he had and how fortunate he was that someone was willing to take in a completely inexperienced person to learn a skill and gain so much knowledge.

"Plumbing was a temporary thing for me back then," Stevens recalls. "But then I began to see the finished product. Once I had the understanding of the industry, I knew it was the right thing for me."



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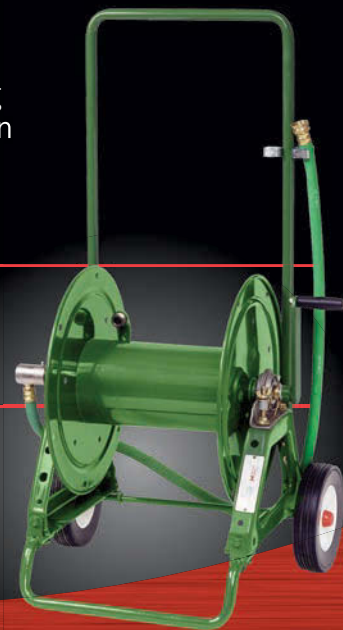
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Ben Gihl unloads equipment while setting up for a residential drain cleaning job.

“We want the technicians to realize there are different situations out on the job and be able to adjust to the circumstances,” Theis says. “Some things do not have meaning until you have the actual experience or know to anticipate a challenge. In some cases, I may need to caution about providing better care of an expensive piece of equipment.”

He says that each morning they review the jobs for the day and decide where they are likely to need a camera and where the jet-mounted van will be going.

**“As owners we have a lot of behind-the-scenes responsibilities. Sometimes you just need to shut down and go see your kids. Get away. We also enjoy giving the employees this little break as well.”**

Ben Theis

“We use the jetter several times each day,” Theis says. “We can be pretty flexible with this and can get to a job when needed.”

“At our meeting each morning we make sure everyone is on the same page. Then at our Tuesday morning meeting we address all the safety issues, sales or other concerns the techs may have. It’s important for us to listen to people, and we try to give them what they want.”

In 2013 and 2014, as a special event and reward, One Hour Rooter took calls for a two-hour morning period on a Thursday and then the entire crew went by bus to see the Minnesota Twins play at Target Field. The following Friday was also a day off.

“As owners we have a lot of behind-the-scenes responsibilities,” Theis says. “Sometimes you just need to shut down and go see your kids. Get away. We also enjoy giving the employees this little break as well.”

### AND THEY GREW

This describes himself as the more mechanical of the two, which Stevens says creates a perfect balance.

“I would say my management style is probably a little more intense than Ben’s,” Stevens says. “Our employees sometimes find him easier to talk with. But that depends on what’s going on, and we have worked together for so long we more or less know the dynamics and it makes things hum along pretty well. Neither of us could run this company on our own and enjoy the success we are seeing.”

He says they have put all their energy into building the customer base and following the business plan.

Stevens notes opening their own business didn’t bring any big surprises because they had seen so much in their previous jobs. They knew what to expect.

“The greatest reward on a daily basis is watching this company grow,” Stevens says. “Seeing our equipment on the road and our employees. Knowing these people are counting on us for their job. I like that we have been successful. That really makes me feel good.” **e**

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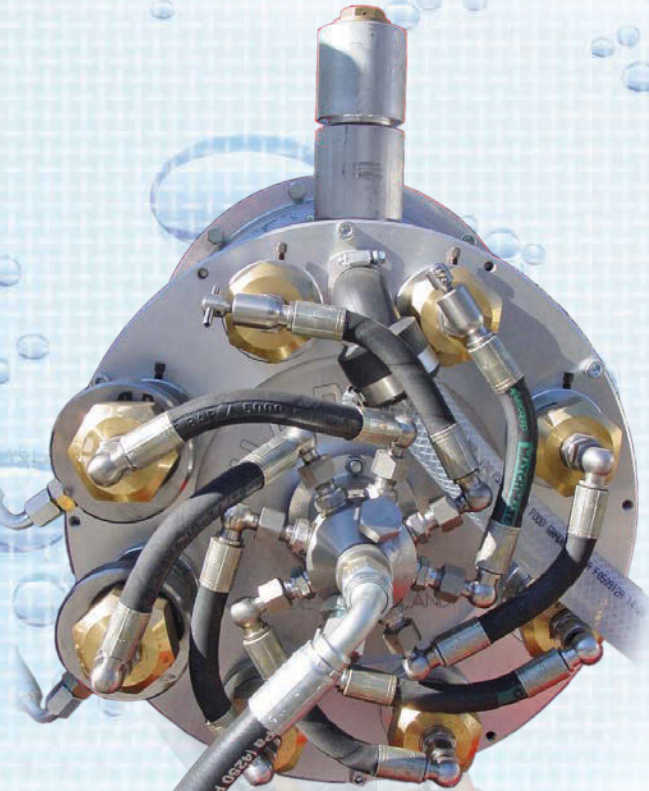
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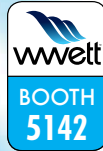
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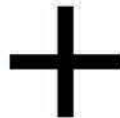
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# No Time for Downtime

Reliability of Ramjet jetting trucks improves efficiency and makes customers happy

By Ken Wysocky

In the municipal and industrial drain cleaning business, equipment downtime is a profit and productivity killer. It disrupts job schedules, increases business expenses and perhaps worst of all, irritates customers. It could even motivate them to find a new contractor.

Or so Gene Glassburner, the owner of Performance Pipeline Technologies (PPT) in Huntington Beach, Calif., has heard. He's not all that familiar with the concept of downtime because his company owns five Ramjet V8015 waterjetting trucks, built by Vactor Manufacturing. He says the machines are as reliable as they are efficient.

"We run these trucks every day for eight to 10 hours a day, and the longest downtime we've ever had is one full day," says Glassburner, who purchased his first Ramjet jetter truck in 2003. "And when it comes to maintenance and minor repairs, they're very easy to work on."

**"We run these trucks every day for eight to 10 hours a day, and the longest downtime we've ever had is one full day. And when it comes to maintenance and minor repairs, they're very easy to work on."**

Gene Glassburner

Competition is strong in the area served by PPT, roughly a 200-mile radius around Huntington Beach, located south of Los Angeles. The company's services include cleaning and televising sanitary sewers and stormwater lines; spot repairs of pipelines using a UV-light-cured relining system made by Cosmic Engineering GmbH; industrial pipeline cleaning; and utility locating. The bottom line: If PPT falters on the job, there's no shortage of contractors to take its place, points out Jason Gomez, a superintendent and project manager for PPT.

"For most of the work we do, there's plenty of other contractors out there who also do it," he notes. "So by minimizing downtime, we don't lose customers who need work to get done quickly and dependably and who might look somewhere else if we can't get the job done. Plus, if the truck's not out in the field, we're not making money."

The Ramjets are mounted on International, Chevrolet and Sterling truck chassis. PPT uses the jetter trucks primarily for municipal work, mostly to clean 8- or 12-inch-diameter pipes for either routine maintenance programs



Performance Pipeline Technologies jetter operator Dan Schuler cleans a sewer line with one of the company's five Ramjet V8015 waterjetting trucks from Vactor Manufacturing.

**money machines**

- OWNER:** Performance Pipeline Technologies, Huntington Beach, Calif.
- EQUIPMENT:** Five Ramjet V8015 waterjetting trucks, made by Vactor Manufacturing
- FUNCTION:** Primarily for cleaning municipal mainline sanitary sewers and stormwater lines
- FEATURES:** A 1,500-gallon water tank; rear-mounted hose reel with 800 feet of 1-inch-diameter hose; single-piston pump that generates flow up to 80 gpm and maximum pressure of 2,000 psi
- COST:** About \$185,000

or emergency blockages. Each truck features a 1,500-gallon water tank and a Vactor single-piston hydraulic pump that delivers flow of up to 80 gpm and maximum pressure of 2,000 psi.

Four of the trucks feature a rear-mounted hose reel that articulates 270 degrees and holds 800 feet of 1-inch-diameter hose. The fifth truck also carries a rear hose reel that holds 800 feet of 1-inch line, but it's mounted inside a 14-foot box body. Three of the trucks also include a smaller hose reel — also mounted in back — that holds 250 feet of 1/2-inch-diameter hose, used for cleaning residential lateral lines.



Performance Pipeline Technologies uses the Ramjet jetter trucks primarily for municipal work. Each truck features a 1,500-gallon water tank and a Vactor single-piston hydraulic pump that delivers flow up to 80 gpm and maximum pressure of 2,000 psi.



“That lateral-cleaning capability makes us more productive because it saves us from having to bring out another crew just to clean out a lateral,” he says.

The articulating reel is especially helpful because it keeps operators out of traffic and the truck doesn't have to be parked facing a certain direction to work, Gomez says. He also lauds the diesel engines in three of the newer trucks. The engines idle at a much lower level, which enables the company to perform noise-restricted jobs in residential areas during nighttime.

“The flow-control feature also is great,” Gomez says, noting that some water jettors will operate only at one flow rate. “We can run it at 40, 65 or 80 gpm, instead of, say, just 80 gpm the whole time. Sometimes when you clean a line in the street it creates a vacuum or pressure in a home and you see water agitating in a toilet. If that happens, we can run at lower gpm.”

Another beneficial feature is a hose-vibrator system operators can activate by shutting off an accumulator valve. It's helpful when cleaning lines set at a grade — sometimes up to 15 degrees, he says.

“It vibrates the hose via a pulsating pump, which helps it travel farther than a standard hose,” he explains. “Without it, we would have to go to the next manhole and work in reverse, which runs the risk of flooding out a house.”

The Ramjets really shine when they tackle tough jobs like calcium removal and cast iron pipe tuberculation. The groundwater level is high in PPT's coastal service area, so calcium deposits commonly form at joints between pipe sections.

“Our claim to fame is calcium removal ... sometimes we see 8-inch pipes that've been reduced to 3 inches in diameter by calcium deposits from the hard water around here,” Gomez explains. “In a worst-case scenario, every joint in a 300-foot line might be calcified. And if pipes crack it can be even worse.

“But with the Ramjets we can typically do 300 feet of pipe in an eight-hour shift using mechanical nozzles and high water volume at high pressure, usually 80 gpm at 1,800 psi,” he adds. “Sometimes it takes a little longer, like when we're asked to restore a pipe to 95 percent of its original capacity for relining.”

PPT uses nozzles made by KEG Technologies Inc., NozzTeq Inc., StoneAge and Sewer Equipment. In addition, PPT owns three Vactor 2100 Plus PD combination vacuum trucks with hydroexcavating



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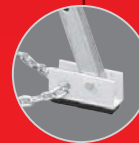
capability and eight camera trucks outfitted by CUES Inc. and RS Technical Services Inc.

Glassburner says the Ramjet jetter trucks have been instrumental in growing his business, established in 2003. And in the end their reliability is invaluable, both professionally and personally.

"We're on call for a lot of cities," he notes, explaining the professional aspect. "If they have stoppages and we're on call and sewage is running down a street, we need to be out there within the hour. And on some jobs, if we don't finish projects in time, we might have to pay anywhere from \$250 to \$1,000 a day in liquidated-damage fees. That's not an issue for us, thanks to the Ramjets."

As for the personal aspect, Glassburner's explanation is simple: "Having these machines allows me to sleep better at night." **c**

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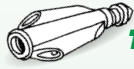


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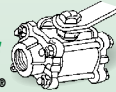
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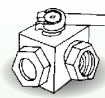
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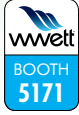
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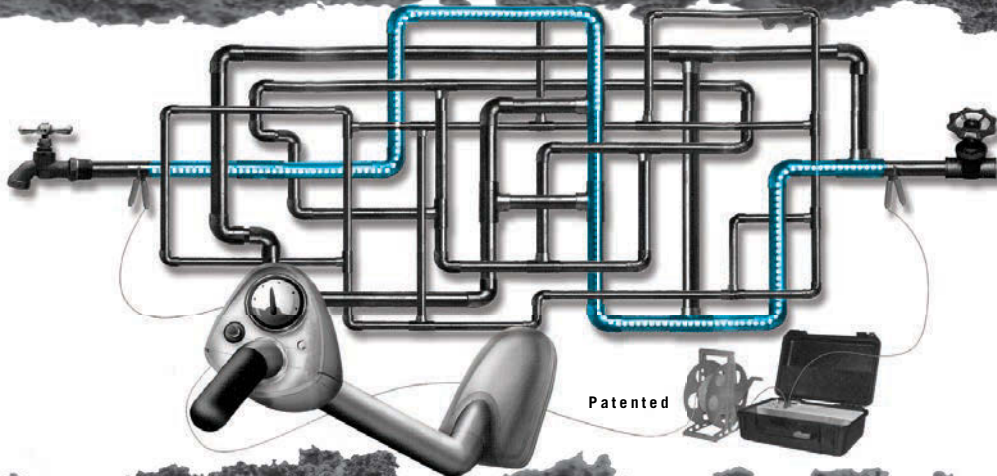
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# Be a Better Boss

There are specific, key leadership characteristics that all employees want from management

By DeEtta Jones

**D**o you ever feel overwhelmed as a manager? Being overburdened by the responsibility of having to figure out what others want and need of you is a familiar feeling shared among leaders. Fortunately, there is a “best practice” for obtaining just the kind of information needed to increase your leadership effectiveness — ask them what they want.

The following 10 traits have emerged when frontline staff, supervisors and middle managers have been asked to describe the traits they look for in a boss. As you read through their wish list, think about the kind of boss you are and what you look for in a good boss.

Employees want bosses who are:

## Innovative

Good bosses have good ideas, but their role in innovation is more as facilitator than consummate mastermind. They are not threatened by the talent of their employees and cultivate a working environment that allows each person’s creativity to come forward. They facilitate innovation.

## Coaches

Good bosses provide important education and guidance that help employees see how their work is contributing to the larger goals of the organization.

They help employees build confidence by giving stretch assignments that require demonstration of new skills and right-sized risk, then provide feedback that allows needed course corrections to be made early enough to avoid a major failure. When employees do fail, good bosses encourage reflection and identification of learning that can be applied to future endeavors.

**Good bosses are genuine, have integrity and behave in a manner consistent with their word and values. Employees trust bosses they know to be intelligent, capable and who have a demonstrated track record of acting in their best interest.**

## Caring

Good bosses listen to their employees and show an interest in their opinion. They provide opportunities to talk openly and encourage personal and professional growth, sometimes by giving access to resources (like professional development experiences) and sometimes by removing barriers.

## Strategic

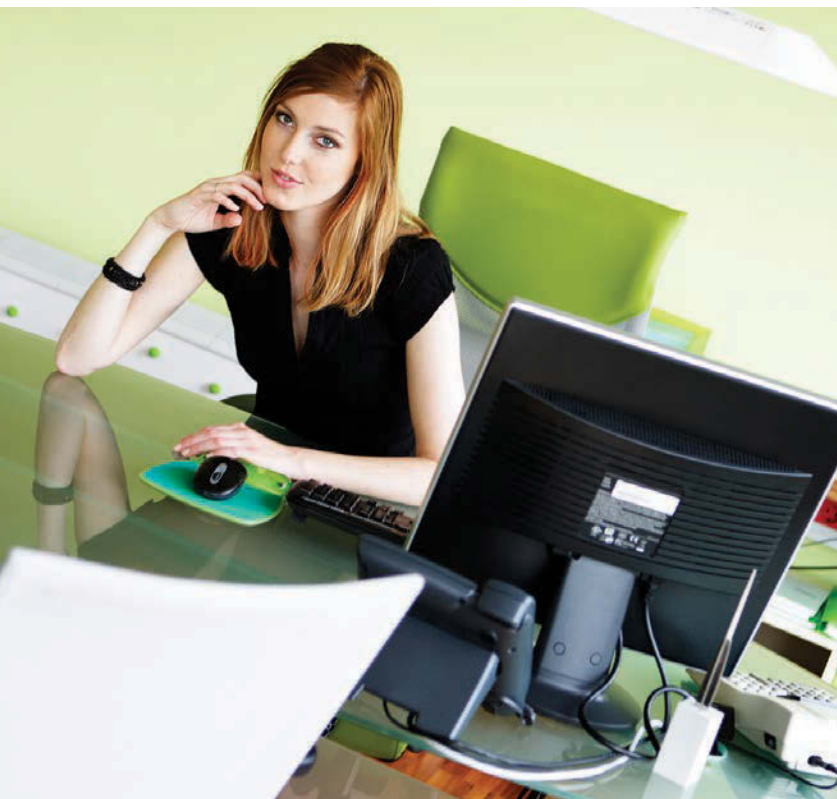
Good bosses can make hard choices and have the finesse needed to get people behind even unpopular decisions. They are able to secure resources for important initiatives and use analytical frameworks for guiding change, promoting transparent processes and communication. Strategic bosses are decisive (not to be confused with closed-minded or dogmatic). Once a decision has been made, they stick with it and avoid changing directions quickly or sending mixed messages.

## Visionary

Good bosses are also visionary managers, able to clearly see and build a commitment toward a compelling future state. They articulate a sense of direction, map out the path and shepherd the process.

## Trustworthy

Good bosses are genuine, have integrity and behave in a manner consistent with their word and values. Employees trust bosses they know to be intelligent, capable and who have a demonstrated track record of acting in their best interest. They give and receive (even invite) feedback, affirmative and constructive. They are fully aware of their scope of power in the organization and in their relationship with employees, and recognize how an off-handed comment or unpleasant glance may ruin someone’s entire weekend.





### Accessible and adaptable

Good bosses are able to balance how they give support and direction with the freedom employees need to do their work, acknowledging experience and expertise over their domain. They understand that each employee comes to the workplace with unique experiences, needs and cultural lenses that will require individualized attention and support, and can adapt their own style to ensure effective communication and levels of productivity.

### Passionate

Good bosses have a fire in their belly about something — particularly the vision and mission of the organization, the people with whom they work, and whom their products and services are meant to touch. They are the first to roll up their sleeves to contribute and model the level of motivation and quality required for achievement of organizational goals. They help employees stay connected to their own passion by encouraging the sharing of ideas and then helping to shape them to fit within and be supported by the larger organization.

### Champions

People want to know that the person to whom they report is on their side, even when mistakes are made. Champions look for opportunities to catch their employees doing a good job and go out of their way to point it out. They don't take the credit for their employees' work and they don't throw an employee under the bus — ever. They "influence up" by being a conduit between their employees and higher level decision-makers, often helping their employees develop the language and influence strategies needed to take an idea to the top of the organization.

### Fun

Good bosses are willing to laugh and value a work environment that encourages meaningful relationships between colleagues. They inspire us by making the connection from our head to our heart about the importance of our work and our value to the company.

Here's the leadership's next step: Reflect on the list and identify qualities you are modeling. Think about where there is room for growth in your leadership practice — growth that will lead to increased levels of motivation and engagement. Finally, begin encouraging your employees to share their own needs and allow for timely adjustments. **c**

### ABOUT THE AUTHOR

DeEtta Jones is a leadership strategist, social justice advocate and author. For more information, visit [www.deettajones.com](http://www.deettajones.com).

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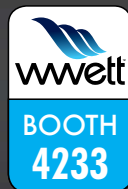
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Jetstream of Houston, LLP, a leading manufacturer of industrial high-pressure waterblasting equipment, parts and accessories, continues to invest and grow in providing industrial cleaning contractors with the most productive hands-free solutions available. By partnering with the leading manufacturers of automated tools and robotics – including Aquajet Systems, Peinemann, StoneAge and Terydon, Jetstream offers the industry's best total equipment solutions for such hands-free, high-pressure waterblasting applications as hydrodemolition, pipe cleaning, surface cleaning and preparation, tank and vessel cleaning and tube cleaning.

“These strategic partnerships enhance Jetstream's product offering and provide customers with greater access to category-leading specialty equipment and accessories that enhance operator safety and productivity and help contractors perform their jobs more profitably,” said Joe Varca, business unit director at Jetstream. “The collaboration with these well-known automation partners, combined with our nine FS Solutions authorized retail support and rental centers across the United States, enables Jetstream to better meet our customers' needs for total hands-free solutions, including the purchase and/or rental of Jetstream waterblasting equipment, parts, accessories, training and service support.”

With the goal of reducing the number of workplace fatalities and injuries related to improper use of high-pressure waterblasting and providing a safer environment for equipment operators, Jetstream is developing and delivering hands-free waterblasting solutions and training to industrial cleaning contractors. As part of the initiative, Jetstream's experts consult with customers, visiting job sites to identify the right hands-free waterblasting solutions for the location.

“Jetstream and FS Solutions can demo, sell and rent the broadest offering of hands-free cleaning solutions in the industry, including automated and robotic tools and accessories.” Varca said.

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# Education Day Sessions

Monday, February 23, 2015

## NAWT

National Association of Wastewater Technicians  
Room 234-236

- 8 a.m. | Pre-Trip Inspections
- 9:30 a.m. | Hours of Service (HOS) Overview
- 11 a.m. | Roadside Inspections
- 1:30 p.m. | Environmental Impact Study: Effects of Water Softener on Septic Tank Performance
- 3 p.m. | A Study of Microbiological Induced Corrosion
- 4:30 p.m. | Ask the Expert Q & A

## WJTA-IMCA

Water Jet Technology Association  
Industrial Municipal Cleaning Association  
Room 140-142

- 8 a.m. | Hydroexcavation — Tools to Stay Current in a Changing Marketplace
- 9:30 a.m. | Maximizing Productivity on Vacuum/Air Mover Projects
- 11 a.m. | Waterblast Safety Can Enhance Productivity, Quality and Profits!

## SSCSC

Southern Section Collection Systems Committee  
Room 231-233

- 8 a.m. | Combination Vacuum Unit Operation Overview
- 9:30 a.m. | Been There, Done That, Got The T-Shirt (Small Business From a Hands-on Perspective)
- 11 a.m. | So You Think You Are the Best? CCTV Inspection In Its Highest Form
- 1:30 p.m. | Avoid the Pitfalls — Trenchless Pipeline Repair and Renewal
- 3 p.m. | NOZZLES, NOZZLES, NOZZLES!
- 4:30 p.m. | Ask the Experts Q & A

## SSPMA

Sump and Sewage Pump Manufacturers Association  
Room 243-245

- 1:30 p.m. | Sizing Guidelines for New or Replacement Sewage Pumps
- 3 p.m. | Backup Battery and Combination Pump Systems Evaluation and Installation
- 4:30 p.m. | Specifying Pumps: Why Do Pumps Fail?

## NASSCO

National Association of Sewer Service Companies  
Room 130-132

- 8 a.m. | Overview of Manhole Rehabilitation Technologies
- 9:30 a.m. | When, Why and How to Defeat Infiltration Cost Effectively
- 11 a.m. | New Opportunities in Small-Pipe Relining and Reinstatement
- 1:30 p.m. | Pipeline cleaning Best Practices
- 3 p.m. | Large-Diameter Pipe and Drain Rehabilitation Technologies
- 4:30 p.m. | Ask the Experts Q & A

## NEHA

National Environmental Health Association  
Room 237-239

- 8 a.m. | New Technologies for Non-Potable Water Use
- 9:30 a.m. | Rules & Regulations with New Technologies and Working with Regulators
- 11 a.m. | New Technologies for Non-Potable Water Use Part 2
- 1:30 p.m. | OSHA Regulations and Smart Business
- 3 p.m. | Sales & Marketing with New Technologies
- 4:30 p.m. | Ask the Experts Q & A

## NOWRA

National Onsite Wastewater Recycling Association  
Room 240-242

- 8 a.m. | Lobbying
- 9:30 a.m. | Field Inspections Part One
- 11 a.m. | Field Inspections Part Two
- 1:30 p.m. | Septic Tank Safety — Lethal Lids
- 3 p.m. | Time Dosing
- 4:30 p.m. | Ask the Experts Q & A

## Portable Restroom Track

Beverly Lewis  
Room 243-245

- 8 a.m. | Mastering the Busy Season
- 9:30 a.m. | A Great Customer Experience
- 11 a.m. | Employee Retention and Recruitment

## Business Track

Kelly Newcomb, Ellen Rohr, Women's Roundtable  
Room 136-138

- 8 a.m. | Grow or Go! Why Most Companies Fail to Grow Effectively and What You Can Do to Keep Your Company From Failing
- 9:30 a.m. | Target Marketing: How to Effectively and Efficiently Grow Your Sales
- 11 a.m. | Effective Branding and How it Can Help Your Business
- 1:30 p.m. | Business Basics 101
- 3 p.m. | Build the Business You REALLY Want
- 4:30 p.m. | Women in Wastewater Roundtable Discussion

Gil Longwell  
Room 140-142

- 1:30 p.m. | Protecting Private Enterprise

## Marketing Track

Susan Chin  
Room 133-135

- 8 a.m. | Ladies and Gentlemen: Create Your Personal Brand and Strategic Network for Success in 5 Easy Steps
- 9:30 a.m. | Effective Website Design and Engaging Customers in the Digital Age
- 11 a.m. | Tapping into the Power of Social Media and Content Marketing

## Road Rules & Safety Track

John Conley  
Room 133-135

- 1:30 p.m. | A Trucker's Guide to Washington Speak
- 3 p.m. | Cargo Tank Safety and Regulatory Report
- 4:30 p.m. | Compliance with Part 180 and Preparing for a Tank Truck CT Shop Audit

(continued)

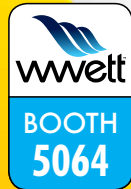
You can view the complete schedule of events along with an exhibitor list, floor plan, travel information and everything else you'll need to plan your trip to Indy at [www.wett.com](http://www.wett.com)





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# Tuesday Sessions

Detailed session information available at: [wwett.com](http://wwett.com)

February 24, 2015

## NAWT Track

Room 234-236

- 8 a.m. | Septage Processing Introduction:  
Working with an Engineer
- 9:30 a.m. | Analyzing Your Resources:  
What Goes on Around You is Important!
- 11 a.m. | Introduction to Odor Control

## Onsite Installer Track

Room 231-233

- 8 a.m. | Soils, Design, O&M: What Every Installer  
Should Know
- 9:30 a.m. | Best Installation Practices for  
Trouble-Free Pump Controls
- 11 a.m. | Introduction to Effluent Filters

## \*MSW Track

Room 237-239

- 8 a.m. | Mapping Solutions for Repair and  
Maintenance of Water Distribution Systems
- 9:30 a.m. | The Shift from Reactive to Proactive  
Wastewater Management Best Practices
- 11 a.m. | Why Hasn't Your Sewer System Evaluation  
Survey Testing Worked?

\*MSW - Municipal Sewer & Water

## Treatment Plant Operator Track

Room 240-242

- 8 a.m. | An Emerging Technology for Lagoon-Based  
Nutrient Removal
- 9:30 a.m. | The New Wastewater: Collection System  
Challenges Caused by Today's Modern Trash
- 11 a.m. | Wastewater Microbiology

## Industry Safety Track

Room 243-245

- 8 a.m. | New Trends and Technology in Equipment  
for Excavation Safety
- 9:30 a.m. | Best Practices: Use, Care and Repair of  
High-Pressure Sewer Cleaning Hose
- 11 a.m. | Development and Execution of a Cross-Bore  
Prevention Program

## Business Track

Room 130-132

- 8 a.m. | How to Position Your Company in the Market Today
- 9:30 a.m. | Six Proven Tactics to Generate Leads and  
Turn Them Into Revenue
- 11 a.m. | Growth by Acquisition or Exiting Gracefully:  
Buying or Selling a Septic or Sewer Business

## Drain Cleaning Track

Room 133-135

- 8 a.m. | Drain Cleaning Methods - Then and Now
- 9:30 a.m. | The Physics of Pipe Cleaning Tools and  
How I Make it Work for Me
- 11 a.m. | Lateral Lining - Are You Using the Right Tool?

## Industry Technology Track

Room 136-138

- 8 a.m. | How to Manage Septic Systems  
using Remote Monitoring
- 9:30 a.m. | GPS Tracking: Hype Vs. Reality
- 11 a.m. | Wireless Controls in the Waterjet Industry:  
Sacrificing Safety for Convenience

## Septic Series Track

Room 140-142

- 8 a.m. | True Crime Scene Stories: How to Inspect  
and Troubleshoot Suspect Onsite Systems
- 9:30 a.m. | One Man's Waste is Another Man's Treasure
- 11 a.m. | Dewatering Options for Roll-Off Containers

(continued)



\*Complete contest rules and details at: [wwett.com/rules](http://wwett.com/rules)



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# Wednesday Sessions

Detailed session information available at: [wwett.com](http://wwett.com)

February 25, 2015

## Septic Series Track

Room 140-142

- 8 a.m. Considerations in Building Your Next Vacuum Truck
- 9:30 a.m. Grease Collection and Treatment:  
Raising the Bar Via Resource Recovery
- 11 a.m. Analyzing Common Onsite Septic System  
Malfunctions and Options for Prevention & Correction

## \*MSW Case Study Track

Room 231-233

- 8 a.m. Retrofit of the Lansdowne Sanitary P/S
- 9:30 a.m. Huntington Beach Successfully Navigates  
Emergency Repair of Fragile Storm Drain  
Collection System Rehabilitation –  
Alternative Technology
- 11 a.m. Collection System Rehabilitation –  
Alternative Technology

## \*MSW Technology Track

Room 237-239

- 8 a.m. Implementation of Acoustic Inspection Technology  
at the City of Augusta
- 9:30 a.m. Highlights from the 7th Edition of Operation  
and Maintenance of Wastewater Collection  
Systems Manual
- 11 a.m. Technological Advancements Fulfill the  
Promise of Zoom Survey Paradigm

\*MSW - Municipal Sewer & Water

## Portable Sanitation Track

Room 136-138

- 8 a.m. Portable Sanitation - Special Events
- 9:30 a.m. Making Your Portable Restroom Business Lean  
and Mean – How to Boost Productivity and  
Increase Your Bottom Line
- 11 a.m. T.B.D.

## Treatment Plant Operator Track

Room 240-242

- 8 a.m. Utility Regulation Basics for Grease Haulers
- 9:30 a.m. The Waste in Our Wastewater
- 11 a.m. Security Issues and Best Practices for Water/  
Wastewater Facilities

## Pipe Rehab Track

Room 243-245

- 8 a.m. Integrating Temperature Sensor Technology  
within Lateral Pipeline CIPP Installations
- 9:30 a.m. CIPP Calibration and Vacuuming
- 11 a.m. Extending Life Expectancies with Corrosion-  
Resistant Coatings and Linings

## Business Track

Room 133-135

- 8 a.m. Team Building for Profit
- 9:30 a.m. Ten Commonsense Ways to Grow and  
Improve Your Business
- 11 a.m. Setting Expectations – The Key to Sales  
and Customer Satisfaction

## Advanced Onsite Installer Course

Room 234-236

8 a.m. - 5 p.m.

- Introduction and Site Evaluation
- System Sizing and Basic Design Principles
- Pumping to Systems
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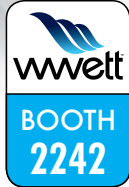
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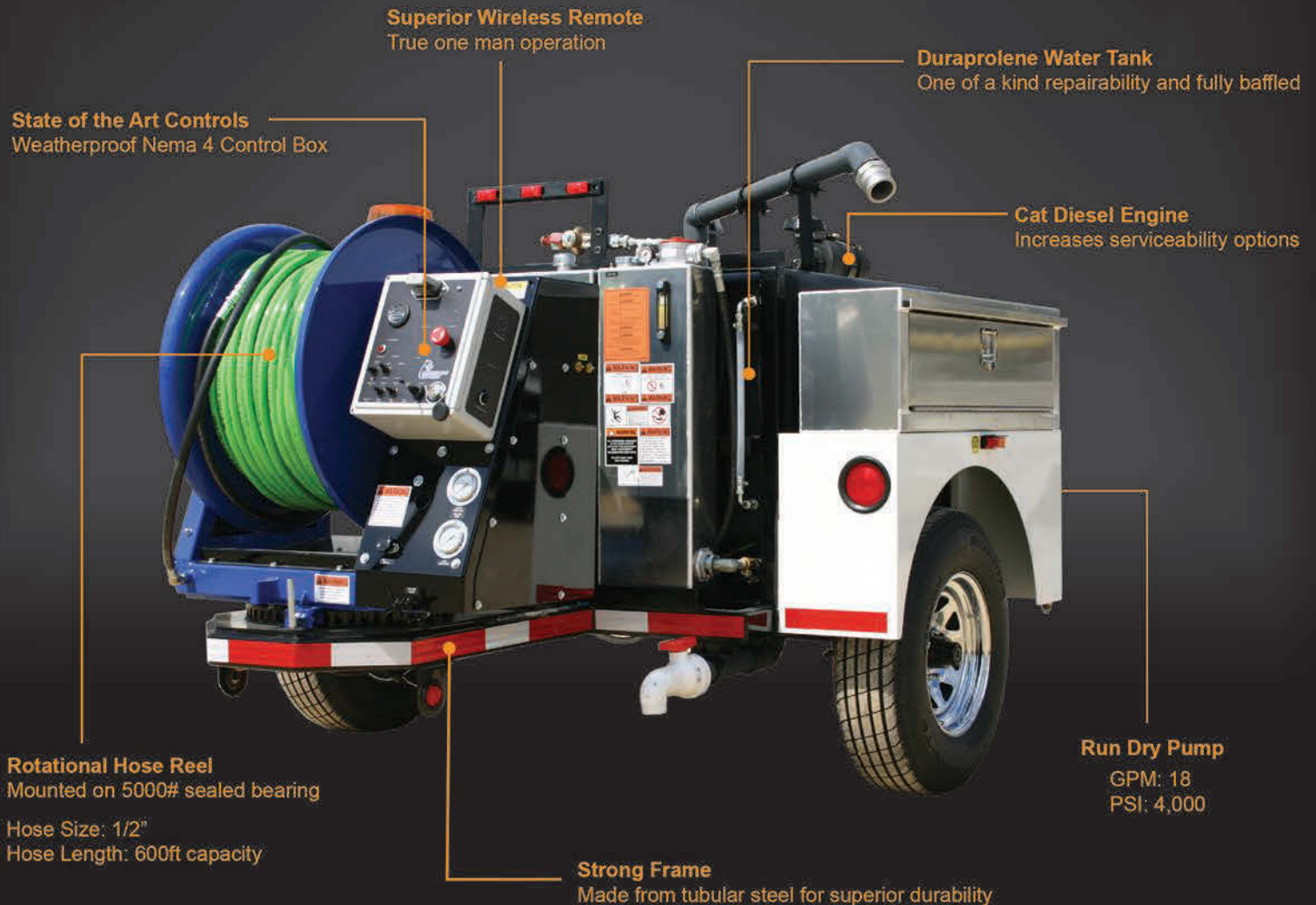


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## World Health Organization talk slated for WWETT Show

The threat of communicable diseases is real for everyone who handles or comes in contact with wastewater. Understanding the risks and taking the necessary precautions is the key to protecting yourself.

Since the ebola virus outbreak in West Africa made headlines, many in the wastewater industry have asked about the potential for a variety of communicable diseases to spread through contact with human waste during the cleaning, maintenance and repair of sanitary drain and sewer lines.

Those questions will be answered at the 2015 Water & Wastewater Equipment, Treatment & Transport Show. Dr. Adrianus Vlugman, World Health Organization senior advisor on water, sanitation and environmental health, will speak Feb. 26 at 1 p.m. in Rooms 133-135 at the Indiana Convention Center as part of an extensive series of WWETT Show speakers and seminars.

Vlugman will provide a general overview covering the survival and life expectancy of communicable diseases in water and wastewater. Among other topics, he will cover:

- Safety precautions to consider when handling water and wastewater.
- The likelihood of communicable diseases to be spread or passed through both centralized wastewater plants and decentralized onsite wastewater systems.
- Whether there is a concern for the spread of communicable diseases through land application of properly treated sewage, biosolids or septage.

The talk on the transfer of communicable diseases is free and open to anyone.

**If you would like to attend the WHO program, fill out the online registration form at [www.wwettshow.com/who](http://www.wwettshow.com/who).**

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# Predicting Safe Outcomes

A new approach to accident prevention goes beyond the traditional principles

By Doug Day

Anyone involved in safety is familiar with Heinrich's Law: For every 330 incidents, there will be 300 with no injuries, 29 minor injuries and one major injury. While the accuracy of his theory is questioned, the principle seems sound enough — minor incidents lead to more serious ones.

Heinrich did his work in the 1930s using data from the '20s. That's nearly a century ago, long before we had the power to crunch "big data" to reveal unseen patterns and trends. "In the last 20 years the number of injuries in the U.S. has steadily declined," says Griffin Schultz, general manager of Predictive Solutions in Pittsburgh. "Fatalities and significant injuries have flatlined."

He adds that companies are finding the theory that smaller injuries predict larger ones isn't necessarily true. "They're also finding that precursors to significant injuries and fatalities are different than precursors to less severe injuries."

Predictive Solutions, a global safety and predictive analytics company, uses safety observations rather than actual incidents to predict the future. "Injuries are on the far right of the spectrum. That's what happens at the end; a wrench falls off scaffolding and hits someone in the head. A near miss is one step to the left; a wrench falls and doesn't hit anyone."

That is the typical scope of safety analysis based on Heinrich's Law and leads to answers about what, where and how incidents happen. "Those are lagging indicators — looking backward," he says.

"Further to the left are safety observations," he says. "You see a wrench on scaffolding and there's no toe rail to prevent it from falling. That's the data we use to predict injuries."

Predictive analytics, used for years in sales and marketing, finance, maintenance and other business functions, looks ahead to answer questions such as why things are happening and what's going to happen next; moving from lagging indicators to leading indicators.

The company analyzes data from the entire base of customers using its SafetyNet software, including some leading gas and oil companies. Its 170 million safety observations are growing by 3 million per month.

Using computer analytics, the observations predict workplace injuries at an accuracy rate of between 80 and 97 percent, determined by comparing actual incidents to the number predicted. The company cites these examples of how analytics have helped companies:

- A Fortune 150 manufacturer reduced its lost work day rate by 97 percent within one year.
- A Fortune 150 energy company reduced its incident rate by 67 percent within 18 months.
- A top 20 construction company achieved significant safety improvements including 90 percent of work sites experiencing no lost-time incidents.
- A top 10 specialty contractor reduced its workers' compensation fees by 57 percent and 66 percent in two years while the number of hours worked increased.

"It's no different than quality," adds Schultz. "Testing a product at the end of the assembly line is one measurement. You want to catch the defect in the steps of the process, not at the end. It's the same thing in safety. You want to observe every day to make sure the toe rail is installed so that wrench never has the opportunity to fall off the scaffolding." **c**

## THE FOUR TRUTHS OF SAFETY

Looking at four years of safety data while building its analytical tool, Predictive Solutions found that those projects with the fewest safety incidents had several things in common. Two are what safety professionals have known for many years:

- Too many unsafe observations predicts an unsafe work site: Commit time and resources to fixing observations before they cause incidents.
- More inspections predict a safer work site: Make sure your program rewards high levels of inspections.

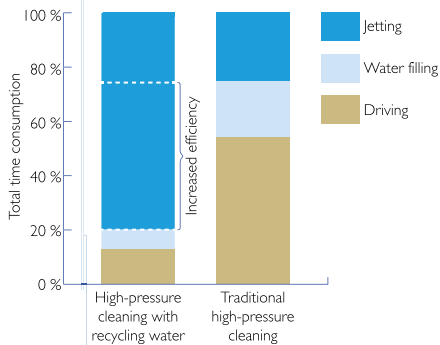
**Predictive Solutions also found two that are more counterintuitive:**

- More inspectors, specifically more inspectors outside the safety function, predict a safer work site: Include as many people as you can in your safety inspection program and ideally, have more nonsafety than safety people doing inspections.
- Too many "100 percent safe" inspections predict an unsafe work site: Train for and reward the reporting of unsafe observations.

From the white paper *Predictive Analytics in Workplace Safety: Four 'Safety Truths' That Reduce Workplace Injuries*  
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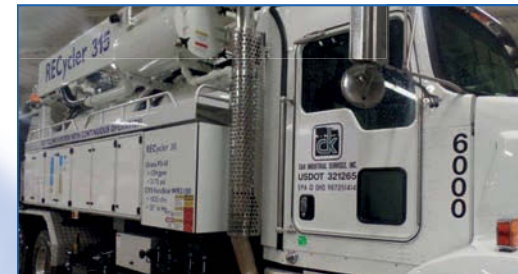
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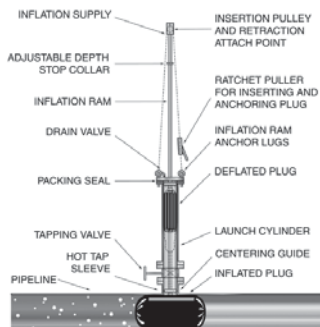
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## PRODUCT SPOTLIGHT

### Spider cutter cleans as it enters and leaves pipes

By Ed Wodalski

The Spider cutter from General Pipe Cleaners features front and rear blades. Cutting starts as the cable feeds into the line and continues as it retracts. A prime application for the tool is cleaning pipe walls prior to lining.

“With the blades going in both directions, it doubles the efficiency of the cutter,” says Marty Silverman, vice president of marketing for General Pipe Cleaners. “It does a better job of clearing the line and it does it faster.”

The tool is available in two models (double U-cutter and double heavy-duty side cutter) and two sizes. The 3-inch size is designed for cleaning 4- to 6-inch pipes and the 4-inch size is made for cleaning 6- to 8-inch lines.

“The Spider cutter is designed to scrape the walls of the pipe more efficiently,” Silverman says. “You would probably use it as a finishing



tool after you cut through the stoppage with your root cutter. Because the blades are on the side, it’s ideal for cutting root hair and scraping the walls of the pipe clean.”

Made of 1/8-inch hardened spring steel and coated for rust protection, the cutter can be adapted to sectional machines or other brands of cable-type drain cleaners for use in a variety of pipes, including plastic and cast iron. 800/245-6200; [www.drainbrain.com](http://www.drainbrain.com).



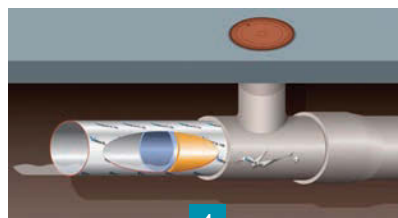
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#### 1 NLB SELF-ROTATING WATERJET NOZZLE

The RPN4009 self-rotating waterjet nozzle from NLB Corp. cleans pipes and tubes at pressures up to 40,000 psi (2,760 bar). Designed for a minimum pipe diameter of 0.75 inches (1.91 cm), the nozzle is coated with titanium nitride for long life and is available with cutting/cleaning or polishing heads. The nozzle is 4 3/4 inches long (12.1 cm), has a maximum flow of 9 gpm and rotates at 7,000 rpm. 248/624-5555; [www.nlbcorp.com](http://www.nlbcorp.com).

#### 2 STONEAGE ROTARY TUBE CLEANING NOZZLE

The BN15 Banshee rotary tube cleaning nozzle from StoneAge reduces the jet standoff distance in tubes and provides harder hitting power for 3/4-inch tubes. The BN15 has a tube I.D. range of 0.75 to 1.2 inches, maximum pressure of 22,000 psi and flow range of 7 to 10 gpm. The nozzle is 3 inches long and 0.6 inches in diameter. 866/795-1586; [www.stoneagetools.com](http://www.stoneagetools.com).

#### 3 JENNY VERTICAL TANK STATIONARY COMPRESSORS

Electric two-stage, vertical-tank, stationary air compressors from Jenny Products provide 175 psi and displace between 9.1 and 43.6 cfm. Each compressor has a heavy-duty, two-stage cast iron pump and powder-coated

ASME tank. Tank sizes include 60, 80 and 120 gallons. Options include airline filter, oil sight glass, low oil level switch and control circuit transformer. 814/445-3400; [www.steamjenny.com](http://www.steamjenny.com).

#### 4 VALERON SEWAGE PIPE REHABILITATION PRE-LINER

The Valeron IL pre-liner for CIPP rehabilitation from Valeron Strength Films, a division of Illinois Tool Works, is designed to prevent water in the soil from entering the liner. It also shields the environment from non-cured resins used in the hardening process. The pre-liner can be inverted by pressurized air or pulled into place and is suitable for deviating pipe shapes (oval). 800/825-3766; [www.valeron.com](http://www.valeron.com).

#### 5 KENCO CONCRETE BARRIER LIFT

The barrier lift from KENCO Corp. can be used on any concrete median barriers, sound walls, curbing and piling. Fully automatic grab-and-release action allows for hands-free operation. The 6- by 36-inch elastomer pads grip sidewalls, even in wet conditions. Pad angles swivel to match the slope of the wall to be lifted. Capacities range from 1,500 to 40,000 pounds. Self-aligning guides are available. 800/653-6069; [www.kenco.com](http://www.kenco.com).

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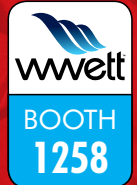


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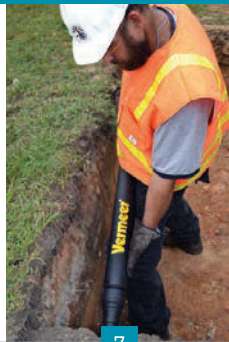
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**6 WASTEQUIP LOCKABLE ROLL-OFF CONTAINER COVERS**  
 Lockable roll-off container covers from Wastequip are designed to meet EPA regulations for stormwater exposure. Made of UV-protected, impact-resistant high-density polyethylene, the covers open to 90 degrees and are permanently mounted to the container. The covers are available in multiple sizes and configurations. **877/468-9278; www.wastequip.com.**

**7 VERMEER HOLE HAMMER PIERCING TOOLS**  
 The Vermeer VPT 250 Short model Hole Hammer piercing tool from McLaughlin is made for work in tight areas. The tool has a positive-turn reverse design with short body, enabling contractors to dig a concise entry and exit pit for a more effective job site and less impact on surrounding neighborhoods. Available in 2-, 2.5-, 3- and 4-inch diameters, the 2.5-inch-diameter tool is 35 inches long and delivers 720 blows per minute. **864/277-5870; www.mclaughlinunderground.com.**

**8 REELCRAFT PRESSURE-WASH HOSE REELS**  
 Pressure-wash hose reels from Reelcraft are rated to 5,000 psi. Designed for heavy-duty use, the hand-crank Series 3000 holds up to 450 feet of 3/8-inch I.D. hose or 325 feet of 1/2-inch I.D. hose. **800/444-3134; www.reelcraft.com.**

**9 PEERLESS ELECTRONICS BUBBA II SERIES CONTACTORS**  
 The TE brand KHR500 (BUBBA II) contactor distributed by Peerless Electronics is a size-reduced version of the Kilovac BUBBA series. Weighing less than 2 pounds, it has 600 amp carry, SPST main contact and SPDT auxiliary contacts. Other features include bidirectional load switching and 3,300 amp break at 400 VDC. **800/285-2121; www.peerlesselectronics.com.**

**10 LOWELL PIPE WRENCH HEAD ADAPTER**  
 The pipe wrench head adapter from Lowell Corp. can be attached to a breaker bar, torque wrench or other tool with a 1/2-inch male drive. The steel wrench weighs 3 1/4 pounds and has 280 ft-lbs torque capacity. Jaws open from

1 1/2 to 5 1/4 inches. When used with a ratchet, the tool's stop bar prevents unwanted ratcheting during repositioning. **800/456-9355; www.lowellcorp.com.**

**11 GUZZLER VACUUM LOADER CHASSIS OPTIONS**  
 The Guzzcavator multipurpose vacuum truck and NX, NL vacuum loaders from Guzzler Manufacturing are available with Kenworth T880 and Cat CT660 Class 8 model chassis. Shorter bumper and axle settings on the Kenworth chassis provide a tighter turning radius and greater maneuverability. The Cat CT660 chassis is built for operator comfort and features a sloped hood, wraparound windshield, heated mirrors and halogen headlights. **800/627-3171; www.guzzler.com.**

**12 DITCH WITCH SK850 MINI SKID-STEER**  
 The SK850 mini skid-steer from Ditch Witch has a 37 hp Tier 4 Yanmar diesel engine, accepts attachments for a variety of underground construction tasks and has a 74-square-inch operator's platform. Dual-lever ground drive controls are standard with single-lever joystick available. An auxiliary control foot pedal helps operators maintain hydraulic flow to the attachment while freeing hands to control depth and ground speed. The unit has an 860-pound rated operating capacity, 83-inch hinge-pin height and 42- or 36-inch wide tracks. **800/654-6481; www.ditchwitch.com.**

**13 WATER CANNON VIRUS KILLER PRESSURE WASHER**  
 The 17M95 electric portable pressure washer from Water Cannon delivers 180-degree hot water (hot-water heater required at source) or ambient temperature water injected with 5.25 percent sodium hypochlorite (household bleach) and calcium hypochlorite (bleach powder). The application for 10 minutes on concrete, brick, stone or metal surfaces kills viruses. Accessories include 50-foot hose, trigger gun and wand, low-pressure wide-fan bleach, chemical or soap injector, four color-coded spray nozzles and color-coded chemical nozzle. **800/333-9274; www.watercannon.com. c**



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- 65FT/100FT/130FT Cable & Reel
- Color Camera Head
- 7" LCD Monitor w/ or w/o DVR & MIC
- Heavy Duty Waterproof Case
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- Option 2: upgrade to 130FT Cable & Reel w/Meter Counter **(New)**



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- 200FT Cable & Reel w/ or w/o Meter Counter
- Self Leveling Camera Head w/Built-in 512HZ Sonde Transmitter
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- Recording with USB Flash Drive & SD Card
- Heavy Duty Waterproof Case



### Long Range Pipe Inspection Camera

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## INDUSTRY NEWS

### Aquam names head of research and development

Aquam Corp., parent company of Nu Flow Technologies, named Daniel Krywyj head of its research and development department. He will be responsible for locations in San Diego, Calif., and Derby, United Kingdom.

### Advanced Drainage Systems opens distribution yard

Advanced Drainage Systems opened a stocking/distribution yard in Alviso, Calif. The facility is the third California location for ADS.



### Hino Trucks names service skills winner

Matt Kieman of O'Connor Motor Co., Portland, Maine, won the Hino Trucks sixth annual National Service Skills Competition. The national event brings together master elite service technicians for head-to-head competition in simulated service-related situations.

### Nu Flow's water epoxy system receives ACS certificate

Nu Flow's potable water epoxy #7000 system received the ACS Certificate of Sanitary Conformity in France. The potable water system is used to restore water flow and prevent corrosion and pinhole leaks. The barrier coating also prevents harmful materials such as lead from leaching into the water.

### Exact Tools establishes repair, distribution center in Canada

Exact Tools established a warranty repair and distribution center in Canada. The Finland-based company named Quality Tool Repair of Saskatoon, Saskatchewan, its master warranty repair center for Exact's PipeCut saws in Canada. The company also established a distribution center in Simcoe, Ontario.

### Go to Parts names business development manager

Go to Parts, Wastequip's new aftermarket parts division, named Dean Rank business development manager. He will be responsible for business development and account management with dealers and end-users.

### MaxLite opens facilities in Anaheim

MaxLite opened a LEED-certified product assembly and testing facility in Anaheim, Calif. The 48,864-square-foot, \$7.5 million building is located in the Anaheim Concourse development at Ocean Circle. **c**

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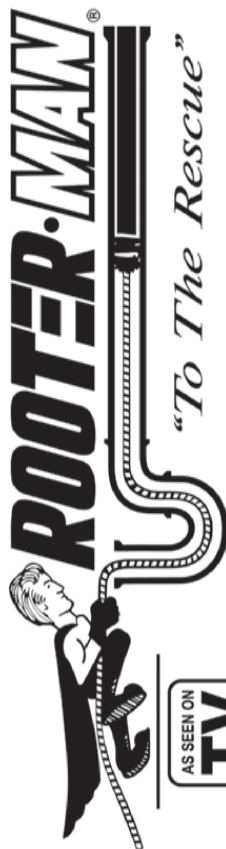
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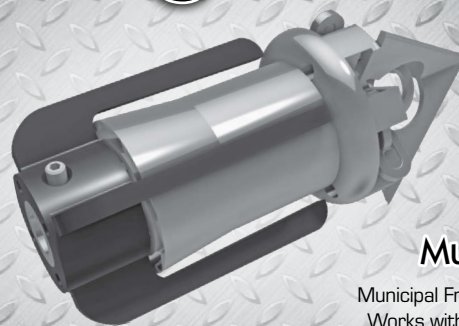
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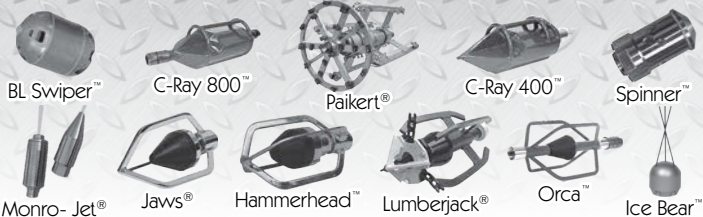


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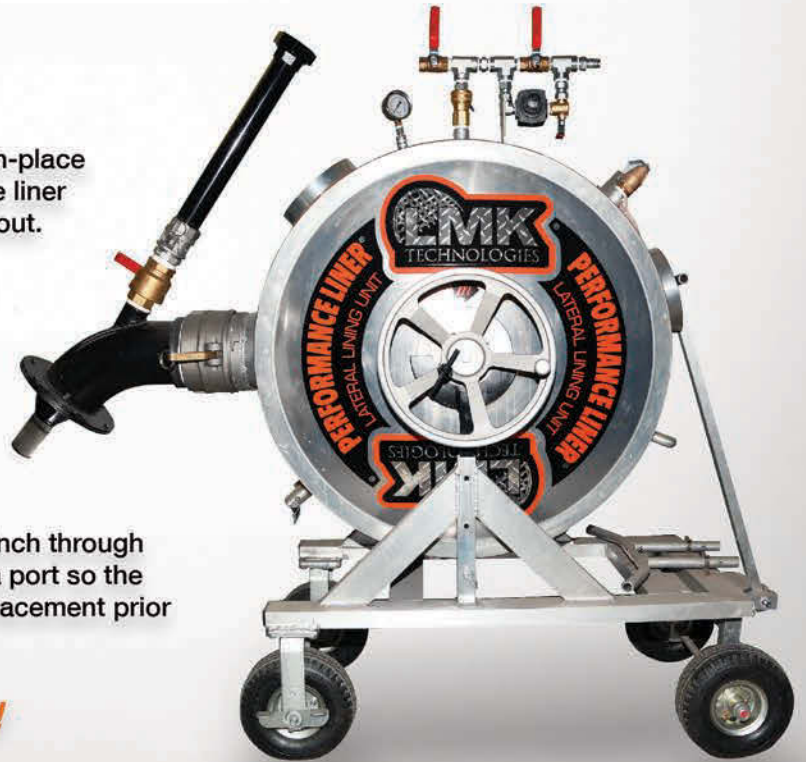


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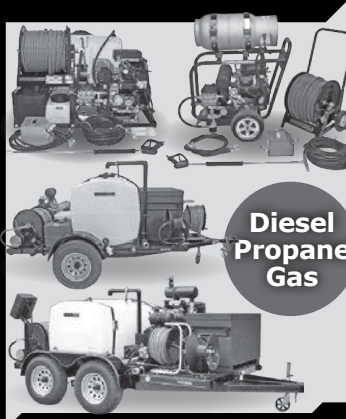
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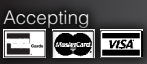
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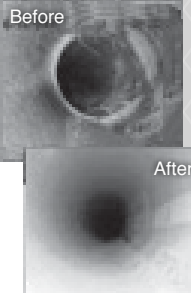


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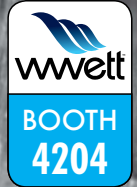
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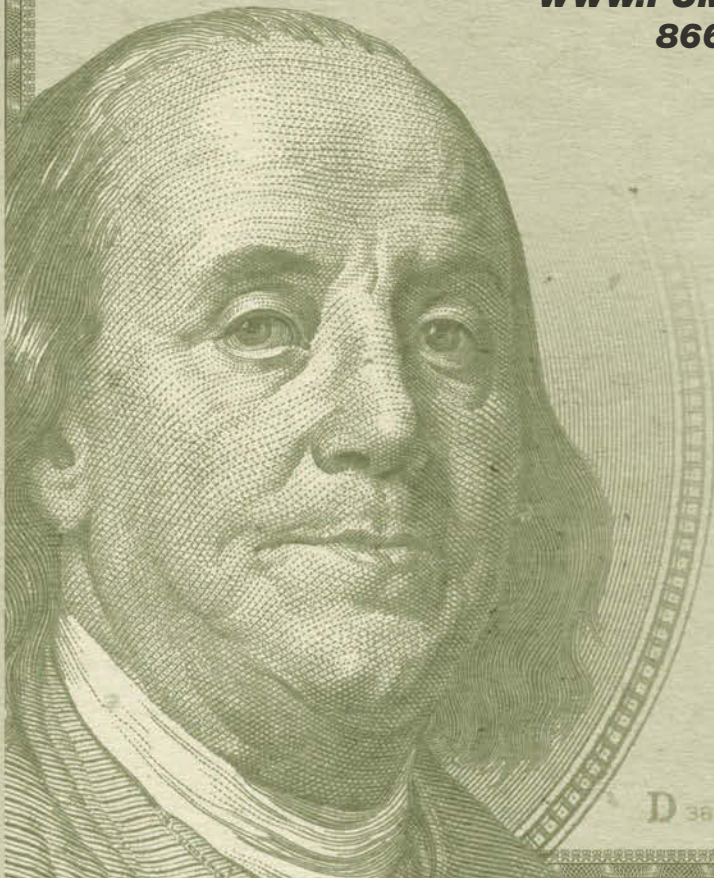
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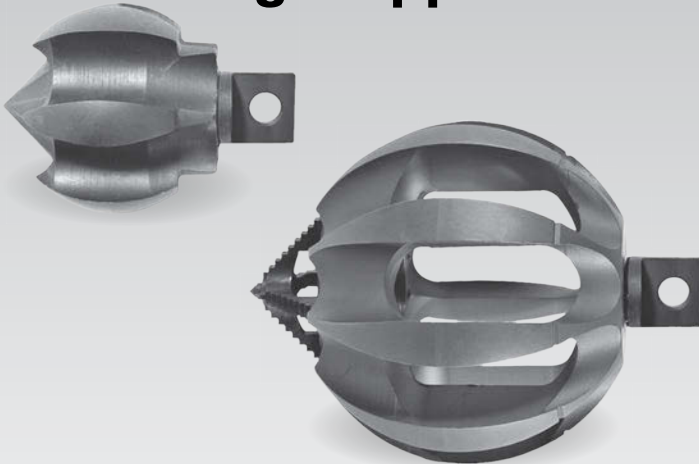
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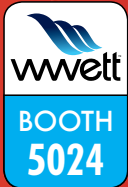
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