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FEB. 17-20
INDIANAPOLIS, IND.

PRE-SHOW
ISSUE

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- **WWETT PREVIEW:** Three great nights in Indy
- **MONEY MACHINES:** RECYcler eliminates the need for refills
- **SAFETY FIRST:** No excuse for trench accidents



ON THE COVER:

Terry Jeske (center) founded Edmonton, Alberta-based Supreme Vac in 2005, but it wasn't until his sons, Bryce (left) and Braydon, joined the firm and pushed to diversify services that the company really took off. (Photography by Nick Sperounes)

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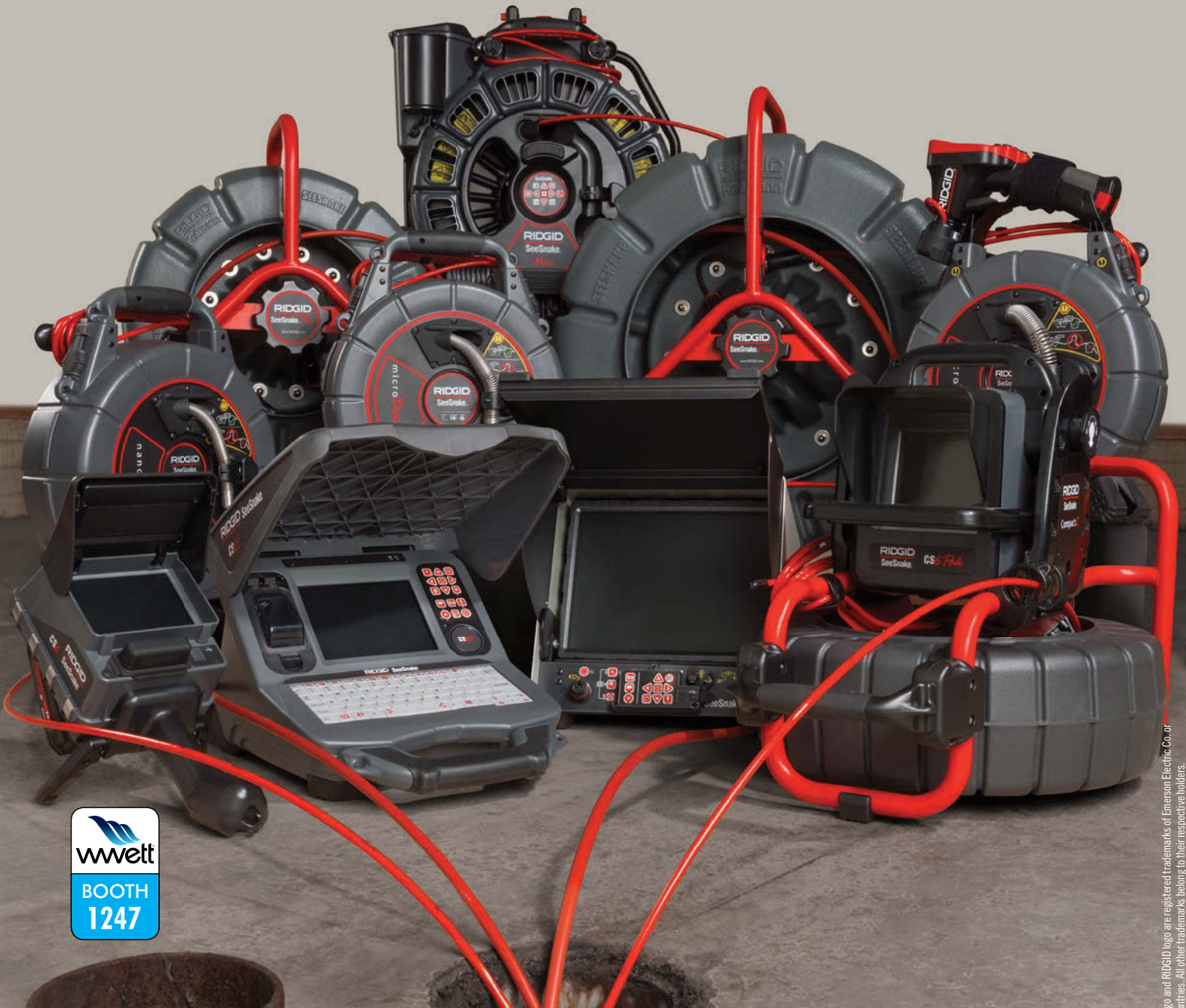
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Luke Laggis
editor@cleaner.com

Moving Into the Future

The evolution of the water and wastewater industry is on display at the WWETT Show

By Luke Laggis

It's a new year. Marty McFly came to the future three months ago. Now it's your turn.

The 2016 Water & Wastewater Equipment, Treatment & Transport (WWETT) Show is your ticket to the future of this industry. The trucks and equipment on display at the WWETT Show can push your business just as far forward in time as Doc Brown's DeLorean.

This year's show is slated for Feb. 17-20 at the Indiana Convention Center in downtown Indianapolis. It'll be my fifth time in Indy, and I'm looking forward to it as always. I remember the trucks rolling in and the show floor taking shape leading up to that first show. It was impressive to see it all come together. I was even more impressed by some of the people I met, and that's what continues to make it most interesting to me.

The WWETT Show is like all of our publications rolled into one and brought to life at the Indiana Convention Center. Everything you read about in these pages is there, from the trucks and tools to the people and perspectives.

There are so many stories walking around on the floor, new stories every year. So many people who've worked hard to carve out their place in the industry. So many different forms of success. So much insight. It's fun to hear those stories. It provides perspective on how the industry has grown and gives me a glimpse of what future issues of *Cleaner* will hold.

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.

Oh, and there's also some pretty cool trucks, and all the latest tools and technology to make you more effective and efficient on the job. From hand tools to hydroexcavators, it's all there.

You'll find a preview of the show in this issue of *Cleaner*. From Education Day to the Industry Appreciation Party, and all the tools and trucks in between, there's a lot to see and do.

If you haven't registered or begun planning your time in Indy, visit wwettshow.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.

And while you're at the show, feel free to track me down. I'd like to hear what you have to say about the show, the magazine, and most importantly, the work you're doing and how you're moving your business forward. After all, that's a goal we both share.

I hope I see you at the show. It's the future of this industry. **c**



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CLEANER CLASSROOM

Buying a Jetter but Don't Know Where to Start?

Jetters provide a powerful sewer and drain cleaning option, but they're not all the same, and you need to have a good understanding of their features and functions before making a purchase. *Cleaner Classroom* is an online series focused on the fundamental functions of cleaning professionals and the basic tools used to clean, inspect and rehabilitate water, sewer and drainlines. [>>>cleaner.com/featured](http://cleaner.com/featured)

OVERHEARD ONLINE

“Typical problems that develop in the field usually revolve around not planning out the work completely and trying to wing it during an installation ... Usually failure accompanies poor planning.”

— When Things Go Wrong on a Lining Job
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MUSEUM MISFORTUNE

Contractor Helps Recover Corvettes From Sinkhole

An industrial cleaning and hydroexcavation company in Bowling Green, Kentucky, faced one of its toughest — and most unique — challenges yet. When other contractors said it couldn't be done, TPM Group stepped up to the plate and delivered as promised, garnering national attention in the process.

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WINNING FORMULA

10 Tips for Small-Business Success

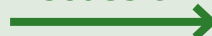
There's no way to guarantee success — but there are plenty of little things you can do to boost your chances and stack the odds in your favor. Your entrepreneurial rhythms may not be the same as the next contractor's, but here are a few conventions that generally work wonders. [>>>cleaner.com/featured](http://cleaner.com/featured)



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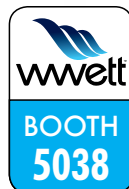
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CANADIAN CLEANING
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Supreme Vac equipment operator Bryce Jeske removes sediment from a storm sewer with a KW T800 tandem vac unit.

OPENING UP *Opportunities*

BY KEN WYSOCKY | PHOTOGRAPHY BY NICK SPEROUNES

SUPREME VAC STRUGGLED IN ITS EARLY YEARS, PLAGUED BY EVERYTHING FROM BAD LUCK TO UNRELIABLE WORKERS. TODAY, THE EDMONTON, ALBERTA-BASED INDUSTRIAL AND MUNICIPAL CLEANING OUTFIT IS A PROFITABLE COMPANY WITH A LARGE FLEET OF EQUIPMENT AND ASPIRATIONS FOR MORE GROWTH.

The difference-maker? In short, business diversity — along with persistence and an influx of ideas from owner Terry Jeske’s twin sons, Braydon and Bryce. In the span of just a couple years, the brothers reinvigorated the struggling company by shifting its business base away from reliance on Alberta’s oilfields and investing in equipment that opened up new markets.

The story behind the company, which now provides hydroexcavating, vacuuming and steam-cleaning services, testifies to the power of business diversification. It also speaks to the value of family ties in the face of adversity, as well as the power of plain old determination and resilience.

When Jeske established the business in 2005, just as the oilfield boom was starting to heat up, the future looked promising. Buoyed by assurances from oilfield companies that there’d be work available if he invested in a vacuum truck, Jeske took the plunge — and then quickly found himself in a fight to stay afloat.

The first bad-luck break: The vac truck was delivered months later than promised. “Any work we had lined up just vaporized,” Jeske recalls. “We made a financial commitment to buy the equipment and were left standing there with our hands in our pockets.”

When the truck finally arrived, problem No. 2 emerged: lack of quality employees. “Things were busy in the oil patch and there just weren’t many good drivers available,” he says. “We definitely were not getting the cream of the crop.”



Equipment operator Braydon Jeske uses a RIDGID SR-20 locator to map buried utilities.



The Supreme Vac team includes (standing, from left) mechanic Al Charest, equipment operator Braydon Jeske, owners Glenda and Terry Jeske, equipment operator Bryce Jeske and safety administrator Andrew Herman; kneeling: equipment operator Ryan Dorchak and safety coordinator Dan Lin.

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EMPLOYEES: 8
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SERVICE AREA: Province of Alberta
WEBSITE: www.supremevac.com



The end result was, as Jeske puts it, a lot of sleepless nights. "It was a really shaky, tumultuous time. ... I had all those payments to make and little revenue coming in," he says. "Eventually, I had to refinance the truck."

Jeske could have just sold the truck, cut his losses and moved on, but he saw a future in it. "I had so much invested in the business, and I thought if the boys took over, they'd turn it around," he explains.

At the time, Braydon and Bryce, now 27 years old, had recently graduated from high school. While Bryce was gaining valuable experience working for a company that replaced water and sewer lines, Braydon was busy taking business administration courses at a local technical institute. "I asked them to come on board, but they declined," Jeske says. "But I kept pecking away and pecking away ... and they finally agreed to do it."

DIVERSIFY OR DIE

Hiring the boys resolved one of the company's biggest problems: finding qualified workers. They brought in friends as well as other workers they found through word-of-mouth referrals from friends.

"Good drivers and operators are the key to the whole thing," Jeske says.

"Equipment is just a pile of metal if you don't have employees with the proper skill set or an interest in the business and solving problems."

But the hardest part was convincing Jeske to diversify, says Bryce. "Diversifying the business was crucial," he says. "Deciding to get into industrial cleaning opened up all kinds of opportunities."

Jeske says he finally realized new services could bring stability to the business. "That way, if the oil patch goes sideways, we still have enough business to keep us alive." The diversification effort worked; currently, industrial and municipal work generates roughly 60 percent of the company's gross revenue, while oilfield-related business produces the balance.

"Good drivers and operators are the key to the whole thing. Equipment is just a pile of metal if you don't have employees with the proper skill set or an interest in the business and solving problems."

Terry Jeske

Breaking into new markets required different equipment, and a hot/cold pressure washing unit with steam cleaning capability, made by Hot and Mighty (a division of T. George Podell & Co. Inc.), proved to be a difference-maker. The company uses it for a variety of applications, including everything from thawing out frozen valves and pipelines to washing down rigs and equipment, even cleaning grease-clogged kitchen lines.

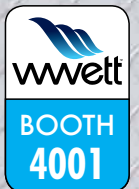
"There were lots of nights where we sat down and had some heated discussions about what the future held for the company and what we needed



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Dan Lin (left) and Braydon Jeske inspect a drainline with a RIDGID SeeSnake Plus.

to do to move forward,” Bryce recalls. “The first thing we pushed for was the steam unit. It diversified us big-time because we could use it not only to work with the vac truck, but also as a stand-alone unit for flushing lines, cleaning equipment and so on.

“Then we started branching into other markets, doing more underground work,” he continues. “If someone was digging up a sewer line, we’d be there to suck out the sewage. Or we’d clean lift stations. But it was tough to get work because we didn’t have as much equipment as we do now.”

“We always answer our phones, regardless of how busy we are or how late it is — even 3 a.m. And we’ll find another contractor for a customer if we’re too busy to do the work.”

Braydon Jeske

Today, Supreme Vac faces no such problem. It owns two tandem-axle vacuum trucks outfitted by Advance Engineered Products. Each one is built on a Kenworth T800 chassis and features a 3,434-gallon carbon steel tank and a 1,400 cfm Hibon blower. Cusco built out the third vacuum truck on a 2014 Freightliner Coronado SD chassis with a 4,226-gallon carbon steel tank and a 1,600 cfm Hibon blower.

The fleet also features a hydroexcavating truck built by Foremost on a 2015 Freightliner 122 SD chassis with a 13-cubic-yard debris tank, a 2,000-gallon water tank and a 4,000 cfm blower made by ROBUSHI

USA. Other equipment includes two enclosed trailer-mounted hot/cold/steam pressure washing units manufactured by Hot and Mighty, a RIDGID SeeSnake pipeline inspection camera system and one RIDGID SeekTech SR-20 pipeline locator.

“We just got into hydrovac last year,” says Braydon. “We were working on a pipeline construction project and we agreed that it would be a good idea to buy a hydrovac not only for that project, but to diversify our services, too.” The company uses the unit for daylighting, trenching or potholing, mostly in the oil, gas and construction industries. But it’s also used to flush drainage lines. “It’s great for emergency sewer or waterline breaks because it doesn’t damage other existing underground infrastructure,” Braydon adds.

AGGRESSIVE MARKETING

Breaking into new markets was not easy. “It’s highly competitive,” Jeske says. “It seems like everyone has a vac truck and a steamer — a lot of people service (oilfield) rigs part time. And it’s tough to compete with guys like that because sometimes they have marginal or substandard equipment and don’t charge what they need to because they tend to view and treat it as a job, not a business.”

But the twins brought a powerful new ally into play: the Internet. In 2011, Braydon created a website that gave the company widespread exposure and still consistently generates business leads. “The website is a huge asset to the company,” Bryce points out. “It gives us a ton of exposure. A lot of new customers that call us find us on the Internet. And if people call you for one service, then you can promote your other services, too.”

But while marketing and new, technologically advanced equipment will nudge open the doors to new business, providing excellent customer service

SECRETS TO A STRONG STAFF

Good employees can make a decent company great. Bad employees can ruin one. Just ask Terry Jeske, the owner of Supreme Vac in Edmonton, Alberta, a company that suffered greatly in its early years due to poor employee performance.

As such, the firm, which cleans municipal and industrial pipelines and also performs oilfield services work, was especially motivated to develop ways to increase the odds of finding not only qualified, but quality employees. Part of the solution came from his twin sons, Braydon and Bryce, who joined the company in 2009 and 2010, and recruited friends to come and work with them. They also obtained word-of-mouth referrals about reputable workers from their friends.

"You need good people working for you," Braydon says. "You can have all the best equipment in the world, but having competent employees to operate the equipment is the most important thing. And they're hard to find.

"We try to hire guys we know or have known," he continues. "We're not looking for guys who just want to get a paycheck. We want guys who really want to make a difference — want to do a job right and generate repeat business."

To attract that kind of employee, Supreme Vac pays competitive salaries and offers annual performance-based financial bonuses. The company also tries to create a family-like atmosphere where employees feel valued and respected. For example, when employees work unusually long shifts — say, 12 hours — the company will buy them meals. The company also periodically takes employees out for team-building dinners, Braydon says.

"We've even sent employees on vacations as a reward for great performance," he notes. "We try to maintain a small-company feel. We don't want to treat our guys like numbers. If you have employees who respect you, they'll also respect the equipment and your customers. So you have to treat them with dignity and respect."

In instances where the company interviews prospective employees without a word-of-mouth reference, it requires a drug test. The company also obtains a driver's abstract that shows traffic violations, accidents and such. "We also ask them point blank if they do drugs, drink or smoke," Bryce says. "And if they say, 'No,' I blatantly ask them, 'Why not?' You get the vibe. ... You can tell if they're telling the truth or not."



The Supreme Vac fleet includes a Cusco vacuum truck, a 2012 Dodge Ram 2500 with a steamer trailer, and a Foremost hydroexcavator.



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Dan Lin flushes a drainline.

keeps those doors open wide, the Jeskes emphasize. “You have to do the job right,” Braydon notes. “You can’t do half a job and expect customers to be happy. When I go out and do a job, I do it as if I was doing it for myself.”

To keep customers happy, the Jeskes also rely on a very simple and basic principle: Always answer the phone. “We pick up our phones all the time — even on long weekends and holidays,” Jeske says. “I’ve actually had customers tell us that they called 10 or 15 vac companies before they called us, and we were the first ones to pick up the phone.”

“It’s a huge differentiator,” adds Braydon. “We always answer our phones, regardless of how busy we are or how late it is — even 3 a.m. And we’ll find another contractor for a customer if we’re too busy to do the work.”

Jeske says another significant asset — his sons’ ability to solve problems — always keeps customers coming back. “That’s another key to our success,” he says. As an example, he cites an instance where a contractor hit a pressurized sewer line near a lift station while doing some excavation work with a track hoe. The line kept filling the trench with sewer water every 20 minutes or so, making repairs virtually impossible. “We came in with a vac truck and some pipe wrenches,” Bryce explains. “We kept sucking out the sewer water, then digging around the pipe with shovels until we eventually were able to get a fitting on the pipe and tighten it down. The owner of the large construction company was so happy that he actually came out and shook our hands.”

Another less obvious but equally important factor in customer service revolves around keeping abreast of new technology. A good example is Root Rat nozzles, made by Chempure Products, which feature small chains that cut away debris.

“We used standard penetrating nozzles before, which would break through obstructions such as tree roots,” Bryce explains. “But sometimes the clogs would reoccur. With the Root Rat nozzles, though, we have less callbacks and fewer backups, which saves our customers money because emergency work is more expensive.”

“Diversifying the business was crucial. Deciding to get into industrial cleaning opened up all kinds of opportunities.”

Bryce Jeske

SLOW, CONTROLLED GROWTH

The Jeskes see more growth ahead, even as the market for industrial and municipal cleaning becomes increasingly competitive.

“With oil prices dropping, more and more guys are coming in from other provinces to service and put pressure on the oilfield and construction markets, or they’re trying to get more work by branching into things we already do,” Braydon points out.

Many companies might see that as a bad thing, but Braydon disagrees. “It’s good for the industry because it will weed out guys who undercut on price and don’t provide good-quality service,” he says. “And when oil prices go back up, those companies will go back to serving the oil industry.”

During the next three to five years, the Jeskes envision slow, evenly paced growth. They’re also considering buying land and building a shop in or near Edmonton. “Right now we rent two different buildings a few blocks apart,” Braydon explains. “But we need time to evaluate and better assess the state of the economy going forward before expanding further into land and equipment.”

Jeske plans to sell the company to the twins in the next five to eight years, bringing to fruition what he first envisioned back in 2005. “I was hanging in there for my boys,” he says of the company’s turmoil-filled early years. “I knew that if I had a family-run business, I could eliminate all the babysitting and headaches I was dealing with.

“They turned the company around. ... I take no credit at all for it. They had all the good ideas.” **C**

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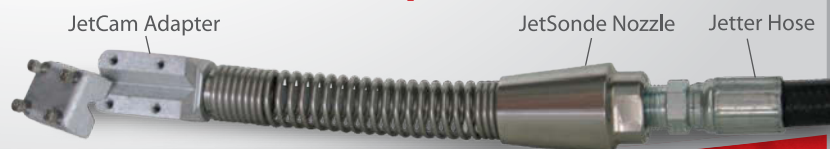


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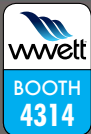
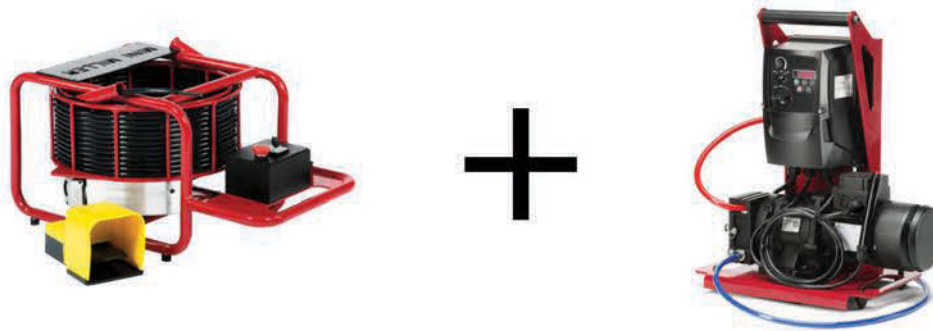
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- Recording with USB Flash Drive or SD Card
- Heavy-duty Waterproof Case
- Crawler for easier push



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FEB. 17, 2016 - Education Day

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4 Days to Make Your Business Better

The Water & Wastewater Equipment, Treatment & Transport Show promises great value and opportunity for your business

By Luke Laggis

Last year, the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show was spilling out of the exhibit hall at the Indiana Convention Center. This year, it's pouring into Lucas Oil Stadium.

It all gets started like it does every year, with the industry's best slate of education courses. The show returns to its Wednesday-through-Saturday schedule this year, so Education Day will be held Wednesday, Feb. 17.

A day in the classroom may not sound like the most exciting part of your trip to Indianapolis, but it could be the most valuable. Presenters from the industry's top manufacturers and associations will lead a wide variety of classes, covering everything from septic myths to small-diameter pipe cleaning. There are more than 50 classes on Wednesday alone.

When class lets out, the party gets started. Just take the short walk over to Lucas Oil Stadium — it's connected to the convention center — for the 2016 WWETT Show Kickoff Party. Relax, check out the exhibitor sponsor displays, and enjoy a cold beverage and complimentary hors d'oeuvres while networking with manufacturers and peers.

"One of the main requests we receive from attendees year in and year out is for more networking opportunities," says show coordinator Brad Bisnette.



"The Kickoff Party presents this opportunity and does so in a very unique, convenient and exciting atmosphere."

The show really ramps up on Thursday when the exhibit hall opens. Every year, products introduced at the show become important components in many industry professionals' toolboxes and equipment fleets. More than 9,400 people representing 4,200 companies and 54 countries attended the 2015 show, with 597 exhibitors nearly spilling out of the exhibit hall.

This year, it's going to be even bigger, encompassing all 560,000-plus square feet of exhibit space at the Indiana Convention Center, in addition to the classrooms, stadium and the Sagamore Ballroom.

"Right now it's a daily challenge trying to figure out how we're going to fit



“It’s going to be very impressive when the lights turn on and the doors open for showtime.”

Brad Bisnette



this much equipment on the floor,” Bisnette says. “It’s going to be very impressive when the lights turn on and the doors open for showtime.”

When that moment comes, take your time and scope out the floor. There’s a ton to see, and you can’t get to all of it in one day. Plus, there are dozens more education courses on Thursday, and you’ll want to take advantage of those opportunities. It’s the perfect day to take another class or two, give yourself an overview of the show floor and formulate a plan to get everything you need out of the next two days. And when the floor closes, you can head back to Lucas Oil for the second night of the Kickoff Party.

Friday brings more education and another full day on the exhibit floor, with a chance for you to zero in on the tools, equipment and conversations that can make a difference for your business.

In addition to being a huge day at the show, Friday is also the biggest night, with the Sagamore Ballroom doors opening at 5 p.m. for the annual Industry Appreciation Party. In addition to 25-cent tap beer and a fun, laid-back atmosphere, country music star Jerrod Niemann will perform. Niemann’s hits include “Blue Bandana,” “Drink to That All Night” and “Lover, Lover.”

Just make sure you don’t really drink to that all night, because Saturday is the final day of the show and your last opportunity to see everything that makes it great.

Don’t forget, there’s also plenty to do outside the show. Indianapolis is a fun and accommodating city with dozens of museums, entertainment venues and shopping opportunities, along with hundreds of restaurants within walking distance of the convention center. And with 4,700 guestrooms connected to the Indiana Convention Center via covered and heated skyways, weather won’t be an issue.

The 2016 WWETT Show will be held Feb. 17-20 at the Indiana Convention Center in downtown Indianapolis. 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.wwettshow.com. **c**

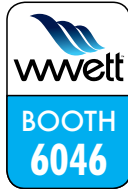


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Just Do the Math

Nice-looking, well-organized service trucks are more expensive — but sometimes you have to spend money to make money

By Ken Wysocky

The seven graphically eye-catching Sprinter vans owned by Valley Plumbing and Drain Cleaning in Sandy, Utah, cost about \$43,000 apiece. But ask owner Lawrence Snow if the vehicles are an extravagance, and his answer is a resounding “no.”

That’s because the vans get great gas mileage (about 17 mpg); carry roughly \$5,500 worth of parts inventory, which reduces time-wasting daily trips to supply houses; and feature an efficiency-enhancing shelf-and-bin storage system, made by J & M Truck Bodies. Moreover, they serve as an invaluable branding and marketing tool, courtesy of a snappy, vividly colored vinyl wrap that features the company’s mascot — a coverall-clad duck carrying a plunger and a monkey wrench.

“We wanted a design that really stuck out from the rest,” says Snow, who started the company in 2011 and has added a new Sprinter to his fleet about every eight months or so since then. “We were looking through a bunch of online art work with our graphic designer and I thought the duck suited my personality — a little bit crazy. Other than that, there’s no significance to it. It was just something that no one else had. Kids usually call it the Donald Duck truck, and I’m OK with that. For marketing, we came up with the slogan, ‘The trucks with the ducks.’”

Snow says the company receives several calls a week from customers who call while driving because they just saw a Valley Plumbing truck. The vinyl wraps, made by Queen of Wraps in Salt Lake City, cost about \$3,000 and serve as the company’s major form of marketing, along with its website and a little bit of newspaper advertising. Money well spent? Absolutely, he says. “Name recognition is huge,” he notes. “It’s the name of the game. All our trucks are identical, which makes us seem bigger than we really are. People always say, ‘We see your trucks everywhere.’”

But while the exterior graphics provide the sizzle, the well-organized interior storage system serves as the steak, for two reasons. First of all, the well-stocked trucks minimize time-wasting trips to supply houses. Secondly, the same parts are stored in numbered bins in the same location within the customizable shelving system in each truck. “No matter who’s driving the truck, everyone knows where everything is,” Snow says, noting the efficiency aspect. “It’s great for our apprentices, who rotate helping out on different trucks.”

As a former business coach for Quality Service Contractors, part of the Plumbing-Heating-Cooling-Contractors National Association (www.qsc-phcc.org), Snow knows the value of a well-managed truck inventory.



ABOVE: Valley Plumbing and Drain Cleaning owner Lawrence Snow says he wanted his Mercedes-Benz Sprinter vans to stand out from the rest, and the duck suited his personality. The recognition they bring has been a valuable asset to the company.

RIGHT: Each of the vans carries a RIDGID SeeSnake inspection system, drain cleaning machines from General Pipe Cleaners, and a wide variety of other tools and supplies.



money machines

- OWNER:** Valley Plumbing and Drain Cleaning, Sandy, Utah
- VEHICLES:** Seven Mercedes-Benz Sprinter service vans
- FUNCTION:** Transporting drain cleaning equipment and plumbing repair parts
- FEATURES:** Shelving/parts bin organization system manufactured by J & M Truck Bodies; 188 hp diesel engine; each truck carries drain cleaning equipment made by General Pipe Cleaners, an air compressor made by Central Pneumatic, and a RIDGID SeeSnake pipeline inspection system
- COST:** About \$43,000

The well-stocked vans minimize time-wasting trips to supply houses. The same parts are stored in numbered bins in the same location within the customizable shelving system in each truck.



He says he often encountered contractors who were unwilling to spend extra money on a larger service van with a good parts storage. But in the end they spend just as much money as they saved — if not more — by making too many unnecessary supply house runs.

“In terms of a monthly payment, there might be a \$250- or \$300-a-month difference between a Sprinter and, say, a \$30,000 service van,” he says. “But if you go to a supply house even just one more time a month than is necessary, you’re effectively losing that same amount of money in terms of nonproductive time spent driving instead of charging billable hours, not to mention vehicle wear and tear and fuel costs. We figure one extra trip to a supply house a day costs us about \$3,600 a month.

“You’re also losing out on doing more jobs per year,” he adds. “Our average invoice is about \$700, so if you can do an extra four jobs a week as a result of well-managed inventory, that’s about \$2,800 a week per truck — that’s significant revenue over the course of a year.”

Valley Plumbing technicians average about two trips to supply houses a week, if that, Snow says, which results in an average of one more job completed per day. From his business coaching experience, he says it’s not unusual for many plumbers/drain cleaners to make six to eight trips a week, which definitely is a productivity killer. “And then guys wonder why they’re not making money,” he notes. “Duh!”

Each of the company’s trucks also carry a RIDGID SeeSnake pipeline inspection camera system, a RIDGID wet/dry vac, an air compressor built by Central Pneumatic, and three drain cleaning machines made by General Pipe Cleaners: a Super-Vee hand-held model, a Mini-Rooter XP for pipelines ranging from 1 1/4 to 4 inches in diameter, and a Speedroooter 92 for lines ranging from 2 to 10 inches in diameter.

Snow also lauds the Sprinters for their spacious cargo area (the interior is 14 feet long) and taller-than-average headroom. The former allows technicians to carry more equipment and parts and find things more easily, while the latter offers a creature comfort that makes walking in the truck easy, as opposed to a head-banging experience.

Moreover, the Sprinters offer larger-than-normal side panels that offer plenty of room to market the two most important things a plumber/drain cleaner can promote, says Snow: the company’s name and phone

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Fig. A



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Infrastructure Intelligence Services owner Paul Fleischer talks to a client while Chance Wilson (right) and CCTV operator Drew Woodyatt set up an Aries camera system for a sewer inspection.

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2011, with more than 45 years of combined experience in environmental consulting and fieldwork, Paul Fleischer and his partner pooled their knowledge and skills and opened an inspection company focused on providing more than videos of faulty pipes.

Infrastructure Intelligence Services (I2S) serves southern Ontario, Canada, providing sewer inspections and related services. The company sets itself apart with expertise in providing thorough assessments and clear, thoughtful recommendations.

“We are both well versed in municipal and engineering requirements when it comes to providing meaningful reports and accurate results,” Fleischer says. “We believed we could provide our clients with reports that would be easy to understand and get right to the findings of the assessment. We believed we could be service oriented and could differentiate ourselves for our clients. We believed we would be able to promote our individual strengths, provide value to clients, and have fun doing a great job.”

As with any new business, there were the typical risks and some long hours getting things going.

“We started out renting and operating a mainline CCTV system out of the back of a cargo trailer, working on evenings and weekends as we helped a friend fulfill a contract to identify I&I issues in the Greater Toronto Area,” Fleischer says. “We were doing a lot of the investigation at night and on weekends to get I2S off the ground. We would be working in rain events — precipitation events where we had to go in the middle of night. We still had our day jobs. We learned quickly there was a strong business case for a full-time firm to conduct these sorts of assessments. We quickly justified the hiring of two to our staff and sent them for training to acquire their NASSCO certification. We have one of those initial two employees with us now, and another three.”



Infrastructure Intelligence Services owner Paul Fleischer on the job in Whitby, Ontario.

Chance Wilson lowers an Aries camera into a manhole at the start of a sewer main inspection.



Paul Fleischer unspools the jetting hose from a Vacall combo unit to clean a sewer line.

Fleischer points out that they were fortunate to have contacts within the industry that they could call on to help build a customer base.

The partners were able to settle on reasonable rates for their services and have been awarded some large contracts, all the while developing the staff with extensive training and mentoring.

To handle their newly launched enterprise, I2S added a Vacall combination truck with a 1,500-gallon water tank, 12-yard debris tank and a Myers pump producing 2,500 psi at 80 gpm. They have since added another Myers-equipped Vacall combo unit with a 1,000-gallon water tank and 9-yard debris body.

These trucks have water wand packages for washdown operations, and both have vacuum capabilities with remote booms and water decanting.

The company is in discussion with various suppliers to acquire a third combination truck.

Their CCTV equipment consists of Aries lateral and mainline systems in a 14- by 7-foot cargo trailer, complete with finished studio and work areas. There are also 2012 Ford E-450 and E-350 cube vans, each outfitted with Aries Industries mainline systems.

In 2011, they purchased a complete 2011 CUES lateral launch system installed in a 1999 Ford E-350. They also added a CUES mainline tractor for versatility, with plans to soon move the system into a newer cube van. Each van is a fully equipped unit with a designated studio and work area with all the equipment for any inspection job.

The CCTV tractors that are part of each mobile unit are equipped with pan-and-tilt cameras and locator beacons that allow for locating the tractors

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ESTABLISHED: 2011

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profile



and lateral launch cameras from grade. Built-in inclinometers also provide helpful slope data. The tractors can be used in pipes as small as 150 mm (5 3/4 inches) in diameter, or they can be built out as large as required to assess pipes in accordance with NASSCO specifications.

Technicians also use smoke testing equipment from Hurco Technologies on some I&I investigations.

STRATEGIC STANDARDS

Fleischer and his team always try to establish a clear line of communication with the client and identify all objectives and expectations before beginning any work.

“There will be kickoff meetings to ensure that we fully understand the objectives, and we want clear lines of communication,” he says. “Do they want regular updates? Do they want verbal, email or submitted reports, and how often? We want to work together.”

Fleischer says the company is built around a culture of service, and providing a high level of training is an important part of ensuring that service, from those initial conversations to the work in the field and right through to the final report.

“We were doing a lot of the investigation at night and on weekends to get I2S off the ground. We would be working in rain events – precipitation events where we had to go in the middle of night. We still had our day jobs.”

Paul Fleischer



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Drew Woodyatt, Paul Fleischer and Chance Wilson (from left) clean a sewer main in Whitby, Ontario, with one of the company's Vacall combo units.

"We currently have four technicians running the systems and two in training," he says. "It takes from three to six months to get a technician fully trained. We start out by putting a man on the back of the truck, whether the CCTV van or the flusher truck, and make sure they understand all the functions, and then they can move into the operator's seat. We send them for NASSCO training, and always oversee their work."

Their CCTV operators are NASSCO-trained under the Pipeline and Lateral Assessment and Certification programs, including the most recent CSA PLUS 4012 Technical Guide training.

"Initially, we screen a person closely to make sure they fit into our culture," he says.

"We work as a team and encourage active participation in all aspects of the work, from planning, to execution, and final reporting and client follow-up."

Paul Fleischer

Staff is trained to function as if it is their own business while out in the field, but also to understand the scope of the project and make sure there is a single point of contact with the client on the job as well.

"We want them to be professional and to provide the reports as determined by the client. We strive to provide 100 percent perfection. We don't want to have to redo our work, and we make every effort to support the staff in the field with whatever is needed in terms of involvement in their performance."

Technicians are cross-trained on the CCTV vans and the flusher trucks, but they also specialize in their specific area. The idea is that they understand all procedures because they work in tandem, but at the end of the day the flusher truck operator and the CCTV operator stay within their own operation modes for safety and efficiency.

"Safety is paramount; specialty training is a necessity," Fleischer says.

CONTINUED >>



TACKLING TOUGH ASSIGNMENTS

Infrastructure Intelligence Services (I2S), an inspection company in southern Ontario, Canada, has tackled its share of municipal projects. Co-owner Paul Fleischer describes one particularly challenging project, a municipal job where the company was hired to inspect a sewer and provide a condition assessment.

"This involved the inspection of a 36-inch-diameter, 2,500-foot-long sewer segment that had a large sag that allowed excessive amounts of debris to accumulate over the years," Fleischer says. "In addition, the sewer was also 100 percent full of water because of the sag. As a result, we knew that bypass pumping was necessary in order to properly flush and clear the line of debris before we could inspect it."

"We quickly determined that we needed the assistance of a contractor that specialized in dewatering, and we hired the best to get the job done right. The bypass system was set up on a residential street, and access to residents' driveways was maintained at all times. In addition, our usual attention to safety and traffic control proved invaluable as curious residents and busy commuters were routed without incident. We completed the work in three days, removing dozens of loads of debris so that we could inspect the sewer to the client's requirements."

On another job, the I2S team was called in to investigate a leak in a new water main.

"A water main that had been recently installed had been pressure tested, which identified a leak. The location of the leak was unknown and the contractor was faced with excavating various sections of the 1-mile-long water main in an effort to identify the leak," Fleischer says.

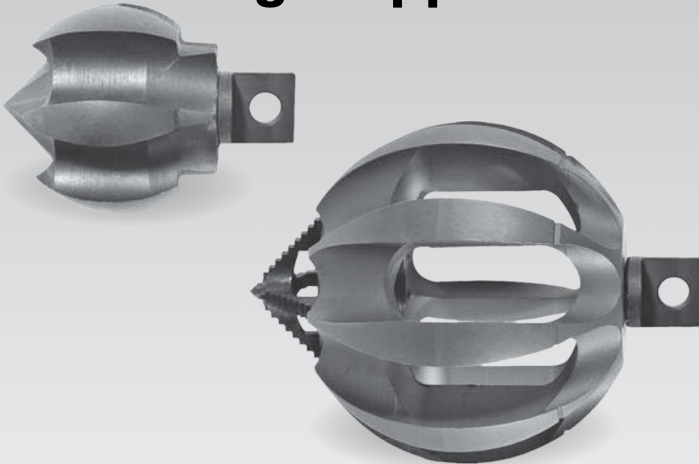
"Using a dedicated small-diameter camera, we were able to quickly locate the leak location at a faulty connection within the water main. The contractor was then able to conduct a focused spot excavation to repair the connection, and the water main was put into commission shortly thereafter."

The partners bring their critical thinking and planning expertise to the table on these jobs. Providing a value-added service — and getting the job done right — has allowed them to continue expanding their customer base.



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Chance Wilson changes the wheel set on a CCTV camera crawler.

Developing employee loyalty is another imperative.

“Because some of our crews are required to work out of town on projects, we set our schedule so these technicians can work four days on and three days off. In addition, we listen and collaborate with our staff,” he says. “We work as a team and

“It is happening more and more frequently that we require additional services, because I’ll tell you right now, we are overwhelmed with business.”

Paul Fleischer

encourage active participation in all aspects of the work, from planning, to execution, and final reporting and client follow-up. I might add we also provide competitive wages.”

ASSESSING THE DAMAGE

I2S currently holds several contracts with municipalities and engineering and construction firms to complete sewer condition assessments. About 20 percent of the company’s business is coming from assumption work for consultants and contractors when a new sewer system requires inspection before the municipality will take ownership.



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The company has also been assisting consultants with dye and CCTV assessment services in a large scale I&I investigation including verifying cross connections to sewers. The assessment also includes plugging specific sewers to create “no-flow” scenarios to assess the pipes for groundwater infiltration.

Other projects have involved flow monitoring assessment services, including installing and maintaining flow monitors. After determining I&I levels and the location of problem areas, specific means of remediation can be suggested.

NETWORKING REBOOT

Fleischer considers his competitors to be peers, and when the workload is heavy he’ll sometimes bring in another service company to help. This works both ways, as I2S is sometimes called on to work as a subcontractor.

“It is happening more and more frequently that we require additional services, because I’ll tell you right now, we are overwhelmed with business,” Fleischer says.

Fleischer sees potential for the company to continue growing beyond its current capabilities.

“We focus on maintaining our good relationships with other more mature companies in our industry, and as I pointed out earlier, we call on them when we need assistance and are there for them as well. We absolutely will grow.

“We’re all just trying to perform and, at the end of the day, earn a living.” **c**

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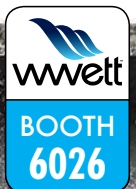
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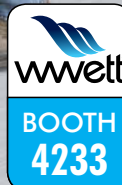
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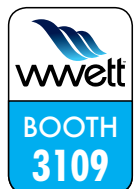


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Don't Get Hurt

Frequent tailgate safety sessions will help ensure your crews make it home healthy and happy every night

By Doug Day

Whether you are required to hold them or not, safety meetings are critical to protecting your workers and your company from the many risks encountered in the field, shop, your vehicles and yards every day.

“We have to counteract the contractor’s desire to get the job done,” says Joel Levitt, author and director of international projects at Life Cycle Engineering. “The goal of safety meetings is to increase people’s consciousness.”

For the last 30 years, Levitt has provided training in the maintenance and engineering fields for more than 3,000 organizations in 25 countries. He has written more than 150 articles and 10 books on the topics around maintenance management. His latest book is *10 Minutes a Week to Great Meetings*.

Cleaner: How often should people hold safety meetings, and how much time do we need to deliver the messages?

Levitt: It depends on your goal. What I’m most interested in is people not getting hurt.

It’s not unreasonable to have a safety moment every day. It could be one or two minutes. Some companies, when they have any meeting, they always have a safety moment.

A lot of times we’ll do just a five- or 10-minute toolbox meeting in the morning; nothing real elaborate. If you’re going to cover a bigger topic, it might be a half-hour or an hour with a PowerPoint presentation.

Or it could be a single-point lesson during a toolbox meeting before going to work in the morning. Fatigue is a common cause of accidents: When you are tired there is more of a chance of injury. Ergonomics would be another, how to pick up something correctly – keeping your back straight, using your legs, not bending over your center of gravity.

Contractors have a unique situation compared to the in-house people. Every single day they are facing a different set of hazards because of the different locations. So they want to get the team together to discuss what’s going on at that site. Take five minutes to look at the hazards like slippery surfaces, construction going on around them, the position of cranes and heavy lifts, and overhead power lines.

New guys get hurt all the time, but the other big group is those who have 15 or 20 years of experience who have a momentary lapse in judgment.



Regular safety meetings and periodic reviews of key topics can increase employees’ consciousness and keep them aware of potential safety risks in the field.

That’s what we’re trying to help them with. You want to keep reinforcing to make sure it’s in people’s minds when they go to work. My concern is that people are thinking and participating in meetings, so you have to make it fun, interesting and get people’s attention.

Cleaner: Do you have suggestions for developing meeting ideas and materials?

Levitt: OSHA has some really great material for safety meetings that you can just snatch from their website (osha.gov/sltc). There are literally enough topics there to last a year.

Here are some topics I recommend in my book *10 Minutes a Week to Great Meetings*:

- Behavioral safety
- Confined space
- Disease prevention
- Ergonomics
- Hearing conservation

- Ladders
- Hazard communications: Hazcom, MSDS sheets, labeling and the like
- Lifting toolbox: Topics about lifting and general back care
- Office issues
- PPE (personal protective equipment)
- Seasonal toolbox topics dealing with seasonal issues or holiday awareness
- Slips, trips and falls
- Fatigue
- Small tool topics associated with hand or power tools
- Weather and how it affects safety

The meeting could even include home hazards and driving hazards.

Cleaner: Some of those are very important to the wastewater industry. How often should key topics like confined space be reviewed?

Levitt: You can do it every couple of months, maybe cover a different aspect of it each time. The one story that got my attention is the guy who bent over to pick up a tool and collapsed. The guy standing next to him, thinking he's having a heart attack, bends over to help him and he collapses. It turned out there was a chest-high level of carbon monoxide, so as long as they were standing up they were fine.

They did oxygen sensing at head level. If they had done it up and down their entire body they would have known there was a problem and accommodated it. A lot of people don't know you have to do that, so using oxygen sensors correctly would be a good single-point lesson.

Operational experience is not helpful if you don't know the things behind it. People get hurt by all kinds of crazy stuff. Telling those types of stories is useful.

Cleaner: Larger companies are required to keep safety training records. Should every company do that whether or not they are required to provide training?

Levitt: I would keep a log of the topics so you know what you are covering and to use for planning your next meetings. Sessions should be held on company time and cover the hazards that your organization faces. You should also keep a record of who is in attendance. For those covered by OSHA rules, hazard communications training is required once a year.

Cleaner: Do you have tips about planning an effective meeting?

Levitt: The biggest single problem we see

is that nobody knows what the meeting is about; why are we having this meeting? A lot of times management will call meetings to make a decision they have already made. If you do that too often, people catch on really fast. The appearance of soliciting opinions and actually soliciting opinions are different. **C**

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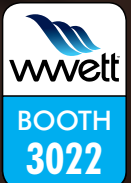
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Education Day Sessions

Wednesday, February 17, 2016

NAWT

National Association of Wastewater Technicians
Rooms 234-236

- 8 a.m. Basics of Septic System Control Panels
- 9:30 a.m. Using Septic Control Panels to Troubleshoot Systems
- 11 a.m. Inspecting Concrete Sewage Tanks
- 1:30 p.m. An Exercise in Septic System Troubleshooting
- 3 p.m. The Basics of Inspecting Drip Systems
- 4:30 p.m. NAWT Ask the Experts Panel Discussion

SSPMA

Sump and Sewage Pump Manufacturers Association
Rooms 133-135

- 8 a.m. Understanding Pumps and Common Pumping Issues
- 9:30 a.m. Evaluation and Installation of Backup Pump Systems
- 11 a.m. Best Installation Practices for Trouble-Free Pump Controls
- 1:30 p.m. Troubleshooting Pumps, Panels and Switches with Digital Multimeters
- 3 p.m. Sizing Guidelines for Sump, Sewage and Grinder Pumps
- 4:30 p.m. SSPMA Ask the Experts Panel Discussion

Business Strategies

Rooms 140-142

- 8 a.m. How Much Should I Charge?
- 9:30 a.m. Business Game Changers: Top 5 Secret Strategies for Massive Growth in Your Service Business
- 11 a.m. The Un-Business Plan – Making Your Business Less Complicated But More Profitable
- 1:30 p.m. How to Use Superior Customer Service to Increase Sales
- 3 p.m. Reward the Right Stuff: Finding, Training and Keeping Great Team Members
- 4:30 p.m. Is Your Business Prepared for a Crisis?

Industry Safety

Rooms 237-239

- 8 a.m. Pre-Engineered Shoring Systems for Cross-Trench Utility Challenges
- 9:30 a.m. Excavation Safety
- 11 a.m. OSHA Confined Space, Air Monitoring and Fall Protection Explained

SSCSC

Southern Section Collection Systems Committee
Rooms 231-233

- 8 a.m. Positioning Yourself for Promotion and Succession Planning
- 9:30 a.m. Step Up Your Game! Taking Current CCTV Inspection Technology to the Next Level
- 11 a.m. Trailer Jetting – Getting the Most Out of Your Equipment
- 1:30 p.m. Vacuuming: the Other Half of the Combination Unit
- 3 p.m. Sewer System Maintenance – Challenges and Solutions
- 4:30 p.m. SSCSC Ask the Experts Panel Discussion

NOWRA

National Onsite Wastewater Recycling Association
Rooms 240-242

- 8 a.m. Introduction to Soils
- 9:30 a.m. Onsite Septic System Loading Rates and Site Layout
- 11 a.m. Making Infiltration Decisions – Understanding Soil Surface Design
- 1:30 p.m. Soil Dispersal Comparison
- 3 p.m. Introduction to the Elements of Onsite System Design and Regulations
- 4:30 p.m. Onsite Septic System Hydraulics and Pump Design

Portable Sanitation

Rooms 136-138

- 1:30 p.m. Marketing Basics: How to Effectively and Efficiently Grow Your Portable Sanitation Sales
- 3 p.m. Trust – How to Build it and Use it to Grow Your Portable Sanitation Business
- 4:30 p.m. Portable Sanitation Forum: Current and Future Critical Issues Affecting the Industry Discussion

NASSCO

National Association of Sewer Service Companies
Rooms 130-132

- 8 a.m. Cleaning Nozzle Technology
- 9:30 a.m. Large vs. Small-Diameter Pipe Cleaning
- 11 a.m. The Lower Lateral – The New Frontier in Sewer Rehab
- 1:30 p.m. Chemical Grouting Technologies
- 3 p.m. The Growth of the UV Cured CIPP Process
- 4:30 p.m. NASSCO Ask the Experts Panel Discussion

Treatment Plant Operator

Rooms 243-245

- 8 a.m. Effective Strategies for Collections System Management
- 9:30 a.m. Sustainable Innovation in Biosolids Management
- 11 a.m. Pretreatment and Wastewater Lagoon Management
- 1:30 p.m. Septage Collection and Treatment
- 3 p.m. Large Scale FOG/Septage Receiving Station – Lantern Environmental Project Case History
- 4:30 p.m. Progress in Electrochemical Water Treatment in Last Century

WJTA-IMCA

Water Jet Technology Assoc. - Industrial Municipal Cleaning Assoc.
Rooms 237-239

- 1:30 p.m. Proper Industrial Truck Maintenance Can More Than Pay for Itself in Productivity and Safety
- 3 p.m. Air Conveyance Through an Industrial Vacuum Truck
- 4:30 p.m. Vacuum Excavation Applications and Opportunities

Women in Business

Rooms 136-138

- 8 a.m. Marketing to Women
- 9:30 a.m. Women of Wastewater: Building a Community of Allies
- 11 a.m. Women in Wastewater Roundtable

Vacuum Truck Equipment and Operation Training

presented by NAWT National Association of Wastewater Technicians

Rooms 109-110 8 a.m. - 5 p.m.

This day-long session will discuss in detail the equipment on vacuum trucks and how to operate them. Pumping terms will be covered, as will safety principles, materials often encountered on the job and government regulations.



WWETT Education Sessions

Thursday, February 18, 2016

Liquid Waste Treatment & Disposal

Rooms 130-132

- 8 a.m. Analysis of Drainfield Failures and Restoration Methods
- 9:30 a.m. Cash In on Community System Operations and Maintenance
- 11 a.m. Ultra-Efficient Inspection Technique to Locate Leaks on Septic Systems

SSCSC Sewer & Drain Cleaning Course

Rooms 231-233

- 8 a.m. Hands-On Nozzle Technology
- 10 a.m. Hands-On Jetter Hose Maintenance – Care and Repair

Sewer & Pipe Rehabilitation, Relining & Repair

Rooms 234-236

- 8 a.m. Take Control of Inflow and Infiltration in Manholes
- 9:30 a.m. When Things Go Wrong on a Lining Job
- 11 a.m. Taking Small-Diameter Drain Lining Inside Infrastructure

Sewer & Drain Cleaning, Inspection & Repair

Rooms 133-135

- 8 a.m. Using the Clean Water Act to Grow Profits
- 9:30 a.m. Winning Trench Warfare – Finding Profitability in Sewer/Septic Work
- 11 a.m. Your Best Shot at Sewer Success – How to Get the Most From Inspection Technology

Onsite Septic Installation, Repair & Design

Rooms 237-239

- 8 a.m. Overview of Application, Design, Installation and Operation of Drip Dispersal Systems
- 9:30 a.m. Onsite System Pump Design Made Easy
- 11 a.m. The Onsite Wastewater Industry and Our Carbon Footprint

Treatment Plant Operator

Rooms 243-245

- 8 a.m. Smart Water Technology in Theory and Practice
- 9:30 a.m. Dissolved Ozone in Municipal Collection, Treatment and Disposal
- 11 a.m. Municipal Biological Waste Treatment

Business Strategies

Rooms 136-138

- 8 a.m. How Self-Employed People Can Make More Money
- 9:30 a.m. Growing Your Business in a Tough Economy
- 11 a.m. Staying in Front of Your Customer

NOWRA Design Course

Rooms 240-242

- 8 a.m. Mound and At-Grade Design
- 9:30 a.m. Low-Pressure Pipe in Drainfield Distribution
- 11 a.m. Subsurface Drip Irrigation

Municipal Sewer & Water

Rooms 140-142

- 8 a.m. How to Recover Non-Revenue Water
- 9:30 a.m. Phased Assessment Strategy for Sewers - Understanding Sewer Condition Quicker with Fewer Resources
- 11 a.m. The Science of Pipe Cleaning – Flow and Pressure



Many states approve WWETT education sessions toward fulfilling required certified education units or professional development hours.

See wwettshow.com for a list of approved states and courses.

Friday, February 19, 2016

Liquid Waste Treatment & Disposal

Rooms 130-132

- 8 a.m. | Fact vs. Fiction: The Top Ten Septic Myths
- 9:30 a.m. | All About Facultative Bacteria
- 11 a.m. | Brown Grease Recovery From Grease Trap Waste: Science and Economics

Industry Safety

Rooms 140-142

- 8 a.m. | Identifying and Managing Risk in a Septic or Sewer Business
- 9:30 a.m. | How Well Do You Know Your Cleaning Hose?
- 11 a.m. | Pathogen Exposures to Workers in the Onsite Industry

Business Strategies

Rooms 240-242

- 8 a.m. | Creating a Data-Driven Strategic Marketing Plan
- 9:30 a.m. | What Every Sewer and Drain Contractor Needs to Know About Asset Protection, Tax Reduction and Estate Planning

Municipal Sewer & Water

Rooms 240-242

- 11 a.m. | GIS: Empowering Water, Wastewater and Waste Removal Organizations

Sewer & Drain Cleaning, Inspection & Repair

Rooms 133-135

- 8 a.m. | Advanced Pipe Bursting
- 9:30 a.m. | Low-Latency, High-Definition Video Over Coaxial Cable for Remote Inspection
- 11 a.m. | Plumbers vs. Technicians: The Slow Decline of the Tradesman

Municipal Sewer & Water

Rooms 231-233

- 8 a.m. | Using Acoustic Inspection to Prioritize Sewer Cleaning
- 9:30 a.m. | Evaluation of Automatic Filters for Nozzle Protection in Recycled Water Applications
- 11 a.m. | Flow Monitoring — How to Make Your Program Successful

Treatment Plant Operator

Rooms 243-245

- 8 a.m. | Insights into Ozone Water Treatment Plants
- 9:30 a.m. | Wastewater Microbiology
- 11 a.m. | How to Ensure Gold is the Result — Choosing the Right Dewatering Equipment

Business Software & Technology

Rooms 136-138

- 8 a.m. | Know the State of Your Business Using Business Charts and Reports
- 9:30 a.m. | Using Software to Save Time and Increase Profits
- 11 a.m. | Using Mobile Devices for Business

Sewer & Pipe Rehabilitation, Relining & Repair

Rooms 234-236

- 8 a.m. | Buying Back Capacity
- 9:30 a.m. | Successful Reduction of I&I Using the Holistic Approach to Sewer Rehabilitation
- 11 a.m. | Large Scale Centrifugally Cast Concrete Pipe Culvert Rehab in CO Dept. of Transportation Region 1

COLE Publishing's Onsite Installer Course

Rooms 237-239 8 a.m. - 5 p.m.

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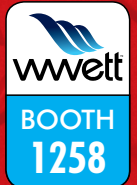
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Keeping Your Business Together



Erik Gunn is a magazine writer and editor in Racine, Wisconsin.

Incorporation and charting a clear ownership path from the start could help protect your company when a personal partnership ends

By Erik Gunn

When we start a business, we naturally hope that it will succeed and grow. And when we get married, we expect it to last forever.

Social scientists tell us the widely held belief that “half of all marriages end in divorce” is way overstated; there’s even some evidence that divorce rates are falling. But you need only look around — not just at the newspaper headlines, but to your own circle of acquaintances — to see that for many couples, there’s no fairytale ending.

So if divorce happens to you, how can you best manage the outcome where your business is concerned? Scott Downing, a Dallas family law attorney who advises small-business owners, shares his general advice on the matter.

“Courts typically don’t want to keep a true mom-and-pop shop in business together. Usually the situation works out that the court will award one spouse or the other that company.”

Scott Downing

LARGEST ASSET

A family-owned business “can often be the largest asset in somebody’s estate,” says Downing. So if there’s conflict over dividing property in the divorce, it’s likely to be at the forefront.

How it plays out can depend on several questions of fact. Was the business formed before or after the marriage? What sort of business structure surrounds the organization, and has that changed at some point in time? And how do the laws of your state treat the property of either spouse or of the couple?

In many states, “ownership” is based on a long-standing principle of common law: whose name is on the deed, title or other property registration document. If only one spouse is listed, that spouse is the owner.

Nine states — Arizona, California, Idaho, Louisiana, Nevada, New Mexico, Texas, Washington and Wisconsin — have “community property” laws that govern the division of assets and liabilities. In Texas, for instance, both of those are divided “as just and right,” under the law.

TIMING

That’s where the question of timing comes in. In Texas, a business owner who subsequently gets married retains personal ownership of the business in the event of a divorce, Downing says — so long as the basic ownership

structure of the business hasn’t changed.

Generally, if the business was started after the marriage, the interest in the business is subject to division, not necessarily evenly, Downing says. Dividing that ownership then becomes part of the divorce settlement process.

That shouldn’t mean the actual business assets get divided — one gets the service vehicles and the other gets the office and shop. Under a commonly held “entity theory” of business, the married couple owns partnership units or stock in the company. “They don’t actually own the underlying assets,” Downing explains.

That’s just one more reason to go through the steps of incorporating the business startup. Then, Downing says, you should stick with that structure or character: A major change in the structure of a business, if not done right, can vastly complicate the question of who owns it and how it might wind up being divided.

FAMILY AFFAIR

Many small businesses truly are a family affair, which can be both a blessing and a bane. When divorce occurs then, “courts

typically don’t want to keep a true mom-and-pop shop in business together,” Downing points out. “Usually the situation works out that the court will award one spouse or the other that company.” The spouse who gets “custody” of the business may have to pay the other spouse for his or her interest in the firm out of the other assets in the estate.

“That’s where you get into, for example, business valuation,” Downing says. “It’s extremely important for someone who owns a small business to hire an attorney and experts who understand business evaluation.”

Set the value too high and the owner going forward can’t pay for the buyout out of cash flow. “That can be a real danger to the ongoing activities of the business. You’re killing your operating income, the reserves, everything else,” says Downing.

If the court sets the value too low, however, the spouse being bought out “might be walking away with very little compared to the ongoing value of the business.”

Another complication is almost endemic to most small businesses even though it’s against the advice of every professional business adviser out there. “Smaller businesses tend to run a ton of personal expenses through the company,” says Downing.

That makes it harder to disentangle the finances of the marriage from the finances of the business, which “is really probably the livelihood for the

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marriage," he says. It may also complicate the question of who actually owns it as an asset to be divided in the divorce.

COMPETITIVE THREAT

In some cases, both spouses fight over rights to keep the business. That could lead to a court ruling awarding the business to one or the other party. Whoever wins that fight and gets the business "needs to have a game plan coming into that," Downing says — especially if he or she hasn't been as involved in running the company as the other spouse.

And nothing stops the loser in the battle from setting up a competing business, he points out. For the "winner" who was less involved, the victory could be hollow, especially if a big part of the value in the business grew out of the "loser's" goodwill: a network of contacts, customers, suppliers and industry knowledge that can be leveraged into a new, competing company.

If you maintain control of the business after divorce, however, don't expect to be able to impose a noncompete clause, Downing says. Within reason, courts don't want to interfere with the spouse's ability to make a living after the breakup.

On the other hand, if the couple comes to a negotiated settlement about distributing their assets, it's easier to put a noncompete restriction in place. "If you do a settlement, everything's on the table that is not prohibited by law."

ADVANCE AGREEMENTS

The potential for problems raises another question: Should a business owner who marries get a prenuptial agreement?

Theory might say "yes," but in the end, Downing points out, theory and reality don't always see eye to eye.

"A prenuptial agreement is so personal it's almost on a case-by-case basis," he says. "Some people refuse to sign them. You can insist on a prenuptial agreement, but you might lose your future husband or bride over it."

Instead, the more practical course of action is to make sure the business is properly incorporated, that the ownership structure of the stock is clean and clear, and that you have an accurate and reliable valuation of the firm. **C**

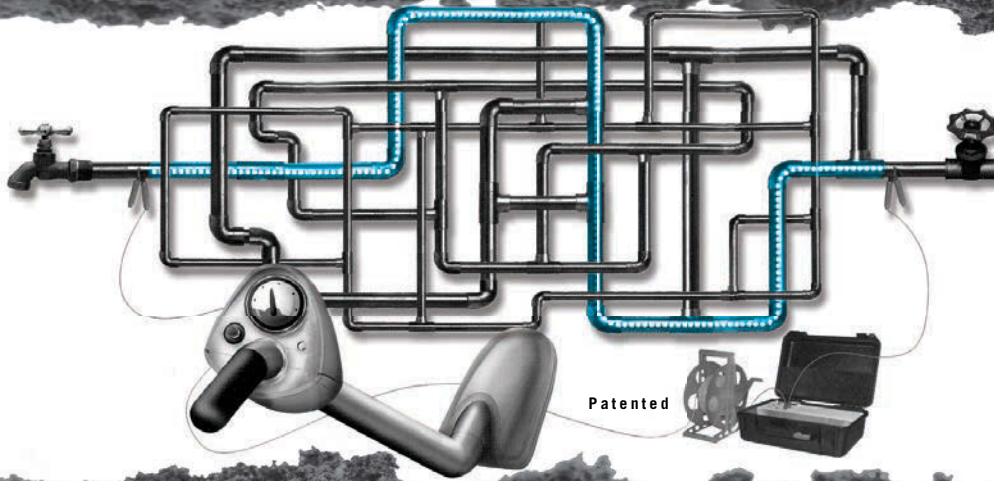
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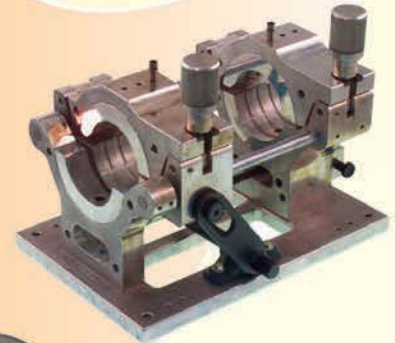
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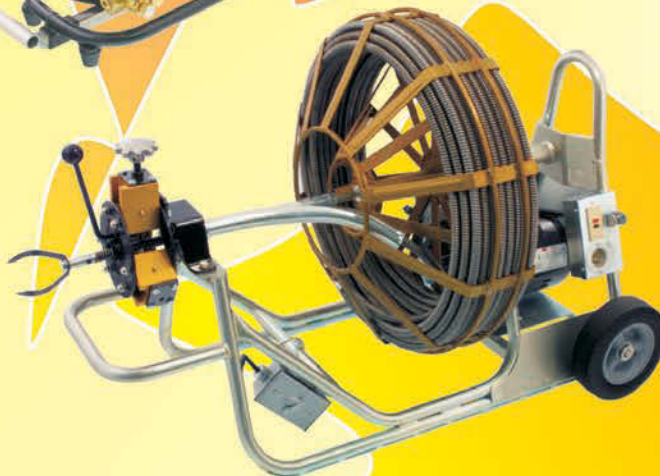


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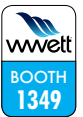


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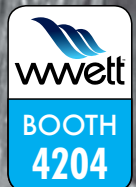
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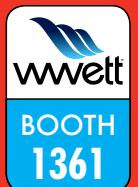


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Smart, Portable Inspection

General Pipe Cleaners rolls out the compact Gen-Eye SDP video inspection system

By Craig Mandli

As featured at the 2015 Water & Wastewater Equipment, Treatment & Transport (WWETT) Show, the Gen-Eye SDP video inspection system from General Pipe Cleaners provides plumbers and drain cleaners with everything they need for small- to medium-size pipe inspection.

“Its portability is very appealing to septic and pipe cleaning professionals,” says Marty Silverman, vice president of marketing for General Pipe Cleaners. “The target market is drain cleaners, but it’s popular with municipalities, plumbers and pumpers who perform septic system inspections as well.”

“We certainly market the SDP and Hot Spot together. Once the SDP is used to identify the type and nature of the problem, the Hot Spot is used to pinpoint that spot to efficiently repair the problem without any unnecessary digging.”

Marty Silverman

Weighing 14 pounds, the Gen-Eye SDP offers a full-size video inspection system in a compact package. It has a four-hour rechargeable battery and a Wi-Fi transmitter. A full-size reel can be mounted on the docking arm to troubleshoot 3- to 10-inch lines. The unit’s 10.4-inch LCD sunlight-readable screen with on-screen distance counter makes viewing easier in bright sunlight, and the whole unit is protected by a heavy-duty Pelican case.

“The Wi-Fi capability means photos and video can be sent right to the customer without the tech having to set foot in the home,” Silverman says. “That saves time for the tech and inconvenience for the customer.”

A panel indicator lets technicians know when the battery is running low. Not only can the Wi-Fi transmitter send video to a smartphone or tablet, a free app allows for the easy viewing and recording of real-time video inspections at a range up to 500 feet. In addition, an integrated SD recorder captures 32GB of video or still images with a date and time stamp.

The unit includes a built-in voice-over microphone with switch, LED dimmer control, camera test port, video- and audio-out connections for external recording devices, and AC and DC power cords. A self-leveling color camera keeps pictures right-side up so contractors and customers can follow the camera as it moves through the line. The system has been available since fall 2014 and Silverman says feedback has been positive.

“The techs who already have the SDP really love it,” he says. “The best reviews have been focused on its lightweight portability and the Wi-Fi capability. It’s met our expectations so far.”



Mike Silverman, vice president of operations for General Pipe Cleaners, explains the features of the Gen-Eye SDP video inspection system to WWETT Show attendees. (Photos by Craig Mandli)



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3/8"	\$62.08	\$91.28	\$105.54	\$151.12	\$215.06	\$259.57	\$304.05	\$347.48	\$382.09	\$425.75	\$469.43	\$513.11	\$556.77
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Mike Silverman demonstrates some of the Gen-Eye SDP's capabilities at the 2015 WWETT Show.

Silverman notes that many techs who show interest in the SDP also look at General's Gen-Eye Hot Spot digital locator. Compatible with the SDP, the Hot Spot eliminates guesswork when inspecting and tracing drain, sewer or septic lines.

"We certainly market the SDP and Hot Spot together," he says. "Once the SDP is used to identify the type and nature of the problem, the Hot Spot is used to pinpoint that spot to efficiently repair the problem without any unnecessary digging."

Silverman says General chose the WWETT Show to roll out the marketing campaign for the system because it's a great opportunity to put General's

products in front of the target audience.

"This show always has great traffic, and the attendees, especially this year, are buying," he says. "We always get a ton of feedback here that we can take back and integrate into our products."

General is already thinking ahead to the 2016 WWETT Show. "We're always looking for ways to improve and integrate," Silverman says. 800/245-6200; www.drainbrain.com. c

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Optimize the Mobile Office

How to be at the WWETT Show and 'back at the office' at the same time

By Judy Kneiszel

We've all seen them. The guy outside the seminar room on Education Day at the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show whisper-shouting into his cellphone and looking like his head is about to explode. Or the woman sitting uncomfortably on the floor in the airport with her laptop plugged into an inconvenient outlet furiously typing an email that just can't wait until she checks into her hotel and recharges her battery.

If you find it difficult to focus on the trade show because you're frantically trying to run your business remotely, here are some helpful hints for achieving equilibrium.

BE WELL EQUIPPED

Get your equipment ready before leaving home. Make sure there's room on your smartphone for new photos. Back up your laptop to preserve files on the off chance that it is lost or stolen.

You may also want to upgrade your software and operating system before coming to the show and clean up your files to free up as much storage space as you can. You may run into some slow Internet connections on the road, so get things running as fast as possible on your end. And you want to make sure you've got enough room for anything you download while away from the office.

Download any necessary apps to your smartphone. An app that can read business card information and immediately store it in your phone's contacts is a trade show convenience that eliminates having to keep track of dozens of business cards.

Make sure to pack all necessary cables, connectors, chargers, headphones and flash drives you might need. And consider bringing an auxiliary cellphone charger. These inexpensive portable gadgets can be stowed in a pocket or purse and double your phone's battery life.

Remember to download any virtual meeting software you might use such as GoToMeeting or storage software like DropBox. If you want to "see" what's going on back at the office when you call, make sure you're set up with Skype. If this is the first time you'll be using any of these technologies, learn to use them prior to the show. Schedule adequate training time for yourself and your staff.

DELEGATE MANAGEMENT DUTIES

Well in advance of your departure, make a list of all the things you do that no one else in your company does. Delegate each and every one of these tasks to someone and train that person how to properly do their assigned task. Let others know who will be doing what.

Also, outline a clear chain of command. If there's a problem with a truck, who deals with it? If there's a problem with a client's bill, who should handle that? Try to think of the most common scenarios demanding your attention

each day and determine who should handle them in your absence. Who makes the final decision in each scenario? Where does the buck stop? It doesn't have to be one person filling your shoes entirely. Divide up the responsibilities but make the assignments clear. Creating a chart can help.

STICK TO A SCHEDULE

Instead of taking calls from your team all day, every day, whenever a problem or question pops up, schedule a conference call or online "meeting" once a day when you're away, either with one person who can relay information to and from the team, or with the entire team if it's practical. Consider time zones, the show schedule and your crew's typical schedule, and pick a time that works best for all. Find a quiet place to set up when it's time to meet and limit the meeting to a set amount of time each day – a half hour or less is probably sufficient.

In addition to touching base with the office, schedule a block of time for yourself each day to answer emails and return phone calls. To make that schedule work, it helps if you record a voicemail and set up an automatic email reply informing people who try to contact you that you are at the show and either whom they should contact in your absence or what time you'll be returning calls and messages each day. This allows you to turn off or ignore your phone for blocks of time as you focus on the show. If you must, provide one person back at the office with a list of exceptions – emergency situations that warrant contacting you outside of your prearranged call time. Keep the list short and encourage them to stick to it.

SET PRIORITIES

Not every call needs to be answered immediately by you. Not every email needs a response the second it comes in. Not every problem needs your attention. Forward emails to whomever you've delegated to handle particular situations. Have someone back at the office return the phone call you received. Know what you can put off until you return home. Letting go and giving others more responsibilities when you are gone can have positive effects long after you are back. You may find your employees solving more problems on their own year-round.

DEBRIEF WHEN YOU RETURN

When you get back home, meet with your team and discuss what went right, what went wrong and how things could have been handled better while you were gone. Use this debriefing to start preparing for next year's show. Keep a file on who did what and how it went, and it won't be like reinventing the wheel each year when showtime rolls around. If your team becomes adept at handling things in your absence when you're at the WWETT Show, you might just be able to take a vacation some time during the year, too. **C**

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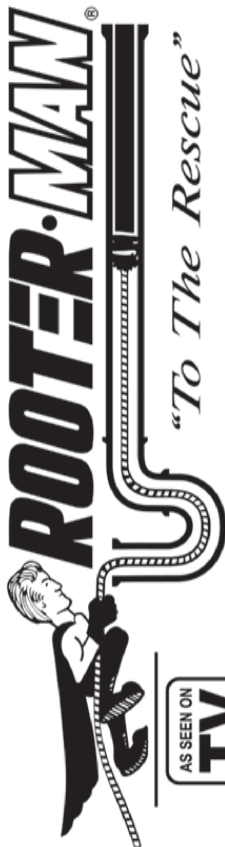
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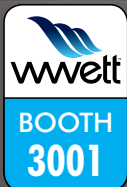
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PRODUCT SPOTLIGHT

Sectional cable machine maximizes operator performance, safety

By Luke LeNoble

The Model C drain and sewer cleaner from Electric Eel Mfg. Co. Inc. is designed to clear tough blockages in long lines quicker and safer than standard drum machines.

The sectional cable machine runs up to 200 feet of 1 1/4-inch self-feeding dual cable that spins at twice the rpm of a continuous cable machine for maximum cleaning power in 3- to 10-inch lines.

“What a lot of our customers tell us is with the Model C sectional machine they can get the blockage cleared a lot faster and be on their way,” says Mark Speranza, vice president of sales at Electric Eel. “The Model C will spin the cable at a higher rpm, so you get more cleaning power than you do with a drum machine.”

A heavy-duty 1/2 hp motor comes standard with 3/4 and 1 hp motors available. Detachable cables and a 72-pound drive unit make loading and unloading easy. The fold-down handle allows for easy transportation, storage and use in crawl spaces.

“From a maintenance and service standpoint, it’s probably the lowest maintenance machine you can buy, just a lower cost of doing business with this style machine,” Speranza says. “Since the cables are in sections, you don’t have the issue you do with a continuous cable. If a continuous cable gets kinked or broken, you can’t really use the machine anymore until you repair or replace the cable. With a sectional machine, if you damage one section you can simply set that section aside and keep on working.”

The heavy-duty, fully adjustable safety clutch keeps cable and tool breakage to a minimum and provides overload protection.

“With the Model C sectional machine, you never touch the cable when it’s rotating,” Speranza says. “You never have your hands on it like you do with a drum-style machine.” 800/833-1212; www.electriceel.com.



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5 ADVANCED PRESSURE SYSTEMS FLUID END PUMP PARTS

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6 CRESCENT QUICK-CONVERT NUT DRIVER SET

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7 HAMMERHEAD TRENCHLESS, SELECTIVE-POINT REPAIR SYSTEM

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8 METROTEL NOISE-SUPPRESSION RECEIVER

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9 FORD METER BOX SEWER SADDLE

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10 SNAP-ON GAS METER WRENCH

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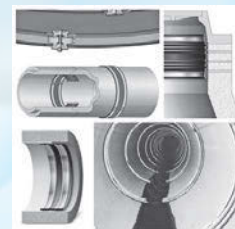
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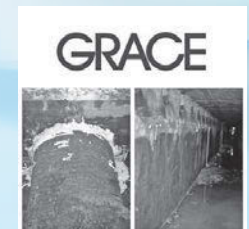
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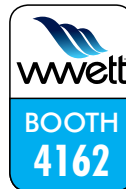
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HOBAS Pipe updates product brochure

HOBAS Pipe USA issued an updated 72-page product brochure covering its centrifugally cast, fiberglass-reinforced, polymer mortar pipe. It includes guide specifications, joint details, the manufacturing process and more. Updated charts and design guidelines are also now included for HOBAS 126-inch pipe.

Dwyer Group welcomes new CFO and new general counsel to executive team

Dwyer Group Inc., one of the world's largest franchising companies of trade service brands, has announced that Jon Shell has joined the company as CFO and Grayson Brown has joined the company as general counsel, effective immediately. "We're excited to welcome Jon and Grayson to our executive team at a pinnacle time in our organization's national and international growth," says Mike Bidwell, president and CEO of Dwyer Group.



Jon Shell



Grayson Brown

InfoSense hires western regional sales manager

InfoSense, manufacturer of the Sewer Line Rapid Assessment Tool (SL-RAT), has announced that Heath Kelsey has joined the company as western regional sales manager. Kelsey has over 20 years of experience in the water and wastewater industries, including work with corrosion-control products as a general engineering contractor, and has served in various distributor and OEM sales management roles.



Heath Kelsey

Hanson Building Products purchases Cretex Concrete Products

Hanson Building Products, a manufacturer of a diversified range of concrete and clay building products, announced that its North American concrete pipe and precast business has finalized the purchase of Cretex Concrete Products (CCP), which is headquartered in Maple Grove, Minnesota. CCP has a network of 17 manufacturing facilities and 850 employees across 11 states.

Atlas Copco CMT names new technical sales representative

Atlas Copco Construction Equipment Canada has appointed Dan Fazekas as technical sales representative for its Construction Tools Division in Ontario and Manitoba. Fazekas has over 15 years of experience in both the steel and construction equipment industries.



Dan Fazekas

ePIPE earns French certification

ePIPE potable water epoxy, which is manufactured by Pipe Restoration Technologies, has received the Certificate of Sanitary Conformity in France. The Attestation de Conformite Sanitaire (ACS) certificate applies to materials in contact with potable water. The epoxy has been approved for application to all sizes of water pipes.

HammerHead Trenchless names president

Charles Machine Works appointed Kevin Smith president of HammerHead Trenchless Equipment. He had been serving as president of MTI Equipment, a Charles Machine Works company. Smith previously served as director of product definition and research, product planning manager, business manager and salesman for Ditch Witch, another Charles Machine Works company.



Kevin Smith

Envirosight opens new marketing office

Envirosight opened a new office in Portland, Oregon, on Sept. 15. The 1,200-square-foot office space is located on Northeast Killingsworth Street. It will primarily house the company's marketing and public relations department.

Smith Flow appoints international business development manager

Valve safety specialist Smith Flow Control USA (SFC) has promoted Sander van den Bos to international business development manager. In his new role, van den Bos will expand the company's reach by developing new market, product and application opportunities and will also direct the SFC international sales team and distributor networks. Van den Bos, who joined SFC in 2010, has over 18 years of international sales experience. He will continue to manage the company's sales and technical support teams.



Sander van den Bos

Brown and Caldwell honored by National Safety Council

Brown and Caldwell has been recognized as an industry leader by the National Safety Council for achieving the best safety performance within its industry. This marks the fourth consecutive year the company has received the honor. In August 2015, Brown and Caldwell hit the milestone of working 12 million hours without an occupational injury or illness that resulted in days away from work. **c**

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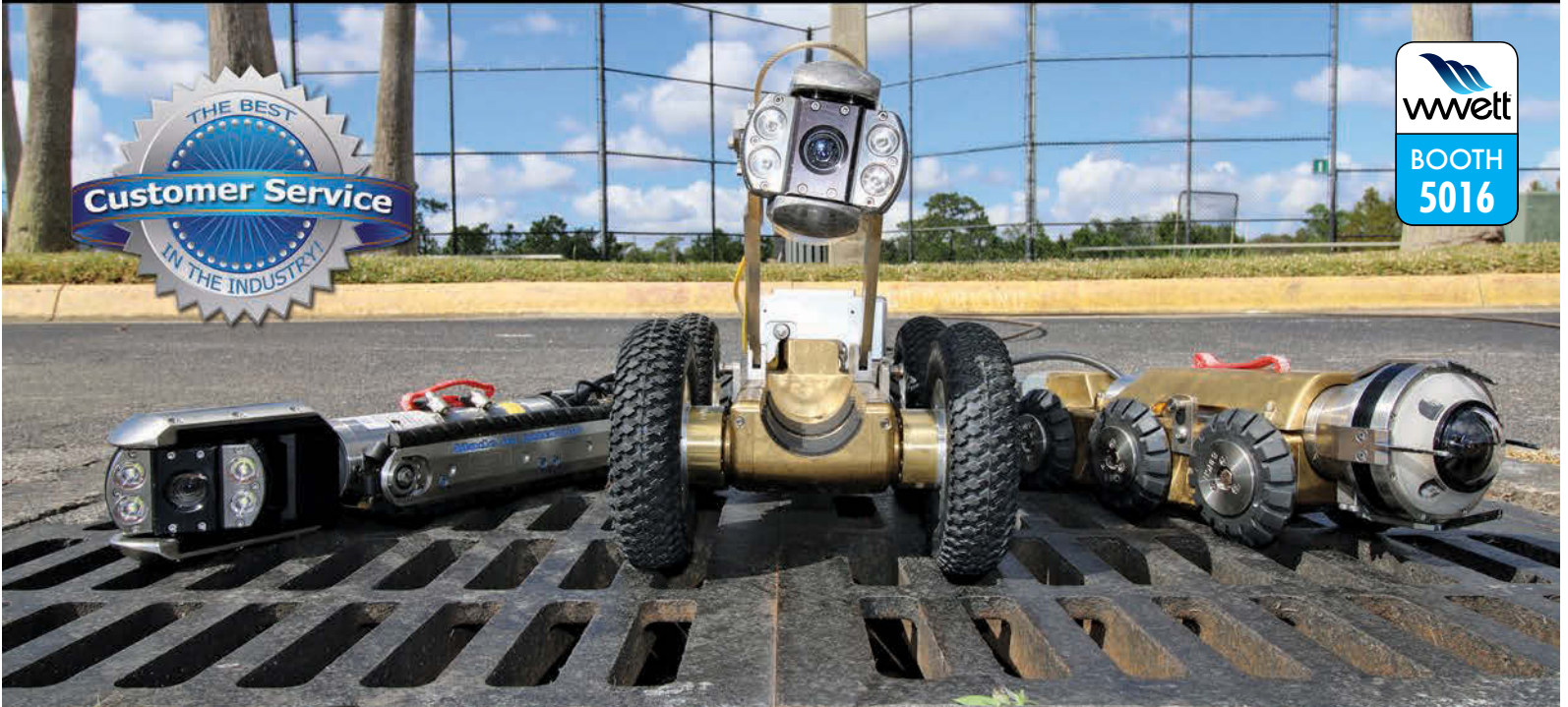
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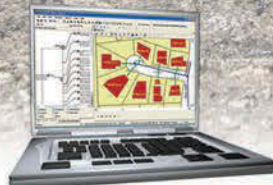
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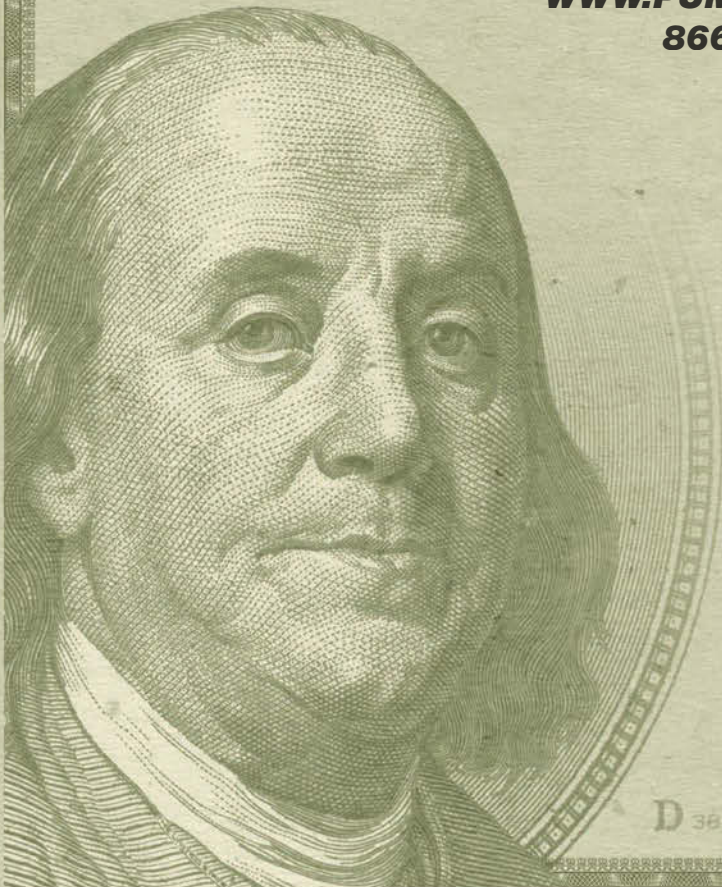


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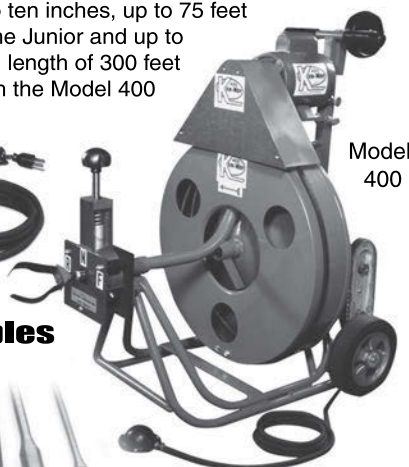
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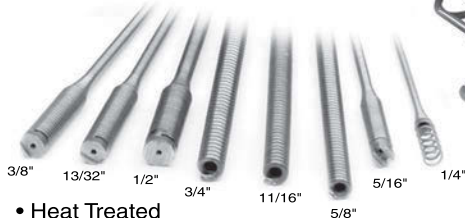


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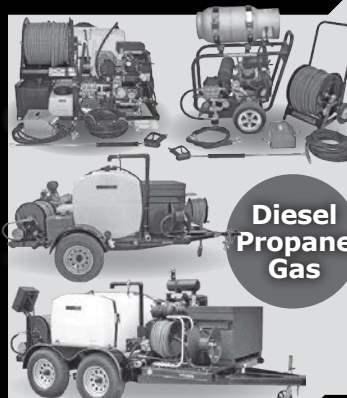


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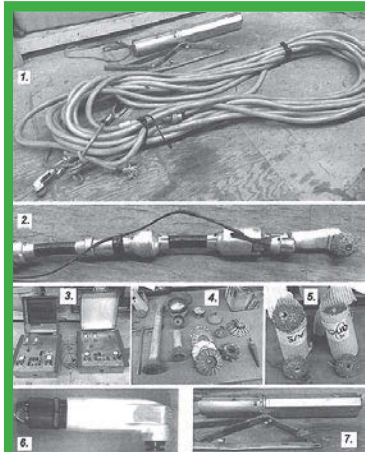
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2002 Sterling LT7501 Vac-Con Model V390LHA combination sewer cleaning truck: Freshly painted white. CAT 3126 - 275hp engine, 3-stage fan, 1,000-gallon water tanks, pump off option available. 10' telescopic boom. FMC water pump - 65gpm @ 3,000psi. Articulating hose reel with 600 feet of new 1" hose. 84,316 miles. Located in Orange, CA. \$79,900. Contact Craig: 714-639-8352. Additional details at www.empireequip.com (CBM)

Vac-Con industrial machine mounted on a pre-owned 2006 Sterling cab and chassis. (Stock #8593C) **www.VacuumSalesInc.com (888) VAC-UNIT (822-8648)** (CBM)

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Vac-Con V390LHA combination unit with Roots 827 blower, 1999 International Model 2554 cab and chassis. (Stock #3918C) **www.VacuumSalesInc.com, (888) VAC-UNIT (822-8648).** (CBM)

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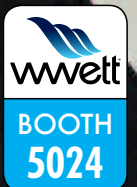
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