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# Cleaner®

MONEY MANAGER / 32

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# ONETHING Leads to Another

CANADIAN HYDROEXCAVATION FIRM  
GROWS OUT OF ANOTHER BUSINESS  
AND CONTINUES TO GROW WITH  
COMPLEMENTARY SERVICES / 44

CONTRACTOR TAKES AN  
ENTIRELY DIFFERENT  
APPROACH / 22



PRODUCT FOCUS / 66



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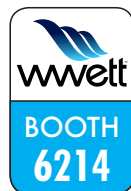


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## ON THE COVER

NCM Hydro Vac Services owner Kris Norris started out providing hydroexcavation services to his brother's construction company, but demand quickly grew and NCM is now providing hydroexcavation, sewer cleaning and inspection services across the Ottawa, Ontario, area. (Photography by James Park)

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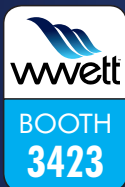


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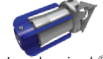
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Luke Laggis

# An Industry Oasis

Take shelter at the Indiana Convention Center, and bask in the glow of all that is new

I was staring out the window this morning, wondering what to write about. It was snowing, and the wind was battering the sides of the building. It looked a little like a snow globe, if those idyllic scenes were intended to represent the nightmares of winter rather than the merriment of Christmas.

A text message snapped me out of the swirling scene. It was from a lifelong friend, who also happens to be the foreman of a local water system. He was actually commenting on my December *Cleaner* column about resolutions. It's always nice to know at least someone is reading it.

It's interesting having a close friend who happens to be in the industry. His knowledge is based on years of experience with his water department. Mine comes mostly from reading and conversations with people like you. But I'm sometimes amazed at how much I've learned from those conversations.

You're in the field every day and have plenty of perspective on the work you do. But how often do you talk to other contractors, subject matter experts or equipment manufacturers to gain their perspective? There's no better place to do just that than the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show.

This year's WWETT Show, once again being held at the Indiana Convention Center in Indianapolis, gets underway with Education Day Feb. 21. The exhibit hall opens the following day and gives you three days' worth of opportunity to see and discuss all the tools that can help you make your business stronger.

And, of course, there's no bigger gathering of your peers and no greater opportunity to compare notes and gain the perspective of other successful contractors. Think of it as four days of business building.

I met one of the contractors featured in last month's issue, Ben Smith of Minnesota-based Marvel Sewer and Drain, at last year's show. We were at the Industry Appreciation Party. I was talking to another contractor when he came up and started chatting. That led to some email correspondence, a couple mentions in my monthly column, and eventually the story in January. It's a great story about growing within the industry and taking advantage of the opportunity it provides.

I've met a lot of other people at the show, too — a lot of people like my buddy who have given me a better understanding of the jobs you do every day and what it takes to be successful in this industry. I'm always appreciative of that.

I'll be at the show again this year, and I hope you will be, too. If you see me out on the floor, feel free to introduce yourself. I'm always interested in hearing your stories.

It might not be a full escape from winter, but the WWETT Show is a chance to get away from the day to day and do something that will pay dividends in the long run. Plus, you can move around a lot of downtown Indy without ever going outside, and the shrimp cocktail at St. Elmo Steak House will put you in a warmer frame of mind.

Enjoy this month's issue. **c**

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## QUICK ACTION

### Speedy Response to Late Night Call Saves Homeowner \$10,000

There are few better ways to earn a customer for life than to be their savior when the stakes are high. In this story, you can read about one of the more memorable emergency calls Ira Hansen & Sons Plumbing & Heating of Sparks, Nevada, received — a customer accidentally washed a gold chain down the bathroom drain. This one happened to be a family heirloom valued at \$10,000. [»cleaner.com/featured](http://cleaner.com/featured)

“Managers may get employees to carry out tasks, but there is no buy-in to a bigger vision. A manager who is also a successful leader will be able to get their team to follow their defined vision of success.”

— [The Difference Between Leading and Managing](http://cleaner.com/featured)  
[»cleaner.com/featured](http://cleaner.com/featured)



## CLEANER UPDATE

### Company Fine-Tunes Operations After Rapid Growth

C&L Water Solutions of Littleton, Colorado, was profiled in the February 2017 issue of *Cleaner*. But shortly after that, a lot of things changed for the company. The employee base nearly doubled for one, from about 49 employees to start 2017 to 84 employees. Get updated on where the company stands today and how it's handling the growth. [»cleaner.com/featured](http://cleaner.com/featured)

## BUSINESS BUILDING

### Customer Satisfaction, Complementary Services Drive Contractor's Growth

Chuck's Septic Tank, Sewer & Drain Cleaning was featured in the November 2017 issue. Learn more about the company in these two online exclusives. First, read about the company's jetter model of choice for ensuring reliable customer service. Then, read about the complementary companies owner Chuck Lang Jr. also runs to help provide for customers' wide array of needs and keep revenue steadily coming in. [»cleaner.com/featured](http://cleaner.com/featured)



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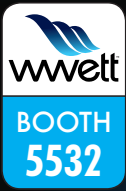


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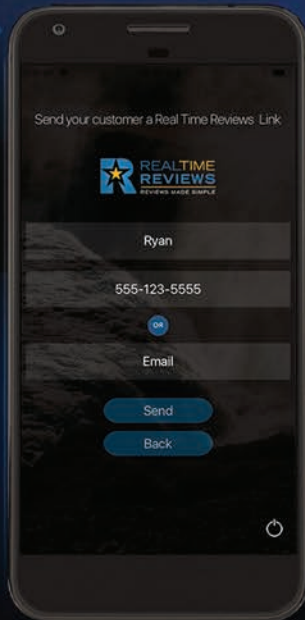
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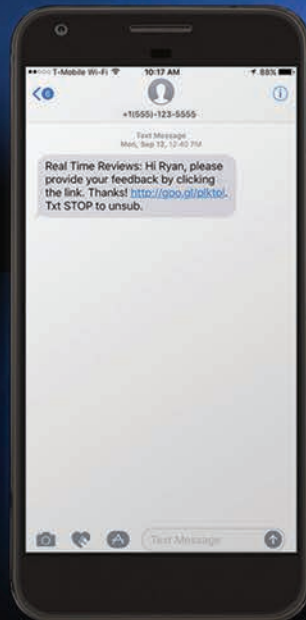
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Request



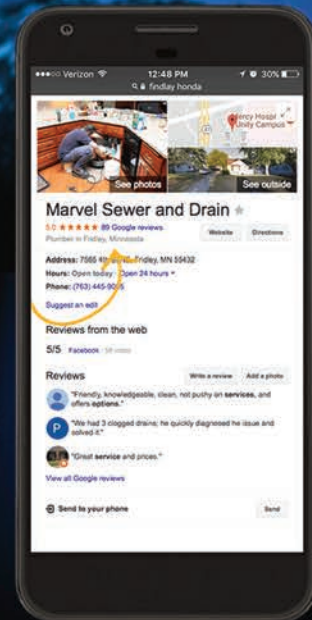
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Review



3

Post



## Real Time Reviews

Real Time Reviews is a cutting-edge reputation management platform. Our easy-to-use app allows your company to receive valuable customer reviews in real-time, measure employee performance through employee tagging, and track multiple locations.

## The Platform

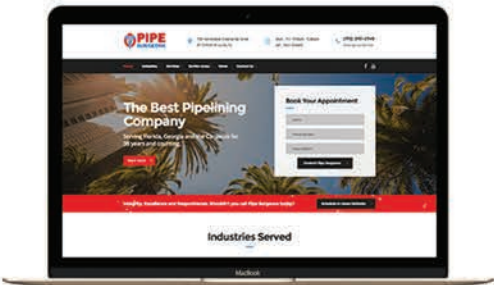
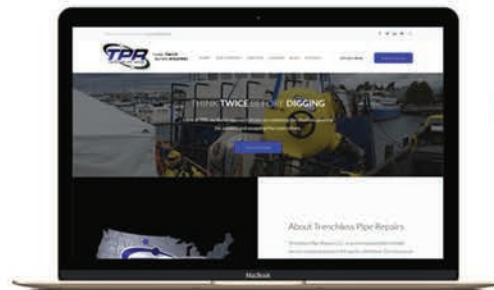
Using the Real Time Reviews app, the technician sends a review request to the customer. The customer receives a text, clicks on the link, leaves a review, and then the review automatically posts to Google, Facebook, or other industry-specific sites.





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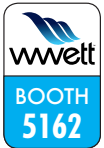
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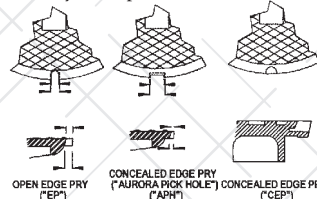
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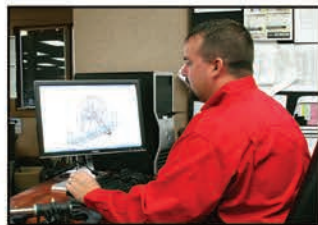
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A Drain Services subcontractor works on a line replacement job near Fargo, North Dakota. Company owner Kevin Cameron operates on a different business model, using all subcontractors rather than hiring employees.

**KEVIN CAMERON BOLDLY ENTERED THE PLUMBING INDUSTRY WITH A BUSINESS MODEL THAT, IF NOT UNIQUE, CERTAINLY IS UNUSUAL - HIS WORK CREW MEMBERS ARE NOT HIS EMPLOYEES - AND HE HOPES EVENTUALLY TO FRANCHISE THE CONCEPT.**

# WITH A LITTLE **HELP** FROM FRIENDS

Rehabilitation contractor takes a different approach, hiring subcontractors rather than employees

By Giles Lambertson // Photos courtesy by Kevin Cameron

"I've always been an entrepreneur, since I mowed my first lawn," says Cameron, vice president and founder of Drain Services. An accountant by education, he came in contact with the industry when subbing out plumbing work for properties he'd begun to acquire and redevelop. It turned out the plumber with whom he contracted needed bookkeeping help, so they worked out a deal to swap their expertise.

Before long, Cameron decided to jump into plumbing itself. In 2011, he bought an inspection camera. In 2012 when he became curious about the best methods of correcting the problems uncovered by his camera, the company moved into repair and rehab work, investing in CIPP equipment. Today at age 32, he and his wife run a half-million-dollar-a-year sewer and water rehabilitation enterprise out of Fargo, North Dakota, with customers in three states.

## **MAKING A MARKET**

Because he obviously was not the first plumber in Fargo, Cameron encountered competitors, most of whom were not doing trenchless work. "My competition is the excavator and the plumber who have been in town for 30 years," Cameron says. "Excavators still take up much of the market — excavate and replace a line. If I were in Minneapolis where trenchless is more preferred, I would have different competition. But here, the impulse is to excavate. 'I have an emergency, and I have to dig up the ground!' That's my hurdle."





A subcontractor digs at the edge of a house foundation on a Drain Services job.

“I’m contributing skills that I have while minimizing my liability for their work. It helps me control the work that’s getting done on a site.  
**I can focus on doing my side of the job.”**

Kevin Cameron

Consequently, though Cameron is a staunch advocate of trenchless remedies, Drain Services is bonded to perform excavation work and can roll into a job ready to dig if it comes to that. Behind his Ford F-350, Cameron hauls a Kubota excavator on a trailer along with up to 240 feet of pipe, pumps, pipe bursting equipment and other needed materials. He keeps two RIDGID pipe inspection cameras in the truck at all times — a main unit and a backup — along with Picote Solutions robotic milling machines. “When that truck pulls up, it’s a one-stop shop.”

**Drain Services Inc.**  
**LOCATION:** Fargo, North Dakota  
**OWNER:** Kevin Cameron  
**EMPLOYEES:** Zero  
**SERVICES PROVIDED:** Inspection, CIPP lining, pipe bursting

Other rolling stock includes Ford Transit vans with municipal sewer and water inspection equipment in one and pipe lining tools in another, and a dump truck. About half of the company’s work is residential, with commercial and municipal jobs splitting the other half. Cameron is an effective advocate for the business, closing nine out of 10 residential deals he bids on. Municipal bids are won about 30 percent of the time, he says, because a city government tends to package several projects, and his small company doesn’t have the bonding capacity for bundled work. “So I end up losing that bid.”

The company does not undertake routine sewer line or waterline maintenance work. Cameron tried it but decided it was not his thing, so calls for clearing clogged drains are routed to a master plumber. Nor does the company run new sewer lines or waterlines. It does perform auxiliary repairs such as drain tile installation, wet-basement solutions, rooftop drainpipe rehabbing on commercial structures, and sealing of lateral main connections. But pipe rehabilitation is the company’s forte. “We’re the experts. We have the best cameras. After someone else clears it, we’ll go in and inspect a line and, if necessary, repair it.”



A worker hydroexcavates to expose a utility line in a shored trench.



Typical jobs involve homes built from the early to mid-1900s with 100-foot-long laterals running out to the main. “Our typical customer is looking to have a complete relining done, and we’ll do every foot of that 100 feet,” Cameron says. The ensuing renewal of the line typically involves a CIPP system launched from inside the basement, or pipe bursting, with fiberglass joints sealing it all.

“We just completed a trenchless repair that was pretty interesting,” Cameron says. The job was in a residential neighborhood on a two-lane, one-way street. A sewer line had failed and backed up. The sewer line ran through a manhole on the customer’s property that was shared with a neighboring property, though the neighbor had abandoned his connecting line.

The customer first bid the task as an excavate-and-replace job but was put off by the cost of it along with the complications of tearing up the street. The customer then called Drain Services. “We went in there and gave them a temporary sewer outlet and in three days gave them back their sewer, having run a 100-foot lateral with no street or land disturbed.”

“Most companies have dedicated employees, mostly because management wants to have the control. I accomplish the same thing but without the liability.”

Kevin Cameron



⚡ One of Drain Services’ hired hands uses a Wacker Neuson rammer to compact soil around a new lateral line and cleanout.

⚡ Drain Services is always the prime contractor on its jobs, but since the company has no employees, all labor is subcontracted.





## A NEW MODEL

What is of special interest is the “we” he talks about. Cameron does the Drain Services work himself with a few subcontractors. The company’s business model does not include employees.

It works this way: Cameron bids, say, a sewer line replacement job that will entail master plumber-level connecting work along with more rudimentary day-labor tasks. He then consults a list of subcontractors with whom he has worked and makes calls until he lines up a “crew.” Cameron is on site throughout the job as contractor, foreman and, if need be, laborer. “I am on every job site and can operate every single piece of equipment we need to use.”

While excavation is done only when absolutely necessary, the company will rip up and replace, say, a concrete sidewalk, should a job require it. Cameron supplies any heavy equipment needed —

the mini-excavator, the pipe bursting components — and the subs bring their own hand tools and supplies. “Basically, all the equipment on the operations side is the company’s,” he says. “They bring their knowledge.”

This allocation of responsibility and liability on a job site is unusual. “My labor is done by my subs,” he says. “I’m contributing skills that I have while minimizing my liability for their work. It helps me control the work that’s getting done on a site. I can focus on doing my side of the job.”

## More than partners

Drain Services is not a one-man company. It is a one-man, one-woman company. Kevin Cameron and his wife are, respectively, vice president and president of the firm.

Married couples who are also business partners is an accelerating trend, according to some observers of the business scene, though statistics supporting that assertion aren’t readily available. Sometimes such a partnership is more symbolic than functional, with one spouse having a name on the letterhead without shouldering any real responsibility. That’s not the case here.

At Drain Services, Kevin Cameron is deeply involved in the running of the company, managing every project, operating all the equipment as needed, and supervising the work of his subcontractors. Yet, he is vice president of the company. His wife is the top executive.

“She has a voice on every new contract we enter into — a voice in all purchases. We do it with her signature,” he says. “She is not in the field, but she definitely is involved.”

In addition, she is a grounding force, keeping her ambitious and entrepreneurial husband from flying off in all directions. “She keeps my vision intact — keeps me on the rails,” he says. “She’s my anchor.”

She is also mother of the couple’s 9-month-old daughter, which is a whole other enterprise.



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◀ A worker hand-digs around buried utilities on a lateral repair job.

✔ Subcontractors use a McElroy fusion machine to join segments of HDPE pipe on a line replacement job.



“If I want to offer more services, I can get training at my own pace and then roll out the services at my own pace. I don’t have to drag a crew through the training process and hope they are learning it as I’m learning it. **That’s their responsibility.**”

Kevin Cameron

### LIMITED LIABILITY

He has a network of eight subcontractors he relies on for his contracted jobs. To avoid spreading his subs and himself too thin, he runs one project at a time, though several estimating jobs usually are in the works. Each subcontractor has a specialized set of excavation or pipe lining skills, but each is also broadly experienced enough to be familiar with a range of tasks. In this way, the crew is able to back one another in different phases of the work.

“I think the business model is unique to about every business, let alone sewer work,” Cameron says. “Most companies have dedicated employees, mostly because management wants to have the control. I accomplish the same thing but without the liability.”

He cites the theoretical example of admonishing an employee to “be sure you don’t hit that line.” If the worker subsequently does damage that line, it is management’s responsibility to repair it. But if a forewarned *subcontractor* does the damage, the liability is with the sub. “A dedicated employee increases my exposure to something I can’t control. It increases my risk. With my model, the only risk I have is what I do myself.”

His model also off-loads to subcontractors the responsibility for training themselves in the latest sewer repair techniques or for other continuing

education. “If I want to offer more services, I can get training at my own pace and then roll out the services at my own pace. I don’t have to drag a crew through the training process and hope they are learning it as I’m learning it. That’s their responsibility.”

There can be disadvantages to working with subs instead of regular employees. Sometimes subcontractors don’t show up when scheduled. “I can’t demand they be on site at a certain time because they’re independent contractors and have other projects going on,” Cameron says. “When they’re late starting a job because of work conflicts, I just start the job myself. I run the jackhammer myself.”

He tried structuring the company with a superintendent or two under him to oversee work, but he couldn’t replicate the efficiency he’s come to appreciate with the current structure. One day he hopes to set up a franchise model and export his efficient work management arrangement.

### DRIVING FORWARD

The market area for Drain Services is roughly west of Fargo along Interstate 94 to the state line; east into Minnesota along the same highway to Minneapolis; north on I-29 to Grand Forks, North Dakota; and south along I-29 into South Dakota. But really, the business area is wherever Cameron says it is. “We are licensed and bonded out to work wherever we’re needed. I just look at an area and ask myself, ‘Do we have a potential market there, and will it be profitable?’”

If the answers are “yes” and “yes,” his one-stop shop hits the road. **■**

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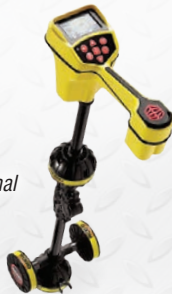
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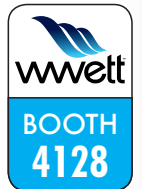


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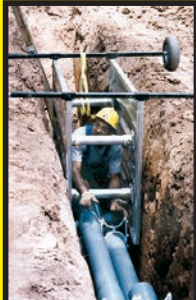
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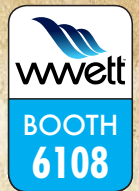


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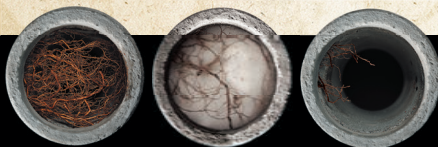


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# Coming to Terms

Extending credit to customers presents risks, but you can take some simple steps to protect your business

By Neil Feldman

Over the past year, you've been courting and cultivating potential new clients. After submitting a handful of proposals, at last a call comes in from a property management firm in need of a new sewer and drain contractor. But, a little due diligence reveals that the new potential client seems to be more risk than the company is willing to stomach.

While one could argue that the credit inquiry should be done ahead of prospecting efforts, this scenario plays out with unfortunate frequency.

"Measuring credit risk and determining who to extend credit to and how much is an art form, not a science," says Karl Silverberg, a New York construction law attorney who regularly handles credit and collections matters. "You want to start out running a Dun & Bradstreet or Experian report on the company, but unless it's abysmal, it's not smart business to solely rely on it."

Credit experts generally agree that there's an array of considerations to digest when looking at a new customer. "Credit reports and financial statements are essential to review, but there are business decisions that need to be addressed that go beyond credit reports and financial statements," says Hanna Lee Blake, a Washington, D.C.-area construction law attorney with Watt, Tieder, Hoffar & Fitzgerald. "You want to know if they have a blemish, is it one single project that went south or is it a historical pattern. If they're a big potential customer, you want to assess your risk. Are you willing to wait 60- to 90-plus days for payments? Are you sufficiently financially sound to take that on? And what's your recourse should an issue arise with getting payments released?"

Many in the industry recommend starting with a small line of credit if possible and putting the onus on the customer to build upon it. "If you're on the fence whether to take on a new contract, you should be devoting some time to reading the terms and conditions of the agreement very carefully," Blake says. "You want to do everything possible to ensure you retain your lien rights." She also advises clients not to fear redlining a contract and eliminating unfavorable terms.

The size of an organization and financial health are extremely important when evaluating appetite for risk. A small sewage and drain cleaning contractor can be detrimentally impacted by one bad credit decision, whereas a larger

organization with deep pockets can more easily weather an extremely slow payer or, worse, a customer who runs into financial issues and is unable to pay. In many instances, small customers present a higher risk than large organizations, though many small ones tend to operate more conservatively or within a specific niche to reduce their potential exposure.

While maintaining reasonable flexibility in making credit determinations is advisable, so too is having a framework to operate within, and this is where establishing a corporate credit manual can be very valuable.

There are a number of advantages or valid reasons for investing the time and effort to develop a written credit policy, according to Bharpur Singh, a longtime credit consultant and owner of the Syracuse, New York-based consulting firm T. Gschwender & Associates. Here are some of the more important reasons he highlights:

- A written policy is one way to ensure continuity in the event that key credit/finance personnel leave the company.
- A written policy establishes a basis for consistency.
- The policy provides a reference tool so key questions or considerations are not overlooked.
- It can be used as a training tool.
- It can be used to help evaluate or benchmark job performance against established standards documented in the policies and procedures manual.

Singh emphasizes the importance of keeping a credit manual that's relevant to the way the company actually operates. "Businesses often





make the mistake of simply downloading a credit manual online or having a general practitioner attorney draft the policies. But every company is a unique entity, and what works for you may not work for me.”

Another mistake Singh points out is for a business to draft a credit manual and then leave it untouched for years. “Business environments change over time,” he says, “and appetite for risk can change as well. In the wake of the 2007-08 financial crisis, many organizations across numerous industries were forced to tighten things up, and that came on rather quickly. But for most, it would be an inhibitive mistake to say the policies imposed back then should be untouched today.”

When payment issues arise, it’s generally advisable to avoid collections agencies and to try and handle things internally. In certain situations, extending payment terms to an outstanding receivable account is often a more effective and less expensive option than sending the account to outside collections. This is called “soft collections.”

“It’s not uncommon for customers to want to pay their bill but lack the resources to make a single large payment,” Silverberg says. “Affordable monthly payments are an attractive option for these

customers. If sent to outside collections, the agency generally suggests a payment plan as a first option in the collections process. For this, the business pays a 25 to 35 percent collections fee on what is collected. If the business extends its own payment terms, it saves the collections fee while still receiving payments.”

For example, assume 10 accounts each with \$3,000 balances due were sent to an outside collections agency. At best, the company would net between \$19,500 and \$22,500 of the total \$30,000 outstanding. Adding to the cost, collections agencies typically only collect on 40 percent of the accounts worked, which further reduces the business’ net to \$7,800 to \$9,000 of the \$30,000 outstanding. This translates into \$0.26 to \$0.30 cents on the dollar being paid to the business.

There’s also a general consensus that pure collections firms don’t typically take the time to understand individual situations or businesses. “It’s best to establish a relationship with a

good credit and collections attorney,” Silverberg says. “They will know you on a first-name basis, will understand your business and your clients. Every collections matter is unique, and a general collections firm won’t typically take that into account.” **C**



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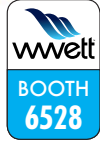




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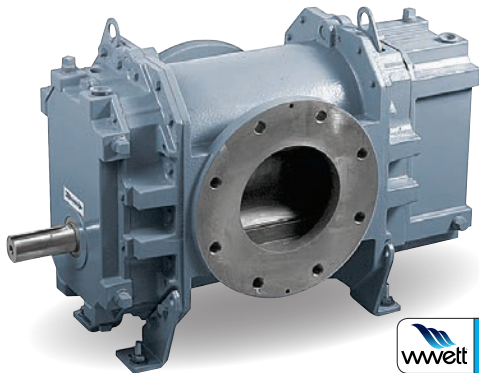
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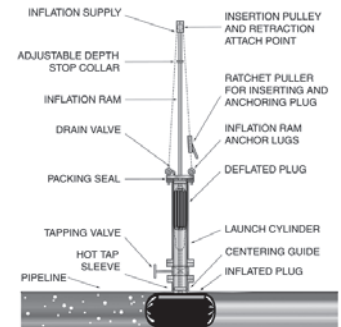
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# The Potential to Clean Any Pipe

Nezat Training and Consulting helps crews boost cleaning efficiency and productivity

By Jared Raney

**W**hen someone contacts Rusty Nezat about his training program, one of the first questions he asks isn't about the operators — it's about the pipes.

"When we negotiate the proposal, I always ask them about those pipes out there," Nezat says. "I say, 'What if we clean it with your people?'"

Nezat maintains that even small-time operators have the potential to clean almost any pipe in any system; it's just a matter of knowing how.

"I'll train them in the classroom, and then I'll take your people and we'll go out there and clean the pipe for you. So now you're saving money: You're actually paying for the training and you're getting pipe cleaned at the same time."

The core of his training is a video-based classroom learning experience. But, the ideal scenario involves hands-on follow-up in the field where he often takes the crews out to clean a pipe they previously didn't know how to handle.

"I tell them what they're going to see, and then I show them. And then we discuss what they've seen," Nezat says. "The feedback is always very encouraging because they always say, 'No one ever showed me what you showed me today. Now I know why I couldn't clean that 18- or that 24-inch pipe; it makes sense to me now.'"

## THE MATRIX

Developing the unique training experience wasn't an overnight venture. Nezat combined years' experience in the field with research and testing to create a comprehensive training experience that can be tailored to each individual client.

It's all based on a proprietary step-cleaning matrix that Nezat developed himself, piece by piece. His company created a mock above-ground sewer system that's opened up on the top to give a clear view of what is going on in the pipe. That way, they can study different cleaning techniques and trainees get a real-time view of what's happening during cleaning — the cornerstone of his program.

"Over the years, we've kind of morphed into doing evaluations, first of all. So what I'll do is I'll go into (an operation), and I'll spend one day with each crew in the field, and I'll run that truck with the crew."

Nezat reviews top-level aspects of the group as well, going over planning and control as well as maintenance records to quantify ongoing downtime.

"We want to see if it's either an equipment issue or a component issue on the truck, or if it's just the operators not operating the truck properly or maybe the operators not maintaining the truck properly," Nezat says. "We incorporate that into our training program."

"The other thing that we do when we go out and do the evaluations is — if they allow us — we shoot video of their people in the field. And so whenever we come back to do our classroom training, we incorporate that video into our training program."

Nezat does his best to ensure that the classroom training is entertaining and holds the operators' attention. He says seeing themselves on video is a compelling technique.

During the evaluation, Nezat often finds issues with the trucks and equipment, which not only hampers productivity but can be unsafe, and many times they aren't even aware of the problem. His first order of business is to get their equipment fixed and operating at peak.

Nezat says many operations are nowhere near as efficient as they could or should be.

"We're always trying to bump that up, and typically we can double daily production rates through the training program," he says. "So then we give them the report; ask them to fix the trucks; and say, 'When you get your trucks fixed, we'll come back and we'll do the classroom training.' So now it gives us time to customize our training programs to meet the needs we saw in the field."

## CUSTOM CARE

The training experience is tailored to the specific group as much as possible because every group deals with different pitfalls and problems.

"Some of the basics in our training program never change, like step cleaning, but we address all the other issues — the myriad of issues that we see when we go out in the field with them — and we address those things if it pertains to the productivity of their sewer group," he says.

"At the end of the training program, we try to go out and spend at least one or two days in the field again with each crew. And what I tell them is: 'Give me the worst pipe you've got out there, the pipe ... your guys couldn't clean.' And I'll take their people out there, and we'll clean those pipes."

"I'll train them in the classroom, and then I'll take your people and we'll go out there and clean the pipe for you. So now you're saving money: **You're actually paying for the training and you're getting pipe cleaned at the same time.**"

Rusty Nezat



The average cost per day is approximately \$1,500, but Nezat is careful not to put a set price on his services. Due to the custom nature of his business, prices vary, and he likes to give discounts to smaller operations that may have a hard time affording the daily rate.

In an ideal scenario, Nezat likes to spend several days training: during evaluation, one day per crew with an extra day to meet with supervisors and look through records; one day of classroom training, assuming all crews can be brought in at once; and the optional follow-up field training, which can be anywhere from one to three days in the field per crew.

As aforementioned, the follow-up usually involves cleaning a difficult pipe, which equates to cost saving. Nezat also says despite the cost of multiple days' training, follow-up is important and can bring savings in the long run.

"If you don't reinforce what we talked about in the classroom, people have a hard time making changes," Nezat says. "Once you take them out there and they see how easy it is and how much more productive they can be if they do it a different way, then they're more adept to make that change and continue to make the change. So that's our training in a nutshell right there."

#### MORE FOR YOU

A web portal and online training program is expected to be up and running by the end of 2018, giving contractors another option for training.

"It is very difficult for contractors to consolidate their people for on-site courses," Nezat says. "The portal will make training available at their convenience, which will be followed up by testing and a phone interview to ensure they have gained understanding of the pertinent aspects of the material." **c**

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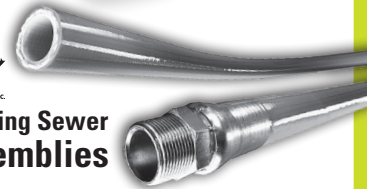


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# ONETHING

## › Leads to Another

Canadian hydroexcavation firm grows out of another business and continues to grow with complementary services

By Jared Raney    Photography by James Park





◀ NCM Hydro Vac Services operators test the fleet of new Vactor 2100s outside the company shop in Stittsville, Ontario.

As his trucks rumble across the tundra of eastern Ontario, Canada, Kris Norris doesn't see risk or cost — he sees potential. “Every time I see a truck going down the road, it's like it fuels the fire,” he says.

Norris built the company from a one-truck operation to 11 trucks, soon to be three inspection vans, 30-plus employees, and two material treatment facilities — and he's not done yet.

In less than five years' time, NCM Hydro Vac Services has become the top contractor for hydroexcavation and sewer services in and around the Ottawa area. It's all thanks to a simple formula: diverse offerings, reliable service and a commitment to growth.

### THE SPARK

NCM Hydro Vac Services was originally started to service a business owned by Norris' brother, Platinum Construction, which specializes in home additions, and many of their projects require hydroexcavation. Norris had been coordinating subcontractors for that work and eventually bought a truck of his own, planning on doing work only for his brother.

But as a seasonal business, Platinum Construction alone couldn't provide return on investment. Norris started taking other jobs, and it wasn't long before he needed another truck to keep up with demand.

“When it came around to summertime and my brother needed that work back again, we found ourselves more or less fully booked and not able to accommodate the guy who was giving me the work in the first place,” he says.



As business grew, it became clear there was enough work to strike out on his own as a hydroexcavation contractor, and things snowballed from there.

“Through any growth pains dealing with equipment failures, we learned quickly that when you buy two (trucks), you gotta buy two more,” Norris says. “You need an extra truck for unexpected breakdowns. You need to have an extra truck to be able to just get that asset to the customer and provide top-notch customer service.”

### ALWAYS GROWING

NCM Hydro Vac Services has seven divisions today: hydroexcavating, foundation crack services, sewer services, septic pumping, waste bins,



## NCM Hydro Vac Services

**OWNER:** Kris Norris

**FOUNDED:** 2012

**SPECIALTIES:** Hydroexcavation, sewer inspection and cleaning, spot repairs, foundation work, septic pumping, waste bins, demolition, tilt and load float services

**EMPLOYEES:** 30-plus

**SERVICE AREA:** Greater Ottawa (Ontario) area





Water and dirt get separated for reuse after hydroexcavation spoils are dumped at NCM's eco-friendly waste facility.

demolition and floating services. In addition, the company has two treatment facilities: one for treating silt and sediment waste from sewer cleaning, and another for recycling and dewatering soil from their five Super Products Mud Dog hydroexcavation trucks.

Sewer cleaning was an early addition to hydroexcavation services. The company has since added four Vactor 2100 combination machines to its fleet to tackle municipal jobs.

Sewer inspection services were added just in the last year, and Norris is already in the process of getting a third Aries-equipped van, with plans to add spot repair equipment from Pipeline Renewal Technologies.

Even more recently, the company purchased 20-yard solid-waste bins for contaminated soil that are rented out to construction sites.

### COMPLEMENTARY CONTRACTING

Norris is all about complementary services. His company's growth has essentially been a result of bleeding over into related lines of work: from hydro-excavating into sewer cleaning, which then led to pipeline inspection and now pipeline repair.

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**“When it came around to summertime and my brother needed that work back again, we found ourselves more or less fully booked and not able to accommodate the guy who was giving me the work in the first place.”**

Kris Norris

“We just found ourselves buying additional assets to complement our service,” Norris says.

The company’s two waste treatment facilities are another example of new offerings that came about as natural extensions of existing services. “We clean all the sewer pipe for all the city of Ottawa right now,” Norris says. “We deal with all the silt and sediment that comes out of the sewers, which is considered a contaminant, so we’ve got to be able to handle that.”

NCM Hydro Vac Services dewateres the sewer waste to landfill standards. The water goes to the municipal treatment discharge facility, and the solids go to the landfill.



« An NCM operator empties the spoils tank at one of the company’s waste facilities in Stittsville, Ontario.



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>> NCM Hydro Vac owner Kris Norris has grown his company from a one-truck operation to one with 11 hydroexcavators and three inspection vans in just five years.

## Sticking to his roots

Kris Norris has always been a strong believer in sticking to his roots. “That’s pretty well what’s helped us grow. Being a local business, born and raised here, you’re able to deal with clients and customers one-on-one,” says Norris, owner of NCM Hydro Vac Services.

Norris started the company in his hometown of Ottawa, Ontario, which aside from being a commitment to improving the area, has also been a boon on the business side. “Through being raised in Ottawa, you get to know a lot of the same individuals in marketing and networking, so it’s been a constant push forward on growth,” Norris says.

NCM Hydro Vac Services got its start taking any job Norris could find, leading to early successes in remote excavation and hydroexcavating for fiber optics. Though the company has grown considerably since those days, Norris is committed to continuing those services in the interest of being a comprehensive service provider.

“We don’t want to stop growing. We want to keep changing our company philosophy to just keep grabbing new market and new equipment and be at the cutting edge for any hydrovac or vacuum truck cleaning industry.”



“We’re not using city water, or we’re not pulling water from rivers or creeks or anything like that; we’re a fully recyclable system.

I guess we saw a bit of a niche on our end to be able to be the first here in Ottawa to start pushing into that.”

Kris Norris

The water recycling facility is another story. Hydrovac spoils are dumped into a containment area, which gathers all the silt and separates the water. The water goes to filtration sediment ponds, and the end result is clean water that can be put right back onto the trucks.

“We’re not using city water, or we’re not pulling water from rivers or creeks or anything like that; we’re a fully recyclable system,” Norris says. “I guess we saw a bit of a niche on our end to be able to be the first here in Ottawa to start pushing into that eco-friendly transfer site.”

The company is also working on a program to recapture topsoil aggregates from the hydroexcavation process and to reintroduce it as a product for customers.

“We’re looking to be able to introduce a better quality of sand back to our community — aggregate back to our community — and then sell topsoil so we’re not filling all these quarries and we’re not using up all the empty land with all kinds of fill,” Norris says. “We’re regenerating the material back into a usable product.”





◀ Operator Luc Emmell cleans a sewer line in the city of Ottawa after a heavy rainfall.

▶ The NCM crew digs a trench at the side of the road near the company shop.



## TOP-NOTCH SERVICE

One of Norris' main tenets of success is customer service. In any new venture he pursues, be it sewer cleaning and inspection or waste treatment, the customer is always top of mind.

"I would say what's helped us to keep driving forward: It's never mattered what time the call is made or what needs to be done," Norris says.

That mentality is what has allowed such rapid and continued growth for NCM Hydro Vac Services: It has built a reputation as a company that can get things done. The willingness to take on any job exposed the company to many different facets of the industry, providing opportunities to expand services.

"(It) ended up more or less just pushing us into providing those services, like sewer cleaning and camera work and dealing with contaminated waste," Norris says. "The market was so competitive that our clients are looking for somebody who can be the one call to do it all, so we never said no. ... We are the solution."

It wasn't just providing service that NCM Hydro Vac Services focused on — it was also how that service was provided.

"We take a lot of pride in having our equipment look clean and presentable. We take a lot of pride in what our guys look like. We give them all proper uniforms with company badging and names; everybody has custom-painted hard hats with NCM on them, so we've branded ourselves," Norris says. "People see that; they see a respectable company, a professional company, that

takes pride in its staff and equipment and in the job that they're going to do."

Employee attitude and morale is important, too, and Norris promotes a positive workplace. "Our problems never became our customers' problems," Norris says.

Word-of-mouth is NCM Hydro Vac Services' biggest asset when it comes to finding good employees. By providing great benefits and a desirable work environment along with the promise of full-time employment, applicants have mostly come to them — sometimes even from competitors.

"That word-of-mouth carries around, and we start to attract other seasoned veterans who are already in our industry and who maybe aren't getting those types of securities or benefits with their current employer," Norris says.

Beyond that, NCM Hydro Vac Services offers a highly competitive benefits package, including bonuses and retirement savings contributions.

## KEEPING THE DRIVE ALIVE

It's natural to ask how such a young company could grow so quickly, but Norris views the company's youth as an advantage.

"I've still got a lot of drive; I've got a lot of ambition to keep pushing the NCM name," Norris says. "There's no lack of drive to keep going after contracts and work and looking into new avenues of how to use our equipment for other tasks to keep the equipment moving. It's go time." **■**

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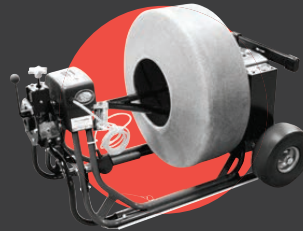
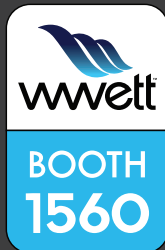
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# Improve Communication With Your Employees

Follow a better strategy to motivate employees to make them better performers and future company leaders

By Walt Grassl

Let's imagine you need a special project done as soon as possible. You approach one of your resourceful employees, Ken, to see if he can complete the project for you. Instead of directing Ken to get right on it, you explain to him that you have a problem. You describe the project and then ask if he can help you out.

Ken is a bit surprised by your approach and says, "Sure. But, you're my boss. It's not like I can decline."

You respond, "Actually, if you have something more important to do, I want to know about it. Then I can make a decision. Do I make a priority call on your time, or do I need to find someone else to do this project?"

Ken says, "I have a project I am working on for George. I should be able to complete your project now and still meet his deadline."

In dire situations, a leader must give orders based on their position — with no pushback or discussion. In today's workplace, this is often not very effective. People resent being told what to do, especially when they receive conflicting direction from multiple bosses.

There are benefits to a manager treating their employees like volunteers. You should treat them like they can say no or walk away at any time. It encourages feedback. It improves morale. Often times, the feedback provided can prevent wasted time, money and materials.

Here are some ways to lead your "volunteers":

## Share the big picture

Give your people a sense of purpose. Regardless of whether they are driving a vacuum truck or completing a clerical task: if they don't perform their task well, the product or the company will suffer. Put the importance of their work in perspective.

## Communicate

Give clear direction. Create alignment. Encourage respectful pushback. Be accessible. Not only have an open-door policy, but walk around. If you show up at people's work area and engage them, they may ask you a question that had not reached the threshold for them to call or come visit you. Create those opportunities.

## Develop

One way to have people enjoy working for you is to encourage them to grow. Remind them of the importance of training themselves. Give them suggestions on things to learn. You can help their development by giving them new "stretch" assignments and responsibilities. Then, be patient and nurturing





as they ascend the learning curve. Coach them through any reluctance they have to leave their comfort zone. They will feel better about themselves and be more valuable team members.

### Play to their strengths

Know your people. Know what they do well. Know what they don't do well. While you want them to grow, it is your responsibility to know their weaknesses that may be too hard to develop. You have to realize that people are what they are. Honor them by capitalizing on their strengths and not fighting them over their weaknesses.

One way to have people enjoy working for you is to encourage them to grow. Remind them of the importance of training themselves. **Give them suggestions on things to learn.**

### Show respect

People want to be respected. Don't be that person who doesn't make eye contact or acknowledge others when you walk into a room or down the halls, approaching someone like your long-lost best friend only when you seemingly need a favor.

### Acknowledge experience

There is a saying that everyone is an expert within 3 feet of his or her workspace. People who have been doing a task for years or who have been with the organization for years have valuable insights. Realize that. When you approach them on an issue, take time to honor that experience and listen to them. Nothing irritates a seasoned performer more than when a new leader comes in and wants to share their book learning and tell them what to do. Listen with the intent to understand first and then discuss the best way to solve the problem. You will come up with better quality solutions and have a team that respects you.

### Gratitude

Be grateful for the big things and the little things. Always remember to say "please" when asking someone to do something and "thank you" when someone does something for you. So often, this doesn't happen, and the leaders are unaware of the effect. Also,

seek out opportunities to catch people doing something right. People want to be appreciated. Go out of your way to show them. **C**

Walt Grassl is a motivational speaker, author and performer. Visit [www.waltgrassl.com](http://www.waltgrassl.com) for more information.

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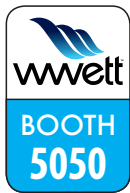
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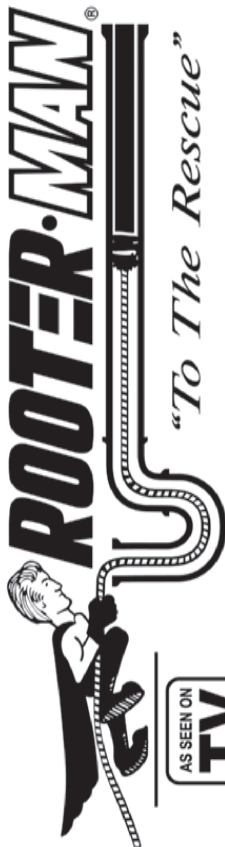
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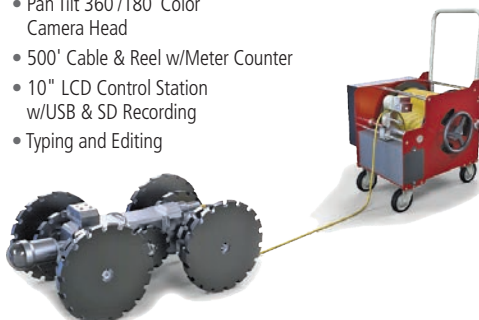
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# Drilling for Profits

Compact directional drilling machine creates new market for Ohio trenchless rehab contractor

By Ken Wysocky

For years, Tom Carlisle was frustrated because he couldn't serve a large untapped market for boring new waterlines and sewer lines, which he envisioned as a great bolt-on business for his trenchless pipeline rehabilitation company, Underground Connections, based in Wooster, Ohio. The main obstacle: the high cost of horizontal directional drilling equipment.

But he's not frustrated anymore, thanks to the Pit Shot, a compact directional drilling machine made by RODDIE. "I saw it at the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show two years ago," he recalls. "I immediately thought it would be a game-changer. And it has been."

The Pit Shot has led to a 25 to 30 percent increase in revenue since he invested \$55,000 in it two years ago. "I have a dedicated crew of two guys for that machine, and it goes out almost every day," says Carlisle, whose company serves the metro Cleveland, Columbus and Cincinnati areas. "It also has increased our capacity to help out customers with certain things that we couldn't do before we invested in this technology."

The pit launch machine's compact size and power were big selling points for Carlisle, who established his pipe bursting and lining company in 2007 and now employs seven people. The unit measures 4 feet 4 inches long, 20 inches wide, and 2 feet tall; it weighs 595 pounds. It generates 13,000 pounds of push/pull force and 720 ft-lb of rotational torque, with a rotational speed up to 150 rpm. Its drilling range is 400 feet, and it's designed to drill holes 4 to 6 inches in diameter. Safety features include a clutch that stops the rods from spinning if the drill head binds up during drilling. A waterline keeps the drill head cool and lubricates the ground for easier drilling.

"It fits in an excavation pit that's only 4 feet long and 2 feet wide," he says. "The depth depends on the line we're installing. We use either a tripod or a mini-excavator — or even a wooden ramp — to lower it into the pit. Then you commence drilling."

Crews use a locator to track the hydraulically driven drill head, which includes a built-in sonde. One crew member steers the drill head and adds 2-foot-long sections of rods while the other handles the locator. "It's a very accurate sonde," he notes. "It tracks things like depth, pitch and even the temperature of the drill head. That's important because you don't want it to overheat: It throws off the locator and can melt things."

After the new bore is drilled, the drill head gets replaced with a device called a back reamer. "That cuts a larger hole (as it's pulled back to the



Andrew Jackson of Underground Connections runs the RODDIE Pit Shot directional drilling machine while foreman Clark Kinney (center) and Jeremiah Kinney help from outside the pit.

starting point) and pulls a high-density polyethylene pipe through at the same time. At that point, the process is very much like pipe bursting."

The machine is capable of drilling about 150 feet per hour, depending on soil conditions and other factors. "That's real fast," he says. "It was hard to believe when we first bought the machine." The longest drilling job Underground Connection tackled was 250 feet.

## Underground Connections

**LOCATION:** Wooster, Ohio

**MACHINES:** Pit Shot directional drilling machine from RODDIE Inc.

**FUNCTION:** Drilling underground bores, primarily for waterlines and sewer lines

**FEATURES:** Measures 4 feet 4 inches long, 20 inches wide, and 2 feet tall; weighs 595 pounds; hydraulically driven drill head; 13,000 pounds of push/pull force; 720 ft-lb of rotational torque; rotational speed up to 150 rpm; 400-foot maximum drilling range; drills holes 4 to 6 inches in diameter

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**PRICE:** About \$55,000

**RODDIE WEBSITE:** [www.rodDieunderground.com](http://www.rodDieunderground.com)



The company primarily uses the machine to drill new waterlines and sewer lines to homes that are converting either from septic systems to sewer service or from well water to municipal water. "That's a big part of the market we were missing before," he says. "Thousands of homes are undergoing conversions."

But the Pit Shot is also used to drill new pipelines for homes where the original waterlines or sewer lines are so badly damaged they can't be rehabbed, he points out. "Sometimes those lines have bellies or offsets in them, so we have to drill a new line right next to it on grade," he says.

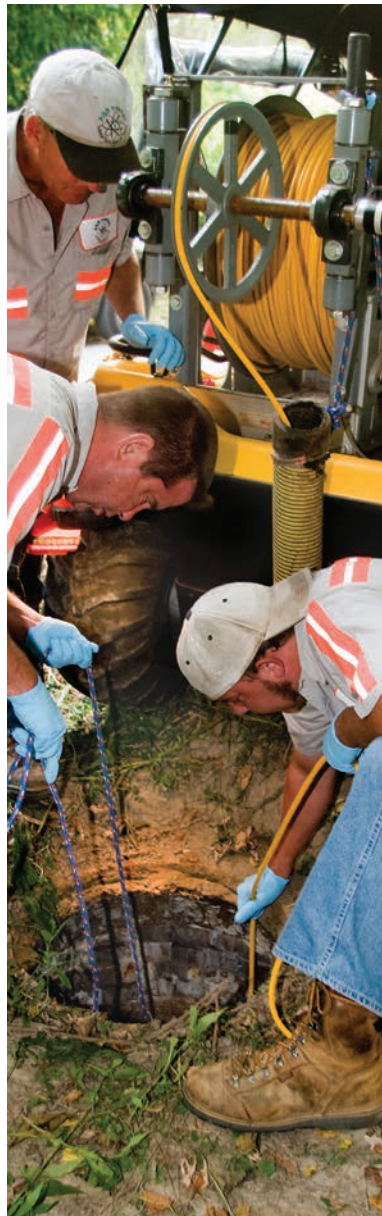
"We do the kinds of jobs that nobody else wants to do, **because we can.**"

Tom Carlisle

The toughest job Carlisle has performed so far with the Pit Shot? Drilling a 150-foot-long bore underneath a warehouse at a car-manufacturing plant in Cleveland to replace a crushed sanitary sewer line. "We do the kinds of jobs that nobody else wants to do, because we can," he says.

Customers "absolutely love" the machine, he says. That leads to repeat business and word-of-mouth referrals for his company, which he estimates will generate nearly \$2 million in gross revenue in 2017. His goal for 2018: \$3 million in sales. Plumbers that hire Underground Connections as a subcontractor are also impressed with the Pit Shot, he adds.

Moreover, as time goes on, Carlisle continues to find other uses for the machine, including drilling bores for electric lines, irrigation systems, water mains and gas lines. "Pretty much anything you want to drill underground, we can do it," he says. **C**



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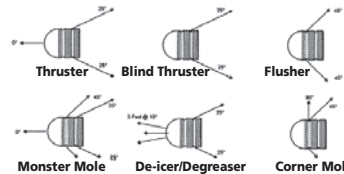
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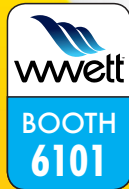
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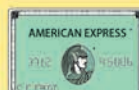
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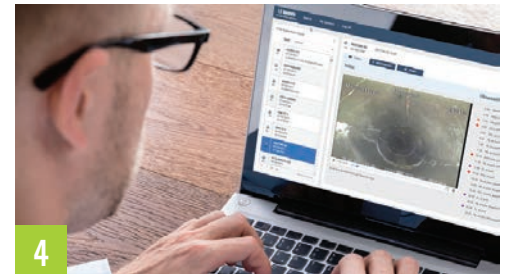
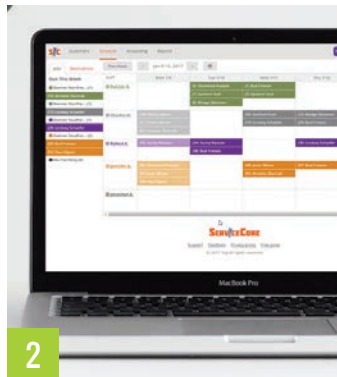


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# Field and Office Technology

By Craig Mandli



## BUSINESS SOFTWARE FOR BILLING

### 1 / MY SERVICE DEPOT SMART SERVICE

**Smart Service** from **My Service Depot** is a software system that functions as a direct add-on to QuickBooks, adding scheduling, dispatching, invoicing and customer management to the accounting software. It offers real-time integration with QuickBooks Pro, Premier, Enterprise and Online, allowing users to schedule and dispatch work to their customer base regardless of their preferred QuickBooks platform. It allows service companies to streamline their operations and eliminate waste by automating much of the standard job process. When a customer calls, an office dispatcher will create a job in the Smart Service scheduler, filling in job notes and assigning the work to a field technician. Then, the job gets sent to the corresponding technician's mobile device. When that tech arrives at the customer's location, they'll build a digital work order, collect a customer signature, and send the completed paperwork back to the office for invoicing. **888-518-0818; www.myservicedepot.com.**

### 2 / SERVICECORE SOFTWARE

**ServiceCore** software is a QuickBooks-compatible, all-in-one software solution that's custom built for companies in the liquid waste industry. It can help business owners better manage their schedules, customers and inventory. Through route optimization, scheduling, customer management, accounting, and other fundamental features, it helps companies save time and maximize profit. **844-336-0611; www.servicecore.com.**

## ROUTING

### 3 / ROUTEOPTIX SOFTWARE

**RouteOptix** integrates with Microsoft Bing Maps to show Road View (roads/geography), Bird's Eye View (aerial images), Automatic (best map style as you zoom) or Street View. Bing provides real-time updates. Visual mapping is available in many areas. The customer area displays a map of job site locations while a route adviser determines the best route to place new customers by displaying nearby customers and days they are routed. Service icons provide visuals relating to customers/services/routes on a map to assist with building sales density. Bing Maps supports live traffic with sections displaying different colored lines on roads to advise how real-time traffic is shaping up. **866-926-7849; www.routeoptix.com.**

## GPS

### 4 / CTSPEC SEWER OVERLAY EDITION MODULE

The **CTSpec** sewer overlay edition module lets the user edit pipe reference numbers, street names, the entry manhole, or the exit manhole in an automated way directly in the inspection record. This module allows the user to change the text of existing information; add missing information to the inspection record; change the position, color and size of the information; and add or remove an observation. **888-965-8987; www.ctspec.com.**

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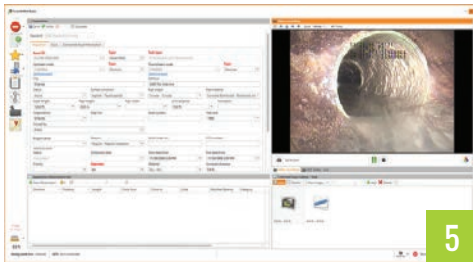


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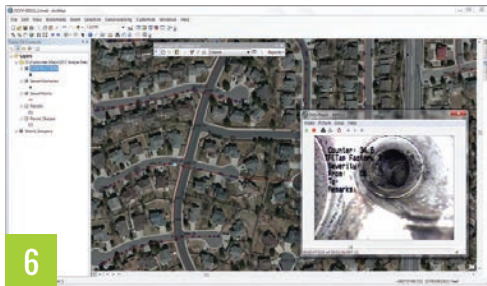
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9



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8



10

## 5 / CUES GRANITENET

**GraniteNet** condition assessment software from **CUES** is asset-based, which enables the software to easily interface with other asset-based software products such as Esri ArcGIS mapping systems and asset management systems to include Cityworks, Infor, IBM Maximo and others. Intuitive and easy to use, the data and video can be accessed via a web portal. **800-327-7791; www.gnet.us.com.**

## 6 / PIPELOGIX GIS

With the addition of the **PipeLogix** GIS module added to ArcMap, supervisors can view all surveys performed on an asset. The toolbar filters survey data in the master database to highlight pipes with selected conditions, grades, or score values, allowing the user to link to the movie or survey. Survey conditions can be exported to a shape file or a geodatabase feature class. When opened in ArcMap, this layer displays the condition along the length of pipe. Selecting the condition will link to the movie and jump to the correct footage for viewing. Seeing the problem and where it exists on the pipe can make it easier to schedule repair and cleaning crews. The system is compatible with ArcGIS 10.0 through 10.5. **866-299-3150; www.pipelogix.com.**

## 7 / RIDGID TRAX

**RIDGID Trax** is an app that enables underground utility mapping in real time. Simply connect the app via an Android or iOS device with Bluetooth to a SeekTech SR-24 line locator and RIDGID Trax will display GPS position and depth of the target utility. Users can use the app to identify the type of utility and display multiple utilities on the same map. The finished map can be saved and viewed inside the app or exported to a KMZ file for use with Google Earth. **800-769-7743; www.ridgid.com.**

## 8 / US FLEET TRACKING AT-V3

The **AT-V3** live GPS tracker from **US Fleet Tracking** allows users to automatically gather crucial data about vehicles and assets. With a simple three-wire install, users can know a vehicle's location, speed and mileage from a desktop or mobile device. It can help reduce fuel costs by alerting drivers

when vehicles idle for too long, according to the company. The alerting feature lets users know when vehicles have entered or exited a specific location. Toggling on the live weather and traffic information provides a picture of what the drivers will encounter. It can help drivers provide realistic arrival time estimates. **405-726-9900; www.usfleettracking.com.**

## DISPATCH SYSTEMS

### 9 / NEXTRAQ SOFTWARE

**NexTraq** software provides driver assignments that keep track of who's driving a vehicle on any given day. It can help optimize daily planning, helping drivers accomplish more during the day, and provide fleet tracking to find the location of a single vehicle or the entire fleet. Mapping and geofence service creates locations and zones with simplified 32-point geofencing. Sensors and asset tracking allow operators to know when a driver uses a lift or an asset has been moved. Driver behavior tracking can help correct poor driver habits with the tools needed to coach the team. It also helps automate maintenance schedules and gives alerts when repairs are due. Fleet data is available via smartphone with the NexTraq View app. It can also help simplify electronic logging device compliance, operations, and fuel management. **800-358-6178; www.nextraq.com.**

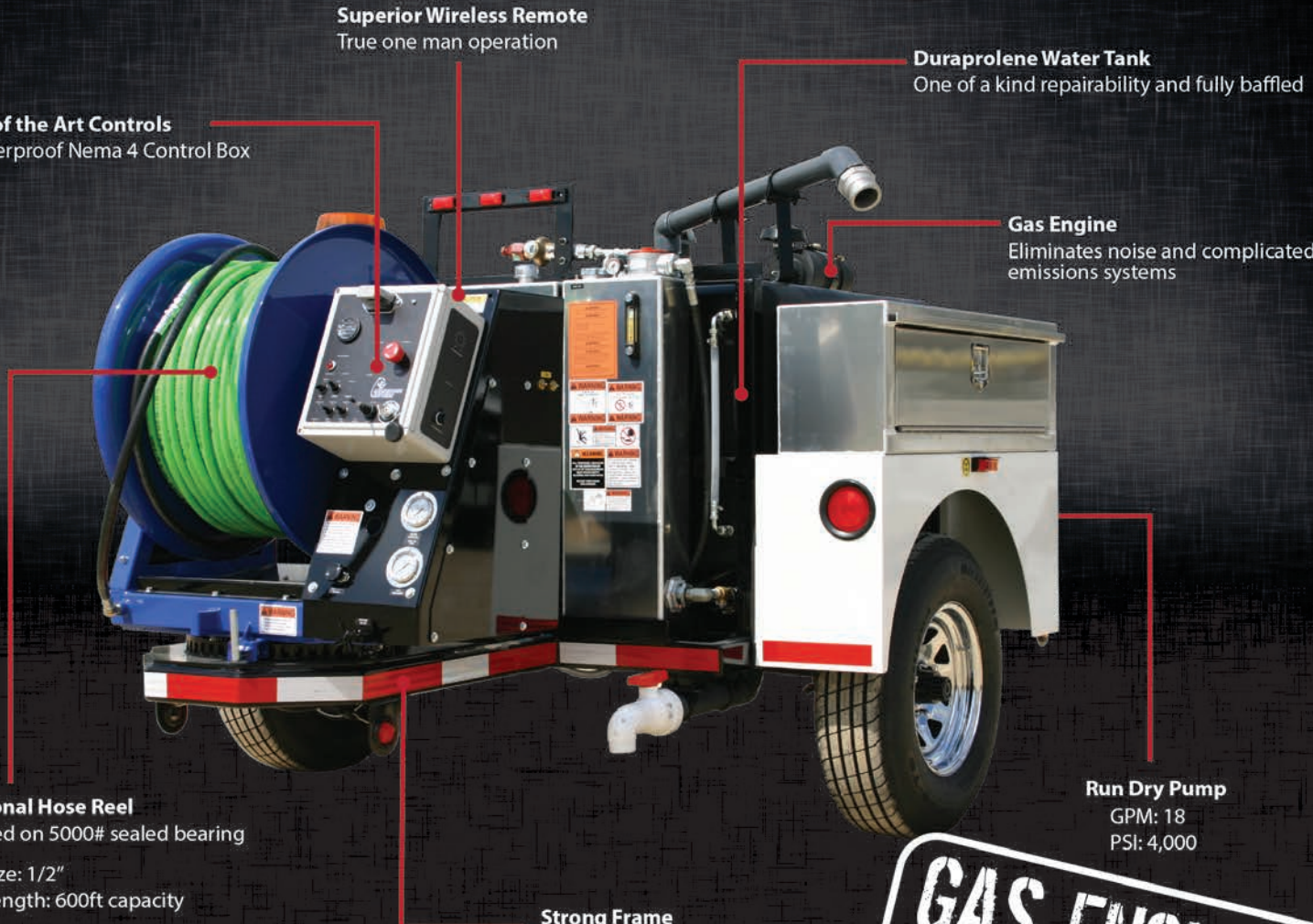
### 10 / RITAM TECHNOLOGIES SUMMIT SERVICE DISPATCH APPOINTMENT

**Summit Service** dispatch appointment from **Ritam Technologies** keeps the technician organized, with interactive map views showing color-coded appointments for each technician for each day or a whole week at a glance. Change an appointment with a simple drag and drop. Pull the top or bottom of an appointment to expand the time required. Drop onto a different technician or at a different time for instant reassignment. The full-screen map option allows for instant route optimizing. Expand to Summit Service Reminders Plus Dispatch appointments to add reminder capabilities via postcard, email, text or phone call. **800-662-8471; www.ritam.com. c**





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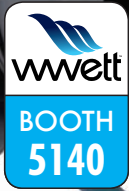
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# Field and Office Technology

By Craig Mandli

## CLOUD-BASED SYSTEM HELPS COMPANY SPEED UP PAPERWORK

**PROBLEM** / At Roto-Rooter in Baton Rouge, Louisiana, paperwork was manually processed. There was a wait for the technicians to turn in their paperwork, and then it had to be scanned and manually entered into the JaRay system. Often it took five days to process and send out statements.

**SOLUTION** / **Famhost Apps** proposed the cloud-based **RealTime Forms** application that processed invoices, purchase orders, bids, and inventory in real time and integrated into their existing JaRay Software System.

**RESULT** / Data entry was reduced, scanning was eliminated, and receivables were reduced by 25 percent. During the 2016 floods, the office was inaccessible, but jobs could still be dispatched directly to the technicians' devices and technicians no longer needed to come into the office to turn in their paperwork. **800-658-1676; www.famhostapps.com.**



## TRACKING PROGRAM MONITORS LOCATION AND FUEL USAGE

**PROBLEM** / Plumbing & A/C Medic in Gilbert, Arizona, needed to improve the time management and accountability of their mobile workforce. Since their techs are spread out all over the Phoenix metropolitan area, they had no way to know what they were doing in between jobs. They also sought to eliminate fuel card fraud.

**SOLUTION** / **GPS Insight** displays the locations of technicians and their estimated arrival time for the next job site on easy-to-read maps. To raise employee accountability, GPS Insight established odd-hours alerts to notify management of unauthorized usage of company vehicles.

**RESULT** / Having the ability to locate any vehicle in real time has provided better visibility and peace of mind. "We were able to identify one of our technicians using a company vehicle to cross states lines for personal use," says Plumbing & A/C Medic dispatcher Tami Gurka. "We received an odd-hours alert in the middle of the night that one of our vehicles was moving in another state." It monitors fuel usage by integrating WEX fuel card data to monitor all fuel card purchases. It also makes dispatching simple by eliminating time that would have been spent on the phone trying to figure out technicians' current locations. "On average, I would make 150 calls per day, and now, I make virtually no calls because most communication is done through GPS Insight," Gurka says. **866-477-4321; www.gpsinsight.com. c**





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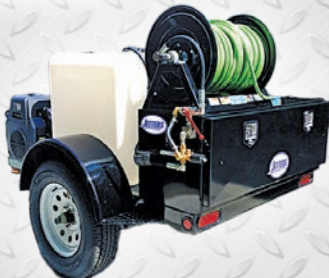


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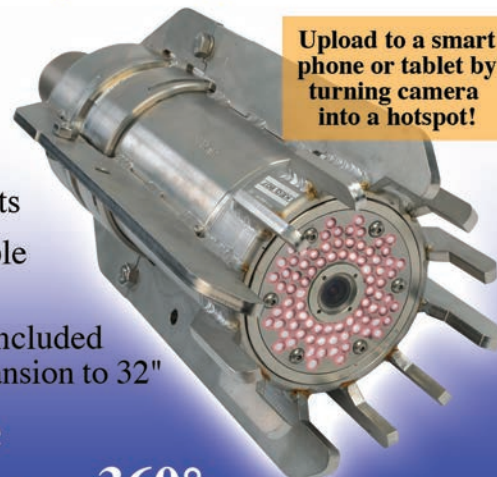
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## SPOTLIGHT

### Rugged sewer jetter looks as good as it performs

By Kyle Rogers

Functionality is of course the most important factor when it comes to sewer jetters. But aesthetics can play a part too.

When you pull up to a home to clear a drainline, it's nice to be able to wheel out a machine that instills customer confidence that you're plenty capable of handling the job. That's something the owners of Amazing Machinery had in mind when designing the BossJet Max jetter.

In addition to several different engine, pump, and hose reel configuration options, the primary feature of the BossJet Max is a powder-coated, 1.5-inch, tubular steel frame that wraps around the engine and pump and sits atop four rugged wheels.

"Our customers like the look of it; it comes back to that," says Russell Jones, co-owner of Amazing Machinery. "Some contractors want that. When they show up to a job, they want to push out a machine that looks like a machine and shows customers they know what they're doing."

The heavy-duty frame also helps protect the machine components that are ultimately responsible for jetting a line successfully.

"When you look at jetters, many of them have no protection. It's almost just an engine and pump sitting on the ground," Jones says. "With machines designed like the BossJet Max, we call them employee-proof machines. It's a really tough, well-built machine."

Engine options for the BossJet Max include Kohler, Honda, Yanmar or Vanguard. Pump options include A/R, Cat, or General at up to 4,200 psi and 5.5 gpm. A fixed hose reel or a 360-degree swiveling stainless steel reel are available, holding 200 feet of hose. There is also a remote hose reel kit available for an extra cost to allow for indoor jetting. An accessory kit hangs on the front end of the machine.

There's nothing overly complex about the BossJet Max, Jones says. Just quality manufacturing while still keeping the price tag in check.

"That's our belief at Amazing Machinery. Building good-quality machines at an affordable price." 800-504-7435; [www.amazingmachinery.com](http://www.amazingmachinery.com).



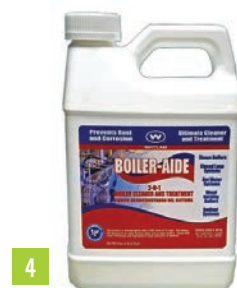
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4

#### 1 RIDGID SEESNAKE CS12X DIGITAL RECORDING MONITOR WITH WI-FI

RIDGID's SeeSnake CS12x digital recording monitor delivers a large screen for easy viewing, dual battery functionality for maximum run time, and Wi-Fi connectivity for footage sharing. The monitor streams and records inspections to any iOS or Android mobile or tablet device with the free HQx Live companion app. It can also save images to a USB drive for postinspection transfer. A 12.1-inch, high-contrast display provides crisp, clear images for viewing of footage in daylight. 800-769-7743; [www.ridgid.com](http://www.ridgid.com).

#### 2 PETERSEN PRODUCTS MULTI-FLEX CIPP PACKER/CARRIERS

The Multi-Flex CIPP Packer/Carries from Petersen Products are available for virtually any diameter and length using ambient, hot water and steam cure. There are standard items; and the company also makes many custom configurations. They are available with or without a flow-through bypass. A fixed, inflated diameter — independent of the pipeline — allows for a continuous, smooth repair as it bridges across broken sections of pipe. The small-deflated diameter, light weight, and flexibility makes for easier installation and removal through a small opening and confined or manhole spaces. 800-926-1926; [www.petersenproducts.com](http://www.petersenproducts.com).

#### 3 CUES PULLBACK INSPECTION CAMERA SYSTEM BOREHOLE INSPECTION CAMERA

The CUES PICS for 2- to 4-inch borehole inspections helps eliminate cross bores in directional drilling operations. The PICS is compatible with the entire CUES cross-bore inspection platform that includes GraniteNet Gas software, sewer main and lateral inspection, and robotic lateral launch for pre- and postinspection of sanitary and storm laterals. In addition, it features sonde and line locating, digital video and picture recording, and wireless integration with GraniteNet asset management software. 800-327-7791; [www.cuesinc.com](http://www.cuesinc.com).

#### 4 J.C. WHITLAM BOILER-AIDE CLEANER AND TREATMENT

BOILER-AIDE from J.C. Whitlam protects systems from scale formation and mineral deposits and inhibits corrosion on all metal surfaces inside the boiler and pipes. The liquid treatment prevents oxygen pitting and formation of limescale, eliminates surging and foaming, and controls the pH of boiler water. It is free from petroleum distillates and is compatible with seals and gaskets. BOILER-AIDE is available in 1-quart and 1-gallon plastic jugs with spout, a 5-gallon pail with handle, and a 55-gallon open-head steel drum. 800-321-8358; [www.boiler-aide.com](http://www.boiler-aide.com).

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5



6



### 5 SCHONSTEDT INSTRUMENT REX PIPE AND CABLE LOCATOR

The Rex pipe and cable locator from Schonstedt Instrument is a multi-frequency locator for all underground utilities: water and sewer, electric, telecom, and gas. The design is less than 2 inches thick and weighs less than 4 pounds. The pistol-grip receiver extends for greater sensitivity and retracts for easier carrying and storage. Both the receiver and transmitter fit into a custom shoulder bag. A Multi-Purpose Combo Kit is also available, with a GA-92XTd magnetic locator and a multifrequency pipe and cable locator. 800-999-8280; [www.schonstedt.com/rex](http://www.schonstedt.com/rex).

### 6 WINCAN VX SEWER ASSESSMENT SOFTWARE

When integrated with Esri’s ArcGIS platform, WinCan VX sewer assessment software allows for navigation and analyzing of inspection data using a rich GIS interface. Map features can be linked to section and defect information, or a tabular record in an inspection can be clicked on to jump immediately to its mapped location. With this bidirectional link between GIS and WinCan, inspections can be prepopulated with data residing in GIS, eliminating manual data entry. The ArcGIS integration allows for filtered results, report creation, the browsing of media and the building of heat maps according to defect type or severity. 877-626-8386; [www.wincan.com](http://www.wincan.com). c

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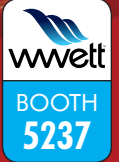
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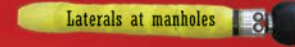
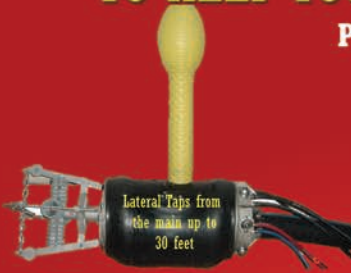
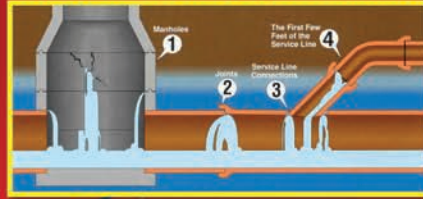
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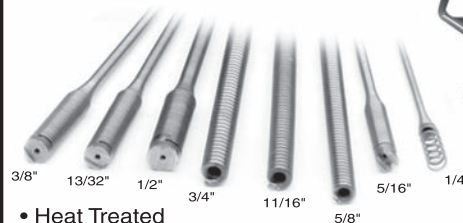
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### USB-USA LLC offers expanded line of sewer cleaning equipment

Patrick Savio, president, and Dan Long, vice president, announced the formation of USB-USA LLC. In addition to an expanded line of sewer nozzles, turbo chain cutters, specialty tools, and accessories, the company will sell and service USB equipment. The company is located at 7565 Owl Creek Drive, Douglasville, Georgia, and it can be reached at 844-285-5770. A full catalog of available products is viewable at [www.usb-usa.com](http://www.usb-usa.com).

### ShopTRENCHLESS.com launches new website

ShopTRENCHLESS.com announced the launch of its website, targeting residential and commercial plumbing contractors and suppliers as well as utility contractors and municipalities' maintenance divisions. The site offers on-demand delivery of a wide range of materials and equipment, focusing on trenchless pipe and sewer repairs.

### Geophysical Survey Systems Inc. (GSSI) offers training programs for ground-penetrating radar equipment safety

GSSI is offering training programs for new and existing customers on how to use its equipment safely in the field. Most of the classes are taught at the company headquarters in Nashua, New Hampshire, but the company also offers live online webinars.

### Hydra-Flex on Fast 50 growing companies list

The *Minneapolis/St. Paul Business Journal* recently recognized Hydra-Flex as No. 25 on its Fast 50, a list of the region's fastest growing private companies. This is the third consecutive year the company has made the list.

### Owner of Doheny's Equipment and Supplies passes away

Tom Doheny, owner of Doheny's Equipment and Supplies in Island Lake, Illinois, died unexpectedly on Nov. 17. He was well-known for his 30-plus year history in the sewer cleaning industry, to which he made significant professional contributions and had a true entrepreneurial spirit. He had a passion for customer service, and all who knew and worked with him considered him a friend.



Tom Doheny

A statement from the company: "He will be remembered as a highly respected salesman and valued leader and mentor. His memory will forever live on at Doheny's Equipment and Supplies. The company will continue providing customers with world-class service and maintain its customer-focused business practices, which Tom so strongly believed in and instilled in everybody at the company. John Wichmann, general manager for Doheny's Equipment and Supplies, will be available to answer any questions customers may have regarding equipment sales, rentals, parts, service or any other needs." ■

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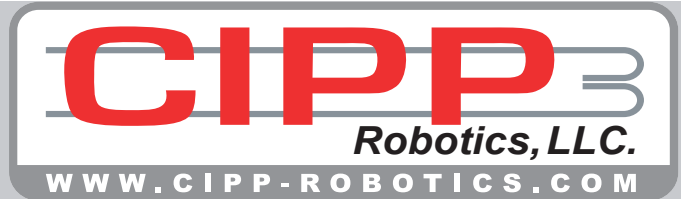
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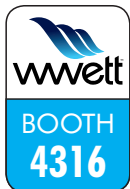
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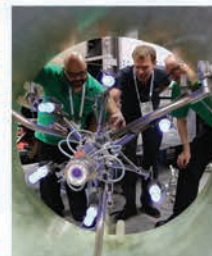




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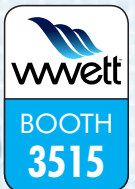
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Used and rebuilt cable machines in stock: RIDGID K-7500, K-40, K-60, K-1500, Spartan #1064, #300, #100, Electric Eel model #C machines. The Cable Center: 800-257-7209. (CBM)

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Honda model WP40X, 8 hp, 4" with hoses. Honda 4 hp, 2" pump with hoses. The Cable Center: 800-257-7209. (CBM)

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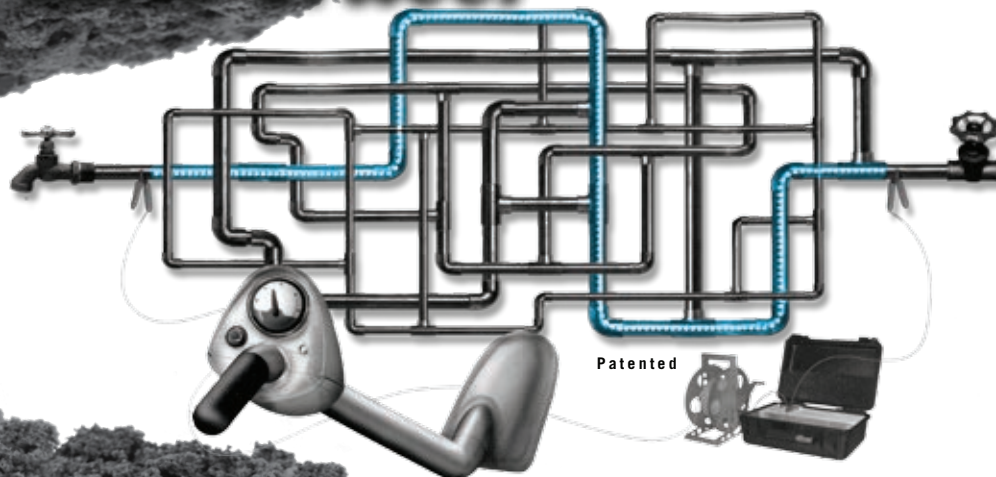
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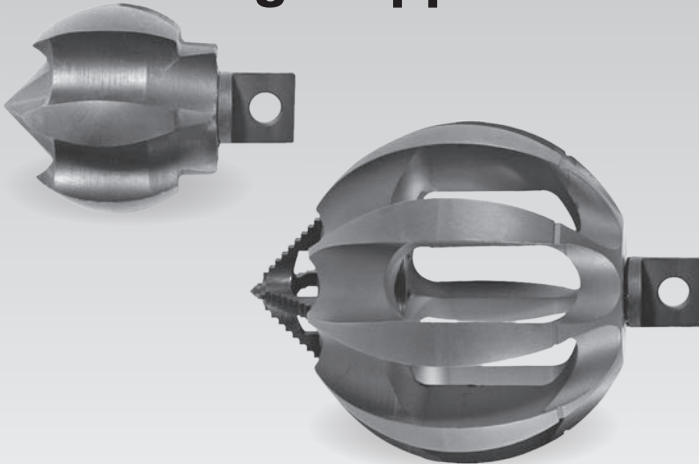
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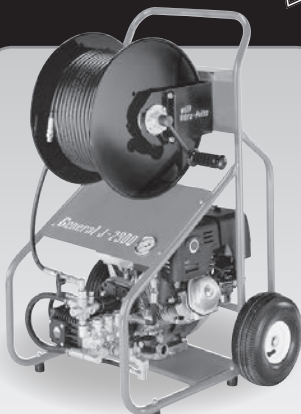
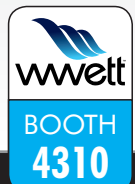
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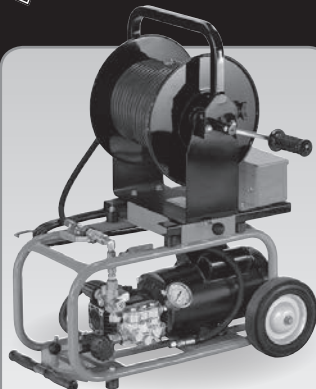
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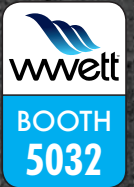
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