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Ready? Set? Go!



200-mile relay race through New Hampshire keeps PRO's route drivers hopping to place, service and move hundreds of units

By Betty Dageforde



Above, relay at Bretton Woods ski area in New Hampshire. The race is the longest running relay race in the U.S. Runners wait their turn along the course (inset). Photos courtesy of Dave's Septic Service.

THE TEAM

Of the 42 people employed by Dave's Septic Service, 21 were called into service for this event, mostly drivers. The general manager is George Winslow. "We're not much for titles around here," he says, but he was assisted by his son J.P. who coordinated drivers, vehicles and delivery schedules. Wes Maynard, from their

Somersworth office, managed activities in the seacoast region. Marketing manager Tim Howe created a spreadsheet to keep everything organized.

COMPANY HISTORY

Dave's Septic Service is celebrating its 25th anniversary. Thirteen years ago, Cityfuel — a large retail fuel oil dealership in Manchester — purchased the company from Dave Balles in order to provide year-round work for employees. "It had a good reputation, so we kept the name," says Winslow. The company grew from 150 portable restrooms and 3,000 onsite system-pumping accounts to 3,000 restrooms and 16,000 pumping accounts, with restroom rentals accounting for 70 percent of the

business. Today, customers can book products online through the company Web site (www.davesseptic.com). The service area encompasses a 90-mile radius from Manchester.

THE MAIN EVENT

New England fall foliage provided a spectacular backdrop for the 2006 200-mile Reach the Beach Relay Race. On Friday morning, Sept. 15, 300 teams took off from Bretton Woods ski resort in the White Mountains. Over the next two days — and one night — the 12-member teams relayed through 36 transition areas, running through mountains, fields and small towns, ending up at Hampton Beach State Park on the Atlantic Seacoast by Saturday evening. The crowds included 500 volunteers and thousands of spectators.

THE JOB: Eastern Mountain Sports Reach the Beach Relay Race

LOCATION: New Hampshire — From the White Mountains to the Atlantic Seacoast

THE PRO: Dave's Septic Service, Manchester, N.H.



Left, Dave's uses this 4,200-gallon septic pumping truck to service more than 200 restrooms staged over 300 miles. Below, a 24-foot Presidential Luxury restroom trailer is prepped for a post-race party at Hampton State Beach Park.

Runners face immediate disqualification for urinating in public, so race coordinators ensure that there are plenty of facilities along the route.

MAKING CONNECTIONS

Before hooking up with Dave's Septic seven years ago, event coordinator John Dionne contracted with multiple vendors along the race course. "That caused lots of logistical problems for him," says Winslow.

In 2000, Dionne contacted Winslow to bid on a portion of the job. "I suggested to him, why don't you just have us do the whole thing? He said, 'You can do that?' That's how we got the job." The arrangement has worked so well that Dave's has a standing order to service the event every year.

TEAM EFFORT

Planning for this event is a joint effort between Dave's and Dionne. The process begins when the event ends each year. Winslow meets with his team to talk about any problems they encountered. "We'll discuss it," he says. "If any units seem to be over-full, we're going to jump all over that." Then he sits down with Dionne to go

over their findings. Dionne plots the course, finds appropriate areas to place restrooms, and gets

the necessary permissions. That information gets handed off to Winslow, and together they develop a master sheet explaining how many units are needed in each location, when they must be delivered, when they must be removed, as well as placement requirements. "There are a lot of special instructions that we have to follow to make this work so we can maintain a good relationship for next year," says Winslow.

BY THE NUMBERS

Runners face immediate disqualification for urinating in public, so race coordinators ensure there are plenty of facilities along the route. Dave's provided 265 portable restrooms to 35 locations, some with as few as three or four, some with as many as 15 or 16, such as staging areas or refreshment stops, and 33 units were needed at the finish line. No wheelchair-accessible units or hand-wash stations were required. Poly-Portables Inc. Vantage and Integra models were used for this event, all



with tissue seat covers, Purell hand sanitizers, and two 12-inch rolls of paper. "They're not going to run out of paper," insists Winslow.

LET'S ROLL

Winslow's team started delivering units Thursday morning — 137 units to 17 locations. They worked until 10 p.m., took a few hours off, then began again Friday morning, delivering another 62 units to eight locations farther down the line. Friday at around 11 p.m. they started picking up units from the first 10 locations, and by 2:30 a.m. Saturday, redeployed them to the remaining 10 sites near the end of the course. Units were placed in state parks, schools, churches, businesses, manufacturing plants, restaurants and fairgrounds.

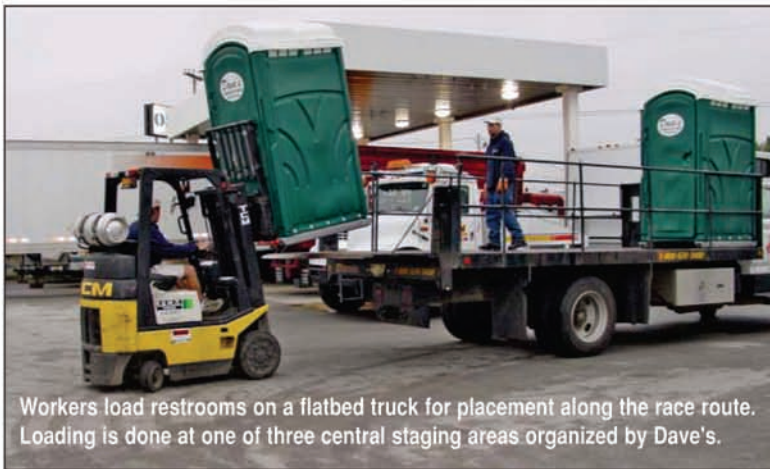
Dave's entire fleet was used for this event — 10 Isuzu NQR flatbed delivery trucks, each holding eight to 10 units, as well as two International tractor-trailers holding 16 units each. Most of these vehicles were driven 200 to 300 miles over the weekend.

The crew continued picking up restrooms Saturday and Sunday so that all units were removed by late Sunday night.

KEEPIN' IT CLEAN

As drivers continued dropping off units to midcourse, others headed back to





Workers load restrooms on a flatbed truck for placement along the race route. Loading is done at one of three central staging areas organized by Dave's.

the beginning to pump, clean and sanitize units to be reused at the end. In fact, all units were cleaned in the field before being taken back to the company's yard. "They're cleaned in the field because it just makes the job a lot easier to do it that way," explains Winslow. The deodorizer they use — Green Way Products Turbo Tubes — works well in the field because it's an even measurement of blue chemical, he says. Four Keith Huber service pump trucks with 1,000-gallon steel tanks

involved with a lot of these slogans, if you will, but the slogan that we use is *The Cleanliness Leader*," says Winslow. Drivers wear uniforms, and trucks are painted white. "We feel that that's a big part of us. We think that if we have a clean-cut looking fellow and a nice, clean vehicle, that means a lot."

IT'S NOT FOR EVERYONE

This event involves overtime

"I don't get involved with a lot of these slogans, if you will, but the slogan that we use is *The Cleanliness Leader*. We feel that that's a big part of us. We think that if we have a clean-cut looking fellow and a nice, clean vehicle, that means a lot."

George Winslow

(700 waste/300 fresh) were used for this event.

Dave's takes cleanliness very seriously.

"I don't get

hours for the drivers, lots of mileage for the vehicles, and extensive coordination. Says Winslow: "If you don't have the manpower and equipment, these sorts of events would not be something you would want to entertain. But by the same token, the availability to do an event like this is rewarding. You can sit back and say, 'I can take on one of these events and do it without a hitch.' It makes you feel good when the event is done." ■



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