

PSAI VIRTUAL CONFERENCE AND TRADE SHOW EDUCATIONAL ROUNDTABLE SESSIONS

Excellence in the Field

Quality in the Field – Units, Sinks, and Trailers (Sessions I, II, III, and IV)

Consider the best ways to ensure quality and customer service are happening in the field, especially now that COVID-19 has raised the stakes for our industry.

- Has your company instituted more frequent cleaning and quality assurance as the result of COVID-19? Why or why not?
- What is your company's goal for the time required to properly service a portable restroom?
- Taking into account differences in driving distances, what is the average number of services that you expect a route service technician to accomplish in a daily route?
- What are the pros and cons of pre-mixing water and deodorizer versus using a water prefill and adding deodorizer on site?
- What other techniques do your service technicians use to ensure good customer service?

Providing Service for Disasters (Session I)

Discuss how to prepare for disasters, earn business that places you in the middle of the crisis response, and manage the risks that go with it.

- What types of disasters are most likely in your area and how prepared are you to provide service for them?
- How do you engage proactively with your local disaster prep leaders and government agencies so that you are a credentialed provider? What terms do you offer in order to get these contracts and what's the best way to make sure you get paid?
- Do you handle all aspects of disaster service yourself or do you subcontract? If you subcontract, how do you manage those relationships and the quality of service provided?
- What special training do you provide your team members and what procedures do you put in place to make sure your disaster service flows seamlessly?

Purchasing Equipment in 2021: Trends and Questions (Sessions I and II)

Look at how the pandemic will affect changes in the demand for equipment and services long term and discuss how to make strategic purchasing decisions.

- Will the COVID-19 changes in equipment/service demands to last? What are you using to gauge this?
- Are you likely to invest in more sinks? What will guide that decision process?
- What features are the most important/in greatest demand from your equipment inventory? What problems need to be solved?
- How does the ADA apply to things like sinks and hand sanitizer stands?
- What will you be looking for in the units and trailers you expect to purchase in the future?



Purchasing the Best Truck for the Job (Sessions I, II)

Review considerations in choosing a given vehicle or pump manufacturer

- What are the advantages and disadvantages of pump trucks vs slide-in units?
- What are the pros and cons of steel vs aluminum vs stainless steel tanks?
- What are the considerations in using CDL-rated vs non-CDL trucks?
- Compare and contrast single-side vs dual-side service
- What are the considerations in choosing a given vehicle or pump manufacturer?

Disposal Issues (Session II)

Examine the major barriers to disposal of waste in your area, disposal alternatives, and cost considerations in choosing them

- What are the major barriers to disposal of waste in your area?
- How do you learn what permits are needed and then obtain permits for your disposal facility?
- What are options for waste disposal as opposed to going directly to a waste treatment facility?
- How can you do a per gallon cost analysis of alternative waste disposal methods versus direct disposal at a wastewater treatment facility?

Solving the Water Dilemma on Route Trucks (Sessions II and III)

Assess how much the need for fresh water has increased since COVID-19, how that will look in the future, and short- and long-term options for adjusting your route vehicles accordingly.

- How much has your need for fresh water increased since COVID-19?
- How are you solving this problem temporarily?
- What steps will you take to address it on a longer-term basis?
- What impact will cold weather have on these needs?
- What modifications to equipment would you like to see?

Unique Job Sites (Sessions II, IV)

Consider the steps necessary to win jobs on unique sites (e.g., government installations, schools, high-security areas, utilities, mines, and airports), the challenges these sites pose, and tips for succeeding.

- What steps are necessary to prepare your company to win jobs on unique sites (e.g., government installations, schools, high-security areas, utilities, mines, and airports)?
- What new challenges are you running into on these sites since COVID-19?
- How can smaller companies earn and retain these contracts? What are the pros and cons of doing it?
- Are there unique issues with getting paid on these sites? What does the company need to do to minimize wait times?



Good Agricultural Practices (GAP) (Session III)

Discuss the special issues arise on ag sites, evolving needs in the post-COVID-19 world, and ensuring your set up is compliant with relevant rules.

- What special issues arise on ag sites and how do these vary by state/county, crop type, and season?
- How do you handle the need for frequent moves of units on ag sites to avoid spills and unpleasant conditions?
- What steps do you take to ensure there is adequate hand wash available and supplies don't run out?
- How has COVID-19 changed the equipment you provide, the frequency of service, and other requirements on ag sites?

Sales and Marketing

Promoting Your Company Virtually (Sessions I, IV)

Review ways to use social media, search engine optimization (SEO), and other tactics to extend the reach of your business – and talk about what skills your team-member-in-charge needs.

- How can I use Facebook and other social media sites to advertise my business?
- What is SEO (Search Engine Optimization) and how can I use it effectively?
- How can Twitter, LinkedIn, and SnapChat help my business?
- What sort of staffing is needed to carry out a social media strategy? What skills are needed?

OSHA 300 Logs and Requirements (Session I)

Discuss the data that needs to be recorded on an OSHA 300 log, how has COVID-19 has affected this, who needs to see these logs, and what to do if you are inspected by OSHA.

- What is an OSHA 300 log and how do I know if I need one?
- What needs to be recorded on an OSHA 300 log? How has COVID-19 affected this?
- Who needs to see these logs, how long do I have to keep them, and what if we are inspected by OSHA?
- An employee is asking about the data on the log. What can I tell them?

Special Events in 2021: It's a New World (Sessions III, IV)

Look at expected changes in events post COVID-19 and how to prepare your business to maximize the opportunities that arrive in the "strange new world."

- How do you become aware of special events in your area? What changes do you expect post COVID-19?
- What is the most effective method to market your services and to close deals?
- What types of equipment will you offer to your potential event customers (units, sinks, trailers)?
- What adjustments will you make to service frequency and procedures next year?
- What are your best "lessons learned" from providing special event services in the past and how will they need to adjust in 2021?



The Evolving Trailer Business (Sessions III, IV)

Examine how the demand for restroom trailers and various amenities on them is changing and look at the considerations for choosing the equipment that makes the most sense for your firm.

- What types of restroom trailers are available?
- How are needs and preferences changing since COVID-19?
- What are the advantages and disadvantages of large multi-stall trailers vs small and single stall trailers?
- How does the ADA affect the choice of trailers?
- When entering this market, what should I consider before deciding what type of trailer should I initially purchase?
- What types of trucks are required to transport trailers?
- What are your best tips for marketing trailers effectively?

Business Issues

Updating Pricing and Quality Strategies Post COVID-19 (Sessions I and II)

Conditions have changed – talk about how operating costs have changed and strategies for evolving your pricing model as the result. Note: this session will comply in all ways with federal anti-trust laws.

- During the pandemic inspectors and regulators are insisting that conditions improve on job sites – what is your company doing to meet these requirements and how are you engaging your customers in complying?
- Do you have certain areas of your business that you expect to lose money on in order to gain or retain lucrative customers? How do you decide to do this and how has it changed during COVID-19?
- Do you offer your customers any type of incentives for staying with you, paying early/on time, taking good care of your equipment, etc.? Have you considered it?

Note: this session will comply in all ways with federal anti-trust laws. There will be no discussion of specific price points or any talk amongst participants on topics that would have the effect of restraining trade.

Human Resources, COVID-19, and Portable Sanitation (Sessions I, IV)

Take a look at the workforce adjustments are portable sanitation companies making during the pandemic and beyond.

- What workforce adjustments are portable sanitation companies making during the pandemic?
- How are you handling precaution and leave situations that are not strictly covered in the laws (e.g., childcare/voluntary home schooling, concern for vulnerable family members, requests for remote work when everyone else is on site, etc.)?
- What adjustments have you made or are you making to keep your offices safe? Have you had anyone who won't comply or who doesn't think what you are doing is enough?
- How will you address requiring (or not) workers to take the vaccine it becomes available?
- How do you address employee and customer concerns about COVID-19?



Finding and Retaining Employees (Sessions II, III)

Consider how employee recruitment, screening, selection, and onboarding changed during the pandemic—and what comes next for rewarding and retaining your team.

- How has employee recruitment, screening, selection, and onboarding changed during the pandemic?
- What approaches are most successful to rewarding and retaining existing personnel?
- What type of benefits package (time off, insurance, etc.) do you offer? How do you benchmark it against other employers?
- Is there a plan for personal days off and a way to accommodate family emergencies during COVID-19?
- Do you have a formal incentive plan for retaining your best staff? If so, has it changed in the past year?

Software Issues and Options for Billing and Routine (Sessions II, III)

Discuss your needs and the experiences others have had with the software they are using while learning about software options that are available for portable sanitation companies.

- What software platforms are most commonly used in portable sanitation?
- Is it generally better to use an integrated platform or separate programs that better meet your needs?
- What issues arise as a company evolves?
- When does it make sense to change how you do things versus work around a software limitation?
- What should you consider before adopting or dropping a particular software solution?

New Revenue Opportunities in the Wake of COVID-19 (Sessions III, IV)

Talk about how your customer base changed during the pandemic, what the long-term situation may be, and considerations in expanding your present business or diversifying into another business line.

- How has your customer base changed during the pandemic? How will that continue long term?
- How have changes in the requirements on job sites, schools, medical facilities, and delivery depots affected your area?
- How do you decide whether, when, and how to choose another business line?
- What issues need to be addressed in diversification (insurance, hiring additional staff, training, marketing, accounting, other)?

Insurance Issues and Needs Beyond Health Insurance (Session IV)

Look at the sorts of coverage a portable sanitation company actually need and how is that changing.

- What sorts of coverage does a portable sanitation company actually need and how is that changing?
- What do you need to know about coverages that are often considered but not mandatory such as pollution control coverage?
- Beyond health insurance, what insurance benefits make the most difference to employees?
- What tips do you have for keeping your worker's comp mod in check?
- What things can you implement to reduce your overall insurance bill without leaving your company exposed?