PORTABLE SANITATION ASSOCIATION INTERNATIONAL®

Better worksites. Better weekends. Better world.

PSAI
Style and Language Guide

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Table of Contents

Introduction

Correct style and language, consistently applied, gives voice to the PSAI brand and helps us communicate and reinforce the PSAI message across all target audiences. "Style" refers to fundamental writing and editing issues such as punctuation, capitalization, and the consistent treatment of names, terms, and numbers. "Language" refers to the general expression of ideas through word choice, idioms, and so forth.

The PSAI Style and Language Guide is a basic reference tool for those who write for the PSAI — staff, volunteers, and contracted professionals. The purpose of this guide is to ensure quality, consistency, and clarity of the PSAI message as it is delivered through all channels: promotional materials, web content, and publications. Writers and editors creating copy for the PSAI are asked to check all material against these guidelines. Please note: the PSAI reserves the right to edit any material submitted to ensure consistency and alignment with them.

The PSAI generally follows the most current editions of the Chicago Manual of Style, Merriam Webster's Collegiate Dictionary, and The Associated Press Stylebook and Briefing on Media Law. A few exceptions are necessary and have been noted. The PSAI Style and Language Guide is not inclusive and is updated periodically. As a rule, if you cannot find a particular style or format in this guide, please use The Associated Press Stylebook as a back-up source.

If you have any questions or comments regarding this guide, please contact the Executive Director of the PSAI. Suggestions for changes, additions, and deletions, as well as petitions for exceptions should also be forwarded to the Executive Director.

abbreviations—See section, "Industry Terminology and Abbreviations."

academic degrees or affiliations—Identify individuals by academic degree and affiliation, if relevant, on first reference, following the last name. Do <u>not</u> use periods with academic abbreviations (e.g. BA, MBA, PhD), or affiliations/certifications/licenses (e.g., PE, LMP, CPSP). List the degree(s) first and the affiliation(s) last (e.g., Frank Smith, BS, CPSP).

> Example: Bob Smith, MBA, PE, served on the PSAI Board of Directors.

When describing the person's educational background including degrees earned, do not capitalize the degree unless it follows a person's name.

> Examples: Bob Smith has a bachelor's degree in mechanical engineering. Bob Smith has a master's degree in mechanical engineering. Bob Smith, PhD, has accepted a position at ABC Company.

addresses (street names)—Use street suffix abbreviations with periods (e.g., Ave., Dr.) with a numbered address on order and registration forms, mailing lists, job listings, and listings within a newsletter article or manual. Always use numerals for an address number.

> Example: The PSAI Office is located at 2626 E. 82nd St. in Bloomington, Minnesota.

advice/advise—These words are often confused. "Advise" is a verb meaning to recommend or suggest. "Advice" is a noun meaning an opinion about a course of action.

> Example: The committee will <u>advise</u> the Executive Director on the proper procedure.
> Example: The Executive Director will take the committee's <u>advice</u>.

affect/effect—These words are often confused. "Affect" is a verb meaning to change or influence. "Effect" is a verb meaning to bring about. "Effect" is also a noun meaning result or outcome.

> Example: The information may <u>affect</u> the final decision.
> Example: He will <u>effect</u> many changes in the company. The report will have the desired <u>effect</u>.

agenda items—See *bulleted lists, promotional materials.*

ampersand—Do not use ampersands (&) unless they are part of a proper name. Use "and" instead.

    Example: Annual Convention and Trade Show
    Example: Gaylord Opryland Resort & Convention Center, H&M Department Stores,
    Note: the Nuts & Bolts Educational Conference is the <u>only</u> PSAI name/title in which it is
    proper to use an ampersand

and/or—Avoid using "and/or" in publications. Wherever possible, rewrite the statement to clarify the meaning.

    Example: compatibility advantages, performance advantages, or both; <u>not</u>
    compatibility and/or performance advantages

apostrophe—Use "1990s," <u>not</u> "1990's." The possessive form of "its" (e.g. its color, its name) contains no apostrophe. "It's" receives an apostrophe when serving as a contraction of "it" and "is."

    Example: It's been hanging from its pole since the 2010s.

association—Always capitalize when the term is part of the organization's full name or when it refers specifically to the PSAI. Do not capitalize it when used generically.

    Example: The Portable Sanitation Association International is a trade association for
    operators in the industry. The Association was founded in 1971.

Association Insight—Always italicize the name of this publication when used in copy and follow this formal name with the descriptor "the PSAI's weekly e-newsletter." Refer simply to "the newsletter" thereafter.

    Example: On alternate Wednesdays the PSAI publishes *Association Insight*, the PSAI's
    weekly e-newsletter. Members read the newsletter to learn about major events in the
    portable sanitation industry.

award—Capitalize when it is used as part of the full name of an award, but do not capitalize in general usage.

    Example: John Jones has been nominated for the Andy Gump Award. The award was
    last conferred in 2019.

board of directors—Use the full name, the PSAI Board of Directors, on first reference. Use the shortened form, "the Board" on subsequent specific references to the PSAI Board. "Board" is capitalized when referring to the PSAI Board of Directors. Use "the Board," not "the BOD." Similarly, "Director" or "Officer" is capitalized when referring to a specific PSAI director or officer. Terms such as "board of directors," "board," "director," and "officer" are not capitalized when they are used in a more general sense.

- The PSAI Board of Directors consists of the officers and all of the directors.
- There are four officers as defined in the PSAI Bylaws: the president, vice president, treasurer, and secretary. Always place the word Board before the word President or any of the officer positions when referring to the top elected leaders of the PSAI.
- Do <u>not</u> refer to the officers as "the Executive Board." There is no such group.
- The Executive Committee consists of the officers, the past president, and the senior-most nonoperator director.

    Example: Board President Jane Doe and Board Treasurer Joe Smith are authorized signers on PSAI accounts. Other directors are not.
    Example: The PSAI is governed by a board of directors and led by a staff executive.
    Example: Candidates run for positions on the PSAI Board of Directors annually.
    Example: The Board passed a motion setting dues rates for 2030.

bulleted lists (general)—Bulleted items that comprise complete sentences should end with a period or other appropriate punctuation. Bulleted items that are sentence fragments should not end with punctuation.

bulleted lists (capitalization)—Bulleted lists may or may not be capitalized depending upon where they appear.

- Use ordinary capitalization rules for agenda items and copy in written material where the bullets are being used to create separation between items in a list
- Use "Title Case" when listing items in publications with chapters or other clear content divisions. In other words, capitalize principle nouns and verbs but not articles (i.e., a, an, and, as, but, for, or, the) or prepositions and conjunctions (i.e., after, at, by, for, from, in, of, on, to, with) unless they begin or end the title. This also applies to hyphenated words that are part of a title or headline. Do not end an agenda item with a period or other punctuation. Do not indent the bullets.

    Example: The meeting will cover:
    - Membership trends
    - Financial performance
    - Publication of the *2020 PSAI Industry Resource Directory*

Example: PSAI Waste Disposal Report
- o Chapter 1—Waste Disposal Options
- o Chapter 2—Land Application
- o Chapter 3—Publicly Owned Treatment Works

bylaws—When the PSAI Bylaws are formally referenced, capitalize the "b. Do not capitalize when referring to bylaws in general.

Example: The PSAI Bylaws were last updated in early 2020. Many PSAI members have never read the Bylaws, probably because bylaws are not very exciting.

capitalization (general)—Within text, capitalization is reserved for the proper names of specific people, places, and events. At the PSAI, we have a few notable exceptions:

- See *bylaws.*
- See *Board of Directors.*
- See *bulleted lists (capitalization)*
- See *chair vs chairman.*
- See *committee.*
- The word "committee" is capitalized when it refers to a specific PSAI committee.

Example: The government committee hearing revealed that portable sanitation operators, including some who are members of the PSAI, are concerned about the cost of waste disposal.

Example: The PSAI Standards and Guidance Committee decided to conduct research on the rules affecting waste disposal. The Committee often takes on similar projects at the request of PSAI members.

capitalization (in titles and headlines)—Style is "Title Case"; in other words, capitalize principle nouns and verbs but not articles (i.e., a, an, and, as, but, for, or, the) or prepositions and conjunctions (i.e., after, at, by, for, from, in, of, on, to, with) unless they begin or end the title. This also applies to hyphenated words that are part of a title or headline.

Examples: The PSAI Announces New Code of Excellence, FEMA Offers a Routine Response to PSAI Inquiries

Certified Portable Sanitation Professional™ (CPSP™) or Apprentice™ Certification Program—Refer to the CPSP and CPSA credentials in text as follows: Certified Portable Sanitation Professional**™**, or Certified Portable Sanitation Apprentice™ (CPSA™).

- When referring to multiple people, depict credential-holders as CPSPs or CPSAs.
- When referring to the credential or the certification program, depict it as the CPSP™ Certification Program.
- Note that PSAI is in the process of registering the CSPS logo.

chair vs. chairman—Use "Chair" and "Vice Chair," not "Chairman" and "Vice Chairman." Capitalize Chair in all references to a specific person.

Examples: The Chair of PSAI's Finance and Audit Committee, John Doe, requests input on the selection of a new audit firm. The Chair made this request yesterday. All committee chairs should submit ideas by January 1, 2030.

city identification—As a general rule, individuals are not identified by where they work or live, except when directly relevant to an article or text.

class pass— Unless the term starts a sentence or would otherwise be capitalized in a title, do not capitalize it.

Examples: Bronze members do not receive class passes with their package. ABC company has used four class passes this year.
Example: (Title of a newsletter article) The PSAI Announces More Class Passes for New Platinum-level Members

comma usage—Use commas when breaks are needed for the sense or readability of the sentence and to avoid confusion or misinterpretation. In a series, a conjunction before the last term ("and" or "or") must be preceded by a comma. If the last element consists of a pair joined by *and*, the pair should still be preceded by a serial comma and the first *and.*

Example: XYZ Sanitation has built a brand identity using the colors red, white, and blue.
Example: ABC Portables is proud of its yard team, dispatchers, and pick up and delivery drivers.

code—When referring to any PSAI Code, always capitalize the word "Code" in all references.

committee(s)—Capitalize the "c" in the proper name of a specific committee. Use a lowercase "c" when referring to plural or generic committees. See also "capitalization – general."

Examples: The Nominating Committee approved the minutes. The combined efforts of all 15 committees made it possible.

company name(s)—Avoid using company product names, trade names, and any other names that have a marketing influence or profit motive. These names should not be used unless there is a compelling reason to do so.

complementary vs. complimentary—Use the adjective *complementary* when referring to something that is serving to complete something else or supplying something additional that enhances it. Use the adjective *complimentary* when the intent is to flatter or when referring to something given free as a courtesy.

> Example: In addition to manufacturing toilet cabins, the company provides a series of complementary products such as deodorizers, soaps, and urinal blocks.
> Example: When five or more new cabins are purchased, customers receive a complimentary hand wash station.
> Example: Customers have been highly complimentary about the company's line of complementary products.

conference(s)—Capitalize the "c" when listing the proper name of a specific conference. Use a lowercase "c" when referring to plural or generic conferences.

> Examples: The Nuts & Bolts Educational Conference. The PSAI provides training at several conferences each year.

copyright statement—The following copyright statement must appear on every PSAI publication (brochures, flyers, stand-alone forms, website, newsletters, etc.):

> Example: © Copyright PSAI, July 2016. All rights reserved. [Use correct month and date in which the publication will be printed and delivered.]

The PSAI logo is a registered trademark of the PSAI. This statement must appear on the inside front cover of all publications, on the back cover, in the page footers if feasible.

countries—Spell out names of countries and their territories whether or not they are preceded by the name of a city. Use the American English spelling.

> Examples: Sao Paulo, Brazil; Quebec, Canada; Paris, France; San Juan, Puerto Rico. Two exceptions are "US" for United States and "UK" for United Kingdom (do not use periods).

dashes (en dashes, em dashes, and hyphens)—These are three different punctuation marks with very specific uses.

The en dash (–) is commonly used to indicate a closed range (a range with clearly defined and non-infinite upper and lower boundaries) of values, such as those between dates, times, or numbers. In general, do note use a space on either side of a hyphen. Some examples of this usage include:

> June–July 2014 1:00–
> 2:00 pm
> For ages 3–5
> pp. 38–55
> President Jill Jones (2011–2013)

An en dash may also be used to indicate a number range that is ongoing—for example, to indicate the dates of a serial publication or to give the term date of a currently serving person. No space intervenes between the en dash and the mark of punctuation that follows.

> Example: The Chinese translation of the ISO 14000 standards (2015–) is projected to run to ten volumes.
> Example: Larry Olson (2015–)

The em dash often demarcates a parenthetical thought—like this one—or some similar interpolation. Use the slightly longer em dash to denote an abrupt change in a sentence. In general, do not use a space on either side of an em dash.

Use a hyphen for compound adjectives before the noun: *well-known actor, full-time job, 20-year sentence.* Do not use a hyphen when the compound modifier occurs after the verb. (Also see *hyphenation.)*

> Examples: The actor was well known. Her job was full time. He lived 105 years.

dates—PSAI uses both US and international formats for dates, depending upon the publication and audience. In the month-day-year style of dates, commas must be used to set off the year. In the day-month-year system—useful in material that requires many full dates (and standard in British English)—no commas are needed. Where month and year only are given, or a specific day (such as a holiday) with a year, neither system uses a comma.

Example: The award was conferred on November 13, 2013.

Example: Werner and Irmgaard gradually grew their portable sanitation business in Austria, particularly in the Salzburg area. (See articles in Salzburger Nachrichten of 6 October 2009 and 4 January 2014.)

Example: In March 2018 the XYZ Company will celebrate seventy-five years in business. On Thanksgiving Day 2008 they provided 5,000 units for the parade in New York City.

days of the week—Capitalize them. Do not abbreviate unless used with a date. Abbreviations: Mon., Tues., Wed., Thur., Fri., Sat., Sun.

degree— When referring to temperatures, use the ° symbol in text, graphics, and formulas. For non-metric audiences (e.g. North America), list Fahrenheit first, followed by the metric (Celsius) in parentheses; the reverse should be applied for metric audiences. Do not add a space after the number or between the °F or °C. Spell out the word degree in text and charts when referring to angles. Do not use a superscript O.

Example: A 30% methanol solution prevents freezing in the tank in temperatures as low as -4°F (-20°C).

department—When naming a specific department, capitalize and write out Department. When referring to plural or generic departments, use a lowercase d.

Examples: Certification Department; department leading the certification program.

directions/regions—In general, use lowercase letters to designate north, south, northeast, northern, etc., when they indicate direction; capitalize these words when they designate regions.

Examples: He drove west. The warm front is moving east. The storm developed in the Midwest. The North was cold.

e.g., vs. i.e.,—e.g., means "for example"; i.e., means "in other words" or "that is." Avoid their use whenever possible. Use a comma after e.g. and i.e.. Use "For example," when the example completes a sentence.

Example: ABC produces a number of products used by portable sanitation companies, i.e., ABC is a supplier to the industry.

Example: ABC produces a number of products used by portable sanitation companies (e.g., toilet cabins, hand wash stations, and holding tanks), so ABC is a nonoperator member.

Example: As a nonoperator member of the PSAI, ABC has been highly supportive of the Association. For example, the company has a platinum-level membership, buys six booth spaces at the Convention, and hosted a site visit last year.

etc. —An abbreviation for "et cetera" or "and so forth." Avoid its use when possible. In general, use a comma before the word "etc."

email—Lowercase "e" is used for this term. Only capitalize the "e" if it begins a full sentence. (Note: A hyphen is no longer used.)

fax—Lowercase "f." Only capitalize the "f" if it begins a full sentence.

fax numbers—See *telephone numbers.*

gender-neutral/bias-free language—When referring to an unspecified individual who could be male or female, do <u>not </u>use "he." Instead, it is preferable to rewrite the sentence to eliminate the pronoun. If this is not practical either use "they" or "them" even when the person is singular, or use "he or she" or an appropriate variation. Avoid using slashes such as "he/she" or constructions like "(s)he" and "(wo)man" in publications.

Example: Unless the writer knows the person is male and prefers male pronouns, do not say "Chris Smith has joined the PSAI; he is from California." Rewrite the sentence to say "Our newest member, Chris Smith, is from California."

government agencies—In text, spell out on first reference as follows: US Federal Emergency Management Agency (FEMA) or US Environmental Protection Agency (EPA). Use the abbreviation thereafter. When referring to the EPA in a sentence, use "the."

Example: The conference will feature speakers from the EPA.

home page—Do <u>not</u> use "home page" when referring to an entire website. Home page is acceptable when referring specifically to the front page of a website, i.e., the page at which one lands when the simplest form of the web address or domain name is entered such as psai.org or epa.gov. The term "home page" always appears as two words.

hyphenation—Hyphens are connectors. In general, hyphens should only be used as an aid to the reader's understanding, primarily to avoid ambiguity and difficult reading. When uncertain about the spelling of a compound word, see the section entitled "PSAI-Preferred Usage" for examples, or consult a dictionary. Some general hyphenation guidelines follow.

- <u>Do</u> hyphenate a compound adjective that precedes the noun it modifies. Do <u>not</u> hyphenate a compound adjective so clearly recognizable as a unit that there is no reasonable possibility of misinterpretation. For example, "She had a two-year contract. She had a contract for two years."

- Do <u>not</u> hyphenate a compound in which the first word is an adverb that ends in -ly. For example, "externally mounted equipment."

- Do <u>not</u> use a hyphen to join the following suffixes: *hood*, *less*, *like*, *wide*, *wise*.

- Do <u>not</u> use a hyphen to join the following prefixes unless they precede an acronym or proper noun: *anti*, *bi, counter*, e, *extra*, *infra*, *inter*, *intra*, *macro*, *meta*, *micro*, *mid*, *mini, non*, *over*, *pre, post*, *pro, re, semi, sub, super, trans, ultra, un*, and *under*.

- NOTE: PSAI makes a few exceptions such as co-chair, pre-conference, and post-conference. See the "PSAI-Preferred Usage" section for more examples.

i.e., —See *e.g., i.e.*

internet—The terms "internet," "net" and "web" are now considered generic and as such should not be capitalized unless they begin a sentence or are part of a formal name. Do not use the term "World Wide Web," which is now considered outdated. Abbreviations for file formats are usually presented in capital letters.

> Example: The PSAI's new flyer is available on the web.
> Example: Members who would like to embed the PSAI's "Proud Member" logo on their company website should contact the office for the HTML code.

Inc., LLC, Ltd.—When appearing as a part of a company name, use a comma between the company name and its structural abbreviation. It is permissible to abbreviate these structural terms but they should always have a period.

> Examples: ABC Portables, Inc.; XYZ Environmental, Ltd.

italicized words—Publication titles (books, catalogs, manuals, workbooks, movies, newspapers, newsletters, tabloids, magazines, etc.) and seminar/course titles should be placed in italics, not quotes.

learning objectives—See *bulleted lists, promotional materials (learning objectives).*

LLC and Ltd.—See Inc.

media—Use the term "media release" for "press release" or "news release." Similarly, use terms such as media conference for press conference, media coverage for press coverage, and so forth, to be more acceptable to broadcast and digital reporters and editors.

member—Always use a lowercase m, unless the word starts a sentence. To recognize members of the PSAI, denote them as such.

> Example: ABC Company is a member of the PSAI.
> Example: "XYZ Company has been a PSAI member for 20 years" is correct. "XYZ Company has been a member for 20 years" is not correct unless related copy makes a clear reference to the PSAI and no other organization is mentioned.

In legacy documents, the word member may have been capitalized when referring specifically to a member of the PSAI. This rule has been changed and the organization is evolving to use of lowercase m on member in all instances.

membership—Capitalize membership when referring specifically to the membership of the PSAI as a body taking action. Do not capitalize it in general usage.

> Example: ZZZ Sanitation paid its dues and renewed its membership. The membership of the PSAI is now 430 companies strong.
> Example: The Membership did not vote on a motion to eliminate annual audits.

membership levels—Unless the word starts a sentence or would otherwise be capitalized in a title, do not capitalize PSAI membership levels.

> Examples: bronze member, silver-level supplier, gold-level operator
> Example: (Title of a newsletter article) The PSAI is Proud to Announce Three New Platinum-level Members

money/currency—Even sums of money should be identified in figures, with the currency sign ($, €) and without decimal point and zeroes (e.g., $125, €5, <u>not </u>8 dollars). Use a currency sign in front of numbers (e.g., $1 million, <u>not </u>one million dollars). Spell out the word cent or cents. Add a comma for prices with four or more digits (e.g. $1,500, €50,000). Print "US" (or relevant country abbreviation) before the dollar sign and amount with no spaces (e.g., US$200, CAN$350, AU$150, NZ$200) when the piece refers to more than one currency or to currency other than US dollars.

months—For publications based in the United States, capitalize the names of months in all uses. Spell out months when possible, even when used with a specific date. In rare instances where the information will not fit well otherwise (e.g. schedules), abbreviate only Jan., Feb. Mar., Apr., Aug., Sept., Oct., Nov., and Dec. When a phrase lists only a month or a month and a year, spell out the month and do <u>not </u>separate the year with commas (e.g., September 2002). In newsletter articles, only future and past dates not in the current calendar year need to include a year. When the audience will be primarily persons outside North America, list the date before the month in global publications (e.g., 1 December 2002).

Mr., Mrs., Ms., Dr.—Use the person's first and last name in the first reference without the prefix. For subsequent references use the last name only without the abbreviation. If the person is a PhD, do not use Dr. but include the PhD designation after the last name.

nonprofit vs. not-for-profit—Nonprofit refers to a legal status, while not-for-profit refers to the nature of certain activities. PSAI is a nonprofit association, and most of its activities are not-for-profit. Do not use the terms interchangeably.

numbered lists—In publications, use numbered lists when describing something that must occur in a particular order. Otherwise, use a bulleted list (see *bulleted lists*). Use the Arabic numeral followed by a period. Do <u>not </u>indent the numbers. Use a hanging indent for text continuing on more than one line.

numbers—Spell out the numbers 0-9 (e.g., nine, not 9), except when listing units of measure or referring to page numbers (e.g., page 5). Do <u>not </u>spell out the numbers 10 and above (e.g., 10, <u>not </u>ten). In general, numbers used at the beginning of a sentence are spelled out. As a general rule, add a comma for numbers with four or more digits (e.g., 1,000 and 50,000). Numbers of more than six figures should be spelled out in non-technical publications (e.g., 50 million or 1.8 billion). See also *money/currency, telephone numbers.*

online—Do not use a hyphen between "on" and "line." This should appear as one word.

on site, on-site, onsite—Generally, use "on site" when referring to a location as a noun. Use "on-site" when it is used as an adjective or adverb before a noun. Only use "onsite" when referring to wastewater treatment options, since this is how EPA denotes these systems.

> Example: XYZ Company provides holding tanks on site.
> Example: They have an on-site presence and can respond within two minutes to any user need or spill.
> Example: Onsite non-potable water reuse is one solution that can help communities reclaim, recycle, and reuse water.

operator, nonoperator—Generally do not capitalize these terms.

percent—Write out the word "percent" in non-technical text. Exception: use the % symbol when used often in survey/statistical articles. Also, <u>do</u> use the % symbol in technical publications, tables, examples, figures, and graphics. For amounts less than one percent, precede the decimal with a 0 (e.g., 0.6 percent, two percent, 50 percent).

phone numbers—See *telephone numbers.*

portable restroom operator—In text, spell out the first reference. The term can be shortened to "operator" in subsequent uses. Do not use the acronym PRO unless specifically referencing the trademarked magazine by that name.

> Example: Portable restroom operators are located all over the world. A review of the PSAI membership list finds at least one operator in more than 30 countries. Most of them read PRO Magazine.

portable sanitation industry—When referring to the portable sanitation industry, use the term "portable sanitation industry" in its entirety on first mention. Thereafter, it may be referred to as "the industry" when there is no concern that it will be confused with any other industry. The terms are not capitalized unless they begin a sentence or are part of a formal name or designation.

President vs. Chair—When referring to the chief elected officer of the PSAI, use "Board President," even when referring to the President's activities as chair of a particular committee. Provide additional text to clarify the dual roles if needed. Capitalize President and Chair in all references to a specific person.

> Examples: PSAI's Board President Mary Smith requests all members of the PSAI to attend a special meeting. Smith also serves as Chair of the Standards and Guidance Committee. The Board President made this request yesterday.

press—See "media."

PSAI—Generally, spell out Portable Sanitation Association International (PSAI) on the first use in a written document or web page and use the abbreviation thereafter. The acronym PSAI does not stand alone when it is a noun referring to the organization, only when it is an adjective modifying a noun. When it is referring to the organization, the acronym is preceded by "the."

> Example: The Portable Sanitation Association International (PSAI) is based in Minnesota.
> Example: The PSAI has been located in Minneapolis since 1971.
> Example: The Bylaws do not address most PSAI policies related to staff conduct.

publications—The formal name of all PSAI publications should be italicized when used in editorial copy. Subsequent references to the publication do not need to be capitalized unless the full formal name is used.

> Example: Each year the PSAI publishes 26 issues of its e-newsletter, *Association Insight,* as well as its signature volume of information, the *Industry Resource Directory (IRD).* Members rate both the newsletter and the IRD very highly.

quotation marks—Place periods and commas within the quotation marks. Always place colons and semicolons outside the quotation marks. Place dashes, question marks, and exclamation points within the quotation marks when they apply to quoted matter only and outside the quotation marks when they refer to the whole sentence.

seasons—Lowercase except when beginning a sentence or as part of a proper name. Note that some countries (e.g., the United States and Australia) have opposite seasons.

spaces after periods and colons—Use one space after periods and colons in published works and Word documents.

state and country abbreviations—To communicate to a global audience, always spell out state names (e.g., Bloomington, Minnesota). It is acceptable to abbreviate United States as US and United Kingdom as UK but spell out all other country names. US is preferable to USA for a North American audience; USA is acceptable for a non-North American audience.

tabletop, Tabletop—Do no capitalize unless the term is part of the name of a specific event

> Example: ABC company has purchased three tabletops for the 2030 Nuts & Bolts Educational Conference Tabletop Exhibition.

technology-based learning—This is an older term for the format for delivering knowledge via electronic means. It should generally not be used, and it should be replaced with "virtual learning."

telephone numbers—Always begin phone numbers with a "+" sign; the US number should have a "+1" before the area code because +1 is the "country code" for US calls. US numbers typically use hyphens to separate sections of the subscriber number. Many other countries use only spaces, and their number formats do not mimic the US format. Be sure to verify the international format and spacing when communicating an international telephone number.

> Example: Call the PSAI at +1-952-854-8300
> Example: While the Board is visiting locations in India, please contact the US Consulate General in Mumbai at +91 22 2672 4000 or the PSAI office in Minnesota at +1-952-854-8300 if you experience a travel emergency.

that vs. which—When using "that," do <u>not</u> set off the clause with a comma. When using "which," do set off the clause with commas.

> Example: The computers that have no salvage value will be destroyed.
> Example: The computers, which have no salvage value, will be destroyed.

time—Since most PSAI events occur in the United States, the organization uses the 12-hour clock when expressing time. The abbreviations for morning (am) and afternoon (pm) are neither capitalized nor separated by periods.

> Example: The meeting begins at 2:00 pm.

All event times are expressed in local time, and the time zone of the event—including GMT equivalent)— is included at the top of the schedule.
> Example: Nuts & Bolts Educational Conference
>   Pasadena, California (PST, GMT -8)
>   Keynote Speaker Jane Doe begins at 10:00 am

When an event is held outside the US or Canada, times will also be shown using the international date format (24-hour clock). In this format, use a period to separate hours from minutes.

> Example: The Board will meet in Barcelona on 5 May 2014. The meeting begins at 1:00 pm local time and is expected to last about two hours (13.00-15.00).

titles, people—Current and future job titles of specific people are capitalized. Plural or generic titles and previous titles should be lower case. It is preferable to list the name first, followed by the title and company (separated by commas).

>   Example: The winner was John Smith, President and CEO of ZZZ Sanitation.
>   Example: All past presidents and executive officers attended the meeting.

titles, publications—All full and abbreviated publication titles should appear in italics. Titles of articles should appear in quotation marks.

trademarks—At present, only the PSAI logo and tagline has been granted registered trademark status. The circle R trademark symbol should always be used with the first or most prominent appearance of the trademarked term, and it should always appear as a superscript. It is not necessary to use the symbol again within the same publication. Always include the following trademark language: "The PSAI logo and tagline are registered trademarks of the PSAI. Registration is pending on the Certified Portable Sanitation Professional logo and is copyrighted by the PSAI."

versus—Abbreviate as "vs." in all uses.

virtual learning, virtual meeting—The preferred term for referencing gatherings, meetings, trainings, or other sessions that occurs via electronic means. "Distance learning" and "webinar" may also be used to refer to knowledge-delivery or meetings that occur in this format, after the first use of the preferred term.

website—One word, which is not capitalized unless it begins a sentence. Use "website" instead of "web page" or "home page." In general, when writing the name of a particular website, do not begin the address (also called URLs) with http://www, and do not capitalize the first letter even if it would be capitalized if it stood alone. Instead, shorten website addresses to the portion that would follow the initial nomenclature.

>   Example: Three popular websites are psai.org, google.com, and harvard.edu.

webinar(s) —see virtual learning

worksite vs job site—"Worksite" is usually one word and is the preferred term for the locations at which portable sanitation can be found, as reflected in the PSAI's tagline. "Work site" as two words is also acceptable and is more commonly used in prose. The term "job site" is two words and may be used in text to avoid repetition if the "worksite" has already been used extensively.

> Example: ABC company usually services around 500 worksites per week. Human resource professionals need to be familiar with many types of work sites and the rules that apply to different work environments. Sometimes, these job sites are located a great distance from headquarters.

Industry Terminology and Abbreviations

This section lists common industry and PSAI terms and their abbreviations and acronyms.

- Unless the term is a proper name, begins a sentence, or will be represented subsequently by an acronym in a newsletter article or publication, it should be spelled out in lower case.

- If a term is to be represented by an acronym in subsequent text references, the first reference of the term should be spelled out in initial caps. The abbreviation follows in upper case, in parenthesis. Do not use periods with the abbreviation.

- Don't overuse abbreviations. Only abbreviate a term if it will be repeated multiple times within the same article or document.

- When the acronym or abbreviation is plural, add a lowercase "s" at the end (no apostrophe unless the acronym is possessive). Example: Codes of Excellence (COEs).

- Use "cont'd" for "continued" when space is an issue, and use it consistently throughout the document, i.e., don't use "continued" when space allows and "cont'd when it does not.

Common Industry and PSAI Terms

All terms are lower case unless they begin a sentence, are part of a proper name or are an acronym.

ADA-compliant
Air freshener
Blackwater
Biological oxygen demand (BOD)
Bulkhead
Code of Excellence (COE)
Containment pan or containment tray
Deodorizer
Domestic septage
Drop tank (or static unit)
Flush tank
Freshwater

Freshwater flush unit
Greywater
Hand sanitizing station
Hand sanitizer
Hand wash station
Land application
Material Safety Data Sheet (MSDS) – prior to 2013 (see Safety Data Sheet)
Non-potable water
Portable restroom*
Portable restroom trailer
Portable restroom unit (or cabin)
Portable toilet*
Potable water
Publicly owned treatment works (POTWs)
Rainwater
Recirculating flush unit
Safety Data Sheet (SDS) – since 2013 (see Material Safety Data Sheet)
Service technician
Service truck (or service vehicle)
Skid mounted vacuum unit
Stormwater
Urinal block
Usable capacity
Vacuum service trailer or vacuum trailer
Vacuum service truck or vacuum truck
VIP unit
Wastewater
Wheelchair accessible

* Portable restroom is the preferred general term. Portable toilet is acceptable in some contexts where the term "portable restroom" has already been established in the text. It is also acceptable to use the term "porta-potty" once the term "portable restroom" has been established as the dominant term in the piece. "Porta-potty" is widely used by the public and is a popular Google search term. Terms that have been trademarked (e.g., portaloo, porta-john, Porta Potti) and the product or brand names of various portable restroom manufacturers should not be used by the PSAI unless the material specifically references these items.

PSAI-preferred Usage

The following list is a quick reference to PSAI standards for spelling, hyphenation, and capitalization of certain words and phrases.

Word or Term	Explanation
acknowledgment	
addenda	Plural
addendum	Singular
air conditioning	
airfare	
association	Cap when referring to the PSAI
backup	
breakout	
Bylaws	Cap when referring to PSAI Bylaws
chair	Use this instead of using "chairman"
checklist	
class pass	
co-chair	
co-efficient	
co-sponsor	
cost-effective	
co-worker	
criteria	Plural
criterion	Singular
cross-contamination	
database	
design-related	
download	
e-commerce	
email	
end user	
flyer	Use this term for promotional pieces
floor-mounted	
front-end	
handout	
hands-on	
hand wash	
in-depth	
in-line	
international member	
internet	
job site	
life cycle	

login	
low-density	
member	Generally, do not capitalize; see General Grammar section for details
memorandum	Singular
memoranda	Plural
multimedia	
multi-user	
multi-vendor	
nonmember	
nonoperator	
nonprofit	Refer to the PSAI as a nonprofit
not-for-profit	
online	
on site	See general grammar section for details
[year] PSAI Annual Convention and Trade Show	
premises	
pre-requisite	
president-elect	
real-time	
right-of-way	
risk-based	
roundtable	One word when referring to group discussions hosted by thePSAI
scale-up	
self-assessment	
setup	
sponsorship	
stand-alone	
start-up	
subcommittee	
surface-mounted	
tabletop vs [Year] Nuts & Bolts Tabletop Exhibition	Capitalize when referring to a specific event; lowercase when referring to the noun without a specific reference or event
UK, US, USA	No punctuation necessary.
vice chair	
vice president	
website	
webinar	
worksite	

Copy written for non-US audiences frequently follows different language and grammar rules. To ensure consistency and accuracy within a particular district/region, the following international style and language guidelines are provided below. Keep in mind that there may be exceptions to these rules on occasion. International examples follow where appropriate.

Spelling and Terminology (Outside US):

- Most words that end in *-er* in American English are written as *-re* in Europe and Australia (e.g., fibre and metre).
- Where Americans use the suffix *-ize*, Europeans and Australians tend to use *-ise* (e.g., Americanise).
- Where Americans use *-e-* in many words of Latin origin, Europeans and Australians tend to use *-ae-* or *-oe-* (e.g., encyclopedia becomes encyclopaedia, and maneuver becomes manoeuvre).
- Words that end in *–or* in American English commonly end in *-our* in European or Australian English (e.g., favour and colour).
- Where Americans use *-l-*, Europeans and Australians tend to use *-ll-* in certain verbs inflected with suffixes such as *-ing*, *-ed*, or *-or* (e.g., levelled and travelling).
- Words ending in *-ll* in American English often end in *-l* (e.g., skilful and instal).
- American English words ending with *-ense* often end with *-ence* (e.g., licence; however, when used as a verb, Europeans and Australians spell it as license).
- The American prefix *in-* is commonly changed to *en-* (e.g., ensure, enclose).
- The suffix *-og* in American English is often written as *-ogue* (e.g., catalogue, prologue).
- The American suffix *-gram* commonly becomes *-gramme* (e.g., kilogramme and programme).
- Hyphenation of compound words is common in the United Kingdom (e.g., co-operation and passer-by).

Commonly used European words and phrases that differ in spelling from American English:
accommodation (not accommodations)
cancelled catalogue centre cheque colour criticise
delegate (not participant or attendee) dialogue
diary (not calendar) digitalise
digitise
draw (not door prize drawing)
exhibition booth (not exhibit) in Australia only
exhibition stand or just "stand" in Europe
expiry date (means expiration date)
fibre
golf buggies (not carts)
labour
licence (as a noun, as in "installation licence")
magnetise

metre metricise optical fibre organisation
overseas (not foreign) programme
publicise
qualification (instead of registration or certification) realise
regionalise
review (not critique) seminars (for local meetings) specialise
standardise
tick all that apply (instead of "check" all that apply) utilisation
venue (not location or site) voucher (not ticket)
whilst (for while)

Additional References

PSAI Brand Standards: A resource to unite the PSAI family and strengthen our mission through a consistent visual identity. The Purpose of this standards guide has been created to help protect and nurture the PSAI logo and brand application. It is a structural set of guidelines intended for anyone who is helping to express the PSAI global brand.