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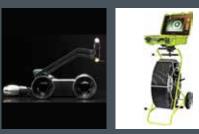
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ON THE COVER // Pete Peterman launched Peterman Heating, Ventilation and Air Conditioning in 1986. Twentyfive years later, when son Chad joined the company, the firm employed 21 people and was firmly established as a dependable HVAC services provider. Two years following Chad's arrival, antother son Tyler came aboard. Today, Chad and Tyler run the show under the name Peterman Brothers, and the company employs 520 people, operates from 10 locations in three states, and in addition to HVAC offers an array of plumbing, drain cleaning and electrical services. (Photography by Marc Leeryk)







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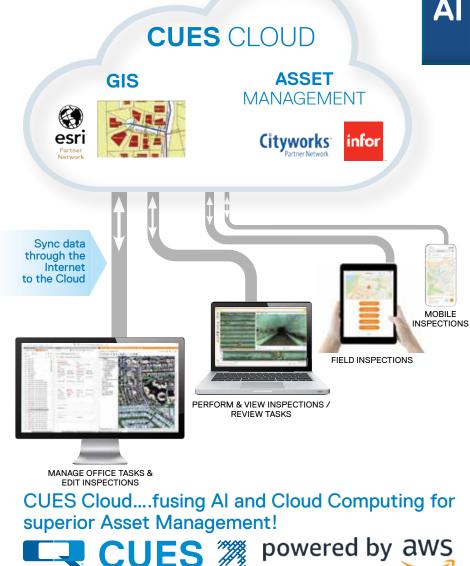
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ENDLESS GENEROSITY

The industry is full of companies not shy about using their skills to put some good out into the world

HIS INDUSTRY IS GENEROUS.

Examples of such efforts are on display with one of this month's profiled contractors, Peterman Brothers in Indianapolis. The story highlights the company's various customer-minded and charitable initiatives.

One program aims to ease the financial pain for homeowners who try to keep a heater or air conditioning unit operating only to be forced into investing in a new one when the fix doesn't do the job. The program lets the customer deduct the cost of the recent repair from the cost of a new unit. Through another program, each month Peterman Brothers repairs a unit — air conditioning, water heater, etc. — or installs a new unit in the home of a family or person facing hardship.

In fact, it was a charitable program that put Peterman Brothers on my radar as a potential profile in the first place. I saw a release in which the company was promoting the voting for its annual Charity Showdown. Peterman Brothers has a maintenance program and a portion of each service call for those program members is donated to charity. The public is able to select the four charities that will receive the proceeds through the Charity Showdown voting each March. Since 2020, it has generated over \$270,000 worth of donations.

<section-header>

Read what **matters** to contractors in every issue of **Cleaner**. Subscribe for FREE at cleaner.com Peterman Brothers isn't alone in this. Pennsylvania's Agentis Plumbing comes to mind as it was recently featured in sibling publication *Plumber*. Last year, owner Nate Agentis took a trip to Nicaragua with eight of his technicians to build houses. The mission was organized by a local church and the company donated \$10,000 toward the construction of two houses. The company had plans to take another similar mission trip this year.

Another generous company that has been featured in *Cleaner* and *Plumber* is T 'N G Plumbing in Minnesota. Since 2014, the company has had its Pay It Forward program in which it targets a person or family in need and provides them an array of home improvements, largely focused around bathroom plumbing work, although the projects have grown quite expansive over time. These days, totaling the material and labor donations, the projects often exceed six figures in value.

These are only a few examples. There are many in this industry who showcase their generosity in similar ways.

All of this is to simply say good job. I commend everyone in this industry who on occasion looks beyond the matters of revenue and expenses to give back for the sole purpose of giving back. It of course would be naive to think that there isn't some business benefit to being charitable. It creates a good public image that potentially draws people to want to do business with a company. But that is incidental, not the driving force. This sort of thing can't be faked. If a company is performing a charitable act, it is because they want to, plain and simple.

As Agentis said in the *Plumber* profile a few months ago, "There's more purpose to life than getting a paycheck on Fridays."

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

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TWO BROTHERS TAKE OVER FATHER'S LONGTIME BUSINESS AND SIGNIFICANTLY SCALE UP WHILE STILL MAINTAINING ITS CUSTOMER-CENTRIC PRINCIPLES





CALL IT AMBITION OR ENERGY, OR MAYBE

a willingness to embrace change. Whatever the reason, family companies under the leadership of a second generation often experience expansion that outstrips the performance of the startup generation. It's as if the first generation lays the foundation and the second builds on it.

"Our father didn't ever want to grow the company," says Chad Peterman, president and CEO of Peterman Brothers, an HVAC, plumbing, drain cleaning and electrical services company in Indianapolis.

Not so for Peterman and brother Tyler.

"My brother and I had a vision for creating a large company," he says. "We brought that vision to the company, set out to learn as much as we could from industry peers, and assembled a really good team that shares our vision."

SET UP FOR SUCCESS

Pete Peterman launched Peterman Heating, Ventilation and Air Conditioning in 1986. Twenty-five years later, when son Chad joined the company, the firm employed 21 people and was firmly established as a dependable HVAC services provider. Two years following Chad's arrival, Tyler came aboard after graduating from college and teamed up with his brother as vice president of

 ✓ Tyler and Chad Peterman run the company their father started in 1986 as solely an HVAC company. Today the company also offers plumbing, drain cleaning and electrical services.

✓ Tyler Peterman operates a John Deere mini excavator while laying pipe on a job site alongside employees Tristin Seers and Layne Pulliam.



operations. At that point, the company was poised to take a great leap forward.

Today, Peterman Brothers — the name was changed in 2021 — employs 520 people, operates from 10 locations in three states and cleared \$103 million in annual revenue last year, with the expectation of increasing that to \$115-120 million in 2024. Shops are located in Columbus, Bloomington, Lafayette, Muncie, South Bend, Fort Wayne and Indianapolis in Indiana, Lancaster and Mount Vernon in Ohio, and Louisville, Kentucky.

Chad Peterman credits his father with creating a successful business paradigm.

"Our formula for success has been simple: Peterman Brothers is committed to providing the highest level of customer service," Peterman says. "That was Dad's focus when he founded the company, and it will remain our focus in the years ahead."

COMPLETE HOME SOLUTIONS

Expansion has occurred on several fronts, beginning with services provided. Peterman was asked why plumbing was added to the company's existing HVAC offerings in



Peterman Brothers

	NDIANAPOL		
	OWNERS	Chad and Tyler Peterman	
	FOUNDED	1986	
	EMPLOYEES	520	
	SERVICES	Residential HVAC, plumbing	g, drain cleaning and electrical
SE	RVICE AREA	Indiana and parts of Kentuc	ky and Ohio
	WEBSITE	petermanhvac.com	

2013 and electrical in 2021. He says it was a combination of entrepreneurial initiative and customer demand.

"Any entrepreneur wants to provide what the customer wants and wants to know how the customer can be better helped," Peterman says. "On numerous occasions, we already were in a customer's house on an HVAC call and our tech would be asked, 'Can you also fix my water heater or my toilet?' As more and more customers asked for additional service help, we saw there was a need and moved to meet it. Our hope now is that our customers will call on us for whatever home service needs they have."

The original HVAC service lineup still constitutes some

SHARING SUCCESS STORIES

eterman Brothers is big on enabling employees to do their best work. Chad Peterman, president and CEO, has even written a book about it — The Empowerment Project: Grow Your People, Grow Your Business. It was released in April.

Peterman says the concept became very clear to him when he and his brother took over their father's business.

"My brother and I came from outside the industry at an early age," he says. "We had to trust others who knew how to do the trade work. Empowerment of our people became a core belief for us."

The attitude mushroomed thereafter.

"As we saw it work, we leaned into it more and more, empowering others to come up with new ideas and to implement them," Peterman says.

Some of the guidelines for empowerment that Peterman espouses in the book include giving employees authority, training them thoroughly and consistently, and emphasizing that mistakes made are opportunities for growth.

Thus empowered — that is, given incentive to take ownership of their performance — employees become more partners than order-takers and begin to prioritize looking after customers. The upshot is that the company grows on the strength of customer satisfaction.

Peterman also authored an earlier book, You Can't Stop the Growth — How to Build a Culture that Takes Care of Your Customers. Both books reflect his personal experiences in his company.

"In each book, I incorporate stories from the business, tell of some of the accomplishments of our people and accolades earned by them," Peterman says. "As we get bigger, there will be fewer opportunities for interaction with them. The books are a way for them to understand what we as a company are about and what we believe."



☆ Tristin Seers attaches sections of pipe while Tyler Peterman looks on.

65% of Peterman Brothers service calls, but the newer offerings are gaining momentum.

"Plumbing probably is the second biggest part of the business and then electrical, but electrical has a lot of runway and is likely to take off and catch plumbing in the near future," Peterman says.

With a swelling of services, the company necessarily had to expand its lineup of technicians. To its team of HVAC techs, it added skilled plumbers and drain cleaning technicians as well as electricians. Peterman says all team members are specialists in their respective service area. They are not cross-trained to do a variety of repair work.

"When an HVAC tech is on a service call and a customer says they also have an issue with a plugged drain, we send a different technician for the second issue," he says.

However inefficient that might seem, it ensures that a customer is being given the highest level of expert service rather than a generic handyman version, Peterman explains.

Peterman Brothers exclusively serves residential customers.

"We used to do a lot of commercial work, but residential and commercial are two very different things. As it relates to our company culture and vision, our desire is to serve homeowners," Peterman says.

The shift away from commercial accounts began in 2015, and the transition to homeowners-only was completed two years ago.

"OUR FORMULA FOR SUCCESS HAS BEEN SIMPLE: PETERMAN BROTHERS IS COMMITTED TO PROVIDING THE HIGHEST LEVEL OF CUSTOMER SERVICE. THAT WAS DAD'S FOCUS WHEN HE FOUNDED THE COMPANY, AND IT WILL REMAIN OUR FOCUS IN THE YEARS AHEAD." CHAD PETERMAN Tyler Peterman joined the family business in 2013, while brother Chad joined a couple years prior.

EQUIPPED TO WORK

The growing ranks of specialty service technicians of one kind or another means that equipment yards are crowded with more service vehicles.

"We have about 400 service trucks and vans of all shapes and sizes," Peterman says.

Each vehicle sports the bearded and smiling visages of the two Peterman brothers.

Inside or trailered behind the various service vehicles are venerable brands of equipment, such as Spartan jetters for clearing drainlines, RIDGID and Spartan cameras for video inspections, and Deere excavators to open trenches for repair or replacement of sewer lines.

The company also offers trenchless repair using HammerHead pipe bursting technology. While Peterman Brothers will install whatever brand of water heater desired by a customer, mostly they deal in Bradford White and State Water Heaters.

HOMEGROWN WORKFORCE

Fast-growing companies like Peterman Brothers sometimes have difficulty staffing their service teams and keeping employees current in service and installation knowledge. In a word, training can be an issue.

Peterman Brothers has attempted to address both training and recruitment challenges by establishing its Top Tech Academy, located on 10 acres on the south side of Indianapolis. The learning center's 80,000 square feet includes a 5,000-square-foot laboratory.

"That lab is complete with just about anything our techs are going to see in the field," Peterman says.

It serves two working populations. The academy's recruiter brings in newbies and introduces them to one of the four areas of service work, thus swelling the ranks of tradespeople at a time when the industry is seeking a new generation of skilled labor.

The facility is also used to keep Peterman Brothers technicians up to date on their skill sets.

"We use the academy to level up our techs, as we call it, to let them refine their skills. The more they know, the better," Peterman says.



PIPELINE INSPECTION SYSTEMS





« Layne Pullium levels a section of pipe while Tyler Peterman operates the John Deere mini excavator.

➢ Tristin Seers helps install pipe on a job. Peterman Brothers keeps its employees well-trained. One way is through its Top Tech Academy, which includes a 5,000-square-foot laboratory complete with nearly anything techs will encounter out in the field.

"WE USE THE ACADEMY TO LEVEL UP OUR TECHS ... TO LET THEM REFINE THEIR SKILLS. THE MORE THEY KNOW, THE BETTER." CHAD PETERMAN

Top Tech students just entering the trades can apply to work with Peterman Brothers while they are still taking coursework. Tuition can be payroll-deducted in small increments. Some of the courses are completed in as few as four months.

"Training is a huge part of what we do," Peterman says. "We curate training both on the process and leadership side and on the technical side."

COMMUNITY-MINDED

Peterman Brothers offers an assortment of customer-centric programs that address various specific issues. Its Repair-Refund program, for example, tries to ease the financial pain for homeowners who make a last-ditch effort to keep a heater or air conditioning unit operating only to turn around and have to invest in a new one when the fix doesn't do the job. The program lets the customer deduct the cost of the recent repair from the cost of a new unit.

"We hope not to use it a lot," acknowledges Peterman, "but we don't want our customers to have to throw good money after bad."

The Peterman Protection Club is a maintenance program that helps to educate homeowners about their in-the-home equipment. As an incentive, the program also gives members priority service when something breaks.

"Because the breaks always come when we expect them the least. We want to give customers something they can rely on," Peterman says. $\label{eq:customers} \| \ensuremath{\mathbb{C}} \ensuremath{\mathbb{C}} \| \ensuremat$



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"I SUPPOSE THERE IS SOME BUSINESS THAT IS GAINED BY (OUR CHARITABLE PROGRAMS), BUT FOR ME IT IS ABOUT OUR RELATIONSHIP WITH CUSTOMERS. IT GIVES US AN OPPORTUNITY TO GO OUT AND HELP THOSE IN NEED." CHAD PETERMAN

It is a popular program, with 30,500 members, and features an underlying charitable element: A portion of each repair call to members is donated to one of four local charities, with members given an opportunity to help select the charities.

And then there is the Peterman Cares program, which is outright charitable in character. It is a means of donating service or equipment to people in need. Each month, Peterman Brothers repairs a unit — air conditioning, furnace, water heater, whatever — or installs a new unit in the home of a family or person facing hardship and nominated for the service.

"We have had a little of everything. People down on their luck. Someone with health issues, or who lost a job. It is cool to see our guys doing the work and the gratitude the customer shows," Peterman says.

Could the program boomerang on the company, with people taking advantage of the generosity?

"If we get taken advantage of, we still will have helped a lot of people along the way," Peterman says.

The acts of kindness are not one-of-a-kind. Other companies have similar programs. However, the extent to which Peterman Brothers reaches out is notable. Why do it?

"It is good for the community," Peterman says. "I suppose there is some business that is gained by it, but for me it is about our relationship with customers. It gives us an opportunity to go out and help those in need." **«**Peterman Brothers maintains a large fleet of about 400 service vehicles.

➤ Tristin Seers prepares to level two sections of pipe held in place by Layne Pulliam.



BRIGHT FUTURE

Where does Peterman envision the company being in, say, 25 years?

"I hope I'll be retired by then," Peterman says, laughing. He adds that in the next decade or two he wants the company to establish additional offices in other cities and other states — and to do so without losing its customer-centric character.

"It will be tougher, but I hope as we get bigger, we still can be a company whose customers know that when our techs are in their homes, they are our No. 1 priority." **c**

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MONEY MACHINES

DOWNSIZING

Tiny inspection camera easily navigates small-diameter pipe bends and traps for Michigan contractor // By Ken Wysocky

RYING TO DIAGNOSE problems in smalldiameter pipes with lots of bends used to be mission impossible for Robbie Roncelli, general manager of Roncelli & Sons Plumbing, based in the northern Detroit suburb of Romeo.

But courtesy of the MiniFlex inspection camera from Camtronics, working on small-diameter pipes is easy now — as well as more productive and profitable — for Roncelli. His father, Ronald, owns the company.

"Before we bought the MiniFlex, we never could get a camera down, say, a 1 1/2-inch-diameter pipe with bends," Roncelli says. "We had one camera that we could finesse through a 2-inch straight line, but then it would get stuck in a bend and you'd have to dig it out. And that might be under somebody's kitchen floor, for example."

Instead, Roncelli had to resort to the old tried-and-true methods, like pulling toilets or using cleanouts to access drainlines. The latter isn't always a great option in Detroit, where the housing stock is old and cleanouts often have brass caps that strip or break easily, he explains.

"Then you have to cut them off and rework a new one, which takes more time and adds to the cost for customers," Roncelli says.

Or he would work blind without knowing what was causing clogs.

"It's absolutely frustrating when you don't know what the problem is because you don't know what's the right tool to use to get the line flowing again," Roncelli says. "If I can't get my eyeballs on your kitchen drainline or shower branch line, how do I know what's going on? It left us shooting in the dark and that also caused problems for customers because it costs a lot of money to replace a whole kitchen line that's in a concrete slab floor, for instance, compared to just cleaning it."

VIP DRAINLINE ACCESS

The MiniFlex, which Roncelli purchased through Fiberscope. net, a North American distributor and repair center for

RONCELLI & SONS PLUMBING

OWNER	Ronald Roncelli
MACHINE	MiniFlex pipeline inspection camera system from Camtronics
FUNCTION	Cleaning 1 1/2- to 4-inch-diameter pipes while navigating 90-degree bends and P-traps
FEATURES	High-resolution, 5.6-inch color monitor; standard 50 or 131 feet of cable; built-in 512 Hz sonde; a sapphire- glass, spherical-shaped camera head with 105-degree diagonal viewing capability; a stainless steel camera head housing; 12 LED lights; on-screen footage counter; operates for seven hours on a full charge; flexi-tube camera neck; weighs less than 19 pounds; measures about 15 1/2 inches wide by 18 1/2 inches tall and slightly more than 4 inches deep.
COST	About \$5,000
WEBSITE	www.roncelliplumbing.com

Netherlands-based Camtronics, eliminates those pain points.

"The beautiful thing is that it can go through kitchen and bathroom sink lines, shower lines — even a toilet P-trap," Roncelli explains. "I don't have to pull toilets anymore, which is incredible. We can put the MiniFlex down a sink and inspect the entire main right out to the mainline."

Furthermore, the MiniFlex is light, compact and portable, which makes it easy to stow in a service vehicle and carry.

"A lot of our other cameras weigh 60 to 70 pounds, which takes a toll on employees if you have to walk through a large parking lot at a shopping mall, for instance," Roncelli says.

The unit weighs less than 19 pounds and measures about 15

>> Robbie Roncelli, general manager of Roncelli & Sons Plumbing, left, with drain technicians Mike Vultagio and Skip Roncelli pose near one of the company work vans with MiniFlex pipeline inspection camera systems.

1/2 inches wide by 18 1/2 inches tall and slightly more than 4 inches deep.

The unit also provides a less tangible but equally important function by differentiating the company from competitors, Roncelli notes.

"I've never had a customer tell me another plumber had inspected their smaller lines with a camera," he says. "So the MiniFlex brings us out on top because we can do things other plumbers can't. The MiniFlex really shines in smaller lines, especially galvanized, copper or cast iron pipes,

which are notorious for getting heavier build-up than PVC pipes."

VERSATILE TECHNOLOGY

Roncelli also likes how the small unit's modular design is packed with features normally not available at a price point of around \$5,000.



"A lot of smaller cameras are like toys compared to this one," he says.

The battery-powered unit, which can operate for seven hours on a full charge, features a high-resolution, 5.6-inch color monitor; 50 feet of push cable (65-, 98- and 131-foot cables also available); a built-in 512 Hz sonde; 12 LED lights; a sapphire-glass, color







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"I DON'T HAVE TO PULL TOILETS ANYMORE, WHICH IS INCREDIBLE. WE CAN PUT THE MINIFLEX DOWN A SINK AND INSPECT THE ENTIRE MAIN RIGHT OUT TO THE MAINLINE." ROBBIE RONCELLI

camera head with 105-degree, wide-angle view; a stainless steel camera head housing; and an onscreen footage counter.

Videos can be downloaded onto an SD storage card for customers, Roncelli adds.

The unit's "secret sauce" is a flexible camera neck that allows it to negotiate tight bends, including multiple 90-degree bends in 1 1/2-inch-diameter pipes and P-traps in 1 1/4-inch-diameter pipes.

"We had one job where a plumber ran PVC pipes like spaghetti noodles," Roncelli recalls. "I could not could not believe the amount of 90-degree fittings, including a 'street 90' plugged right into a regular 90-degree fitting. I don't know of another camera that would've gotten through all that. The camera head is incredibly flexible."

SEEING IS BELIEVING

Roncelli first heard about the MiniFlex several years ago at the WWETT Show in Indianapolis. Was he skeptical?

"Absolutely," he says. "We'd been down this path before with many other sewer cameras."

But after buying one MiniFlex and using it for several months, Roncelli bought three more.

"There's now a MiniFlex on each of our service trucks," he says, noting his company, which employs five people, serves the northern metropolitan Detroit area and focuses primarily on trenchless sewer line rehabilitation along with service and repair plumbing.

"These cameras not only help us make more money, but they help us make more money faster," he explains. "If I can find a blockage faster and avoid cutting any sink fittings or pulling a toilet, for example, I can give customers a quote faster and get to work faster. And if they don't want me to do the work, I haven't wasted a lot of time and can get on to the next job and start making money."

Knowing the condition of pipes before work begins makes for happy customers — and a successful business, Roncelli adds.

"It's a game-changer, for sure," he says. "It saves us a lot of time and saves customers a lot of money. It's definitely a win-win." **c**



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DIVERSIFY SERVICE APPROACH BY HEAVILY INVESTING IN ROBOTICS TECHNOLOGY

// By Ken Wysocky

cott Gayman learned a valuable lesson in entrepreneurship from his grandfather and father that can be summed up in four words: Nothing ventured, nothing gained.

Gayman's late grandfather, Fred Horne, for example, spent years working with researchers at the University of California-Davis in the late 1960s and early 1970s to develop a product that slows down tree-root growth inside sewers without harming the trees.

In 1979, Gayman's late father, Richard, left a steady job with a nationally known sewer cleaning company and started Pacific Sewer Maintenance using his father's root control product. The business, based in Glendale, California, also pioneered the use of water jetters and pipeline inspection cameras in the sewer cleaning industry in the late 1970s and early 1980s.

After assuming co-ownership of Pacific Sewer Maintenance around 2008, Gayman himself ripped a page from the family's entrepreneurial playbook and invested about \$140,000 in a robotic cutting machine from Sewer Robotics (a brand owned by ID-TEC in the Netherlands) and an ultra-high-pressure, hydro-blasting pump from High Pressure Pumps (HPP, a brand owned by PTC), thus diversifying Pacific Sewer Maintenance's services.

0	
Pacific	Sewer Maintenance
OWNERS	Scott Gayman and Victoria Volmer
FOUNDED	1979
EMPLOYEES	10
SERVICES	Root control, pipe obstruction removal
SERVICE AREA	West Coast for robotics, nationwide for root control
WEBSITE	pacificsewer.net

"I saw a wide market for the technology," says Gayman, 57, the company's CEO. "I'm very pro-robotics, simply because I see it as the next step in maintaining sewer lines. I looked at it as a way to cut out difficult tangles of roots in pipes, which are harder to treat with the foam chemical. We wanted to make sure jobs were done 100% of the time without failure and saw this as a way to make that happen."

But when he traveled to Europe to get training from Sewer Robotics, Gayman saw his vision was too narrow.



He learned that the machine could be used in more applications than he initially envisioned, particularly for removing pipeline obstructions.

"I realized we could solve a lot of the problems municipalities face," he explains. "They were spending a lot of money digging up [obstructed] pipes when they didn't have to."

TECH INVESTMENTS PAY DIVIDENDS

Keeping up with technological investments has been "massively important" to the company's growth, Gayman says.

For example, Pacific Sewer Maintenance has purchased a total of four robotic cutting machines from Sewer Robotics: one WJ125 module, carried on an R-125 wheeled crawler, and three WJ180 units mounted on R-160 wheeled crawlers. The company also has invested in three ultra-high-pressure water pumps from HPP (they generate either 15,000 psi at 7 gpm or 40,000 psi at 12 gpm); the pumps supply the water for precision jetting/ cutting. (The robotic cutters come with a variety of detachable heads for mechanical cutting and water blasting.)

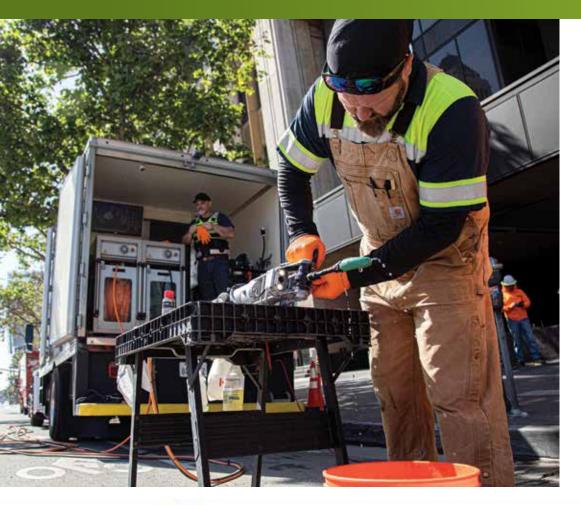
In short, those investments dramatically improved the company's fortunes, Gayman says.

"I'M VERY PRO-ROBOTICS, SIMPLY BECAUSE I SEE IT AS THE NEXT STEP IN MAINTAINING SEWER LINES.... WE WANTED TO MAKE SURE JOBS WERE DONE 100% OF THE TIME WITHOUT FAILURE AND SAW THIS AS A WAY TO MAKE THAT HAPPEN." SCOTT GAYMAN

For starters, it spurred Gayman to think about how other advanced technologies could make his root control operations — which already were very successful, with more than 50 million feet of sewer lines treated — even more productive and profitable.

"We were a very traditional company before we bought robotic systems," he says. "We used very traditional equipment. But after we bought the robotic equipment, I realized how I was holding us back by using the same equipment and processes we always had used."

For example, Gayman started investing in advanced, more efficient pumps and motors for foam-spraying equipment.



When Gayman assumed ownership of the company, he started heavily investing in robotics technology. "I looked at it as a way to cut out difficult tangles of roots in pipes, which are harder to treat with the foam chemical," he says.

"The new pumps, for instance, use less energy and are easier to work on and are more functional in the field," he says.

Of course, there's an initial upfront cost for those investments. But they pay dividends down the line by saving the company "considerable amounts of money," Gayman says.

More advanced pumps in foaming systems that used to cost, say, \$5,000 to rebuild or replace now cost about \$800 to rebuild, he says.

BRANCHING OUT

Part of this knowledge came from branching out and talking to businesspeople outside the sewer industry — companies that spray pesticides, for instance, Gayman says.



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"They told me I was using equipment they used to use in the 1980s," he says. "I came to the conclusion that these foaming components could be more functional, smaller, more effective [for foaming] and cheaper to run."

The recession of 2008 and 2009 also played a role in the company's diversification efforts when about 90% of Pacific Sewer Maintenance's root control business disappeared in only two months.

"I realized at that point that I was woefully unprepared to deal with that kind of business slow down," Gayman says. "A singular focus on just one service results in you ending up with nothing during an economic downturn. That's when we got into robotics. We realized we needed more."

Root control contracts currently generate about 70% of the company's revenue while the balance comes from removing pipe obstructions, though the percentages vary year to year, Gayman says.



☆ Pacific Sewer Maintenance has four robotic cutting machines from Sewer Robotics: one WJ125 module, carried on an R-125 wheeled crawler, and three WJ180 units mounted on R-160 wheeled crawlers.

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Root control contracts currently generate about 70% of Pacific Sewer Maintenance's revenue while the balance comes from removing pipe obstructions.

Because much of the root control work is centered on longterm contracts, it's a steady revenue generator. For instance, Pacific Sewer Maintenance has been foaming 2.5 million feet of sewer lines in Los Angeles for 11 years.

"Every two years, we return to the same section of pipe we've already treated and start over again," Gayman says. "We're also fortunate because very few companies do this kind of work."

DEEP INDUSTRY ROOTS

Pacific Sewer Maintenance likely wouldn't exist if not for Horne's inquisitive and innovative nature, which led to his collaboration with UC Davis. "His big contribution to the process was putting the product into a foam, so users wouldn't have to flood an entire sewer pipe with massive amounts of a chemical," Gayman says. "He had no chemistry background, but was just an all-around brilliant guy."

Horne eventually figured out how to couple an herbicide spray rig with an air compressor, which blew air into the chemical mixture and turned it into foam. He sold the product, which is called Vaporooter, through a business he owned called Arrigation Engineering.

Years later, Gayman entered the sewer cleaning industry by default after working for his father during summers and occasionally on weekends since he was about 15 years old.

FREE BUSINESS EDUCATION

fter co-owning Pacific Sewer Maintenance for several years, Scott Gayman came to a realization that confronts many small-business owners: While he was very adept at his craft, he wasn't nearly as skilled at the business of running a business for maximum efficiency and profitability.

So when Gayman heard about a free course for small-business owners offered by Goldman Sachs called 10,000 Small Businesses, he jumped at the opportunity.

By doing so, Gayman significantly improved at the company, which specializes in controlling root growth in sewers as well as removing obstructions in sewers with high-tech robotic equipment. For example, revenue growth hit 20% last year compared to around 2% in years past, with another 10% increase expected in 2024, according to Gayman.

The course teaches many business fundamentals and is funded by the Goldman Sachs Foundation. It's based on a curriculum developed by Babson College, a top-ranked college for entrepreneurship.

The course is open to any small-business owner, but not everyone gets accepted. People need to apply and then be interviewed. The classes are held one full day a week, either in-person or remotely, for three months, with about 10 hours of homework a week, Gayman says.

"Even though I grew up in the business, I didn't really know much about the business side of it," he says. "This course basically gave me \$15,000-worth of free business education. It has massively improved our marketing efforts and provided me with a better understanding of finances and all the kinds of other things that were outside the operations side of running the business."

After Gayman completed the class, Pacific Sewer Maintenance leaders immediately started to develop a growth strategy, which is a major emphasis in the curriculum. Pacific Sewer Maintenance also hired a firm to update the company's website and its marketing plan, including the design of a new logo.

"We basically began to update and make changes to everything, from our logo to our costanalysis process," Gayman explains. "I began to focus on the principle of working on the business, not in the business. I was lucky to get into the course. It is a truly challenging and thoughtprovoking course for business owners looking to grow."



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Pacific Sewer Maintenance is building out a second truck and concentrating on educating potential customers about its robotic cutting capabilities through a marketing campaign.

"I like to say my dad gave me two options when I came of age — work for him or work for him," Gayman quips. "College was not in the cards."

After graduating from high school, Gayman worked for several different employers, but kept going back to Pacific Sewer Maintenance to help his father when needed.

"WE'VE BEEN SMALL FOR A LONG TIME. IT'S TIME TO GROW. BUT WE'RE GOING TO BE VERY JUDICIOUS ABOUT IT. WE DON'T WANT TO BE SLAP-DASH ABOUT HOW WE GROW." SCOTT GAYMAN

"That eventually morphed into working for him full time," he says.

At one point in the late 1980s and early 1990s, Gayman spent four years in Egypt as part of a \$727 million U.S. Agency for International Development project to improve wastewater collection in three cities along the Nile River.

» Pacific Sewer Maintenance currently has 10 employees but is looking to grow in the coming years.



His job: mapping the cities' sewer systems, he says.

Gayman's father owned Pacific Sewer Maintenance with his two brothers. The brothers sold their interest in the company to Gayman around 2008.

GROWTH MODE

Looking ahead, Gayman says the company is ready for a growth spurt.

"We've been small for a long time," he says. "It's time to grow. But we're going to be very judicious about it. We don't want to be slapdash about how we grow. Most of our root control work is in Los Angeles, but we're building a

foundation and are ready to expand geographically."

Gayman's brother, Todd, who also did root control work, recently retired and Gayman bought his equipment. That positions the company to keep servicing customers in Northern California and Oregon, he says.



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As for robotic cutting, Pacific Sewer Maintenance is building out a second truck and concentrating on educating potential customers through a marketing campaign. Too often, potential customers only think about hydroblasting to remove obstructions, so getting the word out about Pacific Sewer Maintenance's capabilities is needed to fuel growth.

"People generally don't think of [robotic jetting] for clearing obstructions in pipelines," Gayman says. "So we're working on advertising to educate the industry about this equipment." In the meantime, the company is relying on strong word-of-mouth recommendations from impressed customers.

"Inspectors come by jobs and watch us work and they all say, 'This is pretty amazing,'" Gayman says. "So once they find out it's fast and effective, it becomes more of a regular thing. But getting the word out is the most difficult part." c

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INSIGHT VISION Insight Vision, LLC 600 N Dekora Woods Blvd., Saukville, WI 53080 800-488-8177 www.goinsightvision.com sales@goinsightvision.com See ad on page 19	Insight Vision, Reizler	2" - 80"	130' to 1000'	HDD, Flash Drive/USB Thumb Drive, Wi-Fi, SD Card	۷	~	~	~		Electronic Pipe/Leak/ Valve/Sewer
ITC INSTRUMENT TECHNOLOGY CORPORATION Instrument Technology Corporation 646 Portal St., Ste. 102-1998, Cotati, CA 9493 800-519-1998 • (F) 800-385-5279 www.instecorp.com • mike@instecorp.com	Vivax-Metrotech, SebaKMT, Impulse Radar, Stonex	1 1/2" to 8"	16 1/2" to 35"	HDD, Flash Drive/USB Thumb Drive, Wi-Fi, VMC app		~	~	V		Electronic Pipe/Leak/ Valve/Sewer
ITpipes 113 Cherry St., Seattle, WA 98104 877-ITPIPES • 505-341-0109 www.itpipes.com • solutions@itpipes.com See ad on page 26	ITpipes Mobile, ITpipes Web, ITpipes AIC	Ali	All	HDD	~					

	DEALER OF	PIPE DIAMETER	REEL SIZES	RECORDING Methods	SOFTWARE Available	REPAIR FACILITY		ACCESSORIES	INSPECTION VEHICLES	Location Equip.
J.M. McKinney Co. 12710 Yukon Ave., Hawthorne, CA 90250 800-821-7275 www.jmmckinneyco.com yexortho@yahoo.com See ad on page 27	RIDGID, Spartan, General Wire, Gorlitz, Jetters Northwest	1' to 4"	1' to 4"	HDD, Flash Drive/ USB Thumb Drive, Wi-Fi	٢	~	V			Electronic
KEG Technologies, Inc. 6220 N Pinnacle Dr., Spartanburg, SC 29303 866-595-0515 • 864-804-6637 www.kegtechnologies.net sales@kegtechnologies.net	KEG Technologies	6" to 32"		HDD, DVR	۷			~		
Wincam Inc. 12600 Newburgh Rd., Livonia, MI 48150 734-744-5557 www.minicaminc.com info@minicaminc.com See ad on page 21	Minicam PROTEUS, Minicam SOLO PRO+, Hathorn, Sewertronics, Dancutter, RhinoVision	1-1/4" - 85"	100' to 1650'	HDD, Flash Drive/ USB Thumb Drive, Wi-Fi, SD Card, Compact Flash	V	V	~	V	~	Electronic
MyTana 746 Selby Ave., St. Paul, MN 55104 800-328-8170 • 651-222-1738 www.mytana.com • mytana@idexcorp.com See ad on page 33	MyTana	1-1/2" to 12"	50' to 400'	HDD, Flash Drive/USB Thumb Drive, Wi-Fi		V		V		Pipe/Leak/ Valve/Sewer
PEARPOINT * ###################################	Pearpoint (USA)	2" to 60"	100' to 1000'	HDD, Flash Drive/USB Thumb Drive, Wi-Fi	۷	V	~		~	
RapidView IBAK North America 1828 W Olson Rd., Rochester, IN 46975 800-656-4225 • 574-224-5425 (†) 574-223-2763 www.rapidview.com • sales@rapidview.com	RapidView IBAK North America	2" to 300"	50' to 2000'	HDD, Flash Drive/USB Thumb Drive, Wi-Fi, SD Card, Compact Flash, DVR, CD, DVD		V	V	V	۷	V
Ratech Electronics 260-7 Spinnaker Way, Concord, ON L4K 4P9 CANADA 800-461-9200 • 905-660-7072 (†) 905-660-1519 www.ratech-electronics.com sales@ratech-electronics.com See ad on page 44	Ratech	1" to 60"	1' to 1000'	HDD, Flash Drive/USB Thumb Drive, SD Card, Compact Flash, DVR, CD, DVD	۷	~	V	V	~	Electronic Pipe/Leak/ Valve/Sewer

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	DEALER OF	PIPE DIAMETER	REEL SIZES	RECORDING METHODS	SOFTWARE Available	REPAIR FACILITY	REPAIR PARTS	ACCESSORIES	INSPECTION VEHICLES	LOCATION Equip.
SPARTAN TOOL Sporton Tool 1618 Terminal Rd., Niles, MI 49120 800-435-3866 www.SpartanTool.com • Sales@SpartanTool See ad on page back cover	Spartan Tool .com	1" to 8"	100' to 400'	HDD, Flash Drive/USB Thumb Drive, SD Card, WinCan, iCloud		۷	~	V		V
T&T Tools, Inc. 4470 128th Ave., Holland, MI 49424 800-521-6893 • (f) 800-521-3260 www.mightyprobe.com • sales@mightyprope See ads on pages 55, 59	e.com									4
The Cable Center, Inc. 8318 Olive Blvd., St. Louis, MO 63132 800-257-7209 • 314-993-3099 (f) 314-432-8024 www.thecablecenterinc.com thecablecenterinc@gmail.com See ads on pages 5, 61	General Wire Spring, RIDGID, Electric Eel, Ratech	1" - 10"	65' to 400'	Flash Drive/USB Thumb Drive, Wi-Fi, SD Card			~	~		Electronic, Pipe/Leak/ Valve/Sewer
Trojan Worldwide Inc. 3306 Ella Blvd., Ste. 6, Houston, TX 77018 800-392-4902 • 713-692-1140 www.trojanworldwide.com info@trojanworldwide.com See ad on page 53	Trojan Worldwide Inc.	1-1/2" to 12'	65' to 500'	Flash Drive/USB Thumb Drive, Wi-Fi, SD Card, DVR		۷				Electronic, Pipe/Leak/ Valve/Sewer
TruGrit Traction Inc. PO Box 2084, Winter Park, FL 32790 407-900-1091 www.TruGritTraction.com info@trugrittraction.com See ad on page 9		4" - 60"		Wi-Fi				~	~	
UEMSI/HTV UMSI/HTV W209 N17391 Industrial Dr., Jackson, WI 53037 877-389-9999 • 262-665-1980 (f) 262-665-1990 www.uemsi.com • sales@uemsihtv.com	uemsi / htv	3" and Up	3'	HDD, Flash Drive/USB Thumb Drive, Wi-Fi, DVR		~	V	~	V	Electronic
Vivax-Metrotech Corp 3251 Olcott St., Santa Clara, CA 95054 800-446-3392 • 408-734-3880 www.vxmt.com • salesUSA@vxmt.com See ad on page 39	vCam Inspection Cameras	1-1/2" to 10"	70' to 400'	HDD, Flash Drive/USB Thumb Drive, Wi-Fi, SD Card	V	~	~			Electronic



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ORANGEBURG PIPE CRISIS

As the outdated pipe material is exceeding its service life expectancy, a West Virginia contractor is stepping up to provide its state an efficient pipe bursting solution *//* By Beth Steele

HE WORDS "FIBER CONDUIT" were originally used in the U.S. for a water-resistant composite pipe made of layers of compressed wood pulp and coal tar. Its use began in the late 19th century through about 1970, in applications ranging from water supply and wastewater collection to conduit for telegraph lines, phone lines and electrical service.

Demand for the pipe surged during the building material shortages of the post-World War II market due to the pipe's relatively long expected service life (up to 50 years) and inexpensive price point. One manufacturer founded to meet demand was based in Orangeburg, South Carolina, giving fiber conduit one of its most widely used nicknames — Orangeburg pipe.

The most recently laid Orangeburg pipe has already been in the ground since about 1970, rendering all extant fiber pipe in use today well past its useful life. The urgent need to replace all the existing fiber pipe is complicated not only by just how widespread its use was during the 20th century, but by how much of that pipe now underlies crowded surface conditions resulting from over a half century of urban sprawl.

THE IDEAL SOLUTION

Minimally invasive, trenchless replacement techniques such as the pipe bursting method provide an ideal solution.

In March, Three Sixty Solutions based in Lost Creek, West Virginia, introduced the state to its new pipe-bursting pipe replacement services. Its initial project was an excellent demonstration of just how effective the technology and technique are, reducing project impact and expense of what otherwise would have been a major construction project into a two-hour job at less than a tenth of the roughly estimated cost.

Three Sixty Solutions' utilities division specializes in water, sewer and gas lines. It handles some residential work but most projects are commercial, industrial and municipal public services throughout West Virginia. Founder Brandon Hudkins says he had



It took only 13 minutes to draw the 100-foot length of 4-inch replacement pipe into place using the lateral pipe bursting machine. Power was supplied using a dedicated hydraulic powerpack.

been studying the use of compact, portable pipe bursting systems for four years. The company took on a Shinnston, West Virginia, job that provided no other feasible solutions as its initial pipe bursting project. He consulted with HammerHead Trenchless Technologies for the equipment and training of his crew.

COMPANY	Three Sixty Solutions
LOCATION	Shinnston, West Virginia
PROJECT	Replacing a 100-foot length of compromised 4-inch Orangeburg sewer line
EQUIPMENT	HammerHead Trenchless PortaBurst PB30 Gen 2 pipe bursting system

PROJECT DETAILS

The city of Shinnston needed to replace a 100-foot length of a compromised 4-inch Orangeburg sewer line. The end-user had been experiencing slow drainage for about a year with periodic stoppages and backup. The pipe had now completely collapsed and was broken in places leading to inflow and infiltration problems.

The conventional solution would have been to excavate and extract the failed pipe to replace it with a modern plastic pipe product. But crowded surface conditions left no room for heavy equipment. The house was situated on a slope. Hydroexcavation could be used to expose the pipe. It was about 3 feet below the surface at the street and 11 feet deep at the house, where it entered the basement beneath its cement floor. Space between neighboring structures, however, was only 4 feet. Any excavation posed a risk to the structural integrity of the foundations in such close proximity.

Although the building was surrounded on three sides by other structures, one less risky opencut alternative would have been to reroute the pipes out the opposite side of the basement. However, this would be a major construction project entailing demolition and consequent restoration of much of the home's basement floor. Trenching the new pipe path would lead it down the block past other residences, turn to follow a side street and return back down the block to connect to the city's wastewater collections system beneath the road.

"We do that kind of work," Hudkins says.

But using the pipe bursting method not only meant they would not have to but that they would complete the job in a fraction of the overall project time and cost.

GETTING TO WORK

Three Sixty Solutions used a PortaBurst PB30 Gen 2 to do the burst. The PB30 is a compact, modular pipe bursting system providing up to 30 tons of cable-pulling force for in-place replacement of lateral pipes 2 to 6 inches in diameter.

The crew created a 4-by-4-foot entry pit to a depth of 3 feet at the street. Inside the full basement at the pulling end, they cut a



"WE SAVED THEM AT LEAST \$75,000 ON THIS JOB." BRANDON HUDKINS

similarly sized pit to a depth of 1 foot through the cement floor. It was sufficient room to access the pipe and provide space for the cable pulling unit. No additional excavation was required.

The crew fused up the 100-foot length of 4-inch IPS DR 11 HDPE pipe. Hudkins says DR 11 was "heavier than required for this job" but posed no problem entering the pit despite being a little stiffer than HDPE pipe with thinner walls. Fusing pipe creates a lip inside and outside the joint. The crew removed the lips using a special debeading tool to eliminate any "speed bumps" and ensure completely unimpeded flow.

The crew fed the pulling machine's 3/4-inch-thick cable through the pipe to the entry pit, where they attached the bursting tool assembly. Behind the assembly they attached the HDPE replacement pipe. Then they began pulling the bursting head through the existing pipe back to the pulling machine. As the tooling progressed, it fractured the existing pipe in situ, pressing the fragments into the surrounding soil while slightly enlarging the hole to glide the new pipe into the exact same path as the original lay of pipe. This eliminated the need to extract and dispose of the fiber pipe, which remained in the ground outside the HDPE.

There was no other impact on the surrounding ground behind the pipe path. The two nearby homes over the pipe's path were completely undisturbed.

Pulling all 100 feet of fused pipe into place — which ran beneath two buildings — took 13 minutes. Service to the end user was

TOUGH JOB

>> The 3/4-inch cable used for the pull was first fed through the 100-foot length of existing pipe.

disrupted for only two hours, from the time the line was opened until it was reconnected.

Total time on site was two and a half days, which Hudkins says would normally be shorter. In addition to preparation for the job and restoration to complete it, time was taken to educate and cross-train the utility team on the application itself and the proper use, care and maintenance of the equipment.

TRENCHLESS DEMAND

Hudkins anticipated immediate interest for Three Sixty Solutions' new pipe bursting capability, but the amount of demand was still surprising.

"We got it way quicker than what we expected," he says.

Observers who had come to the Shinnston job to watch the technique firsthand included representatives from other West Virginia municipalities. Hudkins was booking future jobs while the



Shinnston job was still underway. As word of its success has spread, he has steadily received bid requests for more work.

COST COMPARISON

Although the Shinnston job was not bid for opencut replacement, Hudkins gave a rough estimate of what it might have cost the city in comparison. Equipment and labor costs, up to two weeks of project time, extensive excavation plus basement street demolition, and all associated restoration costs could easily have run \$85,000 or more.

"We saved them at least \$75,000 on this job," Hudkins says. c

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BETTER BUSINESS



Kate Zabriskie

LET'S TALK

A step-by-step guide to navigating difficult conversations in both your business and personal lives // By Kate Zabriskie

"Another joy of adulting. I've got to have one of those thorny conversations. Not fun."

Difficult conversations are inevitable at some point in most people's lives, despite their lack of popularity. Avoiding them only leads to bigger problems down the road. The good news? With a clear framework, tough conversations can strengthen relationships, foster growth and achieve better results.

Whether it's within the context of your business or your personal life, this step-by-step guide provides a roadmap for navigating challenging dialogues with calm, empathy and assertiveness.

AS THE CONVERSATION PROGRESSES, LOOK FOR AREAS WHERE YOU AGREE OR SHARE SIMILAR GOALS. VALIDATING EACH OTHER'S PERSPECTIVES AND EMOTIONS CAN HELP BUILD TRUST.

STEP ONE: PREPARE YOURSELF

Before initiating a difficult conversation, take a moment to think about how you feel and why you need to have the conversation. What is the core issue you want to address? What are your goals and desired outcomes? Are you trying to affect a behavioral change, or do you simply want to be right? If the answer is the latter, you may wish to pause before starting a dialogue.

A well-formed goal statement is a good way to outline your intentions and keep your actions in check. For example, you might say to yourself, "I want to discuss the project schedule change that happened without my input. My goal is to be included in the future and find a solution that works for everyone now. I'm not placing blame."

STEP TWO: SET THE STAGE

As the saying goes, timing can be everything. Given that fact, schedule a suitable time and location for the conversation. The

goal is to ensure you have privacy and few distractions. For instance, you could say, "I need to discuss something important regarding the project timeline. Can we talk in the conference room at 2 p.m. today?"

STEP THREE: DESCRIBE THE SITUATION OBJECTIVELY

Once you and the other person are together, it's time to explain the situation objectively. Stick to the facts without judgment or blame and use "I" statements to express your perspective. "I" statements tend to reduce defensiveness and create an environment of mutual understanding.

Begin with "I feel" to take ownership of your emotions. Describe the behavior or situation objectively and without judgment. Explain the reason behind your feeling. For example: "I feel frustrated that the deadline was moved again without consulting me. I'm now tasksaturated and unable to get my project work and other work done by the new milestone. I understand there may be valid reasons for the shifting timeline, and I would appreciate being included in decisions moving forward. This isn't the first time I've been left out of discussions. I would also like to see how we might adjust the current schedule."

STEP FOUR: ALLOW THE OTHER PERSON TO RESPOND

After you've shared your perspective, listen actively and allow the other person to respond without interrupting. Additionally, ask clarifying questions to ensure you fully understand their point of view and validate the other person's emotions and experiences. You might say, "I understand that speed was the goal. Can you tell me how I might be included in scheduling decisions in the future?"

STEP FIVE: IDENTIFY COMMON GROUND

As the conversation progresses, look for areas where you agree or share similar goals. Validating each other's perspectives and emotions can help build trust and create a foundation for finding a mutually acceptable solution. For instance, you could say, "It seems we both want to deliver a high-quality project, even if we have different views on the timeline and how it gets adjusted."

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STEP SIX: PROPOSE SOLUTIONS

Next, collaborate and be willing to compromise while at the same time standing firm on your core needs and boundaries. For example, you might suggest, "What if we extend the deadline by two weeks? That way, we can ensure the project is completed without cutting corners."

STEP SEVEN: SUMMARIZE AND CONFIRM NEXT STEPS

As the conversation comes to a close, summarize the agreedupon solution and action items. Express appreciation for the open discussion and the other person's willingness to work through the issue constructively. For example, you could say, "To recap, we'll extend the deadline to allow more time, and you'll provide an additional team member to assist me. Thank you for working through this constructively and for committing to including me to the extent possible when making future scheduling changes."

STEP EIGHT: FOLLOW UP

It's essential to implement the agreed-upon solution and check in regularly to provide feedback on what's working or if any adjustments are needed. You might follow up by saying, "Now that we've had a week with the new plan, how do you think it's going so far? Is there anything we should tweak or address?"

Difficult conversations may never be easy, but with practice and a commitment to effective communication, they can become opportunities for growth, understanding and stronger connections with those around us. c

ABOUT THE AUTHOR

Kate Zabriskie is the president of Business Training Works Inc., a Maryland-based talent development firm. She and her team provide on-site, virtual, and online soft-skills training courses and workshops to clients in the United States and internationally. For more information, visit www.businesstrainingworks.com.



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The **ZIPCAM 360** from **Can-Ex Technologies** is designed to enhance operational efficiency. Under standard conditions, with a proficient team and no unexpected issues, the camera inspected 1,000 feet of pipeline in 23 minutes and 45 seconds. This test involved filming four segments of pipe and setting up traffic control twice, requiring a single truck relocation. Its ability to perform rapid and thorough inspections significantly reduces the time and labor costs associated with pipeline maintenance. Its advanced design and user-friendly interface allow even novice operators to achieve impressive results, making it a valuable tool for contractors and municipalities alike. **866-858-9703; www.canex.tech**

2 // ELECTRIC EEL EELVISION ELITE

The **EELvision Elite** inspection camera from **Electric Eel** is ideal for inspecting 3- to 10-inch diameter lines. It has a 1.3-inch self-leveling color camera with vivid, adjustable LED lights and a large 7-inch monitor for easy viewing. A sunshield allows for outdoor viewing and protects the monitor in transport. It comes standard with 200 feet of 1/2-inch-diameter premium pushrod, an on-screen footage counter, continuous-display odometer, one-touch recording to a USB and screenshot capability, an extended ergonomic handle to facilitate maneuverability and transport, a heavy-duty metal frame and wheels, a user-friendly control panel, quick start guide tutorial prompts, QR code for manual and support accessibility, a built-in always-on sonde, dual power sources (AC and battery) and a Makita battery port (it also accepts both Milwaukee and DEWALT batteries with a provided adapter). **800-833-1212; www.electriceel.com**

3 // ENVIROSIGHT VERISIGHT ULTRA

The **Verisight Ultra** from **Envirosight** simplifies workflows while delivering exceptional image quality. It includes a 1080p full HD touchscreen monitor, which records hi-def video and photos to enable quick and accurate identification of blockages, defects and other issues that may compromise the functionality and safety of underground pipelines. Self-leveling pan-and-tilt advanced camera control options are available. It also has a compact and lightweight design for easy maneuverability through tight spaces and uneven terrain. The system offers the ability to perform inspections standing up or on its side for added versatility on uneven ground. It offers the choice of 200 or 330 feet of "built for distance" cables. **866-936-8476; www.envirosight.com**

4 // EPL SOLUTIONS GVISION V7

The **Gvision V7** from **EPL Solutions** is a ruggedized elite camera system that can be purchased for mainline use with 200, 300 or 400 feet of stiff yet flexible pushrod or a 150-foot mini-camera. Instantly capture video recordings and snapshots with the press of a button and access them anytime within the internal storage. The technician will never have to wonder where a video was taken as geolocation information is automatically attached and displayed on recordings. Add text overlay using the camera reel or a USB keyboard. Copy recordings and snapshots on two USB flash drives at once, or share them using the Gvision app. The app allows the user to remotely control, preview and download video inspections for easy sharing. Users can

















capture every detail with the color camera head clearly displayed on a 10.4-inch TruView LCD screen. Add an internal battery for up to six hours of runtime. **714-453-9760**; www.epls-usa.com

5 // FIBERSCOPE.NET BY MEDIT VIPER PT

The VIPER PT pipe camera from Fiberscope.net by MEDIT offers a fully portable, allin-one design making it easy to transport and set up, allowing users to get to work quickly and without any hassle. The miniature pan-and-tilt camera head measures only 1.1 inch in diameter, providing a comprehensive view of the interior of the pipe. The camera features an HD video sensor, which delivers crystal-clear footage. The system comes with a 98-foot insertion push cable with a pre-attached 512 Hz sonde, making it easy to locate and track the camera head as it moves through the pipe. The control unit features a high-resolution, daylightreadable display. Captured data allows users to refer back to the footage at a later time. Adding text notes also makes it easy to keep track of important details and observations during the inspection. 877-613-2210; www.fiberscope.net

6 // GENERAL PIPE CLEANERS GEN-EYE X-POD PLUS

The Gen-Eye X-POD Plus sewer camera system from General Pipe Cleaners includes the Gen-Pack battery adapter, Wi-Fi transmitter and an on-screen distance counter as standard equipment. The battery adapter lets you operate the camera system for up to 12 hours in remote locations with limited access to power. Fuse-protected to safeguard your equipment investment, the battery adapter is also available separately. A battery and charger are not included. The built-in Wi-Fi transmitter lets you view and record inspections on a cellphone. Using the system's USB port, you can also archive activity on handy flash drives. The on-screen distance counter shows how far the camera has traveled down a line in feet or meters. Settings can be adjusted for full-size or mini-reel configurations. 800-245-6200; www.drainbrain.com

7 // HATHORN H7

The **Hathorn H7** system comes standard with a 7-inch daylight-readable, shatter-resistant LCD monitor with 1,000 candelas per square meter of brightness. It also has an on-board hard drive with 64 GB (upgradable to 128 GB) capacity and USB recording allowing the user to record MPEG4 video and JPEG screenshots. These systems are compatible with 18-volt Milwaukee (or equivalent) batteries for ultimate portability and over 5 hours of runtime on a single charge. All units come equipped with 200 feet of premium cable and a choice of self-leveling camera heads. Optional Wi-Fi video streaming technology is available. **866-428-4676; www.hathorncorp.com**

8 // INSIGHT VISION OPTICAM

The **Insight Vision Opticam** is a professional-grade sewer inspection push camera designed for pipe inspections from 3 to 12 inches. The system has a self-leveling color camera head that provides operators with a clear picture of any issues. It includes a large 10.4-inch LCD screen with a footage counter, as well as Wi-Fi streaming to Apple and Android devices. Additionally, it has one-touch recording to USB, a full QWERTY keypad, a built-in microphone and speaker, and an "always on" 512 Hz sonde to locate the problem spot from above ground. It can be powered using AC, DC or a Milwaukee Tool M18 Battery with the Power Tool Battery Adapter, for easy outside, rooftop or new construction inspections. Each system includes a reel cover, 2- and 3-inch skids, an accessory bag, a USB thumb drive, an AC power cord, a DC power cord, and a camera removal tool. **800-488-8177; www.goinsightvision.com**

PRODUCT FOCUS

9 // KEY EQUIPMENT & SUPPLY CO. KEYVISION

The **KeyVision** from **Key Equipment & Supply Co.** is a standard two-camera package (1.0625 and 1.5 inch) with a tool-less camera connection and three Ice Ball Skids for the larger camera and a skid for the smaller camera. It offers one-touch function buttons for quick adjustment and is field-ready. Its front-mounted operation platform allows operators to deploy the camera and pushrod with ease. It includes onscreen text, a 64 GB onboard hard drive, dual USB ports and mirrored recording, voice recording overlay, and wireless connectivity to iOS/Android. It has a lightweight yet durable construction for a long life, and its vertical or horizontal operation allows for deployment in any location. It has powder coat aluminum construction, internal battery operation, 110-volt power operation, and stainless steel camera head construction with a rugged accessories box. **800-325-4323; www.keyequipment.com**

10 // MILWAUKEE TOOL M18 200-FOOT PIPELINE INSPECTION SYSTEM

The M18 200-foot Pipeline Inspection System from Milwaukee Tool delivers a clear image, and easy inspections for 3- to 10-inch sewer lines up to 200 feet. Featuring a short 34 mm HDR self-leveling camera head, and the ability to digitally zoom up to 4X and pan, technicians can now see more in drainlines than ever before. An HDR self-leveling camera head allows you to see both up close and further down the line with clarity, reducing washed-out areas and highlighting detail in dark conditions. Its pitch-sensing feature reads and displays pitch on screen for easier diagnosis and more effective reporting. This system features a telescoping handle and wide wheelbase making transportation on and off the job site easier than ever. 800-729-3878; www.milwaukeetool.com

11 // MYTANA MS11-NG2

MyTana's versatile **MS11-NG2** inspection system inspects 3- to 6-inch lines with a selfleveling camera head. Swap in a smaller head included with the optional MS11+ Combo Kit to inspect 1.5- to 2-inch lines. Each head has a 512 Hz transmitter built in. A high-clarity 6.4-inch daylight-readable monitor and all the controls are integrated on the sturdy reel frame for graband-go convenience. That's helpful when access points are scattered or hard to reach. Save footage to internal or removable drives, or stream video wirelessly to a mobile device and add voiceover using the built-in microphone. The durable pushrod is available in 150- or 200-foot lengths and can be replaced in your facility. **800-328-8170; www.mytana.com**

12 // RATECH ELECTRONICS PLUMBER'S HELPER JR.

The **Plumber's Helper Jr.** pipe inspection system from **Ratech Electronics** is based on a small-scale reel and comes with 100 feet of mini Gel Rod cable, a removable compact command module with 7.1-inch LCD, a built-in battery and an SD recorder for digital images and video. The mini pipe inspection system is available with a full-spectrum, 1.375-inch, self-leveling color camera; a standard color camera; or any of the company's three micro camera heads — 5/8-, 3/4- or 1-inch diameter. **905-660-7072; www.ratech-electronics.com**









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- Compatible with industry standards, such as NASSCO's Pipeline Assessment Certification Program (PACP).





PRODUCT FOCUS

13 // RIDGID SEESNAKE MICROREEL APX

The **RIDGID SeeSnake microReel APX** is designed to optimize inspections and engineered with a lightweight, compact profile for easy portability. It features bright LED lights with high color accuracy and auto-flip imagery delivering crisp, detailed images and ensuring upright viewing angles in a variety of pipe conditions. Paired with TruSense technology, this tool delivers an in-pipe image with superior clarity, detail and fewer blown-out areas and sections of the pipe that are too dark to see. TiltSense measures the camera's angle and, when connected to a SeeSnake series monitor, the camera can convey the camera's degree of tilt on the monitor — giving professionals a useful indicator of the pitch of the camera in-pipe. It also comes with a built-in kickstand for in-field versatility with multiple configurations for optimal operation. **800-474-3443; www.ridgid.com**

14 // SPARTAN TOOL TRAVEL 4.0

The **Traveler 4.0** from **Spartan Tool** provides the same compact, portable size as previous models but features upgraded and improved components. Plus, it has a pushrod that is more flexible and durable than before, featuring a removable reel to allow you to swap out reels while you are out in the field fast and without problem. The standard camera head is upgraded and includes high-intensity LEDs. An available variety of customizable camera heads are easily interchangeable to provide extra flexibility. It runs on the redesigned Spartan Vision App with a simple-to-use interface and built-in PDF Report Builder. It has upgraded interior electronic components built to stand up to a wide array of harsh environments and deliver better accuracy and resolution. **800-435-3866; www.spartantool.com**

15 // SUBSITE ELECTRONICS PUSH CAMERA

When a transporter isn't an option because of pipe size or limited access, the **Subsite Electronics Push Camera** allows operators to complete inspections in the most challenging conditions. Ideal for pipes from 1.5 to 12 inches, it features single conductor technology with a rigid 1/4-inch fiber pushrod covered with a durable Hytrel jacketing that allows operators to inspect up to 500 feet down the line. Additionally, the 1/4-inch-diameter single conductor cable provides added strength without weight concerns, allowing operators to complete significantly longer inspections without the cable getting twisted or warped. The 1545 camera with an in-line 512 Hz beacon allows the operator to easily locate damage and blockage in the pipe. The camera is controlled by a 1575 controller, which features a rugged, durable and reliable enclosure. **800-846-2713; www.subsite.com**

16 // TROJAN WORLDWIDE C400-DVRF

The **C400-DVRF** mainline camera system from **Trojan Worldwide** has a 2-inch highdefinition self-leveling color camera head with a built in 512 Hz transmitter. The large portable reel contains 400 feet of pushrod and a foot counter. The attachable monitor includes a 7-inch LCD screen, DVR recorder and controls for the camera head, and an optional keyboard for text writing. With the 1/2-inch push cable, the user will have the ability to reach long distances and still have the flexibility to navigate multiple turns inside the pipe. The monitor comes in a separate protective case to store the unit when traveling. **800-392-4902; www.trojanworldwide.com**







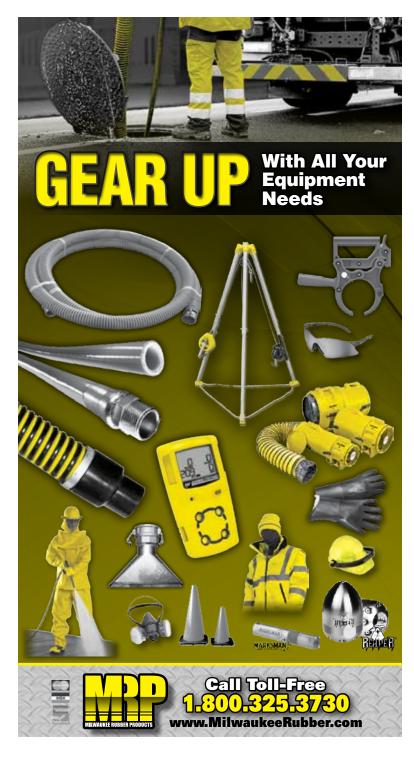




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PRODUCT FOCUS



17 // TRUGRIT TRACTION TRUGRIT STEEL

TruGrit Steel crawler wheels from **TruGrit Traction** are now compatible with the Ibak T66. Engineered to get you to that next manhole without breaking the bank, they feature solid steel construction brazed with tungsten carbide grit. The weight alone is designed to boost production, while the wide footprint and enhanced pipe contact adds to the effectiveness. They connect directly to the T66 with no need for special hub adapters or hardware. Everything is provided to be up and running immediately, no matter the pipe type or conditions. All wheels can be recoated with new carbide grit, saving even more money. **407-900-1091; www.trugrittraction.com**

18 // VIVAX-METROTECH VCAM

vCam inspection products from Vivax-Metrotech can be used to inspect small-diameter main lines and lateral lines from 3 to 8 inches in diameter, up to 400 feet. The expandable rolling Type-B skid and its additional light kit and stiff heavy-duty pushrod can extend this range. The skid has a minimum diameter of 8 inches and expands up to 10 inches. The additional light kit supplies 6,000 millicandelas of lighting using three AAA alkaline batteries. These systems create crisp, detailed video inspections with audio and text descriptions, footage and date timestamps to submit to customers. 800-446-3392; www.vxmt.com

>> INSPECTION VEHICLE 19 // CUES, INC.

For municipalities and contractors who need a lateral/mainline or mainline inspection truck fast, **CUES** pre-built trucks are available. They are always in stock and on the lot. They're preconfigured with all the essential CUES inspection equipment needed for most jobs, and can be delivered in a fraction of the time. CUES can deliver truck(s) three to four weeks from purchase, and often sooner if they have the accessories in stock. **800-327-7791; www.cuesinc.com c**



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MAINLINE SEWER INSPECTION

// By Craig Mandli

SOFTWARE ENHANCES SEWER INSPECTIONS AND CLEANING

PROBLEM: Boulder, Colorado, faced several challenges in managing its 388-mile sanitary sewer network. The city's Utilities Department, responsible for both sanitary and stormwater distribution, relied on two internal crews using CCTV pipe inspection and cleaning trucks. The previous method for allocating work orders was labor-



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intensive, with manual data entry increasing the risk of errors. Storing inspection and cleaning media directly on trucks complicated data accessibility, and data transfer via hard drives delayed information flow, limiting timely analysis and decision-making.



SOLUTION: In 2019, Boulder partnered with **ITpipes**, integrating ITpipes Mobile and ITpipes Web with Esri ArcGIS. This integration allowed the city to utilize advanced mapping and pipeline analytics visualization technology, providing immediate access to detailed pipe inspection and cleaning data. By leveraging Esri's Feature Services, Boulder organized its system into distinct geographic zones for more structured evaluations and implemented a three-year inspection and cleaning strategy. ITpipes Mobile facilitated efficient mapping workflows, using GIS attribute data to prepopulate information, eliminating manual data entry errors.

RESULT: The integration of ITpipes and Esri ArcGIS transformed Boulder's sewer inspection and cleaning process. The city experienced significant improvements in data accessibility and accuracy, reducing labor-intensive tasks and minimizing errors. The seamless data transfer and immediate access to inspection and cleaning results allowed for timely analysis and informed decision-making. Boulder now efficiently manages its sewer network, ensuring the maintenance of its infrastructure while supporting its commitment to environmental sustainability and community well-being. **877-487-4737; www.itpipes.com c**

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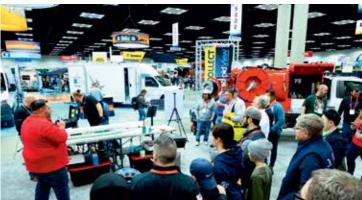












PRODUCT NEWS

PRODUCT SPOTLIGHT NEW NOZZLE SIZE ADDS VERSATILITY TO REAPER LINEUP

By Craig Mandli

When a new product finds success in the industry, it's only natural for the manufacturer to adapt the technology for a wider audience. That's exactly what Hydra-Flex hopes to accomplish by adding a 3/4inch nozzle to its popular Reaper series.

Hydra-Flex previously only carried Reaper nozzles in 1/4-, 3/8-, 1/2-, and 1-inch sizes. The nozzle is built to cut through roots and other tough blockages, including FOG, in 4- to 10-inch pipes.

"A big factor into why we developed this new size was to expand our reach to smaller municipalities and smaller jetter trucks and trailer units to give them a Reaper solution that is compatible with their specific equipment," says Chad Roberts, industrial sales manager for Hydra-Flex. "It's also a huge benefit for working in smaller mainline pipes that have tighter corners to navigate through. This size opens doors for more end users to utilize a Reaper product in their day-to-day life."

The Reaper sewer jetting nozzle has front-cutting power that outputs a rotating 30-degree cone that matches the width of the pipe to take on blockages from all angles. Its eight 20-degree back jets propel the nozzle easily through the pipe and add a clearing feature to flush out blockages and grime from pipe walls. The nozzles are constructed from premium tungsten carbide and stainless steel for durability and an extended life cycle. It is easily repairable in less than 10 minutes to extend its life further.

"Our Reaper nozzles operate on high-quality H2O,"

Roberts says. "There is no viscous fluid to change, no specialty tools to use or a maintenance schedule to adhere to. When it is in need of a rebuild, it takes a few wrenches and a few minutes, something that can be easily performed on site to get the jetter back to work fast."

Roberts says that the company developed the line in response to customer requests.

"The voice of the customer is extremely important when developing a product," he says. "We want to make sure we understand all aspects of the issues our users are up against so we can deliver a product that exceeds their expectations."

He also says that the feedback has been encouraging.

"Our customers love the performance and reliability of the Reaper," Roberts says. "A lot of them call it their first responder." **952-808-3640**; www.hydraflexinc.com

1 // JETSTREAM OF HOUSTON 3000 SERIES UNX BARESHAFT PUMP

Jetstream of Houston has increased the maximum power input for its 3000 Series UNx bareshaft pump to 200 hp. To correspond with the boost in horsepower, Jetstream also developed larger plunger sizes for the pump, which is now able to achieve a flow rate of 7.6 gpm at 40,000 psi. This offers contractors greater power for a more diverse range of industrial cleaning and surface preparation jobs, and an ideal flow rate for single-operator setups. The pump can produce pressures ranging from 6,800 to 40,000 psi and offers the ability to quickly change among operating pressures in the field with Jetstream's proven fluid end design. The 3000 Series is a triplex pump featuring three plungers available in varying diameters to produce the optimal flow rate for a full range of waterblasting jobs. **800-231-8192; www.waterblast.com**

2 // VACTOR NEW 27-INCH VACUUM FOR 2100I COMBINATION SEWER CLEANER

Vactor's 2100i combination sewer cleaner now has the option of a 27-inch vacuum for longer pulls and deeper suction for solid waste. To accommodate the longer vacuum, modifications to the 2100i include reinforcement on the debris body and more structural brackets for the debris body recess. Two silencers help reduce noise for a quieter operation. An additional benefit is it has an additional inlet to keep the blower cool. The IntuiTouch cab controls and IntuiTouch control panel make function as simple as the touch of a button while also combining all cleaning system functions into one control panel. **815-672-3171; www.vactor.com c**



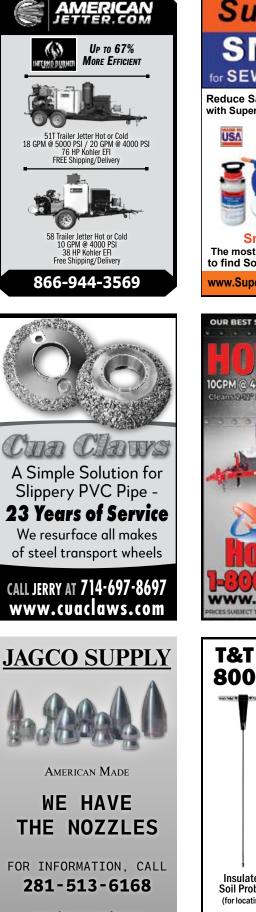


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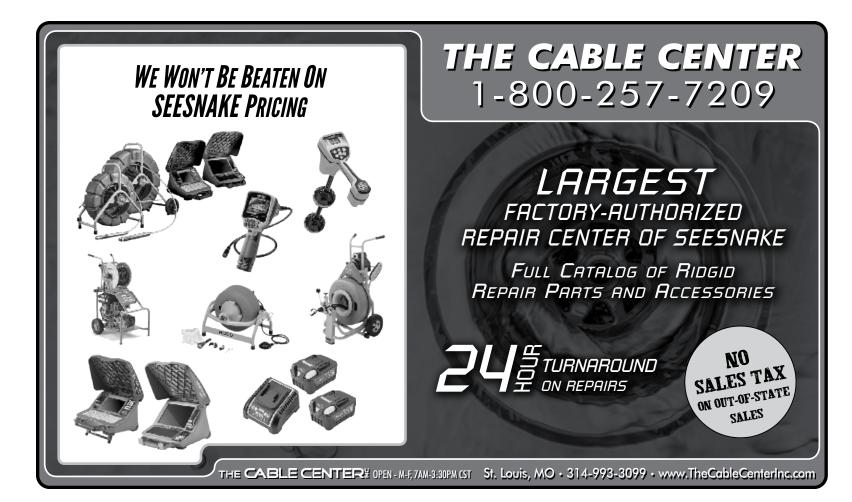
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INDUSTRY **NEWS**

Avanti announces director roles, changes to sales team structure

Avanti made recent staff announcements. Chris Hamilton, director - municipal division, will lead strategic initiatives and operations to support grouting projects for municipal/government entities, specifying engineers and municipal contractors. Jacob Swanson, director - geotechnical division, will spearhead and drive initiatives for the



geotechnical market, forge strategic partnerships and lead the company's efforts in advancing geotechnical solutions and ensuring project outcomes. Keith Sisson, director — industrial & dealer channel divisions, will oversee the development and execution of strategies to expand Avanti's dealer network, provide training and support and ensure alignment with organizational goals and market demands. Chris Hamilton, director of national accounts, will head the strategic management of key client relationships and business development initiatives on a national scale, helping to drive growth and market expansion. The role involves collaborating cross-functionally to identify opportunities. The directors will still have territory responsibilities for specific states.



UEMSI/HTV becomes official pipeline camera manufacturer of Road America

UEMSI/HTV announced that it is the official sewer camera manufacturer of Road America, the 4.048-mile racing course nestled

in the hills of Elkhart Lake, Wisconsin. The multiyear agreement will use UEMSI/HTV's American-made inspection camera systems for various needs at the facility, which will also help the company's research and development department refine their cameras for the years ahead.

PPI announces annual award winners

The Plastics Pipe Institute announced the winners of its Projects and Members of the Year for 2023. The awards were presented during the group's annual worldwide meeting held in Florida, May 13-16, with 348 members attending, including a record number of new members. Projects that won ranged from the largest residential project in New York State to use a geothermal heat-pump system to constructing a fish habitat with HDPE conduit made from recycled content. PPI awarded five winning projects:

- Building and Construction Division Project of the Year 1 Java Street Geothermal System, Brooklyn, New York, by Versaprofiles Products, Saint-Lazare-de Bellechasse, Canada
- Drainage Division Project of the Year University of Alabama Stadium Sub Air Drainage System by Prinsco, Willmar, Minnesota
- Energy Piping Systems Division Project of the Year Baton Rouge Zoo, Evonik Corporation, Piscataway, New Jersey
- Municipal and Industrial Division Project of the Year -South Claiborne Potable Water Transmission Line, New Orleans, AGRU America, Georgetown, South Carolina
- Power and Communications Division Project of the Year Lake Conroe (Texas) Fish Habitat Project, Petroflex North America, Gainesville, Texas

The following are the Members of the Year for 2023:

- Building and Construction Division Member of the Year Steve Sandstrum, Borealis
- Drainage Division Member of the Year Stefan Lupke, president, Corma Inc.
- Energy Piping Systems Division Member of the Year Dell Doyle, senior technical service and development scientist, Dow Chemical Co.
- Municipal and Industrial Division Members of the Year - Mike Anson, GF Central; Billy Conatzer, McElroy Manufacturing; Jeremy Harris, Plasson USA; and Jeff Wright, GF Central
- Power and Communications Division Member of the Year Jennifer Reeves, Petroflex North America c



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