



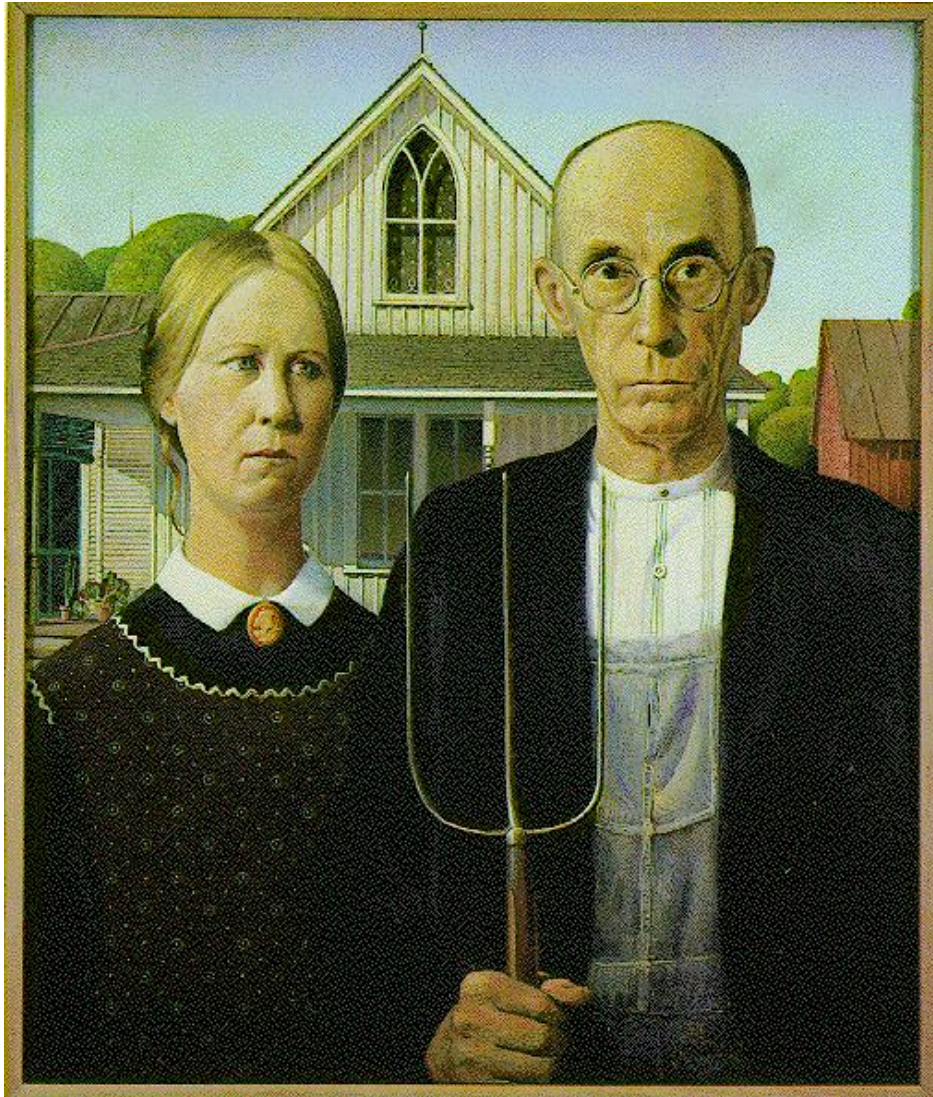
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ComeGetYouSome.com

Being in business means making



It isn't a charity or break-even operation... You have to make a profit or you will no longer be in business

**But your customers have
changed over the years**



**These customers weren't cheap;
they just didn't have money**

Sure lady...we'll pump ya!



Billy-Buck Bodeen and
his Wild Brother Bruno





The top three concerns of a customer

1. Is the person I am hiring qualified to do the job
2. Will this person fix my problem
3. How much will it cost

They want a professional



And they are willing to
pay for it!!!

Professionalism is looking and acting the part

- Uniforms
- Talking like a pro (not a sailor)
- Knowing what solutions are available
- Offering the customer those different solutions
- Having the tools to do the job
- Your equipment is an advertisement

YOUR COMPETITION IS NOT THE GUY DOWN THE STREET, IT'S CORPORATE AMERICA

- Independent propane and fuel oil dealers are being forced out by the natural gas companies.
- Local solid waste haulers are getting squeezed out by the national companies.
- Utility companies are offering to monitor onsite systems.
- **Every year hundreds of sewage treatment facilities are being proposed, built, expanded and extended.**

For every mile of pipe you lose 100 customers-you lose 1,000 tomorrow

This isn't personal, it's business

Wal-Mart Takes Over The World

Robert Malone, Jan.13.06, 6:00 AM ET

Goodbye mom-and-pop stores, goodbye local stores in local places. Hello to stores that have a favored position in their procurement processes and their overall supply-chain practice. Hello to efficient store-owned distribution centers.

Hello to mega-stores with discount price advantages and a new sense of providing for shoppers' full-life experiences. Hello to RFID and all its speed, accuracy and increased visibility of product availability.

The power of Wal-Mart is partly derived from its partnerships and its bold use of technology. These two things in combination give them the muscle to knock out much of the competition, for better or worse.

Knowledge is power

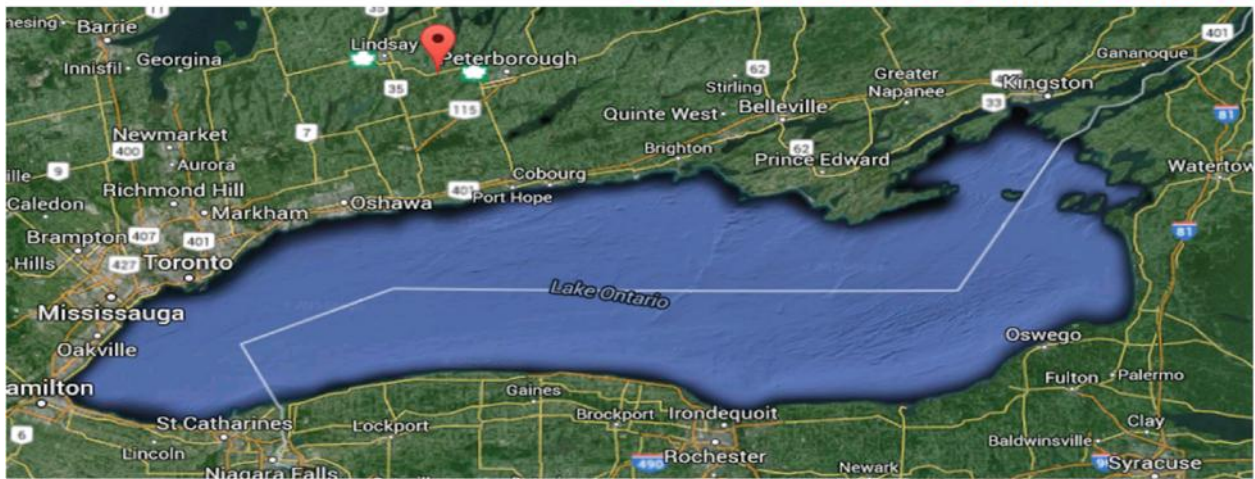
But if no one teaches people the advantages of onsite methods...

Onsite methods are cheaper

One Example of Combining Onsite and Treatment Plants Methods to Solve an Urban Infrastructure Problem

Omeme, Ontario- Small scale treatment plant was exceeding capacity and discharging to a nearby river. Village was placed under regulatory orders to provide a solution.

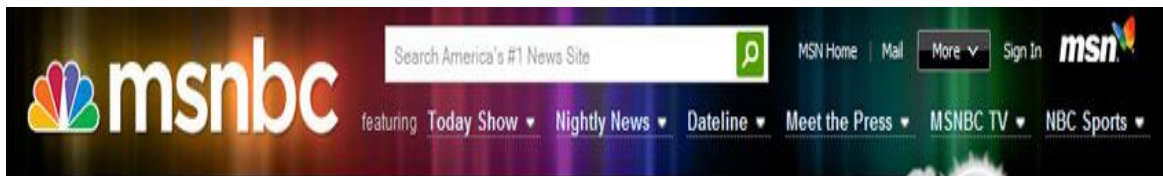
Big-pipe solution- Run a pipe 14 miles to the town of Lindsey and pay to discharge into their facility and discharge to Lake Ontario; ***Estimated cost 14.9 million dollars.***



Local onsite solution-adding a large onsite bed system.

Total cost: Just under 3 million dollars saving the taxpayers 12 million dollars and returning the water to the local watershed rather than discharging it to the ocean by way of the Great Lakes.

But an even better reason; they protect water supplies by keeping it in the local watershed, not flushing down rivers to the ocean



Crisis feared as U.S. water supplies dry up Government projects at least 36 states will face shortages within five years

AP Associated Press

WEST PALM BEACH, Fla. - An epic drought in Georgia threatens the water supply for millions. Florida doesn't have nearly enough water for its expected population boom. The Great Lakes are shrinking. Upstate New York's reservoirs have dropped to record lows. And in the West, the Sierra Nevada snowpack is melting faster each year. Across America, the picture is critically clear — the nation's freshwater supplies can no longer quench its thirst. The government projects that at least 36 states will face water shortages within five years because of a combination of rising temperatures, drought, population growth, urban sprawl, waste and excess.

"Is it a crisis? If we don't do some decent water planning, it could be," said Jack Hoffbuhr, executive director of the Denver-based American Water Works Association. Water managers will need to take bold steps to keep taps flowing, including conservation, recycling, desalination and stricter controls on development.

Three states use a quarter of U.S. water

Florida, California and Texas lead the country in water usage. The government projects that at least 36 states will face water shortages within five years.

Estimated water withdrawals, in million gallons per day in 2000

0 to 5,000	5,001 to 10,000	10,001 to 20,000	20,001 to 52,000

Likely to experience water shortage before 2013*



* Colorado and South Carolina are statewide. All other states are regional or local.

SOURCE(S): U.S. Geological Survey; Government Accountability Office

AP

CivE Seniors Find Likely Cause for Why White Bear Lake is so Low

June 24, 2011

From the shores of White Bear Lake the problem is obvious. Waterlines in some areas are now 100 yards from where they once were. The lake is a local hot-spot for recreation, so this water level drop has residents and lake-dwellers very concerned.

The sinking water level was first observed by White Bear Lake residents approximately eight years ago. Measurements show the lake depth has dropped a total of five feet and lost more than a quarter of its volume. Officials have considered a number of competing theories explaining the drop, but no single idea could be considered the most likely, until now.

Two senior undergraduate students in the Department of Civil Engineering have identified the likely cause and disproven two other competing explanations in the process. Students Erik Brenna and Joe Fox investigated the mystery as part of an independent research project for the class CE 4180.

"Our main conclusion was that White Bear Lake is down because the Prairie du Chien - Jordan aquifer is down," explained Brenna. *They speculate that 20 years of municipal water pumping has taken its toll on the aquifer and reduced its underground water level. White Bear Lake helps to recharge the aquifer, which means the lake level will fall when the aquifer is running low.*

In an intriguing twist, the study also introduced the young researchers to the political snarls often associated with water management projects. "We have gotten a negative reaction from a few people who don't want us to say anything negative about municipal pumping," said Fox. "A lot of cities across the metro area rely on the Prairie du Chien - Jordan aquifer for their drinking water and saying that this pumping is a problem is a huge political issue."



Much of America's infrastructure is close to, at or beyond its limits and expected life-span, that includes wastewater infrastructure

We Can Wait for it to Break and Pay to Fix it, or Deal with it now and do it better



If you want to stay in
business

You need to be
pro-active

not

re-active

And that means reaching
out and touching your
customers through mail-
outs and even
conducting community
education programs

Community education seminars

- These classes show people why they need a proper septic system
- Why a proper septic system may be a better choice both financially and environmentally than the big pipe.
- That they do have a choice.
- How to make sure you get a proper system (by calling in a certified septic professional).
- How to use and maintain that system.



ANOTHER CRITICAL
POINT

*THE FIGHT
NEVER
STOPS*

Professor Jim Anderson 1-20-08

To get more information on organizing community groups including grant money for septic system repairs, upgrades and replacements contact Jim vonMeier at;

- Email jvonmeier@septicprotector.com
- 1-763-856-3800-office