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## The Gold STANDARD

Unique customer base teamed with low overhead costs helps an Arizona plumbing company to see many successes. **Page 12**

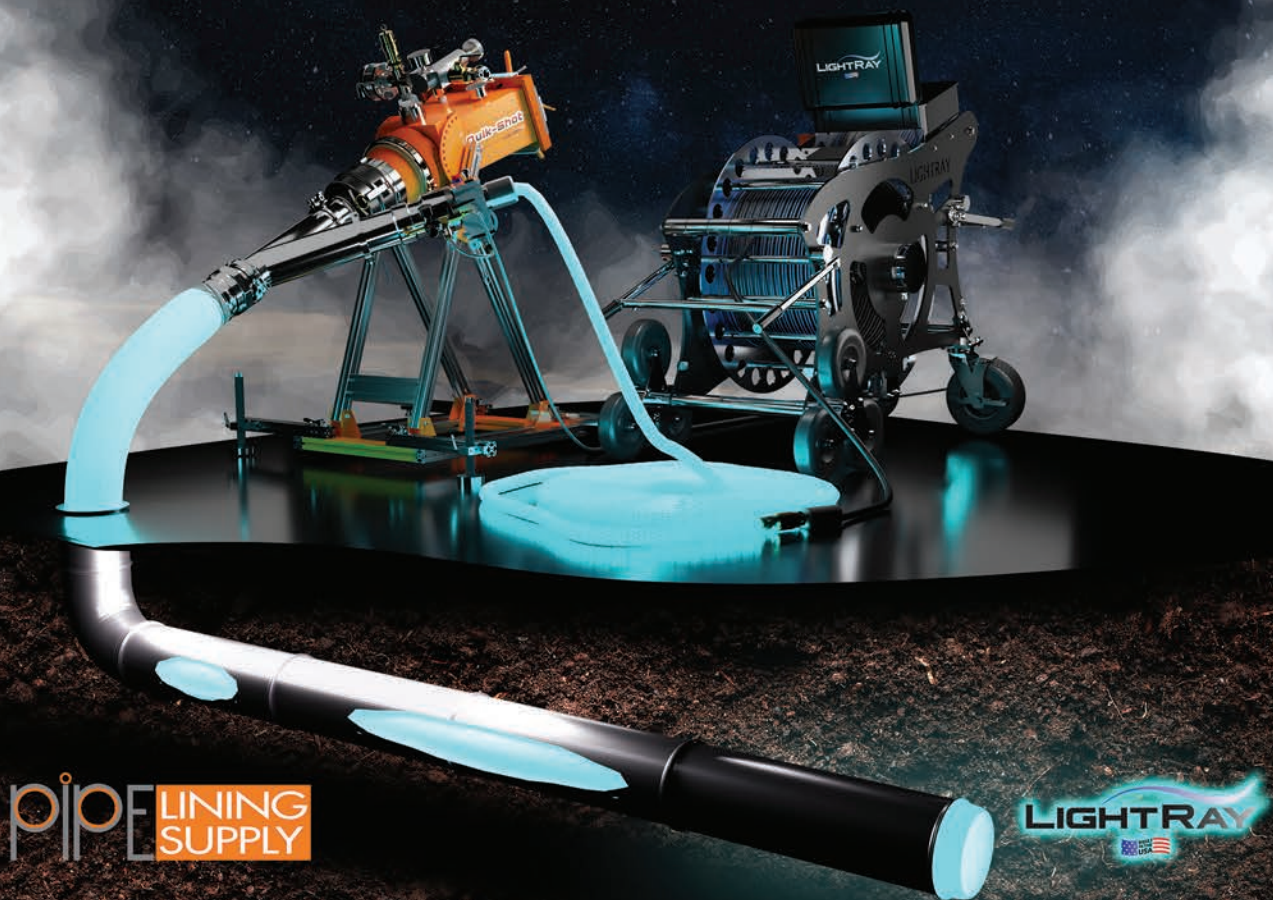
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## Plumber Profile

### *The Gold Standard*

Unique customer base teamed with low overhead costs helps an Arizona plumbing company to see many successes.

- By Giles Lambertson



### *On the Cover*

Using a RIDGID SeeSnake, Gold Canyon Plumbing owner Kim Yeagley inspects a customer's drain at a residential property in Gold Canyon, Arizona. The company that Kim bought into has been in operation for 32 years and has three employees. Gold Canyon offers residential plumbing services, drain and sewer cleaning, and many other services. (Photography by Mark Henle)

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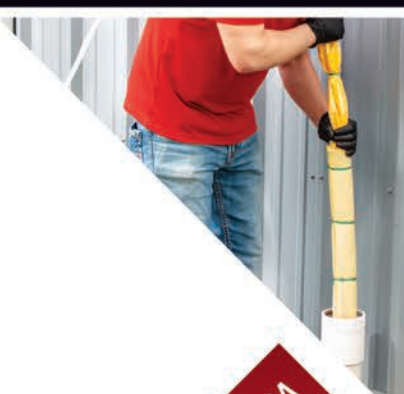
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# Plumber

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Cory Dellenbach

## Going Online

Don't jump right in — take your time with social media and learn how it will work for your company

F

acebook, Instagram, TikTok and other social media — they can all be annoying, time consuming and distracting, but if you use them correctly, they can be a useful tool.

More and more companies that we are profiling in *Plumber* magazine are telling us that many of their interactions with customers start because of social media. Either the customer sees a post on something like Facebook and reaches out or they see other “friends” recommending the company for work.

Kim Yeagley, owner of Gold Canyon Plumbing, profiled in this issue is well-versed in social media. She is active on TikTok and Instagram, promoting what her company does and how she does some of the work as well. While doing so, she has amassed a large following in both social medias, but it took some time and effort to build up her following.

### STARTING THE BUILD

Just like when you're starting a new plumbing job, you start your social media goals from scratch. That means planning what the outcome will be, figuring out what you need to get the job done and assigning the tasks.

First, decide on which social media platform you want to start with. I recommend not starting too many at once. Begin with one or two and work with those for a while before adding others. It may not seem like it but devoting the time to stay up with postings on social media can be daunting at times, especially with an already busy schedule of running a plumbing company.

Select a username that will be easy for others to find you. Examples could be your company name or your company name and city: “Joe's Plumbing” or “Joe's Plumbing San Francisco.” Now, find a profile picture that shows what you do, whether it be your company's logo, a nice photo of your truck or van or a picture of you holding a wrench.

### BEING CONSISTENT

Now that you have your social media account started, it's time to start posting. The key here is to post consistently. I'm not saying you should be posting daily — that can be a bit too much. Start off posting two to three days at week and see what that does for your page. It's going to take some experimenting to see what works for your followers.

When posting, be sure to use correct grammar and be clear in your postings. The worst thing you can do is turn someone off because they can't understand what your social media post means. The other advice here is keep your social media posts professional. Your accounts represent the company and what potential customers will see.


### KEEP IT GOING

Now that you're well on your way with your social media accounts. Don't stop. I've visited several plumbing company's pages where they haven't posted in years. You have to be committed to social media for it to work for the company.

If you are finding that you don't have time every couple of days to post something, then come up with some ideas of things you can post ahead of time and schedule them. Most social media platforms allow you to schedule posts out weeks, months and even a full year ahead. That might be easier for you to keep up with it and with your own work.

### WHAT WORKS FOR YOU?

Are you successful on social media? What tips would you have for other plumbing companies? Let me know by emailing me at [editor@plumbermag.com](mailto:editor@plumbermag.com).

Enjoy this issue! 



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## NEW SERVICES

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— *Dealing With the Dreaded Customer Callback*

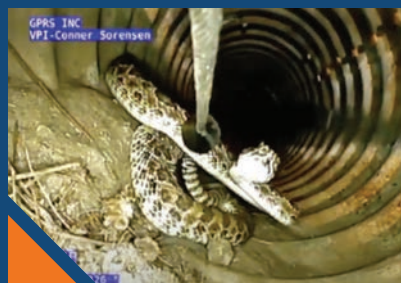
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## MYTH BUSTING

### Tankless Water Heater Education

Rinnai America Corporation recently launched a new educational campaign, focused on dispelling certain myths associated with tankless water heaters that have become common over the years. Learn more in this short video. ▶ [plumbermag.com/featured](http://plumbermag.com/featured)



## INSPECTION SURPRISES

### Snake Caught on Camera

There's plenty that you expect to see when performing a pipe inspection — various pipe defects, the source of a blockage, possibly a cross-bore. But there can also be surprises. Check out this video from a recent inspection job undertaken by Ground Penetrating Radar Systems of Toledo, Ohio.

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▼ Kim Yeagley, right, and her husband Ivan Rowe, stand in front of their Gold Canyon Plumbing service van in Gold Canyon, Arizona. In 2019, Kim started the process to take ownership of the company that was founded 32 years ago.

# The Gold STANDARD

Unique customer base teamed with low overhead costs helps an Arizona plumbing company to see many successes

By Giles Lambertson  
Photography by Mark Henle

**Gold Canyon Plumbing, Gold Canyon, Arizona**

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**YEARS IN BUSINESS**  
**EMPLOYEES**  
**SERVICES**

Kim Yeagley

32

3

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**G**old Canyon Plumbing is not your orthodox plumbing business. It is nonconforming in its ownership, doesn't have a front office, and caters to a customer base that is home only about half of the year.

The Arizona company is succeeding, though, and is having fun while doing so.

Kim Yeagley is the woman behind this success story. She is a native of the Phoenix area — Mesa, to be precise — and the daughter of a handyman. “My father was a handyman, my grandfather was a handyman, my uncle was a handyman,” she says of the family legacy of workmen who would undertake about any manual task, including cabinet-making.

Though Yeagley was around her father's work across the Mesa area, she did not actively participate in it. After her parent developed cancer and began to lose his strength; however, she helped more than before and absorbed more skills than she may have realized. This became apparent a few years later when she met the plumber she would marry, Ivan Rowe.

“You know your tools!” Rowe said approvingly when she first accompanied him on plumbing calls and demonstrated familiarity with wrenches. Rowe was a partner in Gold Canyon Plumbing, which was founded in 1990. Yeagley began working in plumbing supply houses, which proved invaluable when she eventually got involved in plumbing itself. That happened when Rowe lost his business associate to a move out of state.

Finally, in 2019, she decided to fully commit to the enterprise and began the process of becoming owner of the plumbing house. Besides solidifying her position in the company and industry by becoming her own boss, she thereby gave herself freedom to flex her schedule and care for her ailing mother and father-in-law, both of whom now have passed.

## KNOWING THE TOOLS

Today, Yeagley is 50% owner of Gold Canyon plumbing and two auxiliary companies — Coppertop Plumbing and East Valley Locating — and is working toward full ownership. An associate, Brian Kronebusch, fully operates the locating firm. For commercial plumbing, Yeagley bids jobs through Coppertop Plumbing and subs out the work.

Rowe, who has 30-plus years of plumbing experience, concentrates on residential plumbing through Gold Canyon Plumbing. His colleague in the residential work is 35-year-old Steven Irvin, who unofficially is a family member. “Steven adopted us,” Yeagley says. “He didn't have a father



▲ Gold Canyon Plumbing owner Kim Yeagley takes pride in knowing that her company is offering customers green ways to plumb. Here, Kim repairs a reverse osmosis system for a customer in Gold Canyon, Arizona.



▶ Kim, center, and her husband Ivan, left, discuss the work that needs to be done as a residential property with homeowner Greg Mayes in Gold Canyon, Arizona. Kim says she has formed a friendship with many of her customers over the years.

and said, ‘Ivan, I want you to be my dad.’ He’s one of my kids now.”

After 17 years in plumbing, Yeagley knows a lot more than which tool is a pipe wrench. “I know my plumbing and I like turning wrenches. I can do just about anything,” she says. “Soldering. Locating. Conditioners. Toilets. Sinks. I like being hands-on and don’t ask the guys to do anything I wouldn’t do myself. One of them might help me lift a heater in place, but I can install it.”

## A UNIQUE SERVICE AREA

Three-quarters of the Gold Canyon Plumbing’s business is service calls. The remaining residential work is for local building contractors. Though the 41-year-old owner is not a master plumber herself — the business, of course, is licensed — she is working toward becoming one.

After all, she’s busy. The company address is home in Mesa, but Yeagley handles sales, billing and customer service from her Dodge 1500 pickup using a phone and iPad. “My truck is my traveling

Continued ▶

## A Little Social Media Fun

Kim Yeagley is having fun. Oh, she’s adroitly running her successful residential plumbing company in the Gold Canyon, Arizona, area, managing company growth and making friends out of customers. But she’s having fun, too. Her social media sites are evidence of that.

“I am trying to show a younger generation that you can be in the trades, be a plumber, and still have fun,” says Yeagley, owner and operator of Gold Canyon Plumbing and a commercial auxiliary, Coppertop Plumbing. “You don’t have to be frumpy. You can be sexy and hot and have fun with your work.”

Goodness! That probably sounds like the 41-year-old company owner is too frivolous to lead a company. The truth is, she’s just confident. In operating the company with her husband, Ivan Rowe, she has found a place in the sun after some dark years.

Yeagley recalls being told as a young teen that she was “never going to amount to anything” and otherwise was on a dead-end path. “It made me stronger,” she can say now. “I began to believe I could be the person I wanted to be. I’m trying to show people that you have to believe in yourself.”

Where does she showcase her beliefs? Take a look at her Instagram account named Plumberwoman, a profile that has recorded millions of views. Yeagley had Wonder Woman in mind when she launched it. It fea-

tures some things one might expect in a plumbing media site, such as rusty pipe couplings and intricate copper pipe solutions. Tools are a regular feature.

But then there is Yeagley modeling Gold Canyon Plumbing attire. Or looking fetchingly at the camera through turquoise eyes. And occasionally giving viewers some fairly risqué glimpses of the boss. This is not staid advertising.

“I don’t target customers in my advertising,” she says, which is not exactly true. Her traditional newspaper advertising is directed at the winter visitors to Gold Canyon and East Valley who are older and not especially internet or social media savvy. Her Instagram and TikTok posts, on the other hand, reach out to an entirely different segment of the customer base.

The social media posts are well-received not only by visitors who are curious what a “plumberwoman” might be, but also by peers in the plumbing industry. For example, her modeling of socks bearing the Apollo brand of fittings and valves, and recurring shots of Milwaukee tools, have attracted other companies wanting her imprimatur on one product or another. The social media posts are fun, but in truth they also are beginning to generate another income stream.

What’s next? Yeagley isn’t finished having fun yet. Her next project is to offer a line of Plumber Woman Swag. Wrenches not included.



# “NUFLOW SEPARATES US FROM THE COMPETITION.”

## PROfile NuFlow Certified Contractor

Since becoming a NuFlow Certified Contractor over seven years ago, Ryan Smith's plumbing company has grown dramatically.

**“The change has been amazing. NuFlow separates us from the competition. We are now considered the drain service specialists in our area. A lot of our biggest jobs come from sub-contracts from other plumbing companies.”**

To get started, NuFlow sent a trainer to work with his team.

**“The learning process was great. The NuFlow trainer really taught us the ins and outs of the process.”**

In addition to residential jobs, Ryan and his team have completed several larger projects on commercial size buildings. He has expanded his crew to keep up with the work, half plumbers and half pipe liners, and continues to grow his pipe lining business.

**“We’ve grown way beyond the just one guy and a truck business like we started. We broke a million dollars in revenue last year and have more commercial size projects coming up.”**



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“Soldering, Locating, Conditioners, Toilets, Sinks. I like being hands-on and don’t ask the guys to do anything I wouldn’t do myself.”

**Kim Yeagley**

▲ Kim Yeagley and her husband, Ivan Rowe, remove plumbing tools and a Milwaukee Tool pack filled with supplies from the back of their service van while at a residential property in Gold Canyon, Arizona. Most of the company’s customers are those that are in Arizona during the winter months.

office. Technology is great,” she says and notes her mobile office situation is on purpose. “I tell everyone that the key to our success is low overhead. Simplicity.”

The company footprint covers East Valley, East Mesa, Apache Junction, parts of Scottsdale, and, of course, Gold Canyon. The latter is an upscale retirement and “winter visitor” area in the foothills of Superstition Mountain.

So-called “snowbirds” residing there flock south as winter approaches in northern climes, effectively doubling the population of the area. They constitute half to two-thirds of her customers. Yeagley was asked if providing plumbing service to impermanent customers is much different than serving a less transitory residential population.

“The primary difference is a lot of these people are here just six months out of the year, so I don’t want to sell them stuff they have to maintain year-round. I try to find out each customer’s needs and provide what really fits their needs.”

The here-and-gone character of the winter-visitor customer is evident during certain times of the year. “I get a lot of calls in the spring about turning off the water for six months. They need to have a good shutoff. They also sometimes need to replumb the system so that, while the house is shut off, the lawn can still get watered in summer heat.”

Gold Canyon Plumbing bills itself as a 24/7 company and lives up to its billing. When the calls come in after hours and into the night, they are answered. She says she might get two or three emergency calls a week or go months between emergency responses.

“When people call at night, they really are in need of help,” the company owner says. “I remember one lady called about 3 a.m. and she was freaking out because her house was being flooded. I tried to walk her through shutting off the ice-maker line, but it started spraying her in the face. We immediately ran out to help.”



## AWKWARD NO MORE

As a woman owning a business in a male-dominated industry, Yeagley has suffered her share of awkward moments when a customer finds a female plumber standing on the doorstep. "Once they see that I know my stuff, it's not a huge issue," she says. In the cases where a customer can't get comfortable, she good-naturedly doesn't push the matter.

"I know when to give up and suggest the customer talk to my husband," Yeagley says. "I let my husband deal with it. You have to kind of know what the mindset is with a customer. Some people are just dead-set against using a female plumber."

On occasion, she has gone ahead and fixed a plumbing problem while her husband distracted the customer with talk. If only such customers knew that Yeagley, years ago, became the first woman in Arizona certified to be licensed as a Gastite fitting installer. She is a versatile and credentialed tech.

The flip side of the gender issue is that being a woman owner of a plumbing shop sometimes brings business that might otherwise go elsewhere. "I advertise on my website that Gold Canyon Plumbing is a woman-owned business and a lot of women call me for that reason. They are more



▲ Kim Yeagley begins to repair the drain under a sink at a residential property using her assortment of Milwaukee Tool equipment.

comfortable with me doing the work — they feel safer — and are afraid they are going to get ripped off by a male plumber. Me personally doing the work gives them peace of mind."

The competence of the husband-wife plumbing team and congeniality of Yeagley have proven to be reassuring

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*Kim Yeagley*

► Using a RIDGID SeeSnake, Yeagley inspects a customer's drain at a residential property.



to the generally retired winter visitors who are their customers. She says that “my customers love my husband and me. Often they become our friends. We stop by just to check on them and to say hello, giving them five minutes of our time between calls.”

## GOING GREEN

The company is environmentally conscientious. Water in the area contains lots of dissolved minerals — so-called hard water — and begs for treatment. Says Yeagley: “In the valley, our water is very, very hard.”

She gives her customers treatment options to deal with it. “When they don’t want to mess with lifting heavy bags of salt, I give them salt-free options to soften the water. Whatever they decide, they say they appreciate that I educate them about their choices.”

A growing segment of her customers is choosing the Green NAC scale control water treatment system over traditional salt softeners. NAC uses neither electricity nor salt and requires little maintenance. Yeagley believes it is “way better for the environment.” Employing a reverse osmosis machine is another common treatment method. Yeagley recommends her customers employ an alkaline system to restore some of the good mineralization into filtered water.

Beyond green alternatives to more traditional water treatment, Yeagley is a fan of certain plumbing fixture brands, such as Moen and Delta. “Nothing else for me,” she says. “They’re easy to service and easy to put in and come with lifetime warranties.”

She also prefers Milwaukee brand tools — “I’m a Milwaukee girl” — and RIDGID SeeSnake inspection cameras, which she uses on service calls as well in inspecting buried infrastructure for realtors. The company subs out hydro-jetting when the need arises and rents a mini-excavator if digging out a line becomes part of a plumbing solution.

“If I need a Bobcat, I’ll rent it and run it myself,” Yeagley says. “On a rough day, it can be nice to sit and dig awhile.”

The long-range plan for Gold Canyon Plumbing is to expand some. “I want to get three trucks on the road,” Yeagley says.

She is quick to add though that she doesn’t want to grow so large that the company’s family feel is sacrificed. There are priorities, after all. **PI**

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Dave Bailey

# The Company that Built Me

Listening to your team, doing special things for them, will help build a positive company culture

*By Dave Bailey*

**M**y daughter was listening to music the other day and a song came on by Miranda Lambert called “The House that Built Me.” The subject of the song is about the house she grew up in and what she remembers about her childhood in that house. It made me think about the years I’d spent “growing up” in the plumbing industry and it made me grateful for the culture I had grown up in. I often wonder what it was about the culture that got me to stay with a company for more than 23 years.

A friend of mine convinced me to come to work for a plumbing company in Portland, Oregon, back in the late 1990s. He and I served together in the Air Force, and we had a strong friendship, but still, plumbing? Our shop was a dusty old building, with terrible parking, on the outskirts of the city. It was in that shop that I learned how plumbing works and how to treat customers to get them to call me back. I became a drain tech and learned to operate a hydro jetter. I also learned how to sell repairs and other services that our company offered.

As time went on, my skills improved and so did my responsibilities. When our building sold, and we moved to a larger facility, I was a bit sad. I found myself driving by the old place when I was in the area and feeling nostalgic. It was in that company that I became part of a dysfunctional family and I gained great respect for each of my plumbing

brothers who helped me hone my skills. The words “company culture” weren’t in my vocabulary back then, but when I hear the phrase now, I’m instantly taken back to the days when I still had hair and I was serving customers in East Portland. Even though I now sit behind a desk to earn a living, part of me is still running service and solving problems for customers that I had gotten to know over the years.

At the very beginning, I realized I was blessed to have strong managers that communicated the goals and direction of the company. I also found where I fit in with those goals and encountered great leaders that would drop what they were doing to come to your aid. They didn’t come to fix whatever it was that you were struggling with, they were there to help you figure out solutions to the problems yourself. As a result of that kind of leadership, I knew where I was going, and I developed the skills to be successful.

## INCLUDE THE EMPLOYEES

Our employees were an active part in developing our culture. That doesn’t mean that we ran the company, it means that we were encouraged to give our input on many aspects of the company operations. We had “key person” meetings. In those meetings, we invited technicians to attend and to give their input on a variety of subjects. This got information flowing in both directions, not just from management to the field. These meetings proved to be very valuable when it came to problem solving.

In those early years, we were dispatched via two-way radio and a pager. When there were conversations taking place on the radio, any plumber or drain tech in the company could hear. Younger techs would occasionally run into trouble on jobs, and they would ask dispatch if there was anyone in the area. Of course, anyone listening knew what was going on and those that were close would show up on the job to help. Sometimes three to four techs in service

Take time to meet with key employees, both from the field and from the office. Hold regular meetings and set aside part of those meetings so that field employees can discuss any technical issues they run into.




Our employees were an active part in developing our culture. That doesn't mean that we ran the company, it means that we were encouraged to give our input on many aspects of the company operations.

trucks would show up to add their input. Management always encouraged us to help one another for two reasons. First, it improved the skills of the younger technicians and second, it built teamwork. We became a stronger company as a result.

#### **BUILDING THE CULTURE**

The days of the two-way radio are long gone, but you can still build your company culture to be one that your plumbers and technicians won't want to leave. Always keep open lines of communication with the field. And the most important part of communication is the listening part. Take time to meet with key employees, both from the field and from the office. Hold regular meetings and set aside part of those meetings so that field employees can discuss any technical issues they run into. Chances are, someone in your company has run into the same issue. Let the plumbers and technicians help each other solve technical problems. The bonds formed from those conversations will make your company stronger.

Host company picnics and buy gifts for the employee's kids. Dress like Santa and have a Christmas party. Celebrate your employees and their families. It's the families that miss their loved one on long, on-call nights. Take time to recognize the strong support system of hard workers who make your company grow. If you have an employee that's going above and beyond, reward them in a meeting in front of the rest of their peers. Don't forget your office staff. They deserve to be recognized as well.

Be creative in how you build a strong company culture. If you take the time to build this vital aspect of your company, you'll be happier, your employers will enjoy coming to work and word will spread about what a great place your company is to work. 

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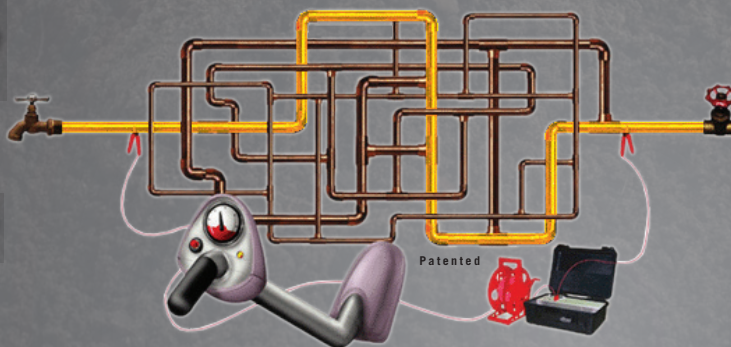


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## Eliminating the Guesswork

McVehil Plumbing counts on RIDGID SeeSnake inspection cameras for reliable intel about what is happening underground

*By Kyle Rogers*

**A**nthony Pacilla recalls a service call at a college where water was surfacing through an 8-inch slab and carpeting in a basement. The source problem was a mystery to all the plumbing firms that preceded Pacilla.

“They either didn’t have the right equipment or they dug up the wet spot and couldn’t find any piping,” says Pacilla, vice president at McVehil Plumbing, Heating, and Air Conditioning in Washington, Pennsylvania.

But Pacilla went to work with one of his go-to tools, a RIDGID SeeSnake inspection camera, and was able to nail down the issue.

“We put the SeeSnake down each and every storm drain, abandoned drain, building drain, sewer main, etc.

and were able to provide a detailed color-coded map of where everything went,” he says. “We even used the same color coordination with tape on the floor to explain what went where. Once we were all on the same page and had the lines mapped out, we dug up a different spot than previous companies had and found an old, abandoned grease trap that must have been overlooked when they remodeled the building in the mid-1900s. The mapping, video proof, clarity and accuracy won us the account and gave us a rock-solid reputation with management.”


### CUSTOMER TRUST BUILDER

That’s just one example of the consistent success stories Pacilla and his team have had over the more than a decade



▶ Anthony Pacilla, vice president at McVehil Plumbing, Heating, and Air Conditioning, uses one of the company’s RIDGID SeeSnake inspection camera systems at a commercial property near Washington, Pennsylvania. (Photo courtesy McVehil Plumbing, Heating, and Air Conditioning)





**Washington, PA**

<b>COMPANY</b>	McVehil Plumbing, Heating, and Air Conditioning of Washington, Pennsylvania
<b>OWNER</b>	Mark Pacilla
<b>EQUIPMENT</b>	RIDGID SeeSnake inspection cameras
<b>FUNCTION</b>	Providing a clear picture of underground infrastructure in order to identify and solve problems
<b>BENEFITS</b>	Sonde provides accurate locating in pipe; high dynamic range image sensor provides bright and clear imaging so customers can easily see the problem; durable construction allows for optimum function in difficult environments
<b>WEBSITE</b>	<a href="http://www.mcvehil.com">www.mcvehil.com</a>
<b>RIDGID WEBSITE</b>	<a href="http://www.ridgid.com">www.ridgid.com</a>

that they've used RIDGID SeeSnake inspection tools.

McVehil Plumbing has a lengthy history, originally founded in the 1870s, and today provides residential and commercial plumbing, heating and air conditioning services to the Greater Pittsburgh Region and in the state of West Virginia.

"We first started using the RIDGID SeeSnake because the older camera system we had was outdated," Pacilla says. "It had a black and white screen. It was very difficult to make out what was what and the location equipment wasn't accurate. At the time that seemed to be par for the course for the inspection camera industry.

"We were itching to get something new because we do a lot of commercial dig-up and repairs where the location equipment needs to be very accurate. If the locator is off in one direction or the other that could mean spending days pulling up carpeting and jackhammering through rebar just to find out you dug up the wrong room."

In fact, the accuracy of the RIDGID SeeSnake's built-in sonde is Pacilla's favorite feature.

"They have it down to an exact science," Pacilla says.

"You can tell exactly where the tip of the camera is, and exactly how deep."

He also appreciates the camera's image quality. A high dynamic range image sensor provides bright and clear in-pipe imaging, even in difficult lighting conditions. That image quality is particularly helpful when trying to explain problems to customers.

"There is no better way to help customers and build trust with them than this camera," Pacilla says. "The camera builds the trust for you. It pinpoints everything clearly. You don't really have to 'sell' anything at all to customers. You just put the camera in, find the problem, locate it, mark it and let the customer be a part of that process. It takes all the guesswork out of the process.

"On residential calls the camera is the money machine. You're not going to sell tons of jobs without this equipment. It adds an element to drain cleaning, which is the 'why.' Why is a drain having routine problems? If you can answer this question for a customer with facts you will sell jobs.

*"There is no better way to help customers and build trust with them than this camera. The camera builds the trust for you."*

*Anthony Pacilla*

Whether that means lining, bursting, dig-ups, jetting services. It opens up doors that would otherwise be closed."

## DURABLE FOR TOUGH ENVIRONMENTS

On top of the inspection camera's pure performance, Pacilla says he likes how durable the system has proven to be over the years.

"We have multiple SeeSnakes and all of them have taken some serious abuse," he says. "Guys slamming them in and out of trucks all day. Into and out of basements. Jamming them into rough, jagged cast iron lines. From 110 degrees down to minus 30 degrees. Rain, ice, heat, snow. Our guys are notoriously rough on equipment and these cameras take an insane amount of abuse, but they all still work like new. I can't say enough about how tough this equipment is considering how much technology is built into it.

"I am particularly impressed with the RIDGID M40 SeeSnake. It's our newest camera and it has been a lifesaver.

“On residential calls the camera is the money machine. You’re not going to sell tons of jobs without this equipment.”

**Anthony Pacilla**

It has a lot of benefits. The tip is smaller and extremely flexible, but the push cable is the same strength and thickness as the larger SeeSnake. It allows us to push the camera through house traps, floor drains, 1 1/2-inch lines — it will push through almost anything. The other main benefit is that it’s all one piece. The monitor and reel are in a tight and light package. The reason this is so great is because whether we want to admit it or not, some customers’ sewer lines don’t get inspected properly because the larger cameras can be cumbersome and heavy to carry up and down flights of narrow basement stairs at the end of a long day. Since the M40 SeeSnake is so light and compact it gets used way more often.”

## GAME-CHANGING TOOL

Another job comes to mind for Pacilla as a time when the SeeSnake really impressed. A local sewer authority was attempting to help a customer locate a sewer tap. The house was so old that there wasn’t a clear map of its plumbing, and the sewer authority’s camera and location equipment wasn’t providing an accurate picture.

“Their camera showed the sewer going out to the front street. When they dug it up there was no sewer line, but a bunch of other utilities,” Pacilla says. “They called us for a second look and the SeeSnake showed the line going out of the back of the house into an alley. Even though the sewer authority said that was impossible, our SeeSnake proved to be within inches of our field marking. We never second-guessed the camera again. That was a game-changer for us.

“When you pound out jobs like this all day, every day you come to realize that you couldn’t do your job properly without this equipment.” **PI**

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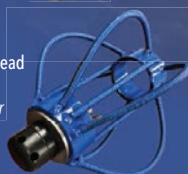
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Jeff Haden

# Adjusting the Schedule

Adopting a 9/80 work schedule could boost productivity, attract and retain workers, and better meet customer service expectations

By Jeff Haden

I've worked several different schedules. Some were great, others less so. But the best work schedules all shared one thing in common: They allowed me to take more time off.

Unfortunately for many small business owners, putting a flexible work schedule in place can be challenging. One potential solution? A 9/80 work schedule. It's a type of compressed work schedule that results in employees still working 80 hours every two weeks while also getting one extra day off.

And if that's not enough, the government approves. A 9/80 work schedule meets the approval of the U.S. Department of Labor. Interested? Let's see how a 9/80 schedule works.

## WHAT IS IT?

A 9/80 schedule is based on a simple premise. For the first week, employees work four nine-hour days, Monday through Thursday. On Friday they work for eight hours. Four nine-hour days add up to 36 hours, so the first four Friday hours complete a 40-hour week. That means the last four Friday hours start the clock for the following week.

Working four more nine-hour days adds up to 40 hours, which means employees can take the second Friday off. Then the cycle starts again the following Monday. As a result, you get two 40-hour workweeks from your employees. And your employees get a day off every two weeks, which can actually make them more productive. In fact, Microsoft Japan found a four-day workweek boosted their employees' productivity by 40%.

Win-win-win. As long as you take care of a few details, that is.

## PAYROLL QUESTIONS

Typically pay weeks run Monday through Sunday, or Sunday through Saturday. A 9/80 schedule bridges across workweeks, resulting in 44 work hours the first week and 36 hours the next.

That means unless you want to pay four hours of

Your business may attract more talented employees. Flexible work schedules and better work-life balance are perks that can be just as important as pay and benefits.

overtime every other week, you'll need to track work hours in two-week periods.

Say your employees typically work 8 a.m. to 4 p.m. On a 9/80 schedule, your employees would work 8 a.m. to 5 p.m. instead Mondays through Thursdays. At noon on the first Friday, the workweek ends and a new one begins. The next workweek ends the following Thursday at 5 p.m.

That also means you'll need to handle sick days and vacation days differently. A sick day counts as nine hours unless it occurs on a Friday. The same is true for vacation; a Thursday counts as nine hours off, while a Friday counts as eight. And don't forget about holidays. Christmas on a Wednesday counts as nine hours, whereas it counts as eight on a Friday.

Overtime is simple to calculate. During the first week, working more than nine hours a day, or more than 40 hours before noon on Friday, should result in overtime. The same is then true for the following week.

## THE PROS

The benefits of a compressed work schedule for employees are tangible:

- 26 three-day weekends per year
- Scheduled, predictable weekdays off to take care of personal appointments or family matters
- Less time and money spent commuting
- When I was an employee, I would have loved working a 9/80 schedule — and it can work for employers, too.

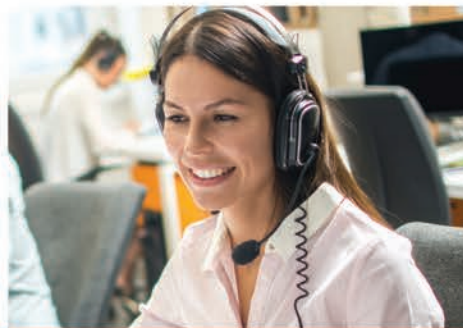
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Your business may:

- **Attract more talented employees.** Flexible work schedules and better work-life balance are perks that can be just as important as pay and benefits.
- **Better handle customer communications.** Adding an hour to four workdays increases customer touchpoint capacity.
- **Be more productive.** Working an extra hour a day means fewer tasks will need to be interrupted and picked back up the following day.
- **See fewer employee “sick” days.** Face it: Some employees call in sick when they want to go out of town, go to an appointment, etc. But with an extra weekday off, your team may use sick days for personal reasons less often.

## THE CONS

Granted, there are potential downsides to a 9/80 schedule. Some employees may be unwilling or unable to work an extra hour a day. And you’ll need to ensure your payroll system is equipped to handle a flexible work schedule.

Plus, the nature of your business may require you to be open Monday through Friday. If that’s the case, the solution is simple: Divide your employees into two groups. One group can get every other Friday off, while the other gets every other Monday off. While your workforce will be a little “thinner” on those days, a little planning can help you overcome capacity issues.

Say Tuesday is your “slow” day. You could rearrange the schedule so that Tuesday is the eight-hour flex day. Or you could even make every other Tuesday an off day. That’s what a friend does. For his business, customer calls, visits, deliveries and interactions are generally 40% lower on Mondays compared to any other day of the week. He made every other Monday the off day for all but two employees. On those off days, the three of them can easily handle the needs of the business while everyone else takes the day off.

## WILL IT WORK?

The short answer is “probably.” With a few modifications and a little creativity, many types of businesses can adopt a 9/80 schedule. But a 9/80 workweek may not be right for your employees. For personal, family, commute or other reasons — or simply by inclination — working an extra hour a day may not be something all of your employees wish to do.

In that case, making it work can be problematic, especially if your business involves interconnected or dependent tasks. For example, if you run a production line, having some employees go home at 4 p.m. and others at 5 p.m. simply may not work.

But if your business relies on the collective output of individual contributors, then allowing some employees to adopt a flexible schedule while others don’t could work. And once some employees with “regular” schedules see a few of their colleagues leave on Thursday for a three-day weekend, more may decide to adopt a 9/80 schedule.

That’s what happened in my friend’s case. While at first only half of his employees accepted the offer to work a 9/80 schedule, within two months nearly all had shifted to the flexible schedule.

What should you do? First decide whether and to what extent a 9/80 schedule might work for your business. Then ask your employees what they think. Explain the pros and cons of a 9/80 work schedule. Describe your expectations.

You may find the new work schedule could make your employees more productive, engaged and loyal. And it might be a little easier to attract great new employees, too.



Jeff Haden is a contributing editor for Inc.com and a LinkedIn Influencer.

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**P**reston Pilgrim, owner of Your Guy Plumbing & Drainage in Surrey, British Columbia, believes that the plumbing truck or van is a storefront. You need your truck to look professional and clean and customers respect a company that is willing to invest in their business and take notice when they see a beautifully wrapped Mercedes van parked in the driveway compared to those who pull up in a nonbranded rust bucket. That's why Preston has both of his company's 2020 Mercedes Sprint 170 vans covered in full wraps — one van for himself and one for his brother. The decision to go with the Sprint 170 was an easy one. The longest Mercedes vans on the market provide extra length and height to help them keep the truck stocked with every piece of equipment and inventory needed, while keeping it nice and organized. That, in turn, helps with efficiency as they make fewer runs to get supplies during the day. Both vans are also diesel, which Preston says is a little more fuel-efficient than gas, providing the company some savings. The wrap was done by Wrap Guys ([www.wrapguys.com](http://www.wrapguys.com)) in Surrey. Preston and his brother custom-built wood shelving in the back of the truck. This option was cheaper, and it allowed them to customize the shelving for their specific needs. The company does a lot of drain cleaning, so they had to make sure the shelving and truck had room for multiple drain cleaning machines, jetters and cables, plus plumbing inventory stock. For more information on Your Guy Plumbing & Drainage, go to [www.yourguyplumbing.ca](http://www.yourguyplumbing.ca). 



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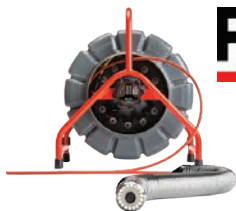
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# Service Vans, Fleet Management, Franchises and Software

By Craig Mandli

## GPS/Fleet Tracking

### DPL Telematics AssetCommand Base

**AssetCommand Base** from **DPL Telematics** is the complete tool for companies to increase driver safety and productivity while decreasing the costs and risk of vehicle accidents and theft. It empowers managers to remotely shut down their machines, wirelessly locate them anytime via GPS, collect odometer/runtime readings, track service intervals and receive real-time alerts for speeding or potentially dangerous driving. Driver ID options include iButton or RFID badges to restrict access to authorized drivers and correctly log each driver's activity. Users can also receive alerts for loss of power, boundary or curfew violations to curb unauthorized use. It is palm sized, has no external antenna, and contains an internal backup battery to continue operating the unit if disconnected. To provide flexibility for seasonal usage, the device is billed on a month-to-month agreement, allowing customers to deactivate and reactivate anytime without penalty. **800-897-8093; www.dpltel.com**



frivolous claims. It can help reduce the risk and cost of accidents, decrease idle time and help with proactive vehicle maintenance. It includes advanced vehicle diagnostic sensors and a safe driving rewards program. **800-609-7935; www.gpsfleetconsulting.com**



### Quartix

The **Quartix** vehicle tracking system helps a wide range of businesses improve productivity, cut costs and save on fuel every day. Providing commercial fleet tracking for trucks, coaches, vans and cars throughout the U.S., U.K. and France, the system offers a host of features for fleet managers. It helps analyze data, generating simple-to-use reports that can be accessed online. Live tracking, driver time sheets, geofencing and management dashboards allow managers to easily see where efficiencies can be made. Driver league tables and individual driver reports help to assess driving style, which if improved can save businesses up to 25% in fuel consumption, as well as positively impact the safety of road users. It offers tiered packages to help businesses identify their best drivers, make sense of mileage and fuel costs and reduce administrative tasks. **312-800-9882; www.quartix.com**

### GPS Fleet Consulting SafeFleet

The **SafeFleet** dashcam/GPS combo unit from **GPS Fleet Consulting** is designed to provide important benefits to any business running a fleet of vehicles. The easily installed hardware provides location updates and event-based video recordings in near real-time. The data can be viewed from a computer or through a mobile device. It helps protect billable time against customer disputes and provides accurate accounting of hours for payroll, real-world examples for coaching against risky driving behaviors and protection against



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completely plug-and-play vehicle tracking solution and can be self-installed via a vehicle's OBD-11 port, so it is suitable for small businesses, subcontractors and temporary vehicles or drivers. **866-224-9451; [www.webfleet.com](http://www.webfleet.com)**

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line the estimating process and improve the company's bottom line. All estimating programs come standard with a full comprehensive material cost and labor database. They include on-screen takeoff, pre-made assemblies, a large catalog of items and quick reports for efficient and accurate bids. With affordable purchase and lease options available and online training included, the estimating programs are designed to be efficient and user-friendly. **800-828-7108; [www.fastest-inc.com](http://www.fastest-inc.com)**

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### ServiceCore software

**ServiceCore** is a cloud-based, custom-built platform designed for the waste industry. It allows users to streamline challenging processes in a matter of clicks, from scheduling and routing to inventory tracking and customer management, to billing and invoicing. It provides powerful tools to manage a business and provide real-time insights. Plus, each person at the company has customized access to the software and can log in on any device online or in the app. **844-336-0611; [www.servicecore.com](http://www.servicecore.com)**



### simPRO software

The **simPRO** comprehensive job management software platform helps commercial and residential plumbing businesses streamline their operations to increase profits. It helps businesses get full visibility into business performance with centralized reporting, connect office operations to the technicians in the field, automate invoicing and payments to increase billable hours, manage stock and inventory to control costs and track job progress to deliver the best customer service. **855-338-6041; [www.simprogroup.com](http://www.simprogroup.com)**



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### Milwaukee Tool PACKOUT Racking Shelf



The **PACKOUT Racking Shelf** from Milwaukee Tool attaches to E-Track, allowing users to place the shelf in any location or onto any surface

E-Track can be mounted. To keep contents secure during transport, the shelf features integrated tiedown points and an anti-rattle screw. A 50-pound weight capacity, metal reinforced frame and impact-resistant body provides maximum durability. The shelf is available on its own or in a kit with two racking shelves and two 20-inch lengths of vertical E-Track. **800-729-3878; [www.milwaukeetool.com](http://www.milwaukeetool.com)**

## Vinyl Wraps/Marketing Products

### Stamp Works Magnets

**Stamp Works** can make refrigerator magnets that look like plumbing vans. A business owner just needs to send a photo of their van, and the company can do the rest, then send free proofs. Some customers put the small replica magnets on the outside of trucks, and as they travel people take them off, building buzz and positive feedback. **800-758-2743; [www.stampworks.net](http://www.stampworks.net)**





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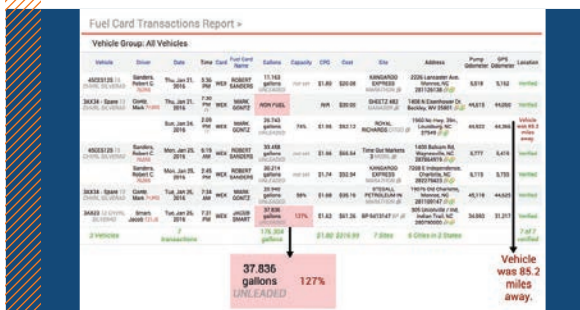
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# Service Vans, Fleet Management, Franchises and Software

By Craig Mandli

## Plumbing company uses GPS to improve time management and accountability



**Problem:** A Phoenix-based plumbing service needed a way to monitor fuel usage, know when and where their technicians were filling up on fuel, and how many miles were driven to ensure all purchases were legitimate.

**Solution:** GPS Insight's telematics, tracking and fuel card integration helped solve this company's business challenges of fleet visibility, accountability and efficiency. Live mapping and ETA features, plus the ability to locate any vehicle's location in real-time, provide better visibility over expensive equipment and parts in the field. This company was able to identify one technician using a company vehicle to cross state lines for personal use by way of an "odd hours alert" in the middle of the night that one of the vehicles was moving in another state. By using GPS tracking to identify and correct this behavior, plumbing fleets can hold employees accountable and ensure company vehicles are only used for business purposes. By integrating fuel card data into GPS Insight's platform, companies can easily monitor all fuel card purchases and make sure fuel purchased and miles driven match up to ensure all purchases are valid.

**Result:** GPS tracking can be used to solve many of the challenges faced by plumbing companies, allowing them to worry less about inefficient fleet operations and focus more on other aspects of their business. 866-477-4321; [www.gpsinsight.com](http://www.gpsinsight.com)

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# Product Spotlight

## Effluent pump suited for challenging residential applications

By Craig Mandli

**T**oday's residential wastewater stream continues to pose more problems to plumbing systems than ever, as the continued use of so-called "flushable" wipes and other materials such as baby wipes, paper towels and feminine hygiene products have detrimental effects on residential plumbing systems. Although disposable cleaning wipes and personal hygiene products should be tossed in the trash, many consumers instead flush them down the toilet, adding harmful synthetic material and artificial fibers to the wastewater stream. Unlike toilet paper, these wipes don't break up and often clog sewage treatment equipment and home septic systems when they get stuck in the pump or if debris builds up on the wipes already stuck in the system.

Fortunately Goulds Water Technology, a Xylem brand, is combatting the issue with its GEP Series cast iron effluent pump, ideally suited to residential basement greywater, water transfer and septic applications. Not only can the pump handle wipes, it features a robust cast iron housing that provides maximum heat dissipation and a premium mechanical seal design for superior protection against the common sand and other abrasive materials found in modern wastewater streams.



"With the addition of the GEP Series, customers can now stay within the same family of products to serve all their pump needs, with the confidence that Goulds Water Technology products come with over 170 years of proven performance," says Bo Gell, Xylem product manager, wastewater. "The GEP effluent pumps complement our current effluent pump offering, and are a great solution when addressing challenging residential wastewater applications."

The cast iron vortex impeller can handle solids up to 3/4 inch in size.

Additionally, the reliable mechanical switch coupled with solid float ensures dependable operation, and the engineered motor is designed for peak hydraulic performance without overloading. The pump comes with a built-in vent hole allowing for easier pump installation and prevents air binding from occurring. The GEP Series is available in automatic or manual models, a 0.5 hp motor with capacities to 72 gpm, and a single-phase pump with a 1.5-inch discharge, along with corrosion-resistant hardware for lifetime use.

According to Gell, the series will be expanded this year to include 3/4 hp as an option. **866-325-4210; [www.goulds.com](http://www.goulds.com)**



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### **Noritz Scale Shield water treatment product**

Noritz America released an updated version of its hard-water-treatment product, Scale Shield. Installed in the water heater's water supply line, Scale Shield uses a polyphosphate material to sequester calcium before entering the water heater to prevent limescale from forming. The calcium is rendered harmless and is discarded down the drain. It also features a 5-micron sediment filter, a cartridge gauge and is compatible with all Noritz residential tankless water heaters and combi-

boiler models. A bead-like treatment material replaces the original's powdery substance, increasing the efficiency of water treatment and reducing corrosion caused by chlorides, silica and dissolved iron. **866-766-7489; [www.noritz.com](http://www.noritz.com)**

### **Isenberg Curve bathroom faucet**

Isenberg Curve bathroom faucet collection is refreshingly simple yet immediately memorable. Its sleek horizontal lines encompass a gracefully arched spout that extends away from the wall as it stretches out over the sink. The look is elegant, refined and modern — a distinctive choice for those wanting to make a style statement in the bathroom. The



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faucet is offered in two variations, one with hands-free sensors and the other with deck-mounted handles. The sensor option is well suited for both residential and hospitality settings with touchless technology that makes it easy to control water flow. In addition to traditional finishes like chrome, brushed nickel and matte black, Isenberg opens the design possibilities with 20 ceramic-based color options including navy blue, crimson, army green and dark gray. **972-522-8500; [www.isenbergfaucets.com](http://www.isenbergfaucets.com)**

### **Watts mixing valves with PEX F1960 connections**

Watts offers new cold expansion fitting tailpiece connections (PEX F1960) for the LFMMV and LF1170 mixing valve series. The addition of PEX F1960 union tailpieces allows Watts to continue to offer a wide range of tailpiece options for point-of-use and point-of-source thermostatic mixing valves, which also includes threaded, sweat, PEX, CPVC, press and push-to-connect options. Connections are available in 1/2- and 3/4-inch sizes. **978-688-1811; [www.watts.com](http://www.watts.com)** 



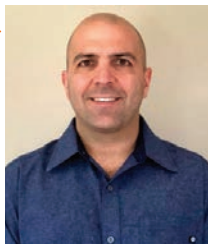
*Send us your plumbing product news. Email new plumbing product news, photos, and videos to [editor@plumbermag.com](mailto:editor@plumbermag.com).*

## Leonard Valve welcomes two new regional sales managers

Leonard Valve Company announced it has hired two new regional sales managers. With over 30 years' experience in the plumbing industry, George Anderson, Northeast region, has held many leadership positions in sales in the northeast U.S. and Canada. Nick Jett, Midwest region, joins Leonard Valve after developing his reputation in the field of commercial plumbing throughout the Central U.S. and Canada over the past 12 years.



▲ George Anderson



▲ Nick Jett

## Justin Pecoroni joins Franklin Electric

Franklin Electric welcomed Justin Pecoroni to its industrial and engineered systems business unit. In his new role as senior business unit manager, he will lead all the commercial activities within the company's OEM business segment, providing technical expertise and setting the strategic vision to support the needs and growth of Franklin Electric's customers. Pecoroni brings more than 10 years' experience serving industrial clients to the role. In his previous position as global account manager for Wesco-Anixter, he worked closely with clients in the renewable energy space, developing and managing teams in direct support of critical infrastructure projects. He also worked on supply chain integration projects to address complex customer needs.



## Rinnai names new executive hires for North American region

Rinnai America Corp. appointed three new senior positions in efforts to drive growth and strengthen its vertical segments. Bernard Beyer joins as vice president of information technology; Sean Boyer joins as vice president of quality assurance; and Buster Kennett joins as vice president of finance.



▲ Bernard Beyer



▲ Sean Boyer



▲ Buster Kennett

## NAPCO Pipe & Fittings changes name to Westlake Pipe & Fittings

NAPCO Pipe & Fittings announce its new name, Westlake Pipe & Fittings. The name change is meant to reflect the value its customers receive from its extensive product portfolio backed by the brand equity of Westlake Corp., a Fortune 500 company. Additionally, the recent acquisition of LASCO Fittings has allowed the company to provide a wider array of injection-molded fittings to current market segments and expand into new market segments including pool and spa, aquarium and waterpark, and golf irrigation.

## Brita partners with municipalities to help reduce lead in tap water

Brita announced an expanded partnership program with municipalities across the United States. Prompted by the updated, more stringent EPA lead and copper rule that is mandating more testing and inventorying of lead services lines, cities with lead in their drinking water are struggling to provide short-term water filtration solutions for their residents, especially solutions that don't involve simply giving away environmentally destructive, single-use plastic water bottles. Brita will be working with cities and towns to provide more immediate, sustainable relief with its lead reducing Elite pitchers. Currently Brita is on track to eliminate 13.5 billion single-use plastic water bottles in 2022 and is working toward a 2030 sustainability goal of replacing 20 billion bottles a year and provide 1 million people in U.S. communities access to clean drinking water.

## ARS/Rescue Rooter featured on *Military Makeover* episode

ARS/Rescue Rooter participated in *Military Makeover: Operation Career*, a nationally televised show that is traveling the country, capturing stories of military veterans who are transitioning out of the military and back to civilian life through a trades career path. The episode showcases ARS/Rescue Rooter's commitment to hiring and supporting veterans and follows Carrie Roth, RightTime Home Services general manager, and Will Lucas, general manager, ARS/Rescue Rooter Pittsburgh. Roth is a Desert Storm veteran and served as a U.S. Army Reservist for eight years. Lucas is a Marine Corps veteran, and both have taken their military experiences and utilized these talents to become key contributors to the company.




## Milwaukee Tool starts construction on Mississippi facility

Milwaukee Tool has begun construction on its newest facility in Mississippi. Located in Grenada County, Milwaukee's latest expansion will accommodate the company's growing power tool accessories and power tool business, and will also serve as a centralized repair facility. The new location will create more than 800 new jobs and is planned to open in mid-2023.

## Uponor holds ribbon-cutting for new expansion

Uponor North America held a ceremonial pipe-cutting event to mark the opening of its \$5.5 million, 25,000-square-foot expansion to the Hutchinson, Minnesota, facility. The new space will increase the company's PEX-a pipe extrusion production capacity by more than 10%, while adding highly skilled jobs in Hutchinson in the coming years.

## Bradford White earns 2022 Energy Star Partner of the Year award

Bradford White received the 2022 Energy Star Partner of the Year award for Sustained Excellence from the U.S. Environmental Protection Agency and the U.S. Department of Energy. It marks the third consecutive honor as a champion of utility energy efficiency. 



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**Sept. 16-21**

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Visit [www.phccweb.org/connect](http://www.phccweb.org/connect)

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Hyatt Regency Huntington Beach,

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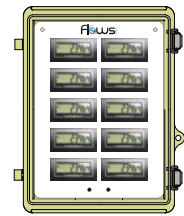


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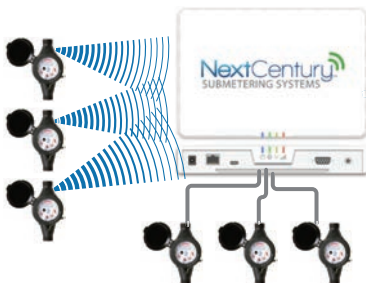


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