



The Hopper

The Official Newsletter of the North American Power Sweeping Association

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Gold	Schwarze Industries TYMCO, Inc. Elgin Sweeper Company Johnston North America
Silver	Nite-Hawk Sweepers Visual App
Bronze	Fairmont Specialty United Rotary Brush Corp. Stewart-Amos Sweeper Co. 1-800-SWEEPER Advantage Funding

Call for Content

THE HOPPER, the official newsletter for NAPSA, warmly welcomes article ideas, content, and photos submitted by members. Don't be shy. This is **your** newsletter. Send content, high-resolution pictures, and ideas to the attention of the editor at info@powersweeping.org.

Sweep to Lower Crime Rates

By Schwarze Industries

We all know there are several benefits to street sweeping. But did you know street sweeping also lowers crime?

On average each year, one out of 10 U.S. citizens falls victim to property crimes, such as burglary, theft, and motor vehicle theft. Cities around the world have taken a new approach to crime reduction.

At the end of 2009, the police department of Rotterdam, The Netherlands, conducted an experiment they called "The Neighborhood Takes Charge." They asked local communities what their greatest concerns were. Most responses didn't specify crimes like burglary or theft, concerned improving the "walkability" of their streets. Three of the top items were:

- Reducing and enforcing speed limits.
- Cleaning up and preventing pet waste.
- Basic upkeep, like trash removal and street sweeping.

The Rotterdam police force spent a certain amount of time every week cleaning and sweeping streets. Even though many thought crimes would skyrocket from neglect, crime rates actually dropped over a two-year period.

- Burglary dropped by 22%
- Vandalism dropped by 31%
- Traffic offenses dropped by 19%



- Theft dropped by 11%
- Overall violence dropped by 8%.

After this experiment, many cities around the world took notice and followed suit. New York City and London both reduced crime rates with focused clean-up. The leaders of Pine Bluff, Arkansas set out to make changes in their most problematic neighborhoods. Focusing on neighborhoods that made the most police, ambulance, and fire department calls. local police spent months cleaning. Pine Bluff's overall crime rates dropped by 30 percent as a result of these efforts.

Anti-crime teams all around the United States are starting to recognize the value of clean streets. When a city is clean and well-kept, it promotes an atmosphere of friendliness and honesty. Whereas, areas with accumulated trash and debris give the feeling that crime occurs there, which can thereby promote crime itself.

Autumnal Challenge: Leaves

By Karen M. Smith

Autumn is coming and with it in much of the country leaves, lots and lots of leaves. The average mature deciduous tree sheds approximately 200,000 to 250,000 leaves each year. That adds up quickly. The Naperville Sun reported that, in 2015, the City of Naperville “spent \$193,352 to pick up more than 3,665 cubic yards of waste through the bag program” in 2014.

Trees add value to urban and suburban communities. They help to clean the air of pollution and provide shade that buffers against the heat collected by building mass. However, deciduous trees also lose their leaves in the fall (which is why we call it “fall”). If chopped into tiny bits and used as mulch, the decaying leaves return much-needed nutrients to the soil. If not, they form a stifling layer that chokes lawns, flowerbeds, and sewer drains.

Many municipalities ask residents to bag their yard debris for disposal; however, residents don’t necessarily comply. They rake leaves and lawn clippings directly into the street. For those with contracts to remove leaves, yard debris, and grass clippings from surface streets, the autumnal dump of organic matter poses serious challenges concerning equipment and disposal. Then there’s the issue, especially in more northern climes, of collecting leaves before winter operations such as snow removal go into effect.

The sheer volume and weight of leaf removal in the fall mandates the use of commercial leaf removal equipment. Such equipment might feature reinforced steel impellers with large blades, steel housing and liners to shelter the business end of the equipment, electric brakes with safety triggers and stabilizers, and



brake and traffic lights, and PTO hookup for stationary operation. Most leaf collection equipment comes in trailer-mounted options, although many of the most powerful versions are available in chassis-mounted version.

When factoring how to price leaf removal, you must consider both the volume of debris and the state of the pavement and gutters. Heavier leaf debris requires a double pass: one pass to collect the leaves, a second pass to sweep the street and the fines left behind. Contractors will doubtlessly incur resistance from municipal officials who balk at paying the higher rates, so contractors must be prepared to explain the additional equipment, fuel, and operator hours required to perform what they’ll see as essentially the same job.

Due to the nature of yard debris—organic matter, as opposed to pebbles, rocks, and trash—separate disposal is required. Many states prohibit disposal of yard waste in landfills, which further restricts what contractors can do with the leaves and yard debris they collect. Some municipalities maintain dumps designated specifically for vegetation.

If you have the available space and equipment, consider expanding your revenue stream by shredding and composting leaves and yard debris. Yard waste may need to be sanitized to kill pests and avoid spreading disease. Shredding reduc-

es volume by as much as 50 percent. The composted matter can then be sold the following year as mulch. Check your state’s university extension for information on effective composting.

¹ Carlman, Susan Frick. “Leaf Disposal Options Under Scrutiny in Naperville” published October 15, 2015, by the Naperville Sun: <http://www.chicagotribune.com/suburbs/naperville-sun/news/ct-nvs-leaves-naperville-st-1016-20151015-story.html>.

NAPSA NEWS STAFF

President
Peter Phillips

Executive Director
Nancy Terry

Editor/Staff Writer
Karen M. Smith

ADVERTISING/CONTACT

Please inquire at:

North American Power Sweeping Association
P.O. Box 1166
Lebanon, OH 45036
(888) 757-0131
info@powersweeping.org
www.powersweeping.org/contact/

CIRCULATION

As of February 1, 2017, members of the North American Power Sweeping Association may receive THE HOPPER as a part of their paid membership. THE HOPPER is an official publication of the North American Power Sweeping Association and is published bi-monthly.

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New Members

NAPSA warmly welcomes the following new members who joined in July and August of 2017.

Capitol Sweeping Services, Inc.

Tom Kuhns
405 Sullivan Avenue
South Windsor, CT 06074
T (860) 289-7555
capbrooms@aol.com

Colonial Landscaping

Lance Carrea
19 Cherrywood Road
Yonkers, NY 10710
T (914) 674-0804
coloniallandscaping@msn.com

Louisville Pavement Sweep

Jim Blackerby, III
3420 West Highway 22
Crestwood, KY 40014
T (859) 533-1415
louisvillesweep@gmail.com

Miller Sweeping Service

Hal Miller
3509 Sorter Drive
Guntersville, AL 35976
T (256) 572-4854
halmiller@hotmail.com



Certification Congratulations

The following company requalified as a Certified Sweeping Company.

Griffin Parking Area Maintenance

Carl Gardner
Tampa, FL
Originally certified 2011

PartnerMember Profile

Elgin Sweeper

*By Adam Braun,
Associate Product Manager*

Elgin Sweeper has been in business for 103 years. Driven by a desire to address the health hazards caused by streets and roads filled with filth and debris, pioneering automobile enthusiast John Murphy—who was also a resident and alderman of the city of Elgin, IL—brought his design for the first mechanized sweeper to American Tower and Tank Company of Elgin. After two years of trials with the original design created by Murphy, the company was ready to go to market. The first motor sweeper, a three-wheeled machine, was sold in April 1914 to the City of Boise, Idaho.

In the following years, Elgin sweepers found increasing acceptance by other municipalities across the country to address the cleanliness and maintenance of their streets and roadways. By 1922, the owners of the Elgin Corporation terminated their relationship with American Tower and Tank Company and the company became the Elgin Street Sweeper Company. Years later, the company incorporated as Elgin Sweeper Company. In 1982, Elgin Sweeper was acquired by Federal Signal Corporation.

Elgin Sweeper is the largest

Get Involved: NAPSA Election

All you gotta' do is raise your hand!

Many NAPSA members have asked how they can become more active in NAPSA. The answer is always to raise your hand and volunteer! NAPSA is opening the call for volunteers to participate in governance. Nominations for the board of directors are now being accepted.

You may be asking yourself, what does being a board member require? Below are some typical responsibilities:

- Directors participate in monthly conference calls

By Nancy Terry, Executive Director

and attend the winter board meeting.

- Directors remain aware of committee activities, charges and recommendations.
- As needed, directors present committee reports at board meetings.
- Directors keep the board and staff informed of developments and happenings in the power sweeping industry
- Directors submit information about upcoming meetings, workshops, and other

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Parnter Member Profile continued from page 3

manufacturer of street sweepers in North America. Our sweepers are sold and serviced through a network of more than 70 dealers with service centers worldwide, and our products are in use in more than 90 countries around the world.

At Elgin Sweeper, the biggest asset to the company is its employees. Our team includes hundreds of people with the average employment tenure of 21 years, which speaks highly of our company and our employees. Elgin Sweeper employees are also encouraged to try different aspects of work at the company.

Elgin Sweeper is also committed to taking advantage of leading technologies to provide exceptional sweeper performance *and* reduce air and water pollutants. Our EcoInfused™ Technology initiative combines the technologies of alternative fuels, high-efficiency dust, debris

and particulate removal, advanced filtration systems, improved horsepower management and water conservation. This patented Shared Power technology has improved the fuel economy on our Crosswind sweeper by approximately 16 percent.

Elgin Sweeper understands that contractors demand maximum uptime on their machines. Our sweepers are the result of a comprehensive, customer-focused design process based on qualitative field research.

Working closely in the field with customers—many of whom are sweeping contractors and members of NAPSA—we collect valuable



Elgin Sweeper Broom Bear cabover chassis.

feedback that helps us continually enhance our product offering. This ensures that the Elgin Sweeper product portfolio exceeds customer expectations in terms of productivity, performance, safety and maintenance. Our product line offers the latest sweeping technologies—mechanical, pure vacuum, regenerative air, alternative fuel and waterless dust control—to municipalities, contractors and industries.

Earlier this year, Elgin Sweeper introduced an Autocar, LLC cabover chassis option for the Elgin Broom Bear® single-engine mechanical sweeper. This is the first commercially available single-engine, cab-over chassis for the Broom Bear. This chassis provides a tighter turning radius and best-in-class visibility. The Broom Bear chassis package exceeds the maneuverability and visibility needs of our municipal and contractor customers handling everything from heavy-duty construction debris sweeping to light street maintenance.

This year, Elgin Sweeper will be 100-percent Tier Four Final for emissions compliance. We also recently introduced a front debris hose option exclusive to our Elgin Waterless Pelican three-wheel sweeper which is intended for hard-to-reach material accumulations.



WORD SEARCH

The Schwarze Word Search is a word game that consists of the letters of words placed in a grid. The objective of this puzzle is to find and mark all the words hidden inside the box. The words may be placed from left to right or right to left, either horizontally, vertically, or diagonally.

V A C L D R Z X Y R T S G R I
G E S H C I L W E L U P N I D
R M S X A R K T V C D Y I A Q
X E Y R K I T S T S O V R Q O
T C D N E I N I P S W U P N R
W F U N L V O H O M S R S E I
D L N R I N E M T N K Q R W F
O G M W T L P R S F N U C I I
Y G R H X A Y B D I S K N D C
C L A M P M I C A S K B E T E
E V I T A R E N E G E R E H H
T L O B E Y E R H D A E H O U
X U B A S E P R E L M R S F D
H C D Y F L A P S E T E O Q R
C C L N J B F K L F B E K P F

SWEEPING HEAD

AIR
CHAIN
CLAMP
CURTAIN
CYLINDER
EYEBOLT
~~FLAPSET~~
HEAD
HEADSTOP
HOSE
LITTER
ORIFICE
PRESSURE
REGENERATIVE
REVERSE
SKID
SPRING
SUCTION
WIDTH

6 Tips to Keep Your Customers Coming Back for More

By Schwarze Industries

It has become increasingly important to know your customer's expectations and understand how unhappy customers can damage your business. Customer service and customer experience advocate, Bill Quiseng encourages organizations to "work as hard to keep a customer as you do to find a new one."

For every customer who takes the time to complain, 26 others remain silent. An unhappy customer will tell eight to 16 people about their experience, and 91 percent of them will never purchase from you again. Every one of your customers has a circle of influence of 250 potential customers.

It is six to seven times more expensive to attract a new customer than to keep an old one. Given these figures, companies that don't make customer care a priority could be



losing thousands of dollars. Even worse, once a customer leaves, they may never come back; and, if they do, they will be far less loyal.

Here are six simple tips to ensure that your customers remain happy and will keep coming back:

1. **Say, "Thank you."** This is the simplest possible way to keep your customers happy. A customer who feels appreciated is more likely to bring you repeat business and

refer you to a friend. Imagine how much more valued you'd feel if you received a personalized thank-you card or a coupon in gratitude for your business.

2. **Respond promptly.** People simply don't like to wait. If a customer has to wait days for you to answer their questions, then they will likely take their business elsewhere. If you can't find the time to respond

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President's Corner

In spite of the industry being as busy and I have ever seen it, NAPSA members need to pause for a moment to review and revise their safety and training practices. Accidents happen more often when we're busy, so keeping our operators safe and trained in proper procedures should be a priority.

As you may know, NAPSA is continuing to work on a Certified Sweeper Operator (CSO) program which we anticipate releasing in the fourth quarter of this year. What you may not know, is that we are also working on another program which will work in concert with the CSO. N

APSA has formed a Legislative Standards Committee which has been diligently working on becom-

ing a standard writer with the American National Standards Institute (ANSI) as well as writing our power sweeping standard. ANSI is a private, non-profit organization that oversees the development of voluntary consensus standards for products, services, processes, systems, and personnel in the United States.

What does that mean to you? It should mean a lot, because once the standard is completed, it will be the "go-to" document that the legal eagles refer to when someone tries to sue.

Remember all of those slip-and-fall lawsuits you've been hearing about? The standard will help our contractors stay out of the line of fire. For example, the standard will state that we cannot be held account-

able for the condition of the lot after we drive off the lot.

Does that make sense to you? I know it does, but this is an example of a loop hole that costs NAPSA members thousands of dollars each year. We are working to bring members peace of mind, or at least a little more than we had before.

Anyway, we will keep all of you informed as our work on CSO and the standard progresses. Thanks for being a part of our power sweeping community. Start making plans to attend NPE. It's in Cleveland, Ohio in February.

I hope to see you there!

Peter Phillips
Clean Sweep



NAPSA

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Lebanon, OH 45036

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PRESORT
U.S. POSTAGE PAID
CINCINNATI, OH
PERMIT NO. 777

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promptly, then consider delegating this task.

3. Know when to apologize. Take accountability mistakes. Thirty-five percent (35%) of dissatisfied customers would not go to the competitors if they received apologies. Being sincere and genuine will undoubtedly help you to retain more clients.

4. Give a little extra. An unexpected gift after purchase or going the extra mile for your customers will make them feel appreciated and will even generate some referrals. This small step doesn't have to cost you.

5. Personalize your service. Call your customers by their names and ask them how their day is going. Personalize emails to let customers know that you care about them. It

will make them feel even more important and appreciated, and much more likely to show you loyalty.

6. Engage through social media. Socializing with your customers can build retention. As you build your Facebook fans and Twitter followers, stay engaged with them. As you identify those customers (followers) who are the most loyal, send them a thank-you as described in tip #1. Take care of your social media savvy customers, as they can either be your most powerful advocates or your biggest PR nightmares.

Without customers, you don't have a business. Customer service should, therefore, be high on your list of priorities. Treating each of your clients with genuine respect and gratitude is sure to merit your customer's loyalty.

NAPSA Election continued from page 3

items of interest for *The Hopper* and the website.

- Directors recruit new members.

There is a payoff to volunteering for the board. Board members tell us that they get as much as they give. The knowledge shared and the friendships made by stepping up and participating are priceless. So, if you are looking for a job that pays no salary, but is worth its weight in networking and camaraderie, then contact the NAPSA headquarters at info@powersweeping.org to receive a profile, board make-up, and job description of a NAPSA Board Member.

The deadline for nominations is September 29, 2017. Contact NAPSA today to find out more.