



Schwarze Industries

supervac quarterly

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L.T.D. Enterprises

Larry Morton Celebrates 10th Anniversary In Pensacola Area

In each issue of the *supervac quarterly* we'd like to feature an article written and sent in by one of our sweeper contractors. If you'd like to be considered for this column, write and tell us about yourself: how you got started, what has made you successful, etc. When chosen for publication, you will receive a Schwarze supervac jacket and extra copies of the newsletter to pass along to your clients.

Larry Morton moved into his second decade in the business as of June. And his company has grown from a single supervac, used part-time, to their current 8 trucks running 7 days a week. Larry tells us about his company:



I got started into the business in a little different way than most. I had a mobile home park, and it had 9 acres of oak trees. These grew so thick together that you could fly over it and not see anything underneath. Just keeping the area free of leaves was a huge problem. It was a 58 space park and I needed a way to clean it up and keep it looking really nice. In past years I had about worked myself to death trying to figure a way to get the leaves up.

Then one day I saw a Schwarze supervac ad in a magazine. I thought to myself "Boy, if I could just find one customer who would hire me to clean his parking lot, it would help offset the payment of the truck. Then I could have it to clean all the streets in the mobile home park". My original goal was to get enough business to keep me running 3 nights a week, since I already had a full-time job.

So I got the truck and, as it turned out, before I had cleaned the mobile home park more than twice I had as much business as I could handle. However I will never forget the night, right after I got the truck, when I went after my first outside job with the sweeper. It's a funny story now, but at the time it didn't seem too humorous.

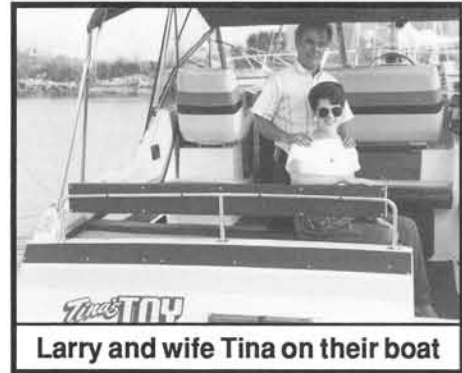
I flew to Huntsville, and the salesperson took me through the plant and showed me my new machine. We signed all the paper work, and then went out to dinner. After dinner I drove my new sweeper back to Florida. The machine was so simple to operate that I knew I wouldn't have any trouble.

It was the first day I was back in Pensacola after getting the truck, and I had told the manager at a local grocery store that I would come over and give him a free sweep that night. This would show him what a good job I was going to do, and the plan was for me to stop by the next morning and we could talk about a sweeping contract. He had tentatively told me how much he was going to pay me and how many days a week he wanted the lot swept, and it sounded real good.

That night I drove over to the lot ready to make a great impression. At that time Coca-Cola was making those twelve pack cardboard carriers, and that was one of the first things I must have picked up in my initial pass across the lot and it blocked the intake tube up without my knowing it.

I found myself in this unfamiliar Schwarze sweeper going around the parking lot scattering garbage everywhere and making a bigger mess than I had started with, and all because of that carton blocking the intake. Of course I had no idea that I had done anything wrong. In fact I knew there was lots of vacuum, since when I tried to look in the back door of the hopper I wasn't strong enough to get it open!

I just knew that I was in deep trouble. Finally I shut it down and just sat on the curb thinking that here I was with a truck I couldn't afford, it won't do what I thought it was going to do and I'm going to be here all night trying to clean a parking lot for nothing. I knew that I had to somehow get it clean, since the manager not only expected it to be clean, but had even stopped his other service in anticipation of my being able to do the job. And it was a real mess out there, since nobody had cleaned it in a week.



So there I was in the middle of the parking lot at three o'clock in the morning trying to decide what I was going to do with that truck. Finally, after sitting there under the Florida moon for awhile, I realized that the intake must be blocked up. Sure enough, there was that Coke carton. I got it out, and fifteen minutes later the lot was clean and I was gone.

It was 10 years ago this summer that, after 19 years of working for someone else, I finally started working for myself. Now I have 8 trucks, and run 7 days a week. I have had many interesting experiences in this business in the intervening ten years, but that was my very first night of sweeping and I'll never forget that 12-pack cola carton.

The sweeping business has improved my lifestyle considerably, and I couldn't have done it without Schwarze. I now have the time and money to drive race cars as a hobby, take my motorcycle out, and spend time with my wife on our boat. But I've never felt quite the same about Coca-Cola. 