

# LOUISVILLE BUSINESS FIRST

21 | STRATEGIES

DEC. 17, 2010 BUSINESS FIRST

BusinessFirstofLouisville.com



Doyle Caffee Jr. founded Sweep All Inc. when he bought his first sweeper truck in 1991.

RON BATH | BUSINESS FIRST

## SWEEPING SUCCESS

Sweep All scoops up business clearing roads, parking lots and other sites

BY LUCY M. PRITCHETT | CORRESPONDENT  
Send comments to [cgreer@bizjournals.com](mailto:cgreer@bizjournals.com)

**F**ace it. Our world is a dirty place. Streets and sidewalks and parking lots are littered with a scrim of gum wrappers, cigarette butts, cellophane twists and scraps of paper all mixed with sand, pebbles, grit and leaves.

The detritus of earth's citizens and Mother Nature.

Enter Sweep All Inc., a commercial power-sweeping service founded and owned by Doyle Caffee Jr.

With 25 sweepers and 18 support vehicles, such as dump trucks and pickup trucks, this 54-year-old entrepreneur's business is on a mission to keep not just Louisville and Southern Indiana

### SMALL BUSINESS SNAPSHOT

clean but also other regions of the commonwealth.

"We have clients in Paducah, Henderson, Covington and Hazard," Caffee said.

The company currently has contracts to sweep the local interstates — I-64, I-264, I-65, I-265 and I-71 — once a month. There are about 30 suburban neighborhoods that benefit twice a year from the tidying of the Sweep All

brushes and vacuums.

And then there are shopping mall and strip center parking lots, construction sites, and even warehouse floors that are visited by the sweepers.

Picture the aftermath left behind for one of Louisville's biggest sport events — the University of Louisville-University of Kentucky football game at Papa John's Cardinal Stadium.

After the parking lot is emptied of thousands of fans, the Sweep All crew hits the pavement and gets the place cleaned up in eight to 10 hours, Caffee said.

One of the most interesting jobs the company has had, Caffee said, was the final construction cleanup of the bottom of McAlpine Locks & Dam.

"This was before they let the water in after construction," he said. The sweepers drove down a construction ramp and gave the locks a good scrubbing.

### **Business founded as second career**

The company office, located at 2711 Grassland Drive, off Plantside Drive, runs 24 hours a day, seven days a week.

"The only times we don't send a crew out are Christmas Eve and Christmas Day," Caffee said.

He bought his first used sweeper truck for \$13,000 when he started the company in July 1991.

"Today, the big trucks that we use to

pick up construction and highway debris cost \$185,000. They weigh 32,000 to 44,000 pounds. The smaller ones that we use in parking lots run about \$75,000," he said.

Before founding Sweep All, Caffee was a credit manager for Circle Business Credit, a commercial-lending division of Xerox specializing in the refuse industry.

When CBC was sold, he made the decision to go into business for himself.

"Starting this company was the hardest thing I ever did. I worked 90-plus hours a week, seven days a week," he said.

### **'Strong, stable growth'**

Caffee recently brought in the company's first sales person. "He had to work the night shift for eight months so he would know what he was selling."

Sweep All has 34 employees, including two full-time mechanics and three office staff.

"We have had a strong, stable growth," Caffee said. "We have never had to lay off any employees. And we have just broken ground on our new office/warehouse space." (See related item at right.)

After almost 20 years in business, what is Caffee's overriding philosophy of clean?

"We would sweep the top of a building if we could," he said. "There is dirt everywhere." |

### **SWEEP ALL INC.**

**Owner and president:** Doyle Caffee Jr.

**Business:** Commercial power sweeping

**Address:** 2711 Grassland Drive

**In business since:** July 1991

**Number of employees:** 34

**What they do with dirt:** All disposed of properly in construction-site spoil piles, dumpsters or landfills.

**Web site:** www.sweepall.com |

### **ROOM TO GROW**

After 12 years leasing its 8,000-square-foot facility on Grassland Drive, Sweep All Inc. is getting a new home.

"We broke ground on Oct. 22, and the building should be finished in March 2011," said Doyle Caffee Jr., founder and president of the commercial power sweeping company.

The new, 2.5-acre location will include a 10,000-square-foot concrete tilt-up office and warehouse. It is located on Diode Court off Electron Drive.

The general contractor for the project is AML Inc. in Floyds Knobs, Ind., with financing provided by Central Bank & Trust in Louisville.

"The new space will provide us with storage and organization that we don't have now," said Caffee. "It will expedite growth and the movement of personnel and machines."

Right now, he said, when the day crew leaves and the night crew comes in, it is close quarters for the sweepers and drivers.

Caffee predicted: "The new location should handle us for 10 to 15 years." |