

Update

A Monthly Newsletter of the Common Ground Alliance

February/March 2015



CGA's 2015 Annual Meeting

Congratulations To This Year's CGA Award Winners

More than 850 damage prevention stakeholders gathered in Orlando on March 11 for CGA's 2015 Annual Meeting and Breakfast. Thank you to all who traveled to Orlando for the **10th Anniversary CGA 811 Excavation Safety Conference and Expo** and helped make the meeting a great success.

The annual meeting featured an overview of CGA's work in 2014 by Board of Directors Chairman Ron McClain (president, Kinder Morgan Energy Partners, Products Pipelines Segment) and CGA President Bob Kipp. In addition, CGA presented several awards to recipients for their commitment to damage prevention, and we were joined by guest speakers Harris Rosen, owner of the conference host venue and Florida's largest independent hotelier, as well as Kentucky Derby and Preakness Stakes-winning jockey Victor Espinoza.

CGA Award Recipients

Hall of Fame

This year, CGA inducted two retired damage prevention professionals into the Hall of Fame. The honor is given to CGA members who have served in the organization for a long period of time and whose impact has left its mark in a positive and memorable way.

Mark Palma was honored with a Hall of Fame award for his work for CGA, Gopher State One Call and the National Utility Locating Contractors Association (NULCA). Jim Barron of the Maryland Underground



Facilities Damage Prevention Authority presented Mark with the award. Mark has had the crucial role of providing excellent legal advice to CGA since it was established in 2000 and has continued to be a valued resource throughout its growth. He has devoted countless hours to the industry by authoring many articles promoting CGA and damage prevention. Attendees at the CGA 811 Excavation Safety Conference and Expo have also enjoyed hearing Mark's presentations every year.



Diane McCarthy was presented with the Hall of Fame award by Don Kopczynski, vice president for Avista Corp. and vice president of operations for Avista Utilities and CGA Board of Directors Vice-Chair. Throughout her time as an executive in the telecommunication industry at Verizon,

Diane made her commitment to damage prevention and the CGA a top priority. During her tenure as the Chairperson of CGA's Board of Directors, Diane aggressively and effectively promoted damage prevention and has encouraged her peers to get involved. She often speaks about the importance of damage prevention to audiences of telecommunication professional



President's Corporate Excellence Award

USIC was presented with the sixth annual President's Corporate Excellence Award by CGA President Bob Kipp. The President's Award is given annually to a company or organization that has shown leadership and innovation in support of damage prevention during the previous year. USIC played a major role in moving the locating industry to the forefront of damage prevention by analyzing damages and developing improvements to the damage prevention process. Through its investment in collecting and providing damage reports across the country, USIC has helped reduce damages nationwide. The company has also sponsored or contributed to numerous promotions to raise public awareness of damage prevention across the country. USIC is committed to CGA's mantra that excavation damage prevention is a shared responsibility.



Ron Olitsky Award

Ryan White and Collin Miyadi of USA North 811 were presented with the 2014 Ron Olitsky Member of the Year Award, given to CGA members whose dedication and service to the organization went above and beyond the call of duty throughout the year. Kevin Hopper (Dig Safely New York), Dan Meiners (Underground Safety Alliance), Jim Schwilk (Dig Alert of Southern California) and Tim Vaughn (Kentucky 811) presented Ryan and Collin with the honor.

Together, they brought the idea of sponsoring jockey Victor Espinoza in the Kentucky Derby to several of USA North 811's counterparts in the one call industry. Following Espinoza's first-place finish in the Derby, Ryan and Collin approached CGA to assist in recruiting additional sponsors for the remaining Triple Crown races. What started as a small idea quickly became an overwhelming success and a true testament to shared responsibility, earning the Call 811 message unprecedented exposure in front of millions of Americans throughout spring 2014.

Jim Barron Award

CGA awarded Mike Sullivan, president of Alberta One-Call Corporation and president

of the Canadian Common Ground Alliance (CCGA), with the 2014 Jim Barron Award, which is given annually to an individual or organization that has shown true dedication to efforts enhancing underground damage prevention. Mike was presented with the award by Dave Baspaly of the British Columbia Common Ground Alliance.

Mike was a driving force to create the CCGA and its Damage Prevention Symposium. He has played a great role in preserving the integrity of Canada's buried infrastructure and has recruited almost every stakeholder



group in Canada to join the CCGA Board. Mike serves on CGA's Board of Directors and leads the Canadian Regional Partners on issues of national interest. He frequently speaks at the CGA 811 Excavation Safety Conference and Expo, as well as regional conferences in Canada.

Guest Speakers & Special Guests

Keynote Speaker

Harris Rosen,
Rosen Shingle Creek Owner

Florida's largest independent hotelier, Harris Rosen, engaged in a question-and-answer



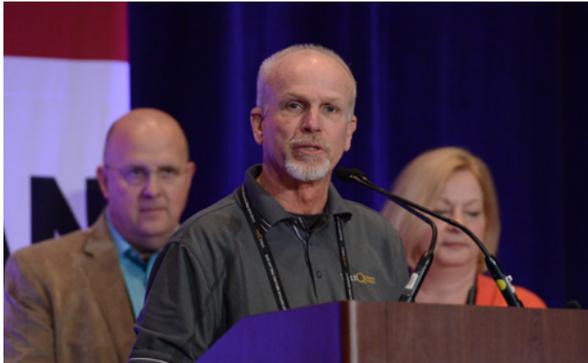
keynote with CGA President Bob Kipp about his successful management of Rosen Hotels and his philanthropic efforts. Rosen spoke engagingly about his humble beginnings on New York City's lower east side, his entrepreneurial spirit and his focus on providing a rewarding working environment while also giving back to those in need.

Special Guest

Victor Espinoza,
811-Sponsored Jockey

Kentucky Derby and Preakness Stakes-winning jockey Victor Espinoza joined the meeting to answer questions and thank the CGA membership for its support during his 2014 season. CGA President Bob Kipp was pleased to announce that 811 will be sponsoring Espinoza once again in 2015, including for the Kentucky Derby and Preakness Stakes. He hopes to conquer the Triple Crown in 2015 with 811 on his silks.



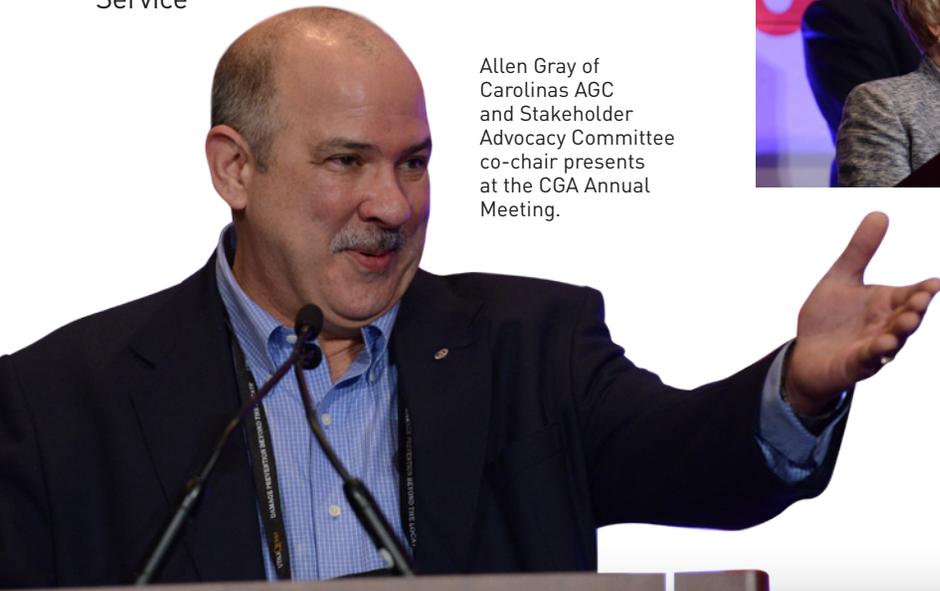


Committee Recognition

CGA Committee co-chairs provided attendees with an overview of their collaborative efforts towards reducing damages to underground facilities in 2014. In addition to the co-chairs listed below, special thanks go out to all of those who serve on committees and are the driving force behind the success of CGA's core programs.

Best Practices

Rick Krauss of UtiliQuest (presenting) and **Walt Pegram** of Ohio Utilities Protection Service



Allen Gray of Carolinas AGC and Stakeholder Advocacy Committee co-chair presents at the CGA Annual Meeting.



Regional Partners

Tracey Bryant of Vectren (presenting) and **JimBob Sims** of Texas811

OCSI

Ellen Kiger of Pennsylvania 811 (presenting) and **Roger Sampson** of New York 811



Stakeholder Advocacy

Allen Gray of Carolinas AGC (presenting) and **Gweneyette Broussard** of Shell Pipeline Company

Technology

Vaughn Shosted of Questar (presenting) and **Mike Muilenburg** of USIC



Education And Marketing

Meghan Wade of Georgia 811 (presenting) and **Scott Landes** of Infrastructure Resources/ Rhino Marking and Protection Systems.

Data & Evaluation

Donna Williams of Pennsylvania 811 (presenting) and **Bob Terjesen** of National Grid





2015



Annual



Meeting



Spread the Word about 811 This National Safe Digging Month

CGA encourages you to make sure you're joining thousands of damage prevention advocates across the country in spreading the word about calling 811 this National Safe Digging Month (NSDM). It's not too late to make sure your community knows what's below before starting any professional or DIY projects involving digging this spring.

CGA members are busy attending community events, earning media placements, running ads, airing public service announcements, planning 811 Runs (in both Georgia and Mississippi) and spreading the word about their state governors' proclamations to educate homeowners and professionals about the importance of calling 811 before digging this April.

If you haven't already, be sure to download the NSDM toolkit of CGA's 2015 Communications Plan from commongroundalliance.com to access template press releases and other media outreach materials, social media messages, the NSDM web button and other artwork. Below are some ways you can still spread the safe digging message this April!

NSDM Web Button

Talk with your website administrator about

placing the NSDM web button on your homepage this month. The artwork and HTML code for the button can be found in the NSDM toolkit on commongroundalliance.com. And consider adding a NSDM support message in your email signature for the month of April!

Social Media Messages

Social media is an easy and effective way to promote all of your organization's planned NSDM activities and remind the public about why they need to call 811 before every digging project, large or small. For sample social media messages to broadcast over your organization's Facebook and Twitter accounts, download the NSDM toolkit from commongroundalliance.com.

Internal Communications

Some of the most important people you can educate about 811 are those within your own organization! Don't forget to spread the word about your commitment to safe digging through internal communication channels such as email blasts, company newsletters and intranet posts.

Templates for internal

communications can also be found in the NSDM toolkit on commongroundalliance.com.

Be sure to stay tuned to CGA's email updates and the Call 811 Facebook page ([facebook.com/Call811](https://www.facebook.com/Call811)) this spring for information about CGA members' National Safe Digging Month efforts across the continent!

As always, please let CGA know about your NSDM efforts by emailing nsdm@commongroundalliance.com.



Arizona 811 Brings Safe Digging To The Super Bowl

By Kimberly Noetzel, Arizona 811

Fans of Super Bowl XLIX got more than a great game in Glendale, Ariz., on Feb. 1. They also got a 'super' reminder about calling 811 before digging.

Arizona 811, which operates the one-call center in the Grand Canyon State, produced 100 eight-inch round stickers with the message: "Avoid a mistake that's SUPER BIG ... Know what's below. Call 811 before you dig." With the help of local cable provider Cox Communications, the stickers were cleverly affixed to the cardboard recycle bins set up in and around University of Phoenix stadium in time for the big game.

The stickers were large enough and brightly colored enough to grab attention but cost only a fraction of other on-site advertising opportunities.

It proved to be a simple way to get the 811 message in front of 70,000 Super Bowl ticket holders, as well as the estimated 30,000 other fans who ventured to the stadium on game day.



CGA and Sunshine 811 Educate Fencing Contractors About Safe Digging

By Wendy Schaefer, Sunshine 811

The Common Ground Alliance (CGA) and Sunshine 811 partnered to create awareness of the 811 message with fencing contractors at the FENCETECH annual convention in Orlando Feb. 5-6, 2015.

FENCETECH brings together the fence, deck, railing and access control industries' leading manufacturers, distributors and contractors. The two-day event was attended by 4,000 professionals.

CGA and Sunshine 811 offered an 811-themed session at the conference featuring CGA President Bob Kipp, followed by the "5 Steps to Safe Digging" and a Safe Digging Roundtable where discussion ranged from marking standards to positive response and documenting the jobsite with photos.

This conference gave 811 stakeholders a foot in the door with the American Fence Association (AFA), both locally and nationally – a group targeted by the CGA as a frequent damager to buried facilities.

"I look forward to strengthening the relationship and providing information to our AFA members about CGA-811," writes Tony Thornton, AFA Executive Director.



Kathy Thrash, Sunshine 811; Tony Thornton, AFA Executive Director; Cheryl Ritter, Sunshine 811; Bob Kipp, CGA; and John Segovia, Sunshine 811.



Roundtable panelists (L to R): Michelle Johnson, Duke Energy; Angie Preston, TECO Peoples Gas; Randy Becnel, Triple B Construction & Fence, AFA; Cheryl Ritter, Sunshine 811; Bob Kipp, CGA; and Patrick Thompson, USIC Locating Services.



Tony Thornton, AFA Executive Director and Bob Kipp, CGA.

News Briefs

“In the Dig” Podcast Features Bob Kipp

CGA President Bob Kipp was recently interviewed for the podcast “In the Dig,” which is hosted by Digby Marks and Joe Hicks of North Carolina 811. “In the Dig” provides information about excavation safety and features interviews with representatives from every industry stakeholder group.

During the podcast, Bob shared the history of CGA and what CGA and its members have accomplished since the association’s founding. He discussed how other countries, including Canada and Australia, have formed groups based on CGA’s model or have adopted CGA’s Best Practices.

Bob remarked that unique campaigns, such as the sponsorship of Kentucky Derby and Preakness Stakes winning jockey Victor Espinoza or 3M’s and Shell’s sponsorships of NASCAR drivers Greg Biffle and Joey Logano bring the 811 message to those who don’t think of themselves as “excavators” but are doing projects that involve digging. You can read more about Bob’s interview [here](#) and listen to the full podcast [here](#). For more “In the Dig,” visit www.inthedig.com.



Marathon Pipe Line Spreads the Word with Unique Campaigns

Every Valentine’s Day, Marathon Pipe Line LLC (MPL) gives its employees sweet treats that also serve as safety reminders. This year, more than 900 MPL employees and contractors received festive white chocolate-covered cookies featuring the 811 logo in packaging that read, “A sweet reminder to always call 811 before you dig.”

In another effort to spread the word about 811, MPL captured the painting of the 811 logo on a tank in Findlay, Ohio, in time-lapse format in a video PSA that ran in movie theaters. The video, which you can watch [here](#), is a fun, unique way to spread the 811 message.

The Pipelines and Hazardous Materials Safety Administration (PHMSA) Holds Second Annual 811 Poster Contest for Kids

PHMSA’s second 811 poster contest challenge for kids kicked off on Feb. 12. The Energy Safe Kids Call 811 Challenge student poster contest is open to all kids in grades 4–6. Teachers can encourage participation through their classrooms or students can

participate individually. For students who wish to participate individually, they should register, and under the “school name” field, indicate that it is a solo student entry.

To enter or for more information, go to www.energysafekids.org/call-811-contest/. Questions about this contest can be directed to Annmarie Robertson at annmarie.robertson@dot.gov or 317-253-1622.

Texas811 Holds Annual Damage Prevention Summit

Texas811’s 2015 **Damage Prevention Summit**, a CGA Regional Partner event, was held Feb. 9-11 in San Marcos, Texas. Damage prevention professionals from across the state joined together for educational sessions, workshops and equipment demonstrations. Also in attendance were CGA President Bob Kipp, who served as a featured speaker, and Call 811-sponsored NASCAR driver Mason Mingus. Attendees explored an exhibit hall full of industry vendors, as well as the Texas 811 food truck.



Bob Kipp, CGA, and Mike Losawyer, Texas811, pose with Mason Mingus’s No. 15 truck.

Damage Prevention Councils Expand in West Virginia

By Mark Newman, NiSource, chair of CGA Regional Partner Committee's West Virginia Damage Prevention group

Over the last two years, the Damage Prevention Councils have expanded in West Virginia.

The Tri-State Damage Prevention Council facilitated by the Kentucky, Ohio and West Virginia one call centers has been active for approximately two years. The council meets three times a year rotating between Ashland, Ky.; Gallipolis, Ohio; and Huntington, W.Va.

In 2014, the North Central West Virginia Damage Prevention Group, chaired by Richard Swiger of Dominion, was organized, and in February 2015 West Virginia 811 is planning a strategy meeting to create a Northern Panhandle Damage Prevention Group to help with the vast Marcellus Shale activities in the area.

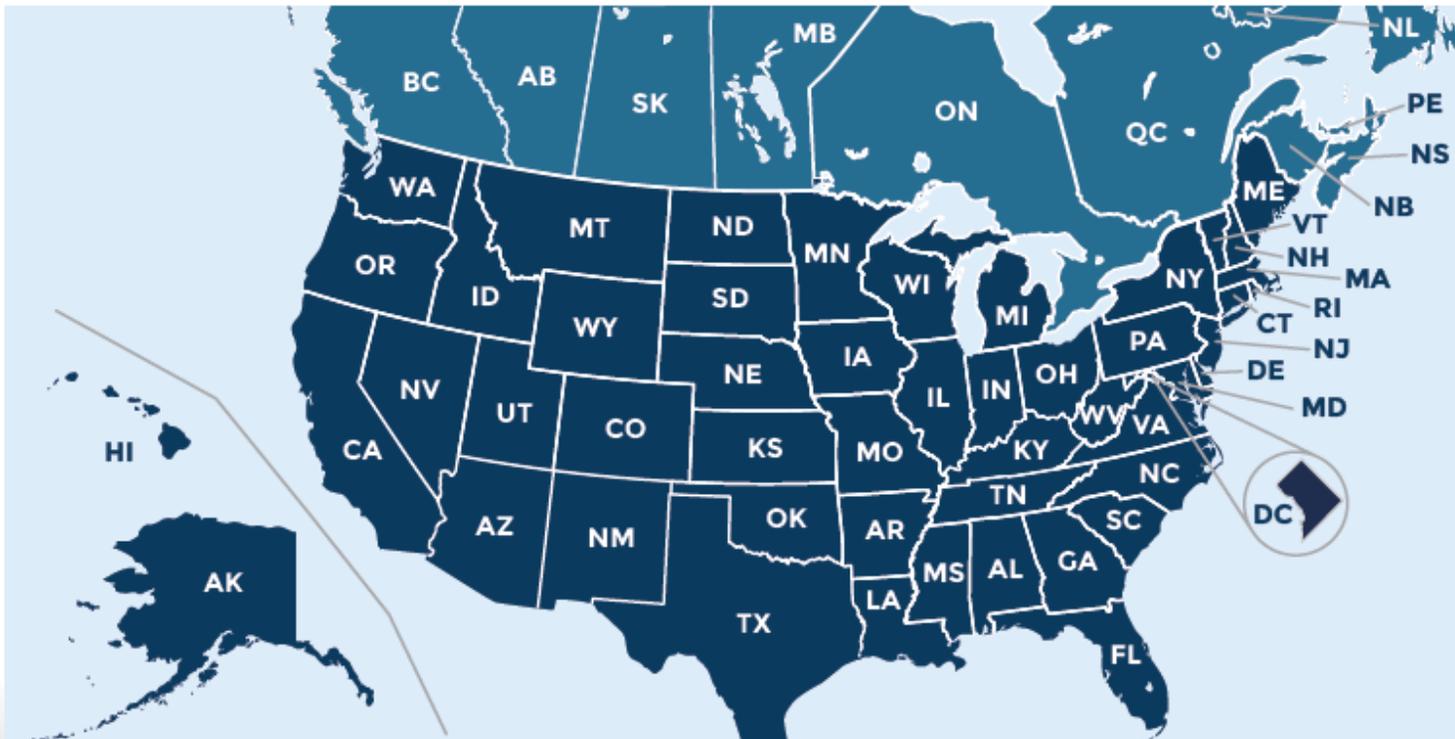
For more information about Damage Prevention Committees in West Virginia, please contact me at mnewman@nisource.com.

Find a Regional Partner Near You

It is now easier than ever for damage prevention advocates to get involved with their Regional Partners as a result of the new interactive damage prevention map on commongroundalliance.com. Users can click on any state or Canadian province of the damage prevention map to see a list of Regional Partners in their area along with contact information.

Damage Prevention in Your State

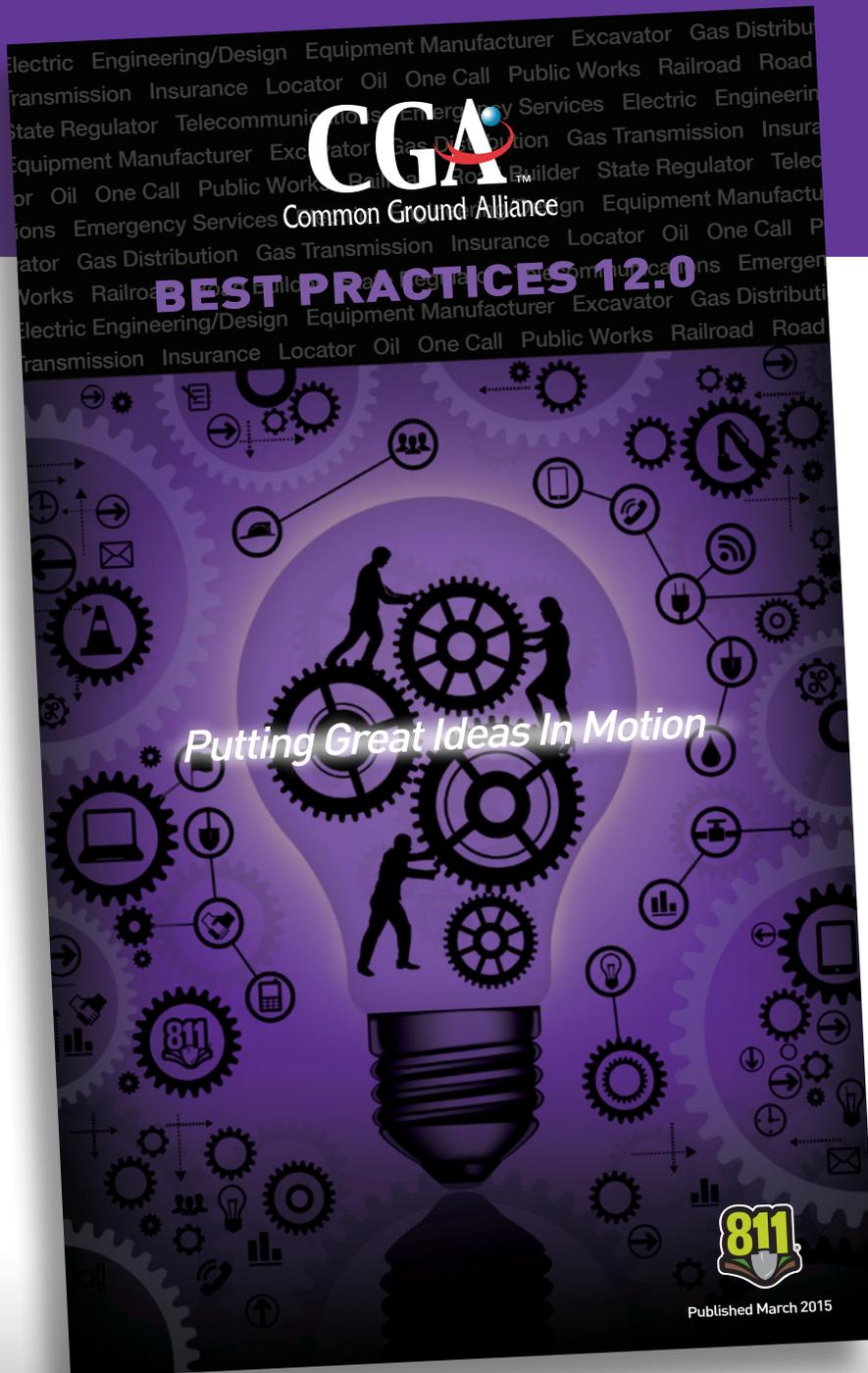
SHARETHIS



Map Home

Explore damage prevention information, local contacts and rules for safe digging in North America.

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