

Update

A Monthly Newsletter of the Common Ground Alliance

February
03/19

CGA welcomes
2019 annual meeting
keynote speaker:

Mike Abrashoff

former Commander of the USS Benfold



CGA Welcomes Mike Abrashoff, Former Commander of the USS Benfold as Annual Meeting Keynote Speaker

CGA is pleased to announce that Mike Abrashoff, Former Commander, USS Benfold and author, *“It’s Your Ship”* will deliver the keynote address at this year’s CGA Annual Meeting in Tampa, Fla.

This year’s Annual Meeting will begin promptly at 7:45 a.m. on Wednesday, March 27, as part of the **2019 CGA 811 Excavation Safety Conference & Expo**.

At the age of 36, the Navy selected Mike to become Commander of the USS Benfold, a ship plagued by low morale, high turnover and abysmal performance evaluations. Within a year, the ship was ranked number 1 in performance with the exact same crew. The lesson was clear: Leadership matters and culture is everything.

His keynote speech will provide insight on his leadership approach that “the most impor-

tant thing a captain can do is see the ship through the eyes of the crew,” and “to empower every individual to share the responsibility of achieving excellence.”

Mike’s message will highlight the importance of CGA’s core philosophy of shared responsibility and underscores the importance of every individual’s role in the damage prevention process. His remarks are sure to resonate with attendees across all damage prevention stakeholder groups.

We look forward to seeing you at the **2019 CGA 811 Excavation Safety Conference & Expo** in Tampa in late March.



Visit CGAConference.com today to learn more and to register.

Did you know that you can save on your 2019 CGA 811 Excavation Safety Conference & Expo registration if you purchase before March 11? **Click here** for more info.

If you’re attending the 2019 CGA 811 Excavation Safety Conference & Expo, we hope you’ll join one of our committee meetings. **Click here** to register!



Seek Your Governor's Proclamation of April as Safe Digging Month

National Safe Digging Month (NSDM) 2019 is just around the corner, so make sure that you reach out to your Governor's office to secure a proclamation of April as Safe Digging Month in your state.

Damage prevention stakeholders have sought out and earned safe digging day, week or month proclamations from their governors for many years, even pre-dating the first National Safe Digging Month in 2008. Being able to say your Governor cares about safe digging and 811 is an important message point to include in news releases, advertising, social media and on websites.

CGA created a special toolkit to help members seek these proclamations, which you can download from the [NSDM toolkit page](#) on our website. The Governor's Proclamation Toolkit includes a guide on how to conduct the outreach, template letters seeking the proclamation, ideas and templates for

“Saying your Governor cares about safe digging and 811 is an important message to include in news releases, advertising, social media.”

leveraging the proclamation via PSAs, press releases and even a sample proclamation.

Some members have taken the program a step further: Pennsylvania 811 expanded Safe

Digging Month proclamations to county and other local government entities. Download the NSDM case study document from the NSDM toolkit to read about Pennsylvania 811's local proclamation program, access sample outreach emails and more.

Please be sure to let us know when you secure your governor's proclamation.

[Click here](#) to fill out a quick survey so that CGA can track recognition of the start of digging season across the country.

Stay tuned for plenty of more NSDM resources to come!

The screenshot shows the CGA website's '811 Toolkits' page. The header includes the CGA logo and navigation links. The main content area is titled '811 Toolkits' and features a sidebar with links to various toolkits. The main content area highlights the 'National Safe Digging Month Toolkit' with a sub-header 'April is National Safe Digging Month. New resources coming soon!' and lists three key resources: 'NSDM Case Studies', 'Proclamation Toolkit', and 'Media Materials and Messaging'. A disclaimer is visible at the bottom of the page.

FRESH DIRT

Please Get Your DIRT and OCSI Data Entered ASAP

CGA's Damage Information Reporting Tool (DIRT) supports all stakeholders by collecting and analyzing underground damage and near miss events. With your submissions, the DIRT Report works to consistently depict as accurate a picture of the status of damage prevention as possible. This helps the industry in directing

education, measure and trend efforts, develop best practices and guide legislation for damage prevention.

Please help us ensure a timely release of the annual DIRT Report by submitting your data.

On Feb. 14, CGA DIRT Program Manager Steve Blaney did a webinar covering how to

enter DIRT data. If you missed it, a recording is available at commongroundalliance.com/webinars.

Assistance with registering in DIRT, entering data, resetting passwords, general questions, etc. is also available by clicking on the "Support" link on the lower left of the DIRT website: www.cga-dirt.com.

If attending the [2019 CGA 811 Excavation Safety Conference & Expo](#) in Tampa the week of March 25 and in need of assistance with anything DIRT-related, look for Steve at CGA's booth in the Exhibit Hall during exhibition hours.

“With your submissions, the DIRT Report works to consistently depict as accurate a picture of the status of damage prevention as possible.”

DIRT Reporting Webinar/Q&A - February 14, 2019

This webinar reviewed the DIRT submission process with DIRT Program Manager, Steve Blaney.

Steve reviewed topics ranging from "how to navigate the DIRT Main Menu" to "how to avoid and correct common mistakes". This webinar is a great opportunity for new and experienced DIRT users to refresh their submitting skills in advance of the March 31, 2019 deadline.

 DIRT Reporting Webinar - February 14, 2019

Make the Call Winner Announced!

In conjunction with the Big Game in early February, CGA once again presented Make the Call game—an interactive, educational game that targets football fans and promotes damage prevention messaging.

Those who accessed Make the Call on game day were prompted to answer questions about the game such as, “Which team will score first?” and “How many yards will the first punt be returned?” After responding to the questions, participants were

presented with messages about calling 811 to ensure that buried utility lines are marked before any digging project.

Make the Call gamers were competing for an incredible grand prize—\$5,000 cash. CGA would like to congratulate the 2019 winner

of the Make the Call contest, **Doris Hodge of Camden, S.C.!**

Doris (*third from left*) was presented the \$5,000 grand prize on Feb. 28 at **South Carolina 811**, where she was joined by her husband Bill (*far right*), along with South Carolina 811 Executive Director Misty Wise (*far left*) and Common Ground Alliance President and CEO Sarah Magruder Lyle (*second from left*). Doris learned about Make the Call on social media, a testament to our members’ efforts to spread the word about this exciting opportunity.

Congratulations, Doris!

Misty Wise and Sarah Magruder Lyle present Doris and her husband the winning \$5,000 check!



news briefs

ticket processing and other safe digging topics are covered. Thank you to Clayton Peterson with Kansas Gas Service, Harold Nelson with Atmos Energy, Jim Irons with AT&T and Alan Prieb with CenturyLink for their help at the check-in tables.

One Call Concepts hosts Peterson Farm Brothers at stakeholder events

In the first quarter of 2019, One Call Concepts, Inc. (OCC) hosted two regional events for stakeholders within the damage prevention industry to attend. One took place in Minnesota and the other in Missouri. Gopher State One Call, Iowa One Call, North Dakota One Call, Kansas 811, Missouri One Call and Nebraska 811 attended. OCC hosted the

Peterson Farm Brothers at both events, who educated the attendees on the importance of the farming industry and they performed their original song, Call Before Ya Dig!

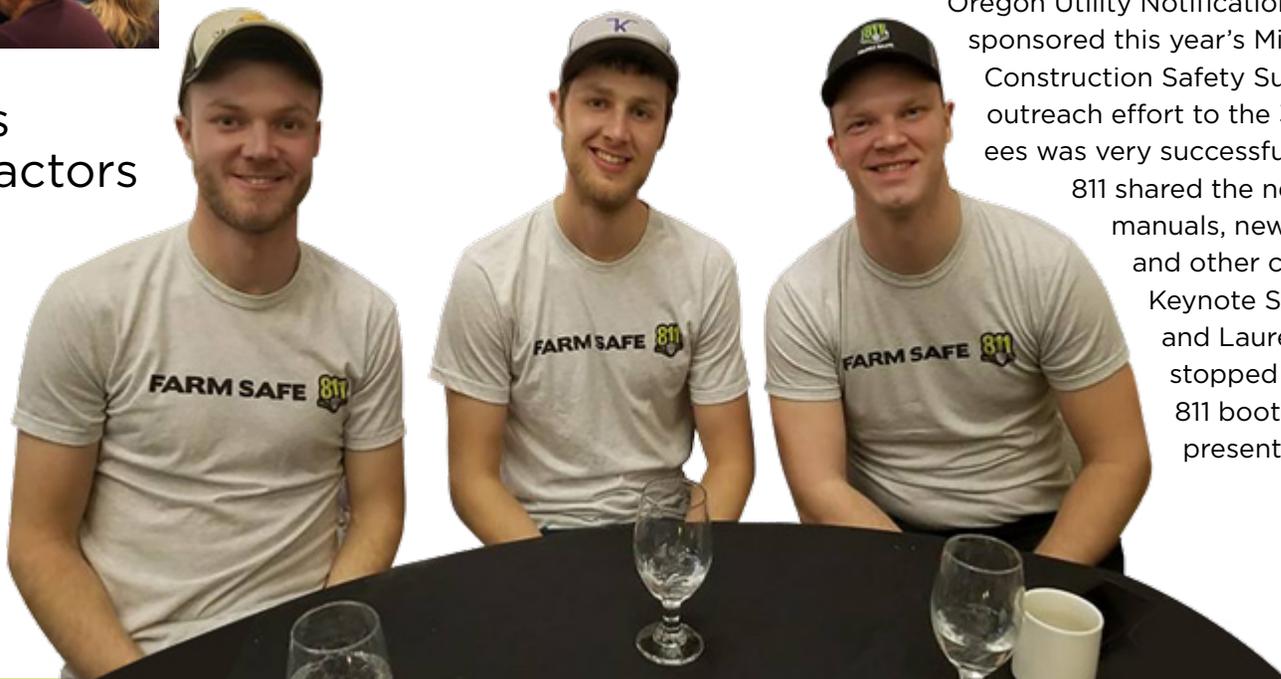


Oregon 811 sponsors construction safety summit

Oregon Utility Notification Center sponsored this year's Mid-Oregon Construction Safety Summit. The outreach effort to the 300 attendees was very successful: Oregon 811 shared the new standards manuals, new call timeline and other critical updates. Keynote Speakers Russ and Laurel Youngstrom stopped by the Oregon 811 booth after their presentation.

Kansas 811 reaches hundreds of contractors

Since the beginning of the year, Kansas 811 has held contractor meetings in Concordia, Emporia, Eureka, McPherson, Salina and Topeka, educating hundreds of contractors about safe digging processes. Organized around the theme, "Every Day Everybody Goes Home After Work," one call





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Become a Mentor Today!

Passing our legacy as industry leaders on to future generations is critical to the continued growth of the damage prevention community. The CGA 811 Excavation Safety Conference & Expo Mentorship Program makes it easier for you to bring these future leaders together to learn from each other and current industry leaders and experts.

With your registration, you can bring a young professional to the conference for the very special price of only \$811!

To learn more, visit CGAconference.com and select Mentorship Program under Registration or contact Karin@emailir.com.



CGAconference.com | 866.279.7755

March 26-28, 2019 | Tampa, Florida

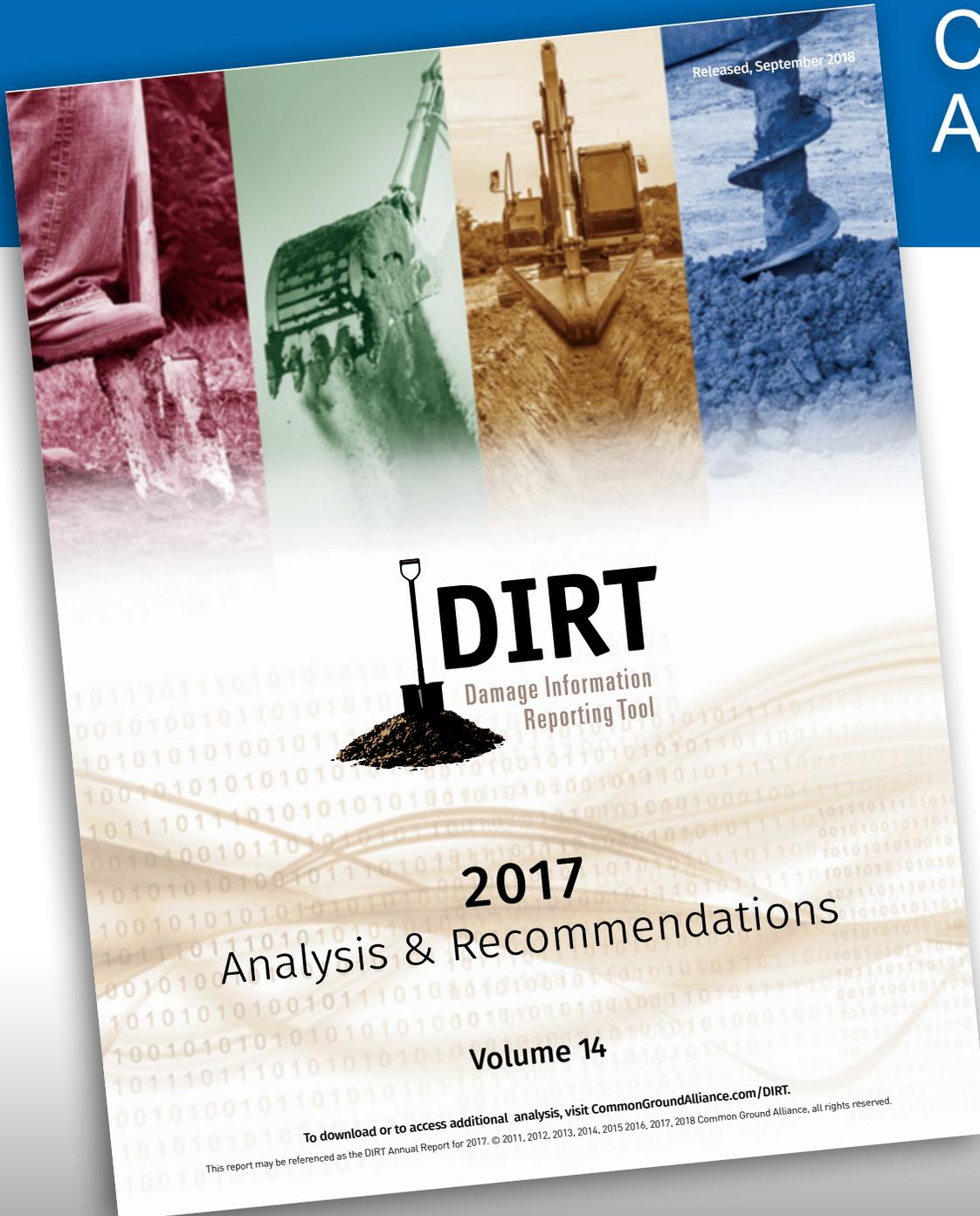


*Visit CGAconference.com for full details

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2017 DIRT & 811 Safety Education Videos

To get your copy of the 2017 DIRT [click here](#), to order our videos please [click here](#) and look for the appropriate buttons to order.

