

# Update

A Monthly Newsletter of the Common Ground Alliance

10  
19



November Committee Meetings in Nashville

# All-CGA Committee Meetings in Nashville

The All-CGA Committee Meetings, Nov. 18-21 at the Renaissance Nashville Hotel, are just around the corner!

CGA is excited to announce a new programming element at the CGA Committee Meetings: Dr. Victoria M. Grady will be the general session breakfast speaker on Wednesday, Nov. 20.

Dr. Grady is the Academic Director of the MSM Graduate Program and Assistant Professor of Management/Organizational Behavior in the School of Business at George Mason University. Her research portfolio focuses on the behavioral implications of organizations introducing and implementing organizational change.

*We are looking forward to a productive week of meetings in Nashville.*

Dr. Grady's research includes work with U.S. federal government agencies, private and public healthcare organizations in the U.S. and United Kingdom, utility organizations in Australia, K-12 and higher education institutions, nuclear power

plants and nonprofit associations. In addition to co-authoring three books, she has recently published pieces in Bloomberg News, GovExec.com, the Journal of Change Management and The Public Manager.

Dr. Grady's keynote will inspire damage prevention professionals as we work toward the organizational and behavioral changes necessary to achieve our goal of zero damages.

We are looking forward to a productive week of meetings in Nashville. [Click here](#) to learn more about CGA's upcoming committee meetings in Nashville, taking place Nov. 18-21.



# Louisville heats up with record-breaking ICUEE 2019 attendance

Demo expo smashes attendance, exhibitor and show space records with all-time numbers of professionals for the 2019 International Construction & Utility Equipment Exposition (ICUEE) Oct. 1-3 at the Kentucky Exposition Center.

Registered attendance topped 19,000, from the United States, Canada and more than 65 other countries worldwide. “We shattered our attendance record on Tuesday,” said John Rozum, ICUEE show

director. “Our 70 registration kiosks were printing 25 badges per minute between 8 and 10 a.m., so we knew the temperature wasn’t the only thing running hot that day and breaking records.”

ICUEE 2019 included over 1,000 exhibitors showcasing the latest products and solutions for the utility construction industry. Exhibitors covered a record 1.34 million square feet or more than 30 acres. Exhibits included the show’s signature hands-on equipment test drives and interactive product demonstrations.

“By all measures, this was an outstanding ICUEE with more to see and experience than ever before, and it was gratifying to see such positive energy among attendees and exhibitors,” said Rick Johnson, ICUEE 2019 show chair and CEO Emeritus of Charles Machine Works. “ICUEE is always such a tremendous opportunity to make lasting industry connections that help participants continue to grow and stay competitive.”



ICUEE 2019 featured a new equipment demonstration area, new and expanded education programs, and new networking opportunities.

The show's new UTV Test Track featured utility terrain vehicle displays and test-drive courses for hands-on evaluation of machine capabilities.

"Team Altec enjoyed spending time with show attendees, celebrating 90 years of innovation and customer satisfaction at ICUEE 2019," said Lee Stysliger III, CEO of Altec. "ICUEE always serves as a great opportunity to build and strengthen relationships with our customers."

ICUEE has been known as the place to be for innovative equipment in the industry, and 2019 is no exception.

"This is our first year at ICUEE, and this is the place to be if you are focused on the utility construction industry," said Amine Khimjee, vice president of sales and marketing at Fat Truck, a manufacturer of industrial off-road utility vehicles. "We have seven people working the booth and we have been busy throughout the show."

**About ICUEE** - [icuee.com](http://icuee.com) - ICUEE, officially known as the International Construction & Utility Equipment Exposition, comes once every two years and is known as The Demo Expo for its equipment test drives and interactive product demonstrations. It is the largest event for utilities and utility and construction contractors seeking

*comprehensive insights into the latest industry technologies, innovations and trends.*

*ICUEE owner and producer is Association of Equipment Manufacturers (AEM), the North American-based international trade group representing off-road equipment manufacturers and suppliers - [aem.org](http://aem.org).*

*CGA promoted the 811 message of safety with 811 advocate Mark Stowe, host of "The Direction," during ICUEE.*



# Mark Eaton to keynote CGA Annual Meeting

CGA is pleased to announce NBA All-Star and team building expert Mark Eaton as the keynote speaker for the 2020 CGA Annual Meeting during the CGA Excavation Safety Conference & Expo, taking place in Palm Springs March 23-26, 2020.



Mark played with the Utah Jazz for 12 seasons, led the NBA in blocked shots four of those seasons, was named to the NBA All-Defensive Team five times, was named NBA Defensive Player of the Year two times, and still holds two NBA records: most blocks in a single season (456) and career average blocked shots per game (3.5). Today, Mark is a successful motivational speaker, entrepreneur and best-selling author of “The Four Commitments of a Winning Team.” Mark has been a featured team-building expert on Forbes.com, Inc.com, Wharton Business Radio, Entrepreneur.com and Sports Illustrated.

In addition to his work on team building, Mark is managing partner in two award-winning restaurants in

Salt Lake City, Tuscany and Franck’s, recently voted Best Restaurant in Utah. He is also founder and former chairman of the Mark Eaton Standing Tall for Youth Foundation, which provided sports and outdoor opportunities for more than 3,000 at-risk children. He is a former president and board member of the Legends of Basketball, which supports the needs of retired NBA players. His television and radio experience includes eight years as host of “Jazz Tonight” on KJZZTV, host of “Mark Eaton Outdoors” on The Outdoor Channel, and three years as host of “Sports Health Today,” an internationally syndicated radio show.

Mark has been a featured team-building expert on Forbes.com, Inc.com, Wharton Business Radio, Entrepreneur.com and Sports Illustrated.

Mark’s motivational keynote speech will kick off the 2020 CGA Annual Meeting at 8 a.m. on Wednesday, March 25. We’re looking forward to hearing him challenge the damage prevention community to be the strongest and most effective team we can be. For additional information about the 2020 CGA Excavation Safety Conference & Expo, please visit our website at [cgaconference.com](http://cgaconference.com).

# 2018 DIRT Report toolkit materials now available

On Sept. 26, CGA released the 2018 DIRT Report. The report is published annually and is based on data entered into the Damage Information Reporting Tool (DIRT) for a given year.

## 2018 DIRT Report highlights include:

- A refined statistical modeling process estimated that 509,000 excavation-related damages to underground facilities occurred in 2018, compared to the 2017 estimate of 439,000 damages.
- Damages per 1,000 one call center transmissions increased slightly from 2017 to 2018, along with a similarly small increase in damages per million dollars of construction spending.
- Despite these increases, the past 15 years have featured mostly year-over-year decreases in estimated damages since the first DIRT Report in 2004.
- The top reported root cause category was “excavation issue,” which encompasses a variety of reported process problems.
- The biggest singular root cause was failure to notify the one call center.

To access the full 2018 DIRT Report, visit [commongroundalliance.com/DIRT](http://commongroundalliance.com/DIRT). There, you'll also find a toolkit of new materials, including a press release, a link to the interactive DIRT dashboard, and a series of supporting infographics featuring key takeaways from the 2018 DIRT Report that CGA members can use to share the findings from the report.



## 2020 CGA Communications Plan coming soon!

CGA is getting ready for 2020! This December, CGA will release its new Communications Plan & Calendar to guide stakeholders in their efforts to promote the 811 message and other damage prevention practices throughout the next year.

The 2020 Communications Plan will feature a calendar with daily, weekly and monthly tasks, as well as artwork files, template news releases, contributed articles, social media posts, email blasts and new case studies from successful stakeholder campaigns in 2019, as well as returning favorites.

If you executed an outstanding 811 campaign this past year that you'd like to share with fellow stakeholders as a case study in the 2020 Communications Plan, please submit it for consideration by emailing information about your campaign to [811@commongroundalliance.com](mailto:811@commongroundalliance.com).

Please also save the date for Tuesday, Dec. 10 at 1 p.m. EST, when CGA will release the 2020 Communications Plan by webinar. Stay tuned for registration information. We look forward to kicking off 2020 planning with our members!



## Virginia 811 reaches NASCAR fans as 2019 pre-race sponsor at Richmond Raceway

By Steve Light, Virginia 811

Before the 2019 race season, Richmond Raceway completed a \$30 million renovation. The modernization of its infield created a fully immersed fan-friendly experience in the DC Solar FanGrounds. As the 2019 pre-race sponsor at the raceway, Virginia 811 had the opportunity to generate maximum exposure of the 811 message among race attendees and the millions of NASCAR fans across the country.

### The sponsorship provided Virginia 811 with:

- Recognition as the pre-race ceremony sponsor on the Richmond Raceway website and social media platforms.
- Pre-recorded video scoring tower messages during major event weekends.

- Highly visible track wall signage on two turns.
- Discounted ticket offers for stakeholders.
- Opportunity to give away VA811.com branded items, such as rally towels, hats and T-shirts to fans in the DC Solar FanGrounds.
- Prime placement for the Virginia 811 video display truck at major event weekends.



To assist with the pre-race ceremonies, Virginia 811 enlisted the help of its damage prevention partners and active CGA members as brand ambassadors, including Badger Daylighting, Ditch Witch of Virginia, Draper Aden



Associates, MasTec, Primoris and WC Spratt Inc. The brand ambassadors walked the pier and distributed branded rally towels and T-shirts during the pre-race ceremonies.

Through this initiative, Virginia 811 has been able to reach DIYers, contractors and others who may need to dig. Virginia 811 is looking forward to continuing this partnership with Richmond Raceway and reminding everyone to always contact their one call organization before any digging projects.



# News Briefs

## Dig Safely New York reaches students through school poster contest

Dig Safely New York, Inc. (DSNY) has been celebrating 50 years of underground utility safety throughout 2019 and has invited classrooms across the state to strengthen their knowledge about safety and share their vision of what the world will look like in 50 years by entering DSNY's School Poster Contest. Participating schools have the chance to win the grand prize of \$1,000 toward school supplies. Not only will this help educate the next generation, but it will also relieve the burden some teachers face when it comes to furnishing their classrooms.

For the contest, DSNY supplied the schools with the poster boards and coloring tools needed to complete the project by the Oct. 31 deadline. After all the posters have been received, they will be shared on social media and through DSNY's voting webpage. After a panel ranks the post-

ers, the public will have a chance to start the voting process. By introducing DSNY to students through this project, it will give them an understanding of what the organization is and why 811 exists.

- By Devin R. Negrete, Dig Safely New York, Inc.



## Indiana and Kentucky 811 hold second annual "I Dig Summer" Contest

After a busy dig season this summer, Indiana and Kentucky 811 wrapped the second annual "I Dig Summer" Contest, which encouraged excavators to use the Indiana and Kentucky 811 Web Ticket Entry system rather than calling 811. Participants avoided potentially long telephone hold times by submitting 294,956 utility locate requests online during this period. Online locate requests increased by 15% from last year's contest.

Participants were given the chance to win a two-night conference package

to the 2019 Midwest Damage Prevention Training Conference (MWDPTC), as well as monetary prizes totaling \$2,800. Excavators throughout the region have been selected as winners and will be announced in the next issue of The Dirt Newsletter.

Additionally, join Indiana and Kentucky 811 as the organizations celebrate the 7th annual MWDPTC and "Be A Damage Prevention Lifesaver" – both the organizations' theme for this year and industry standard. The MWDPTC is Nov. 6-8 in iconic French Lick, Ind., and 600 people are slated to attend. For more information, please go to [midwest811conference.com](http://midwest811conference.com) or email Director of Marketing for Underground Safety Alliance Mary Patricia Kindt at [mpkindt@usa811.org](mailto:mpkindt@usa811.org).

- By Kelli Martin, Indiana and Kentucky 811







811 message and make this campaign successful. To show its appreciation, Iowa One Call has developed a “Partners in Safety Award” to present a framed certification to all of the participating stores. The award allows each individually owned store to display this accolade and show they are proud partners with Iowa One Call, providing a public service to the citizens of Iowa. Iowa One Call hopes to continue its Partners in Safety movement to reach as many stores as possible throughout the state.

- By Tyler Jass, Iowa One Call

## Kansas 811 participates in community youth event

Kansas 811 Public Relations Coordinator Russ Baxter took part in the Progressive Agriculture Safety Days on Oct. 9. The event, which was hosted by Sublette, included nine other neighboring towns, more than 100 third and fourth-grade students, 30 volunteers and 10 different learning stations. The event provided a great opportunity to reach a young audience face-to-face with the 811 message.

- By Kiersten Larson, One Call Concepts, Inc.

## Iowa One Call launches Partners in Safety Awards

Iowa One Call recently started a “Partners in Safety” program to work with various hardware and rental stores across the state. The goal of the program is to visually display Iowa One Call’s message via a catchy floor decal within the stores – likely near the shovel aisle – in order to reach homeowners planning to landscape, plant a new tree, build a deck or do other projects that may require digging.

Iowa One Call has been thrilled to see the high number of participating stores that are willing to spread the

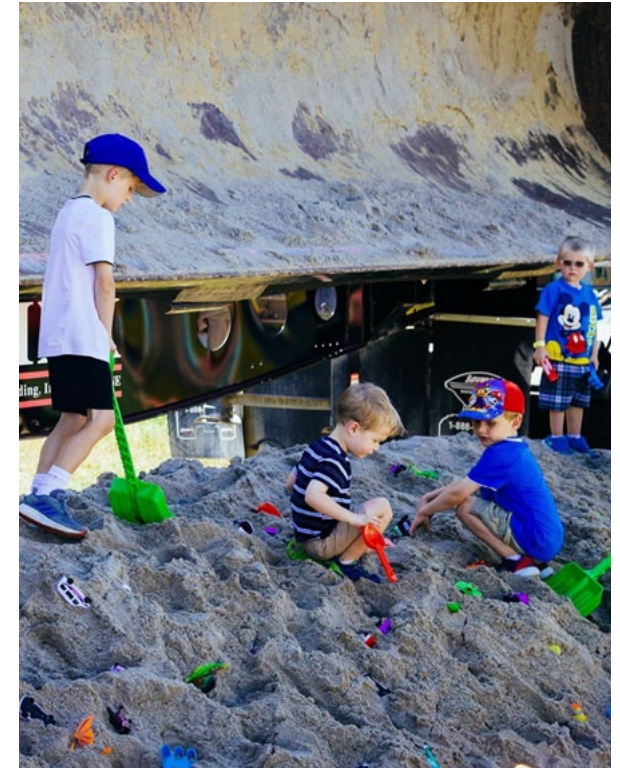




## NC811 and Dominion Energy share 811 message at tamale festival

NC811 and Dominion Energy spent the afternoon of Oct. 5 sharing the 811 message at the Tamale Festival held in Raleigh, N.C. North Carolina pipeline operators are diligent in finding opportunities to share the safe digging message with the community. More than 4,000 people from the U.S., Mexico, India, Peru, Denmark, Bosnia and the Congo attended the festival, which featured Latin music, public service vendors, dancing and wrestling. Over 1,200 tamales were sold by 11 food vendors.

- By Ann Rushing, NC811



## Nebraska811 sponsors The Big Dig

On Sept. 15, Nebraska811 was a sponsor of The Big Dig event hosted by Lueder Construction and the American Cancer Society. All funds raised at the event went to the Hope Lodge in Omaha, which addresses the need for affordable, supportive lodging for cancer patients by providing 24-hour, temporary housing free of charge to patients and their families who are traveling 40 or more miles to receive treatment.

- By Kiersten Larson, One Call Concepts, Inc.

## Louisiana 811 hosts 2019 Connection

The 2019 Louisiana 811 Connection took place in Baton Rouge at the L'Auberge Casino and Hotel from Oct. 7-9. The event featured exhibitors, updates from the Louisiana 811 Board of Directors, a locating panel, a disaster recovery session, and a keynote speech by Sharon Lipinski on harnessing the power of habit.

- By Kiersten Larson, One Call Concepts, Inc.





# Registration Now Open!

Palm Springs, California  
March 24-26, 2020

“It is an outstanding conference; terrific learning opportunity, there are so many people here; so many opportunities to network, grow and learn.”

– Christopher Koch, ZoneOne Locating – 12 time attendee

**91%**

of past attendees would recommend the Conference to an industry peer.

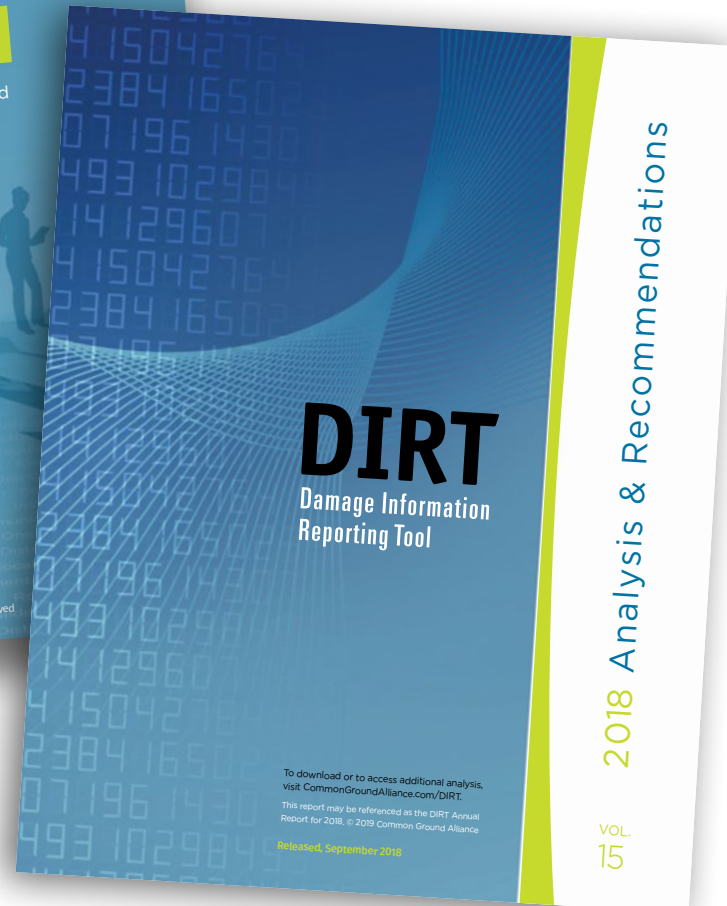
Register by January 11 to save \$200 over onsite pricing!

[CGAconference.com/register](http://CGAconference.com/register) | 866.279.7755

# CGA Safety Materials Now Available for Ordering

CGA Best Practices 16.0, DIRT Report  
and 811 Safety Education Videos

To get your copy of the Best Practices 16.0 [click here](#) or for DIRT [click here](#), and look for the appropriate buttons to order.



To order our videos, please [click here](#).