



**Date:** September 10, 2009

**To:** CGI Executive

**From:** Mike Broshous

**Subject:** September 10, 2009 Executive Committee Meeting Minutes

On September 10, 2009 at 2:00 PM, the CGI Executive & Summit Committees held a conference call.

Committee members in attendance include:

Chairperson	Mike	Broshous	Consolidated Utility Services, Inc.
Vice Chairperson	Cynthia	Munyon	Iowa Utility Board
Secretary	LuAnn	Allar	Alliant Energy
Treasurer	Josh	Doughan	Snyder & Associates, Inc.
Marketing Director	Sally	Fossum	Alliance Pipeline
Membership Director	John	Barber	Snyder & Associates, Inc.
Web Site Coordinator	Pete	Vielhaber	Qwest Communications

Agenda items discussed include:

**Summit Lessons Learned:**

**Program**

- Concurrent sessions did not work well:
- Duration of sessions need to be longer. Twenty minutes of presentation time is not adequate to cover a topic.
- Time to get to the next presentation needs to be built into the schedule.
- CGA conference has 45 minute session time and a 30 minute break between sessions.
- Do not have a luncheon speaker. Having lunch and a speaker at the same time did not work well.
- Based on evaluation comments the Hands-On presentations were well received – Corrosion, Fiber optics and Electric fault finding.

**Event Timing**

- September not good time of year for contractor attendance.
- Consider holding the event on a weekend.
- Continue to hold the activities outside.
- Hold the Summit from 10 – 3 and do not hold a CGI General Membership Meeting on the same day.
- The 2010 Farm Progress Show is scheduled to be held in Boone IA, August 31 – September 2.

**Presenters / Speakers**

- Get speakers presenters lined up well in advance. This will assist in:
  - schedule development
  - news releases
- PHMSA had a very good presentation but was not provided adequate time to cover the topic.
- Prior to the event, assign a CGI contact person to each speaker /presenter. Phone numbers to be exchanged to assist in last minute contact needs.
  - Let attendees select the program

**Media**

- Although several invitations and contacts were extended to the media, no media was present.
- For 2010 we should consider placing an attention getting title on the news release; “How to avoid an explosion!”
- Ask media to be a presenter.

## **Theme**

2010 theme ideas:

- Day in the life of an excavator.
  - Designing of project
  - Scheduling of work, equipment, material, employees, etc.
  - IOC
  - Locate
  - Digging commences
  - 911 call
  - Fire Dept
  - Pipeline Operator
  - Insurance
  - Attorney General
- Tailor presentations to demonstrate the ease and purpose of Best Practices

## **Attendance**

- Concerned that did not have main body present
- Disappointed with low excavator turn out.
- Suggestion was made that we establish some type of contact with all stakeholder audiences not present to identify what it will take to draw their group to future summits. Ideas discussed included:
  - Establish a survey on the CGI website.
  - An incentive will be needed to draw stakeholders to complete the survey on the CGI website.
    - Pete Vielhaber will work with the CGI website developer to determine what we will need to do to establish and capture survey information.
  - Contact IOC to see if we could:
    - place a couple of questions on their excavator damage prevention meeting surveys. An item to consider is the timeliness of receiving the survey results.
    - distribute a CGI survey at the IOC excavator damage prevention meetings.

## **Location**

- Facilities at IAMU excellent.

## **Registration Desk**

- IUB employees staffing the registration desk worked well, although this limited there attendance in the program activities.
- Establish something similar in concept to IOC process. The same individual is always at registration desk asking for evaluation forms and providing participants thank you gift as they leave.

## **Evaluation & Drawing Forms**

- Place collection boxes in several locations.

## **Vendor**

- Place food and water in the vendor area to draw attendees to this area.

## **Food**

- Too much food at the 2009 event. We need to cut back on the amount food recommended by the caterer.

## **Rental Items**

- Tent delivery was late and the tent pickup was late.
- Order table covers.

## **Overall**

- Several times throughout the day remind attendees to place phones to vibrate and if they must answer their phone to wait until they are away from the presentation location.

**Summit Pictures:**

Individuals taking pictures at the summit are to submit them to Pete Vielhaber. Pete will be creating a rolling slide show of the event to place on the website and to be used at the annual meeting. Pete has already updated the front page of the CGI website; displaying pictures taken at the summit.

**Service/Trade Mark Registration:**

Josh Doughan will research CGI registering our trademark or service mark within the state of Iowa. Service/Trade mark advantages include; notice to the public of the ownership of the mark, a legal presumption of ownership nationwide, and the exclusive right to use the mark on or in connection with the goods or services.

**IAMU Annual Conference 2009**

The IAMU Annual Conference will be held on October 7 – 9. Vendor booth costs are \$350. Dave Hraha has asked if CGI would be willing to participate in the round table panel discussion. Cynthia Munyon volunteered to be the CGI representative on the round table panel discussion. Discussion was held on the need for CGI to have a professional looking display. The banners are eye catching but have no information on the benefits of being a member and how to become a member.

A motion was made by LuAnn Allar for CGI to participate in the IAMU Annual Conference vendor activities provide Sally Fossum the authority to purchase a vendor display board and carrying case not to exceed \$500. Cynthia Munyon seconded the motion and all members present voted in favor of the motion.

Mike Broshous will contact IAMU to notify them of our willingness to participate in the round table panel discussion

Sally Fossum will create the display for the board.

**PHMSA Grant Update**

The Iowa Utility Board submitted the 2010 DPAP (Damage Prevention Assistance Program) PHMSA grant request on behalf of CGI.

**Adjournment:**

The conference call adjourned at 2:56 p.m.

**Future Executive Meeting Details:**

**Date:** November 10, 2009

**Location:** Snyder and Associates

**Meeting Time:** 10:00 AM - 2:00 PM