



**One Voice. One Vision. One Iowa.**

**Coming up in August:**

**8-11**

**Common Ground Iowa's Third Annual  
Damage Prevention Summit & Expo**

**Visit [www.commongroundiowa.com](http://www.commongroundiowa.com)  
for more information and to register.**

**August 10-11th, 2011  
Ankeny, Iowa**

This year's Summit is a **FREE**, educational event for anyone interested in industry Best Practices and preventing damage to crucial underground facilities. The Summit brings together the best in the Excavation and Damage Prevention Industry to exchange the latest information and technology available to promote work place safety and communication. Attendees will have the opportunity to participate in locating and damage investigation workshops, hands-on field demonstrations, exhibits, and hear from national and regional leaders in damage prevention.

Whether you are an Excavator, Locator, Road Builder, Electric, Telecommunications, Oil, Gas Distribution, Gas Transmission, Railroad, One Call, Public Works, Equipment Manufacturing, State Regulator, Insurance, Emergency Services and Engineering/Design — anyone interested in a reduction of damages — you'll want to register for this **FREE** Summit.

**Don't miss this opportunity to network with subject matter experts, industry professionals and equipment manufacturers/vendors to review trends in the industry and emerging processes that will assist in preventing damage to underground facilities!**

**Follow CGI on**



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information, register and**

**WIN  
great prizes!**

## Marketing Initiatives

As part of our initiative to educate Iowans about damage prevention, CGI has created a billboard that is on display in downtown Des Moines. Located on Court Avenue, this billboard relays the message to consumers and industry professionals that following the Best Practices for digging means happiness for us all. Across the nation, every sixty seconds an underground utility is hit or damaged. Every year people are injured or killed due to excavation damages. Fortunately there have not been any recent fatalities in Iowa but damages to buried utilities, such as electric, gas, telephone, fiber optics and water, can be avoided and accidents can be prevented.

As a homeowner, farmer or professional contractor, state law requires you to contact Iowa One Call by calling 811 before digging, from the smallest do-it-yourself landscaping to new, large scale construction projects.

The billboard will be in place throughout the summer and Sept. to make sure we reach most of the consumers attending Farmers market downtown.



In addition to billboards, we have also created a :30 second radio commercial that airs statewide. The commercial reads: "It's the perfect time of year to plant a shrub or tree or add a fence to your property. But, as a homeowner, farmer or professional contractor, YOU are required to contact Iowa One Call before you dig...it's one simple call to 811."

Calling 811 ensures your underground utility lines are marked; it's free, keeps you safe and helps prevent undesired consequences. So, whether you're putting up the new mailbox or building that shed...call 811 before you dig. Practice smart digging this summer. Call 811."

We have also attached the radio commercial, please feel free to pass it on to your friends and family — Calling 811 before you dig helps to avoid service interruptions, avoids fines and repair costs and also prevents injuries and deaths. Click on the attached MP3 link to hear the new radio commercial.