

IOWA 811

ONE CALL

The Official Newsletter of Iowa One Call

Vol. 32, No. 1.

Excavator

QUARTERLY



Coming this November!

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WHAT'S UP BELOW



2024 IOWA EXCAVATION SAFETY SUMMIT

It's confirmed! Mark your calendars for Thursday, November 7, 2024 so you can plan on attending the [2024 Iowa Excavation Safety Summit](#) in Des Moines, Iowa, in the Jacobson Exhibition Center (the Jacobson building) at the Iowa State Fairgrounds. Contractors, excavators, utility operators, locators, and all stakeholders with vested interests are encouraged to attend this free one-day safety expo. Attendees can anticipate a comprehensive program designed to explore the latest industry trends, engage with exhibitors showcasing their tools and equipment through live demonstrations, and actively participate in interactive programs and contests aimed at fostering safety awareness.

At this free event, attendees will be served breakfast and lunch and can expect to take part in the day's program, including:

- Presentations led by multiple industry experts that focus on topics such as recommended best practices, state laws, regulations and enforcement, mitigating liability, and maximizing underground damage prevention and safety measures
- A chance to win up to \$1,000 by participating in an interactive trivia contest
- Raffles to win a great selection of door prizes
- An excavator rodeo that allows experienced equipment operators to compete for prizes
- A wide range of exhibitors featuring the latest tools and technologies
- A chance to network with other industry professionals from across the state

The event will be led by professional moderator Kris Covi, who will leverage his expertise as an industry attorney and event speaker to ensure seamless transitions between scheduled presentations and activities. Attendees will be presented an inspiring story by keynote speaker, Eric Giguere, who will share his firsthand account and near-death experience as a survivor of a harrowing trench collapse in which he was buried alive. Participating presenters, including representatives from the Iowa Attorney General's office and Iowa One Call, will cover topics such as minimizing hazards, enhancing excavation safety, and the consequences of non-compliance with established requirements and best practices. The event will also feature the presentation of the Excavator and Locator of the Year Achievement Awards, acknowledging outstanding partners in damage prevention chosen by industry peers.

What: Iowa Excavation Safety Summit
When: Thursday, November 7, 2024
Where: Richard O. Jacobson Exhibition Center
Iowa State Fairgrounds
3000 East Grand Avenue
Des Moines, IA 50317
Why: Network with peers, acquire insights from industry experts, and partake in two complimentary meals at the Iowa Excavation Safety Summit.

For more information, visit IowaSafetySummit.com.



Richard O. Jacobson Exhibition Center, Iowa State Fairgrounds

The decision to replace individual Excavation Safety Awareness Program (ESAP) meetings – previously held by Iowa One Call (IOC) in various locations across Iowa – follows the successful adoption by other states of full-day or multi-day “summit-style” programs. After observing the effectiveness of summit programs in neighboring states like Nebraska and Missouri, the IOC Board of Directors opted to initiate an Iowa summit event. Currently, IOC administrative staff, with support from IOC center vendor One Call Concepts (OCC), are developing the event. We’re already seeing strong indications that the 2024 Iowa Excavation Safety Summit is generating significant anticipation.

One of the primary advantages of summit-style programs is the opportunity for collaboration and participation. Unlike individual meetings, where interaction may be limited, summits bring together stakeholders from various sectors of the industry. This diversity fosters rich discussions, the sharing of best practices, and the exploration of innovative solutions to common challenges. Attendees not only learn from expert presentations but also engage in meaningful dialogue with their peers, enriching their understanding and enhancing their professional networks.

Summit-style programs offer a broader and more complete educational experience compared to individual meetings and provide a wealth of information about current trends and the state of the industry. The attending exhibitor and participating sponsors provide attendees an interactive showcase of the latest tools, technologies and processes designed for safer, more efficient procedures that minimize risk and enhance productivity. With a broader range of topics covered, attendees gain a more comprehensive understanding of the latest developments, regulations, and trends shaping the excavation safety landscape.

The transition to a summit-style event by Iowa One Call demonstrates a dedication to offering stakeholders an optimal educational experience. Supported by industry partners, exhibitor, and sponsors, the 2024 Iowa Excavation Safety Summit is poised to be valuable for industry professionals statewide.

Iowa One Call is “calling” upon our industry partners and leaders to take part in the 2024 Iowa Safety Summit by becoming a sponsor of the event and/or by participating as an exhibitor. This will be a great opportunity for sponsors and exhibitors to:

- Gain targeted exposure to Iowa’s construction and excavating community
- Increased brand visibility among your target audience
- Network with potential clients, partners, and stakeholders
- Showcase your products or services directly to your target market
- Engage with existing customers for relationship building
- Demonstrate your company’s commitment to safety and damage prevention

Online Registration is currently open for sponsorship and exhibitor opportunities via the Eventleaf platform: [2024 Iowa Excavation Safety Summit \(eventleaf.com\)](https://www.eventleaf.com)

Additional details about the summit event can be found at [IowaSafetySummit.com](https://www.iowasafetysummit.com).

The registration process for attendees will become available this summer. At that time, excavators, contractors, locators, facility operators, and other stakeholders can register to attend.

Iowa One Call will continue to provide updates for the 2024 Excavation Safety Summit via the website [IowaOneCall.com](https://www.iowaonecall.com), [Facebook](#), [X \(formerly Twitter\)](#), and informational mass emails.



We hope to see you there!



ARBOR DAY CELEBRATION 2024 – GIVEAWAY EVENT

This year for Arbor Day, Iowa One Call put together an exciting giveaway event and provided a lucky winner – Steve from Ankeny – with a bundle of prizes that truly exemplified the spirit of the holiday. This was the second year in a row that we've partnered with our friends at KXNO, Des Moines' leading sports radio station, to add an extra layer of excitement and promotion to our Arbor Day festivities. To enter to win, Iowans were encouraged to visit the [Iowa One Call Facebook page](#) or [KXNO Facebook page](#) and click on the KXNO link to register.

Heather and Sean, hosts of "[The Drive with Heather & Sean](#)," broadcasted their entire radio show remotely from our winner Steve's house. The dynamic hosts interviewed Iowa One Call, discussed the importance of safe digging practices, and dove into the significance of Arbor Day and tree planting.

So, what did our winner receive?

This year's giveaway package that combined the beauty of nature with the joy of outdoor cooking. The lucky winner received:

- A Blackstone 22" griddle, complete with Blackstone accessories and utensils, courtesy of Iowa One Call
- An Autumn Brilliance Serviceberry tree, professionally planted on the winner's behalf, courtesy of Iowa Outdoor Products



We're incredibly grateful to Iowa Outdoor Products for their generous contribution towards this year's Arbor Day giveaway. Their ongoing partnership with Iowa One Call has made it possible for us to continue spreading awareness about the importance of safe digging and environmental responsibility.

Congratulations once again to Steve from Ankeny! And thank you to everyone for joining us in celebrating the beauty of trees and the importance of safe digging practices. Together, we made this Arbor Day one to remember!



ARBOR DAY GIVEAWAY!

Friday, April 26th

CLICK ⁸¹¹ BEFORE YOU DIG
IOWA ⁸¹¹
ONE CALL SM
IowaOneCall.com



Autumn Brilliance
Serviceberry
(Native IA Tree)



Blackstone 22" Griddle
Bundle



Thank you so much to Iowa One Call, Iowa Outdoor Products, and 1460 KXNO. The experience today was wonderful. I am excited to try out the Blackstone and will enjoy the new tree for many years to come. Kudos Sean Roberts, Heather, and 5-0 for the great broadcast.
- Giveaway Winner, Steve from Ankeny



“EVEN RONNIE KNOWS” – A YEAR OF LAUGHTER AND LEARNING WITH IOWA ONE CALL

It's hard to believe that it's been a whole year since Ronnie burst onto the scene with his not-so-wise antics. Time flies when you're having fun, and we have had a blast following Ronnie's adventures!

For those who might not be familiar, Ronnie is the star of our latest advertising campaign at Iowa One Call. He might not always make the best decisions in life, but there's one thing he always gets right – contacting Iowa One Call before he digs. And it seems like Ronnie has become quite the household name among Iowans!

From his first spot, where he got scammed on the internet, to his unforgettable stroll with his pet raccoon, Ronnie's shenanigans have kept us entertained for an entire year. His latest adventure is a “berry” interesting one to say the least! In our newest ad titled “The Great Indoors.” Ronnie is gearing up for a big adventure, armed with vintage items like a compass that doesn't work and a machete. Things take a turn when Ronnie decides to snack on some “harmful” berries and ends up passing out. But when all else fails – even in his moments of poor decision-making – Ronnie always remembers to contact Iowa One Call before he digs.

We've also been working closely with our friends at Trilix Marketing to brew up something truly special for our next Ronnie ad. Get ready for some laughs as Ronnie tries his hand at home recipes... who knows what concoctions he'll come up with this time!

So, here's to Ronnie – a year of laughter, learning, and reminding us all to call before we dig. Stay tuned for more hilarious adventures with Ronnie and Iowa One Call – because with Ronnie around, there's never a dull moment!



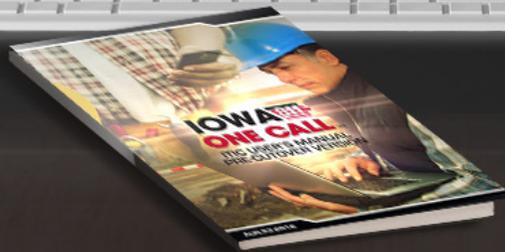
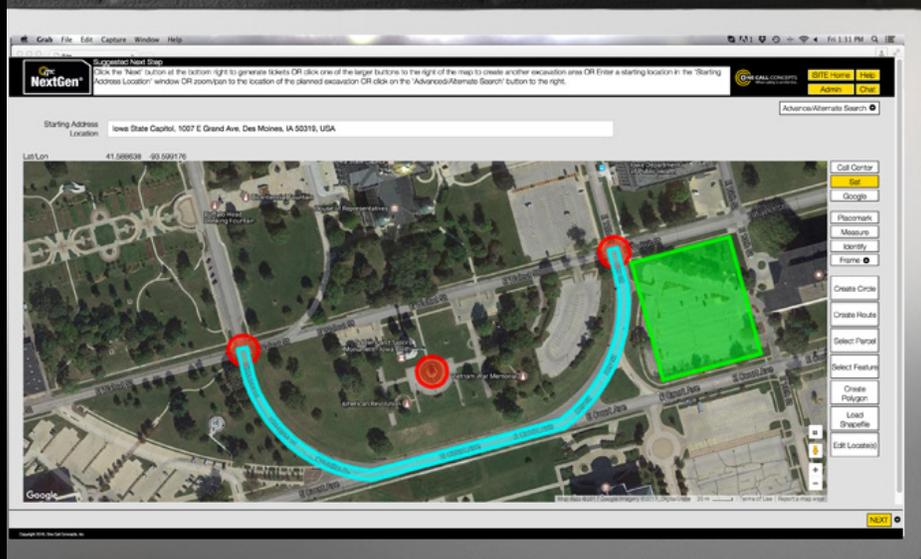
Our campaign (“Even Ronnie Knows”) recently scored the **Gold** and **Best of Show** at the local American Advertising Federation (AAF) awards! Kudos to our great partners at Trilix for their fantastic work – we're excited to see where Ronnie's journey leads next!

TRILIX STUDIO

aaf_{des moines}



TIPS FOR MAPPING PRECISELY AND ACCURATELY



CHECK OUT THE NEXTGEN ONLINE TICKETING TUTORIAL [HERE!](#)

Use the right tool for the job – ITIC NextGen offers a diverse array of mapping options to fit every scenario.

2. Don't over-map – ITIC NextGen builds the locate request from the mapping. Over-mapping a work area can result in wasted time and resources.

3. Double-check your work – use the different map views and/or Google street view to help ensure you've mapped accurately and completely.



2024 ESAP VIA ZOOM

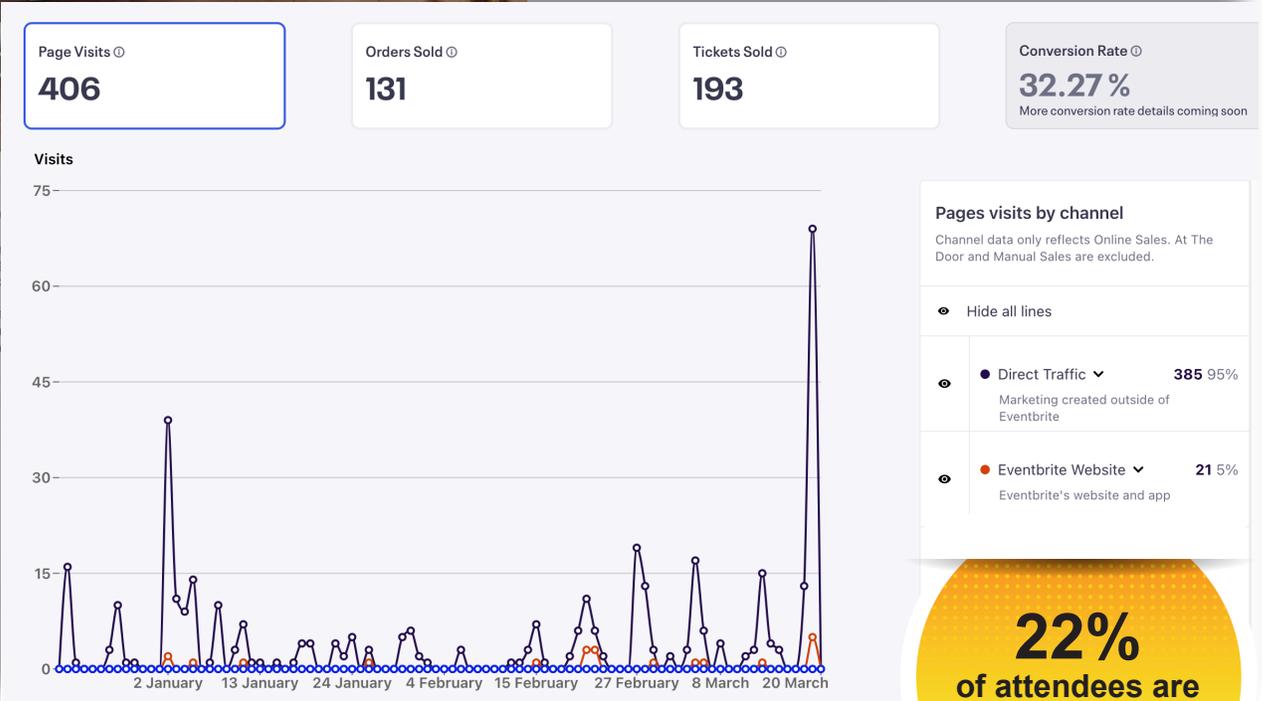
While our in-person Excavation Safety Awareness Program (ESAP) meetings will be replaced by the inaugural Iowa Excavation Safety Summit going forward, we understand the value of continued engagement and accessibility. That's why Iowa One Call will continue to offer virtual ESAP meetings as an option, ensuring that everyone has the opportunity to participate and stay up-to-date on the latest safety protocols and industry trends.

This year in March, we hosted three virtual ESAP meetings via Zoom. During each meeting, we played our pre-recorded safety presentation, held a Q&A session, and concluded with prize giveaways. We had **453** people pre-registered in total for the ESAP virtual meetings, with an average pre-registered of **151** people per meeting. One meeting reached **193** pre-registered attendees, which is considered a high volume for any virtual gathering.

We were thrilled to see the high attendance numbers for our virtual options – it shows there is certainly value in continuing to host these virtual ESAP meetings going forward. If you didn't make one of this year's virtual meetings, our ESAP presentations are posted on the [Iowa One Call YouTube channel](#). These videos are a great resource to have on hand for internal trainings or if you're simply looking to refresh on all things Iowa One Call and damage prevention.



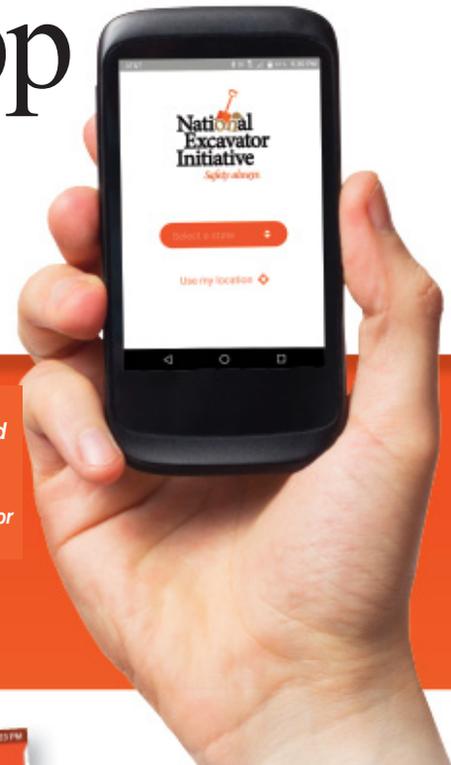
Thursday, March 21, 2024 10:00 AM (CDT)
Virtual Excavation Safety Awareness Program (Thursday March 21, 2024)
[View event details](#)



Data for Tuesday, March 19, 2024, Virtual ESAP Meeting

22%
of attendees are repeat customers

INTRODUCING THE Safe Excavator App



State laws pertaining to excavation (or digging) vary – and finding the specific information you're looking for quickly can be a challenge.

The **Safe Excavator App** makes it easy to find state-specific excavation information including the following requirements or events:

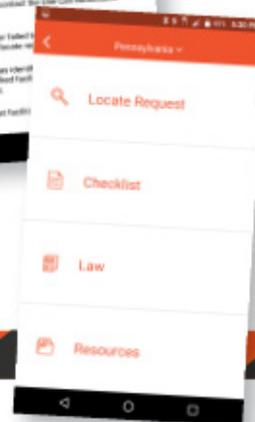
- ▼ Advance notice or wait time
- ▼ Pre-marking ('whitelining')
- ▼ 811 ticket information
- ▼ Names of local enforcement agencies and 811 call centers, also connecting you electronically to submit a locate request
- ▼ Includes safe digging tips + checklist

PLEASE CONTACT
Lindsay Sander
713.208.0273
LNS@SanderResources.com
WITH ANY QUESTIONS.


**National
Excavator
Initiative**
Safety always.

FREE to download in the App store (Apple) and Google Play (Android)

Search "safe excavator" or "safeexcavator" and look for the orange shovel



As simple as...
1...2...3!

- 1 Select a state
- 2 Pick an activity
- 3 Research your topic

www.safeexcavator.com



Know what's below.
811 before you dig.

The National Excavator Initiative is an effort to raise the awareness of a critically important program: 811.

Contacting 811 before digging is the single most critical action an excavator can take to help ensure their health and safety are protected, while at the same time preventing financial harm and environmental impact.

IN THE NEWS



Local Excavation and Safety News From Around the Web



2024 Iowa Excavation Safety Summit

iowasafetysummit.com

It's confirmed – Iowa One Call is hosting its Excavation Safety Summit on Thursday, November 7, 2024, in Des Moines. Planning is coming along, and we're excited to share the latest updates for the highly anticipated event. Interested in being a part of Excavation Safety Summit? Exhibitor and sponsor registration is now open. [\[Learn More\]](#)

Local AAF Awards

trilix.com

The American Advertising Federation (AAF) of Des Moines — an organization focused on providing community and professional growth opportunities for advertising professionals in central Iowa — hosted their annual AAF awards in February. This year, Trilix Studio and client Iowa One Call secured the top honor with a Best of Show for the Call Before You Dig commercial... [\[Learn More\]](#)

More multibillion-dollar transmission projects proposed for Iowa, Midwest

www.thegazette.com

Power grid operators recently announced a second batch of new transmission projects that, if approved, would wind through Iowa and the rest of the Midwest to improve the grid's reliability, cost-effectiveness and resiliency... [\[Learn More\]](#)



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