

IOWA 811

ONE CALL<sup>SM</sup>

The Official Newsletter of Iowa One Call

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# Excavator

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# WHAT'S UP BELOW

## IOWA EXCAVATION SAFETY SUMMIT

Iowa One Call is setting their sights on fall 2024 as an option to host the first Iowa Excavation Safety Summit in the Des Moines area. After closely monitoring how other state one call organizations have successfully replaced their individual safety meetings for a one-off safety summit – including Kansas, Missouri, and Nebraska – the Iowa One Call Board has decided to explore this format.

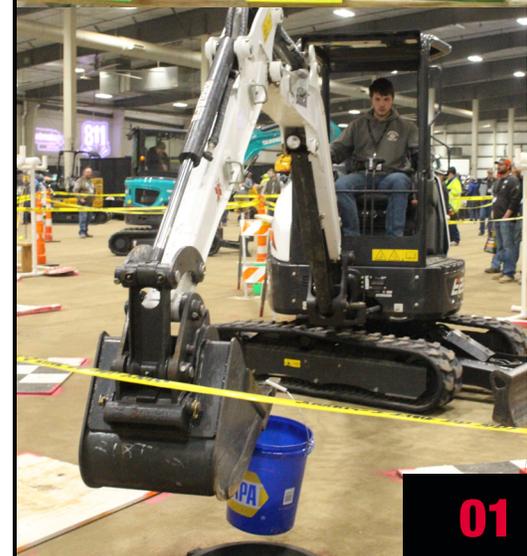
For more than two decades, Iowa One Call has been hosting their annual Excavation Safety Awareness Program (ESAP) meetings in various venues across Iowa. These meetings have been provided to excavators and other industry stakeholders during the months of January and February when construction and excavating activities are slow due to winter weather conditions. In an effort to offer maximum coverage, ESAP has been comprised of individual meetings strategically placed in locations throughout the state and supplemented with multiple online meetings via Zoom. Typically, each meeting lasts less than two hours and includes a lunch, moderated presentation, Q&A segment, and drawing for prizes.

In recent years, ESAP meeting attendance has declined by 30 percent, with a current average of 115 attendees per meeting compared to an average of 160 per meeting as recent as 2017. With planned excavations in Iowa increasing, the need for Iowa One Call to provide educational awareness programming is still very relevant.

According to Ben Booth, Iowa One Call's director of public relations and communications, switching from smaller individual meetings to a single more extensive and much larger summit-type event has allowed other states to showcase their damage prevention education and promotional efforts. "Other states, including Missouri and Nebraska, have been successful in hosting single-day and multi-day events with significant attendance by the excavating communities. Iowa One Call recognizes the potential a safety summit would provide – allowing keynote speakers, equipment demonstrations, and vendor displays to create a full-day event dedicated to excavation safety and damage prevention," Booth said.

Because conducting an event in the Des Moines may make it difficult for some excavators to attend due to travel restrictions, Booth shared that a full excavation safety presentation would

*Photo Highlights from the  
2023 Safety Summit in Nebraska*



still be offered online via Zoom. “We would certainly schedule and conduct Zoom meetings for excavators that couldn’t make the drive to Des Moines. Iowa One Call has been conducting online excavation safety meetings for the past three years, providing anyone the opportunity to view the presentation, as well as participate in the Q&A sessions and prize drawings.”

Currently, the administrative staff for Iowa One Call is in the planning stages of organizing the 2024 Iowa Excavation Safety Summit and searching for a facility large enough to accommodate the event. One possible venue is the Jacobson Center, located on the Iowa State Fairgrounds. A venue of that size would accommodate all of the desired features and events, including a professional locators rodeo, equipment skills contests, equipment displays and vendor tables, and other interactive activities. According to Booth, the Iowa summit would be organized and implemented similarly to the Nebraska Excavation Safety Summit – hosted by a professional moderator and featuring presentations by key industry stakeholders. Additional activities would include an awards ceremony for locator and excavator of the year (voted on by industry peers), an interactive trivia game for prizes, extensive door-prize raffles, and other entertainment yet to be determined.



*Jacobson Center, Iowa State Fairgrounds*

Similar to other state one call organizations, Iowa One Call is seeking sponsors for the 2024 Iowa Excavation Safety Summit. Any interested parties can contact Iowa One Call directly to discuss/coordinate arrangements. Representatives of the Iowa One Call administrative staff will be reaching out to potential sponsors, who Booth said are welcome to assist with the planning phase and help organize the event. “We are always very appreciative of our damage prevention partners, supporters, and sponsors. Our summit sponsors will have the opportunity to actively participate in the event by conducting demonstrations and distributing information. We are also certainly very receptive to any sponsors wanting to assist in planning the event with us,” Booth shared.

The underground facilities infrastructure – ever-growing in scope and complexity – is vital to the daily lives of all Iowans. It’s also true that the construction and excavating industry is vital to our state. These two important industries are often in direct conflict due to their very nature, yet they are collectively essential and fundamentally indispensable. Excavation safety and underground damage prevention is more important today than ever before. Unfortunately, it is not uncommon that the seriousness of the matter is understated, or even worse – under planned and under practiced. Complacency, conflict, haste, and frustration are all serious factors that impact safety and damage prevention. Representatives of these industries – excavators, contractors, utilities, locators, and the one call system – must align themselves collectively to plan and act strategically in a concerted effort to advance underground damage prevention and safety.



## 2024 Iowa Excavation Safety Summit Sponsorship

Interested parties who would like to assist in sponsoring an Iowa Excavation Safety Summit may contact the Iowa One Call administrative office in Des Moines:

### **Ben Booth**

*Director Public Relations and Communications*  
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Des Moines, IA 50322  
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### **Tyler Jass**

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# NEW RISKY RONNIE ADVERTISING CAMPAIGN UPDATE

Iowa One Call's newest advertising campaign featuring "Risky Ronnie," is off to a great start! Ronnie is quickly becoming a star in the state of Iowa – he's been featured on a variety of statewide advertising platforms, including radio, TV (traditional and streaming), YouTube, social media, and outdoor billboards.

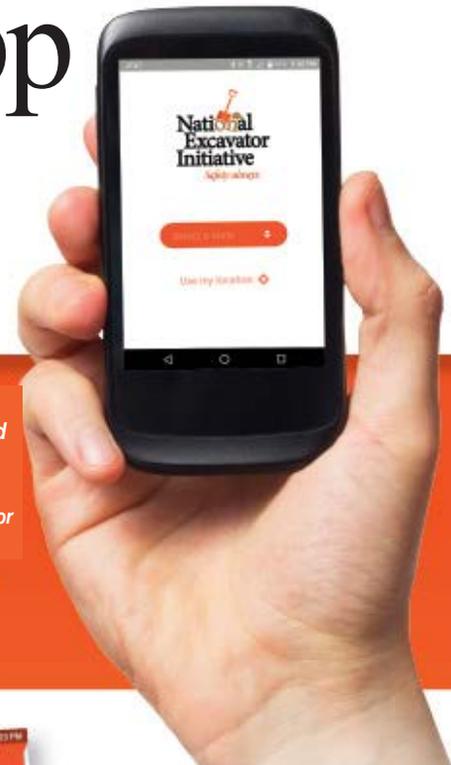
The next Ronnie commercial has been developed and was just recently rolled out to the masses in August. In this commercial, you will get a glimpse of Ronnie getting ready to take his pet dog, Rocco, out on a walk. Spoiler alert... you might notice that Rocco looks a little different than most dogs!

Ronnie is also being heavily featured at the Iowa One Call booth during the 2023 Iowa State Fair. Be sure to stop by the booth in the Varied Industries Building if you'll be at the fair August 10–20!

Even though Ronnie tends to make some questionable decisions in his life, there's always one factor he gets right – NEVER dig without contacting Iowa One Call first. This ultimate goal of this campaign is to raise awareness in a lighthearted, humorous, and memorable way, while still stressing the importance of safe digging and knowing where underground utilities are located **before** digging. **DON'T RISK IT – click or call 811 first!**



# 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.



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](http://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.



# 2023 ARBOR DAY PROMOTION

This year's Arbor Day had an exciting celebration! Iowa One Call threw an Arbor Day party with our friends at 1460 KXNO, the Des Moines sports radio station, and Iowa Outdoor Products. A tree, Pit Boss smoker, and Igloo cooler were given away to a lucky winner, Kirk of Urbandale, courtesy of Iowa One Call!

KXNO, one of the leading sports radio shows in the state, hosted one of their radio shows – “The Drive with Heather & Sean” – live from our winner Kirk’s garage. Iowa Outdoor Products planted the tree, an Eastern Redbud, in Kirk’s backyard, while Iowa One Call talked to Heather and Sean live on air about the importance of digging safely around our vital underground utilities.

We hope to continue this Arbor Day promotion with KXNO each year going forward and leverage our Iowa One Call’s important safety message to thousands of listeners across the state.



## Why are trees so important?

According to [saveatree.com](http://saveatree.com), trees contribute to their environment by providing oxygen, improving air quality, performing climate amelioration, conserving water, preserving soil, and supporting wildlife. During the process of photosynthesis, trees take in carbon dioxide and produce the oxygen we breathe.

According to the U.S. Department of Agriculture, “One acre of forest absorbs six tons of carbon dioxide and puts out four tons of oxygen. This is enough to meet the annual needs of 18 people.” Trees, shrubs, and turf also filter air by removing dust and absorbing other pollutants like carbon monoxide, sulfur dioxide, and nitrogen dioxide. After trees intercept unhealthy particles, rain washes them to the ground.





# 2023 IOWA STATE FAIR

The 2023 Iowa State Fair kicked off on Thursday, August 10 and will run through Sunday, August 20. Per tradition, Iowa One Call has a booth in the Varied Industries Building, where fairgoers from across the state can stop by and get all kinds of fun 811 swag, including pens, pencils, magnets, brochures, the infamous yardsticks, fruit-infuser water bottles, tattoos, and more.

The Iowa State Fair is one of the largest and most recognized fair events in the entire country, garnering over 100,000 attendees each day. Because of this, Iowa One Call greatly values the opportunity to advertise to a massive audience while educating Iowans statewide about the importance of digging safely.

Additionally, Iowa One Call is a co-sponsor of the fair's MidAmerican Energy Stage and will be featured every weekday on the KCCI 5 p.m. TV news with signage and giveaways. We will also be doing Facebook Live videos with KCCI, during which we'll preview popular state fair food and talk to fairgoers. Make sure to stop by the MidAmerican/KCCI stage for your chance to win a 48-can cooler – along with many other giveaways – presented by Iowa One Call!



Videos courtesy of [KCCI](#), click on the images to check them out!



# IOWA STATE FAIR

august  
**10-20**  
2023

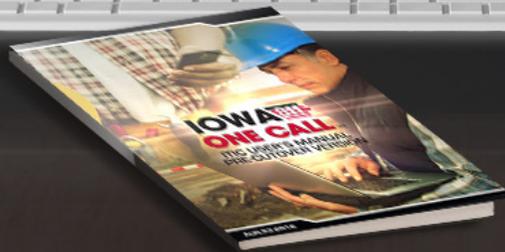
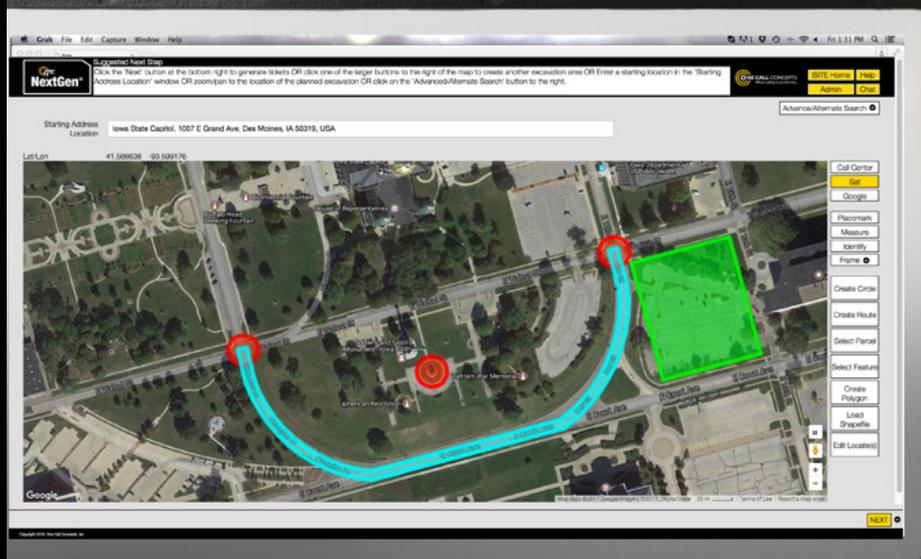
IowaStateFair **NOTHING COMPARE**



**Bill Mueksch**  
Host



# 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.



# 2023 IOWA CUBS BASEBALL OUTING



Iowa One Call was at the ballpark for an Iowa Cubs game on Friday, August 4, 2023. Our mascot, Gabby the Groundhog, threw out the first pitch and celebrated Cubby's birthday with other mascots.

We also participated in a live interview on Iowa Cubs Radio to discuss the importance of safe digging; hung out at a concourse table where we handed out t-shirts, water bottles, baseballs, and other swag; and hosted a skybox for our esteemed board members. The night was capped off with an exciting fireworks display!



## MEET THE NEWEST IOC BOARD MEMBERS



**John Kahrs**  
*Operations Manager*  
Northern Natural Gas  
Company

As operations manager for Northern Natural Gas Company's Waterloo district in Iowa, John Kahrs oversees procedures and activities to ensure safe and efficient operation of the natural gas pipeline system. John has been heavily engaged and passionately involved with the damage prevention industry for more than 12 years, holding president, vice president, and treasurer officer positions for the Iowa Pipeline Association (IPA) and membership/participation with the Iowa Land Improvement Contractors Association (LICA). In addition to his work with Iowa One Call (IOC) to develop and participate in pipeline damage prevention videos, he has also worked extensively with the Iowa Attorney General's office and IOC in assisting with damage investigations and one call violations.



**Michael Housenga**  
*Pipeline/Operations Supervisor*  
Enterprise Products

As Enterprise Products' supervisor of pipeline and operations for the Iowa City area, Michael leads 18 employees, 480 miles of pipeline, and 10 operations locations. Prior to taking on this role in 2022, he spent 11 years as an Enterprise Products pipeline technician, locating the company's assets and performing stand-by work to ensure company policies and Iowa's one call law. Michael looks forward to continuing his journey of personal growth at Enterprise Products for the remainder of his career. Outside of work, he enjoys traveling with his family to explore new hiking trails – he and his wife have even hiked across the Grand Canyon!

# IN THE NEWS



*Local Excavation and  
Safety News From  
Around the Web*



## 2023 Iowa State Fair

[www.iowastatefair.org](http://www.iowastatefair.org)

The 2023 Iowa State Fair is happening now! Iowa One Call is excited to be connecting with Iowans from across the state, handing out great swag (did someone mention the infamous yardsticks?!), and collaborating with KCCI for weekday newscasts and giveaways. Learn more about this year's fair festivities... [\[Learn More About the Iowa State Fair\]](#)

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[www.IOWAONECALL.com](http://www.IOWAONECALL.com)

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