



The Dirt

The Latest

Indiana will announce new law changes regarding digging and excavation practices on July 1, 2009. Click [here](#) to learn more about how this affects you

411 on 811

Krylon® Products Group has officially partnered with CGA to promote 811 and the call-before-you-dig process. Click [here](#) about this partnership.

In the News

Visit Holey Moley's Facebook [page](#) to read about his latest antics and view photos of all he's been up to, or [click here](#) at an event.

Your Source for Indiana 811 Damage Prevention News

Spotlight 811

Welcome to the first edition of The Dirt, Indiana 811's new source of information for your marketing communications efforts! This bi-monthly newsletter is only one of the many tools we are launching today to empower members to help us spread the word about Indiana 811. As you are well aware, safe digging is a shared responsibility, and therefore we ask that you help promote Indiana 811 by downloading and distributing the new and improved marketing materials to support your existing marketing efforts and bolster new outreach. Please read on to learn more about the tools at your disposal. – Dan Meiners, Executive Director, Indiana 811.

On The Calendar

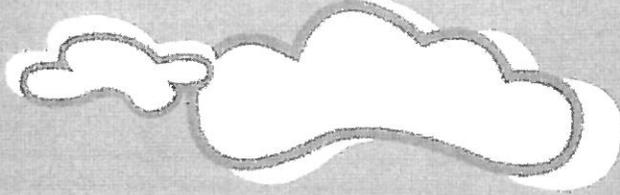
Summer is prime digging season, and Indiana 811 has plans to be out across the state promoting the safe digging message. Click [here](#) for an events calendar, or contact [Chuck Muller](#) to volunteer.

Holey Moley

April was National Safe Digging Month, and Indiana secured media coverage in the top outlets in the state. Click [here](#) to view TV coverage and newspaper articles about Indiana 811.

Toolkit

NIPSCO members took an active role in supporting Indiana 811 during National Safe Digging Month. Read about their involvement and the resulting media coverage. Be sure to contact [Chuck Muller](#) to tell us about your promotion of Indiana 811 for consideration in a future edition of The Dirt.



The Dirt

The Latest

Indiana recently announced new law changes regarding digging and excavation practices. Click [here](#) for a list of FAQs and to learn more about how this affects you.

Due to the recent changes in the Indiana Call Before you Dig Law, Indiana 811 has instituted the following procedural changes. Click [here](#) to find out more.

411 on 811

Help promote Indiana 811 by downloading and distributing the new and improved [marketing materials](#). For questions regarding any marketing materials or their purpose, please contact Chuck Muller at cmuller@indiana811.org.

In the News

Your Source for Indiana 811 Damage Prevention News

Spotlight 811

On August 12, we at Indiana 811 hosted an open house for members at our new one-call center in Greenwood. The open house included a building dedication, ribbon cutting ceremony, guided tour and remarks from myself, Ken Cochran and board members. In addition, Big Brothers Big Sisters of Central Indiana planted a tree in front of the Indiana 811 building to signify Indiana 811's commitment to protecting the environment. The event was a huge success and we were excited to have more than 100 members attend the celebration. For those of you who were unable to attend the open house we've got you covered. You can see pictures of all the festivities or take a virtual tour of the one-call center with Chuck Muller by clicking [here](#). - Dan Meiners, Executive Director, Indiana 811.

On The Calendar

Come out and see us! Last month we attended the Indiana State Fair, and with the help of member volunteers we were able to reach thousands of Indiana residents. Click [here](#) for an events calendar, or contact [Chuck Muller](#) to volunteer for future events.

Holey Moley

Indiana's most famous mole has recently been on the move. Holey Moley visited the Agriculture Safety Days in Middleton on July 24th and Decatur on August 1, to teach children and adults about the importance of calling 811 before digging. Agriculture Safety Day is a one-day, hands-on workshop to teach farm children and their parents about safe farming practices.

[Read More...](#)

In an effort to remind potential diggers the importance of calling 811 prior to

Be sure to check out all of the recent media coverage Indiana 811 has secured in the top outlets across the state. [Click here](#) to view TV coverage and newspaper articles about Indiana 811.

digging, CGA members nationwide promoted August 11, 2009 as "8-11 Day." A group of 20 stakeholders visited New York City to attend the live tapings of the CBS Early Show and NBC Today Show to gain national exposure, which benefited us here in Indiana. Volunteers wore black T-shirts that read "Call 811" while standing in the audience in hopes of earning priceless on-air camera time. [Click](#) to read more about the successful expedition and to watch a live interview promoting the importance of calling 811.

Did you know?

That Atlas Energy Indiana, LLC, is our newest member? [Click here](#) for a full list of members.





The Dirt

The Latest

Check out the latest feature in "The Dirt," as Indiana 811 Director of Member and Public Relations Chuck Muller presents a video update on the latest in Indiana damage prevention news. This video includes additional information covered in this newsletter, as well as an interview with the president and owner of *The Planet Underground*. To view the video now, please click [here](#).

411 on 811

The fifth annual CGA Excavation Safety Conference and Expo will be held March 2-4, 2010 at the San Diego Convention Center in San Diego, Calif. The conference and expo is the largest and most widely attended show that deals with damage prevention and safe excavation in the underground utility industry. Click [here](#) to learn more about March's conference.

In the News

Your Source for Indiana 811 Damage Prevention News

Spotlight 811

Indiana recently announced new law changes regarding digging and excavation practices. Click [here](#) for a list of FAQs and to learn more about how this affects you.

The member toolkit now offers a template of an incident letter you can download and send to involved parties when damage caused by excavation occurs to your underground facilities.

Under the new call-before-you-dig law, all utility owners must become members of Indiana 811. If you know of utilities that have not become a member, please have them contact [Chuck Muller](#) to avoid potential fines in the future.

On The Calendar

Come out and see us! Last month Holey Moley and member volunteers attended the Brooklyn Fall Festival and the Sugar Creek Township Fire Safety Day. Friends of Holey Moley on Facebook ([facebook.com/holey.moley](#)) can click [here](#) to view pictures of the fun Hoosier State events. Click [here](#) for an events calendar, or contact Chuck Muller to volunteer for future events.

Holey Moley

Happy 28th birthday Holey Moley! Holey Moley's birthday is a symbolic remembrance of the very first call received from the Indianapolis Water Company at Indiana 811's call center back in 1981.

Click [here](#) to see how we celebrated.

Indiana 811 introduces a new communications tool for members – a

Be sure to check out all of the media coverage Indiana 811 has secured across the state this year. Click [here](#) and click on the boxes labeled "other media" on the left-hand side of the One Call Maps site to view TV coverage and newspaper articles about Indiana 811.

newsletter article that reminds excavators, including your organization and your organization's contractors, that submitting a locate request at Indiana811.org is even faster and more convenient than a phone call. If you don't communicate with excavators through a newsletter, this tool can also be used as an email.

Especially with flu season upon us, the potential exists for staffing concerns for all companies, including excavators, putting increased efficiency of healthy workers at a premium. To download this new communications tool, please click [here](#).

Did you know?

Holey Moley has shaken hands and given hugs to approximately 2,000 people this year at events throughout Indiana.





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Indiana811.org

The Dirt

The Latest

The member toolkit now offers a template newsletter article or email alert for you to distribute to your customers when winter weather strikes your area. This template will provide information about the proper way take action during those dreaded ice and snow storms, along with other pertinent storm recovery messages. Click [here](#) to download this tool and other media relations documents.

411 on 811

The fifth annual CGA Excavation Safety Conference and Expo will be held March 2-4, 2010 at the San Diego Convention Center in San Diego, Calif. The conference and expo is the largest and most widely attended show that deals with damage prevention and safe excavation in the underground utility industry.

In the News

Your Source for Indiana 811 Damage Prevention News

Spotlight 811

The final race of the NASCAR season occurred Sunday, November 22, 2009 at the Homestead-Miami Speedway near Miami, Fla. Thanks to CGA Platinum Sponsor, Shell Pipeline, the 811 logo was featured on Kevin Harvick's No. 29 Shell-Pennzoil deck lid. Kevin promoted the deck lid logo on his twitter page (@KevinHarvick) during the weekend as well. Here was the tweet:

[@KevinHarvick](#): Cool deck lid on my Shell/Pennzoil car this week. Keep your community and environment safe call 811 before you dig. www.call811.com As a result of his third place finish, Kevin Harvick was interviewed by ABC, ESPN and SPEED while wearing an 811 hat. Partnering with Kevin Harvick allowed CGA to increase the visibility and public awareness of 811 to an audience of more than 75 million race fans. For more information about CGA's partnership with Kevin Harvick, please click [here](#).

On The Calendar

Holey Moley will be making his way to the Indiana State Fair Grounds on December 17 to participate in the 9th Annual "Santa Comes to Town" event for the less fortunate Latino families in the Indianapolis area. Click [here](#) for a complete events calendar. Contact [Chuck Muller](#) to volunteer for future events or [invite Holey Moley to your event](#).

Holey Moley

Happy Holidays from Holey Moley! Holey Moley has gotten an early start on celebrating the holidays by participating in the Noblesville Holiday Parade on Nov. 29 and visiting with 400 fourth graders at the State House on Dec. 11.

Friends of Holey Moley on [Facebook](#) can click [here](#) to view pictures of Holey Moley and see how much fun he has been having across the Hoosier State.

Be sure to check out all of the media coverage Indiana 811 has secured across the state this year. Click [here](#) and click on the boxes labeled "other media" on the left-hand side of the One Call Maps site to view TV coverage and newspaper articles about Indiana 811.

Toolkit

Since the first issue of this newsletter was distributed in early July, Indiana 811 has provided members with tools that help them communicate with their customers, employees and the media about the importance of calling Indiana 811. Indiana 811 wants to your feedback on what tools have been useful, what tools you'd like to see offered and any additional feedback you can provide on our goal to better communicate with you, the members, this year. Please click [here](#) to fill out a brief survey about "The Dirt" and the member tools that are posted at <http://www.indiana811.org/toolkit.php>. By completing the survey you will automatically be entered into a drawing for a \$50 Gift Card!

Did you know?

Under the new call-before-you-dig law, all utility owners must become members of Indiana 811 or face potential fines, starting in January 2010. If you know of utilities that have not become a member, please have them contact [Chuck Mable](#) at 317-893-1404 to avoid potential fines in the future.





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Indiana811.org

The Dirt

The Latest

Indiana 811 conducted a very successful member outreach program to all non-member utilities in January, but there are still several utilities that have not joined. If you know of utilities that have not become a member, please have them contact [Chuck Muller](#) at 317-893-1404 to avoid potential fines.

Toolkit

Indiana 811 would like to thank everyone for providing us with your feedback on this newsletter - marketing tools that have been useful and tools you would like to see offered in future newsletters. We will continue to address many of your toolkit requests in the coming months. Congratulations to Mike Rice on being selected from the pool of survey participants for a \$50 gift card.

In the News

Your Source for Indiana 811 Damage Prevention News

Spotlight 811

April is National Safe Digging Month (NSDM) and Indiana 811 looks forward to another successful year of promoting safe digging practices in the Hoosier state. As a member of Indiana 811, we request your assistance in spreading the safe digging message throughout the month of April.

Indiana 811 has designed several resources to effectively assist Indiana 811 members in communicating the safe digging message to external and internal audiences in a variety of ways, including corporate newsletters, events, partnerships and media outreach. More information about these materials can be found by clicking [here](#).

On The Calendar

Holey Moley is stretched and ready to march in the 30th Annual St. Patrick's Day parade in Indianapolis on March 17. Holely Moley will begin National Safe Digging month with a visit to Cincinnati for the Cincinnati Reds kick-off parade on April 5. To keep track of events happening in and around the Hoosier state, click [here](#) to view a complete calendar of events.

Holey Moley

Holey Moley is busy preparing for what's shaping up to be a very busy National Safe Digging Month. You can keep track of Holely Moley throughout NSDM by becoming friends with him on Facebook. Click [here](#) to view pictures and keep up with all the events Holely Moley is attending.

Don't forget to invite Holely Moley to your next event. Click [here](#) to request Holely Moley.

To promote NSDM the Common Ground Alliance has launched the "Day in

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the Dark" campaign. This campaign allows stakeholders to easily promote one element of the 811 message - the inconvenience of utility service disruptions - to the general public in a creative way. During April, all visitors to Call811.com will be greeted with a sudden "blackout" of the page, followed immediately by a short video that illustrates what can happen when digging occurs without a call to 811. CGA is seeking volunteers to post a button on their corporate Web sites to drive traffic to Call811.com, which will drive traffic to local one-call center Web sites, including Indiana 811. The video that will play on Call811.com, web buttons and their supporting code can be found [here](#).

Did you know?

Indiana 811's membership outreach to non-member utilities has lead to 74 new member inquiries since January.



Unsubscription :

[http://www.kentucky811.org/ky811/pmnl/subscription.php?list_id=3&op=leave&email_addr=c
muller%40indiana811.org](http://www.kentucky811.org/ky811/pmnl/subscription.php?list_id=3&op=leave&email_addr=c
muller%40indiana811.org)



The Dirt



Your Source for Indiana811 Damage Prevention News

Follow Us

In The News

Toolkit

Help promote Indiana 811 this summer by downloading some of the great materials that are now hosted online at [www.indiana811.org](#)

Now is a great time to be distributing Indiana 811 door hangers to remind customers to call 811 before any digging project.

Check out all of the free television coverage Indiana 811 secured during Indiana Safe Digging Month by clicking on the image below.



The 411 on 811

Kevin Harvick, driver of the No. 29 Shell-Pennzoil car, and Greg Biffle, driver of the No. 16 3M car, promoted 811 during the April 25 race at Talladega Superspeedway in Alabama. Harvick won the race in one of the closest finishes in recent memory. Check out photos from race day, including many that show 811 logos on both cars, at the new Common Ground Alliance Facebook page by clicking [here](#).

Spotlight 811

April was Indiana Safe Digging Month, the perfect time of year for member utilities to come together and promote the 811 safety message in one collective voice. Many member utilities used materials from the marketing toolkit to promote Safe Digging Month, including NIPSCO and Vectren, which both earned significant media coverage about Indiana 811 in their respective coverage areas.

You can check out the media coverage about Indiana 811 from April including stories that were secured by members, by clicking [here](#).

Additionally, NIPSCO and Vectren got out into the community in April. NIPSCO shared the Indiana 811 safe digging message at Northwest Indiana Earth Day in Valparaiso and Arbor Earth Day in Fort Wayne, while Vectren partnered with Radio Disney for an event at Castleton Square Mall in Indianapolis, where kids learned about safe digging and played Vectren trivia to win Radio Disney prizes.

Holey Moley

Holey Moley was busy during Indiana Safe Digging Month making visits to several high-profile events throughout Indiana. Click [here](#) to view pictures of Holey Moley's visit to Earth Day events, Indianapolis State Day and even the Cincinnati Reds Opening Day parade.

If your organization promoted Indiana Safe Digging Month, tell us about it by emailing Chuck Muller at cmuller@indiana811.org.

Don't forget to invite Holey Moley to your next event. Click [here](#) to request Holey Moley.

The Latest

Indiana 811 and the Indiana Pipeline Awareness Association (INPAA) asked fire stations across the state to show their support for Indiana Safe Digging Month by reminding their community members to call 811 before all digging projects. Each fire station that posted a brief reminder to call 811 on the marquee in front of their fire station was entered into a drawing for one of four \$50 donations. Below you'll see pictures of the four winning fire stations.



Madison Township Fire Department



Elkhart Fire House #2



Folsomville Volunteer Fire Department



Centerville Fire & Rescue

On the Calendar

Come out and see us! If you didn't catch Holey Moley last month don't worry, there are plenty of opportunities to visit him and member volunteers at events like the Springville Heritage Festival and the Midwest Natural Gas Open House.

To keep track of Indiana 811 events happening in and around the Hoosier State, click [here](#) to view a complete calendar of events.

Did you know?

Indiana 811 combined ticket volume for March and April was up 6 percent from the same two months in 2009. It's great to see so many people are getting back to work this spring and doing the right thing, contacting Indiana 811 before they dig.

