

JULIE, INC. IS ON THE AIR!



Members of the Public Relations Department participated in 20 radio and television interviews promoting the "Call Before You Dig" message earlier this year.

Dave Van Wy and Dale Kuhn, JULIE's Damage Prevention Managers, stressed the importance of calling JULIE in statewide markets, including Chicago, Decatur, Champaign, Peoria, Springfield, Quincy, Rockford, Waukegan, Creve Coeur, Canton and Aurora. In addition, Kevin Chmura, public relations director, was interviewed by Lou Manfredini, national home improvement expert and host of the "Mr. Fix-it Show" on WGN Radio. The public relations value for the multiple interviews exceeded \$100,000.

JULIE, Inc. also sponsored "The Garden Show" hosted by Mike Novak and the "Kathy and Judy Show" on WGN Radio during the Chicagoland Flower and Garden Show.

The feedback from listeners and show visitors was excellent. The campaign also provided an opportunity to promote our new E-Request option to homeowners.



Kevin Chmura thanks Lou Manfredini after a recent interview about safe digging practices and our campaign to promote 811.

COORDINATOR PLAYS IMPORTANT ROLE

During member coordinator visits held across the state by JULIE's Damage Prevention Managers, one of the items stressed is the responsibility of the coordinator.

"A JULIE member coordinator is the key contact for the organization and the authorized person to make changes to any of the information regarding their company," said Greg Fisch, JULIE Director of Computer Operations. "This includes such things as phone number changes for day and/or after-hours contacts, hours of operation, minor holiday listing, address changes and database information such as county/place changes, grid/street or poly data base changes." JULIE requests that coordinators keep their mailing addresses, phone numbers (including cell and/or home

numbers, if given) and e-mail addresses current throughout the year.

The JULIE coordinator may also have as many alternate coordinators as needed. The alternate coordinator is also authorized to make changes to the same information and is contacted when the member coordinator is unavailable.

"In the event that JULIE personnel need to reach the coordinator, we request that they provide us with current phone numbers and accurate mailing and e-mail addresses," Fisch continued.

JULIE keeps records for the length of time determined by state law. Each JULIE member has a file where any changes to a company

database are noted. A letter, copy of e-mail or fax signed by the JULIE coordinator or alternate coordinator noting changes is also included in the file. To ensure proper delivery of JULIE locates, it is extremely important that only the authorized person send in any changes.

JULIE should also be included on the appropriate notification lists so any changes can be handled properly to ensure accurate delivery of locate requests. If contact numbers change for day or after-hours notification and/or there is a change in JULIE coordinator or alternate coordinator, contact the JULIE Data Department at 815-741-5011.

Contributing: Joann Mitok, JULIE, Inc.



QUICK DIGS

MUELLER NAMED BOARD PRESIDENT

At the annual Board meeting in April, Chuck Mueller of Ameren was named the Board President of JULIE, Inc. Tom Stutzman of ComEd served as president for the past three years.

FREE MATERIALS AVAILABLE FOR EVENTS

JULIE's free safety materials have been distributed across the state at various events and venues, including Joliet JackHammers and Windy City Thunderbolts games, the Chicago Botanic Garden, Route 66 Raceway races and at Radio Disney events held at Brookfield Zoo.

Popular consumer and education materials include our homeowner's guide, color-code magnet and children's activity booklet. Posters and bumper stickers are also available for the workplace. Quantities are limited.

It is easy to request these free materials for safety meetings with employees, community events and training sessions. Information about 811 and E-Request is now included. For a complete list of available materials, visit www.illinois1call.com or call 815-741-5000.

ONE-CALL OFFERS REMOTE OPTIONS

JULIE, Inc. continues to offer training on our new Newtin Remote Ticket Entry (RTE) program to excavators. This free program allows trained users to submit their own locate requests and receive their valid locate request (dig) numbers over the Internet.

New users interested in using the program require a 90-minute training session. In addition to on-site training sessions, Webinars are a convenient and popular way to complete the training without having to leave the office. For more information or to schedule a free training session, contact the Data Department at 815-741-5011 or call a JULIE Damage Prevention Manager directly.

E-Request is for Everyone

JULIE unveiled a new web-based program, E-Request, for all excavators with Internet access who want to enter their own utility locate requests. During the first seven months of the year, more than 8,400 requests were entered by professional excavators, members and homeowners.

DATES ANNOUNCED FOR 2009 SAFETY MEETINGS

During a five week period in January and February 2009, excavator safety meetings highlighting a variety of important issues and topics will be held in cities across Illinois. The meeting dates and locations are now posted on our Web site. Registration will open in the fall.

Prior to each meeting, contractors will have an opportunity to gather information and meet one-on-one with member representatives at various display booths. Representatives from OSHA and the State of Illinois Onsite Safety and Health Consultation Program will also discuss safety issues.

MEMBERS ENJOY OUTING

More than 70 JULIE members and guests enjoyed our annual golf outing this summer. For additional photos from the event, visit www.illinois1call.com.



Executive Director (and Cubs fan) Mark Frost thanks golfers for participating in the event.

E-Request guides an excavator as they enter and submit the details of their single-site, 48-hour advance notice requests. The submitted requests are temporarily held in a special 'suspend' queue and then processed throughout the day by JULIE call center agents. Once the request is processed, the 48-hour dig start date and time is calculated, a locate request or dig number is assigned and the completed ticket, as well as a list of JULIE member utility companies who will be notified, is sent via e-mail to the address provided by the excavator who entered the ticket.

"Locate requests can be submitted for single-address digging projects that allow for the legal 48-hour advance notice from the time the ticket is completed by a JULIE call center agent," said Barb Huff, JULIE Public Relations Manager. "Emergency, joint meet and design stage requests can not to be processed and will be returned to the excavator without a valid dig number, if submitted."

The E-Request entry form, as well as additional information, is available on the JULIE Web site at www.illinois1call.com. A maximum of two locates per day is allowed per user.

2008-2009 BOARD OF DIRECTORS & OFFICERS

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For more information, visit www.illinois1call.com.

WELCOME NEW MEMBERS!

- Big Sky Wind, LLC
- Exeter-Merritt Water Cooperative
- Grand Ridge Energy, LLC
- Menard County Housing Authority
- Napitek, Ltd.
- North Morgan Coop.
- Sunnysland Sanitary District
- Tri-County Regional Port District
- Xnet

BOARD RECOGNIZES LINCOLN LEGACY



Mark Frost unveils the design for a plaque with the assistance of Mr. Lincoln's family.

The natural gas worker who helped found JULIE, Inc., died recently, but left a legacy of saved lives and prevented injuries. Officials said JULIE saved 27 lives its first year and many more since its inception in 1974.

In an article published in *The Herald News*, JULIE Executive Director Mark Frost said, "Bill Lincoln was a wealth of information for us. He knew where we came from and what our potentials were. He was also an extremely passionate person because he cared so much about our mission."

To honor Lincoln's commitment to damage prevention, the JULIE Board announced that the conference room at the Joliet facility would be named the "William 'Bill' Lincoln Conference

Room." Frost made the announcement and unveiled a plaque outside the room honoring Lincoln at the recent open house.

Lincoln served on the JULIE Board for more than 30 years, many of which he served as president.



Mike Alberts and Larry Lincoln, JULIE's past executive directors, outside the JULIE facility with Mark Frost.

FRONT OF THE LINE

The JULIE Board of Directors approved a new policy that allows customers with an emergency locate request to move to the front of the queue during periods when there are calls in queue. The front end message queue routing scheme was modified this spring.

"The goal of this new policy is to help those with an immediate emergency," said Vicki Denewellis, JULIE Call Center Manager. "We have internal procedures in place to address any potential issues. If the situation

is not an emergency (i.e. no show or incomplete markings for normal locate requests, etc.), the call center agent will transfer the caller back into the queue."

State law defines an emergency locate request as any condition constituting an imminent danger to life, health, or property or a utility service outage which requires immediate repair or action. For more information, including a copy of the state law, visit our Web site.

JULIE, INC. RECEIVES PRESTIGIOUS AWARDS

Representatives of JULIE, Inc. announced that the not-for-profit organization was the recipient of the Silver Trumpet award from the Publicity Club of Chicago for distinguished achievement in public relations and the Silver Communicator Award of Distinction from the International Academy of Visual Arts.

The JULIE, Inc. Public Relations Department created a successful, multi-dimensional safety program to educate and inform professional excavators and homeowners about the importance of calling JULIE before any type of digging projects. During the past year, JULIE, Inc. launched an awareness campaign to accompany the roll-out of 811 as the national call-before-you-dig number.

"We are honored to receive these prestigious awards," said Mark Frost, executive director at JULIE, Inc. "Our proactive public relations campaign stresses the importance of our mission and prevents damages to underground utilities, the environment and property; reduces service interruptions and costly repairs; and saves lives."

A leading marketing firm conducted a statewide survey to gauge the effectiveness of the outreach program. The results indicated that a majority of adults who have done a

household project requiring digging in the last two to three years are aware of the free service (91 percent) in Illinois. This is significantly higher than the nation as a whole, with only 73 percent of U.S. residents aware of these services.

The Publicity Club of Chicago awards program is the only one in the Midwest honoring distinguished individual achievement of public relations and other communications professionals. The Communicator Award is the leading international award program honoring creative excellence.

CGA Wins Coveted Silver Anvil Award

The Common Ground Alliance's National 811 Public Awareness Campaign was awarded the prestigious Silver Anvil Award from the Public Relations Society of America at a reception in Times Square. Kevin Chmura, director of public relations for JULIE, Inc., was a member of the CGA 811 core team that accepted this award on behalf of the Common Ground Alliance (CGA).

"We succeeded in earning this achievement against businesses and organizations that had



significantly more resources, time and staff. Hats off to our sponsors and members, the national launch partners and our committee volunteers for achieving a truly remarkable award," said Bob Kipp, CGA President.

Established in 1946, the Silver Anvil, symbolizing the forging of public opinion, is annually awarded to organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. The CGA was among 900 submitters and 108 finalists including: Magic Johnson Foundation, PepsiCo, Little Caesars and Kodak. For more information, visit www.commongroundalliance.com.

LOCATE TECHNICIANS TEST THEIR SKILLS

JULIE, Inc. presented the Third Annual Midwest Regional Utility Locate Rodeo in June at the Planet Underground in Manteno, Illinois. Twenty-five competitors from five states participated in the event.

"This event would not have been possible without the support of our Board and staff at JULIE, the competitors and their companies, sponsors and more than 50 volunteers," said David Van Wy, Rodeo Chairman and JULIE Damage Prevention Manager. Sponsors for the event included JULIE, Inc., Staking University, Trench-It Inc., Walsh Construction, Ameren, BP

Pipelines, Central Locating Service, Ltd., SM&P Utility Resources, Inc. and the Illinois Commerce Commission.

This competition included four separate divisional events: electric, gas, telecommunications and water, plus an optional bonus event. The competition was timed with each individual competitor having 12 minutes to complete an event and three minutes to complete the bonus event.

Winners of the Midwest Regional Utility Locate Rodeo received prize money and participated



in the International Utility Locate Rodeo in Atlanta, Georgia.

A FRIEND SAYS GOODBYE

Ray Muhs, JULIE Damage Prevention Manager for Southern Illinois, retired this summer. Ray was a valuable member of our team for more than ten years and will be missed.

A replacement is expected to be named in September. In the meantime, if you have any questions or need assistance, please contact Dave Van Wy (847-963-0387) or Dale Kuhn (217-698-0813), our damage prevention managers for Northern and Central Illinois, respectively.

Visit www.illinois1call.com for an official announcement regarding the new damage prevention manager for Southern Illinois in the upcoming weeks.



Friends and coworkers had a chance to share stories with Ray Muhs during a special event held in his honor in Joliet. Ray was the first damage prevention manager for JULIE in Illinois.

JULIE HOSTS OPEN HOUSE



JULIE recently hosted open houses for members and our employees and their families to showcase the office addition project and remodeling of the facility in Joliet.

The project included the addition of 3,000 square feet for a new training center, office space for quality auditors and data personnel, new storage space and a safe room for emergency situations. Also included was the remodeling of the call center and general office space throughout the building. The three phase project was completed this spring.

Members interested in using the conference rooms for meetings are encouraged to contact Terri Robinson at 815-741-5948.



Jammer, the mascot for the Joliet JackHammers baseball team, surprises a call center agent while on break.

OUTREACH PROVIDES RESULTS

Since the initial implementation of Newtin with mapping in the spring of 2007, JULIE staff has worked with GIS entities throughout the state to obtain more accurate and complete map information. One result has been improved street centerline data in a majority of Illinois counties. Counties with improved accuracy allow JULIE to reduce the default buffer size

used to create jobsite polygons around dig sites. Several counties have a default buffer reduction to 150' as a result of this improved data. Counties with a 300' buffer have not been updated and use the original, non-improved TIGER Line data from the U.S. Census Bureau for map functions. For more information, please contact the Data Department.

SAVE THE DATES 2008

Home Showcase	
Tinley Park	Oct. 3-5
Board Retreat	
Utica	Oct. 9-10
Board Meeting	
Joliet	Nov. 19

Visit www.illinois1call.com for a complete list of upcoming events and additional details.



BREAKING New Ground

Fall 2008

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- JULIE, Inc. is on the Air
- Coordinator Plays Important Role
- Quick Digs
- One-Call Offers Remote Options
- Board Recognizes Lincoln Legacy
- Front of the Line
- JULIE, Inc. Receives Prestigious Awards
- Locate Technicians Test Their Skills
- A Friend Says Goodbye
- JULIE Hosts Open House
- Outreach Provides Results

Breaking New Ground is published by the JULIE Public Relations Department. The contents in this publication are for informational purposes only.

Comments and story ideas should be directed to Kevin Chmura, editor, at 815-741-5000 or chmura@illinois1call.com.

To receive this publication via e-mail, please visit www.illinois1call.com. Designed by Gammon Group.



A MAGICAL DAY

On a sunny day in May, JULIE, Inc. held a one-year anniversary celebration of 811 at the Brookfield Zoo with Radio Disney. Families from throughout the region enjoyed our fun-filled event.

"One of our goals this year was to reach children and their parents in a creative way," said Kevin Chmura, director of public relations at JULIE, Inc. "This successful event exceeded our expectations. To illustrate the effectiveness of the partnership, at one point, the crowd near the stage was chanting 'Call Before You Dig' and '8-1-1.'"

While the Radio Disney Road Crew kept everyone dancing, singing and playing games (JULIE trivia, the utility flag race and the new JULIE red phone game), our team coordinated a coloring contest and prize wheel game. We also distributed education and promotional materials to those in line at our booth and the surrounding area.

Officials reported that more than 15,000 visitors enjoyed the zoo that day. In addition to the event, links to the JULIE Web site were available



"BUD" and his friends enjoyed a fun-filled day.

on the Radio Disney Web site, radio commercials mentioning JULIE aired for two weeks and JULIE personnel were featured on a one hour public affairs show.

The mission of JULIE, Inc. is to provide Illinois excavators and underground utility facility owners with a continuously improving one-call message handling and delivery service for the safety and protection of underground facilities and those individuals who work or live near such facilities. To guide the corporation's operations toward the fulfillment of the mission, JULIE, Inc., espouses quality, affordability, customer service and a conducive work environment as guiding principles/values for the organization.