

POLYGONS BEGIN TO TAKE SHAPE

The recent conversion from the OCARS Pro to the Newtin locate request processing computer has resulted in several new features and functionalities for damage prevention stakeholders in Illinois. In addition to an improved remote ticket entry interface for excavators, improved quality analysis programs for staff and helpful map tools for call center operators to pinpoint on or draw a polygon around a jobsite, Newtin also offers a feature that will allow JULIE members to represent their underground facilities using polygons.

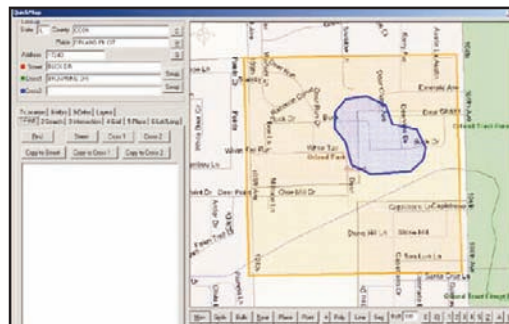
"The member facility polygon functionality of the system has been tested, implemented and is being used by several members already. Members can now submit shape files that represent their facility coverage areas," said JULIE Director of Computer Operations Greg Fisch. "This new method is intended to replace member grid facility representation and reduce the number of non-conflict tickets."

With this new ability for members to define their facility and service area based on polygons instead of quarter-section grids, many member coordinators are seeking more information about what their companies must do next. Members wishing to move to polygons have options to provide their information. For companies having digital data in a GIS system, JULIE can import simple shape files that can typically be produced from those systems.

If your company uses GIS or CAD data to store facility information, the process involves the four steps outlined below.

Step 1: Recognizing that all database changes must be first authorized by the JULIE

coordinator for each member company, such authorization must be granted to work with all involved parties, including member GIS personnel, if appropriate.



Sample illustration of a polygon around a jobsite.

Step 2: The spatial data representing the affected facility area is then provided to JULIE, preferably in shape files projected into the coordinate system of Geographic NAD 83. JULIE will need a separate set of shape files for each affected member code. Shapes may be points, lines, polygons or combinations of each to create your facility polygons. Point and line shapes will be buffered by JULIE to create the final polygons. The default buffer applied to points and lines will be 300 feet in all directions, although members may also select their own buffer between 100 feet and 1500 feet, if preferred. Member-provided polygon shapes will be imported 'as is' with no additional buffer area applied. Member-provided polygons are limited to simple geometric shapes with no interior holes within a single feature. Polygons submitted containing interior holes will be filled when the shape file is imported.

Step 3: Once the shapes are imported, members will be asked to review the polygons for positional accuracy. Representatives will be contacted once the data is ready for review with instructions on how to view the data. Polygons will not become active until after polygons have been reviewed. JULIE staff and the member will work together to get the desired results.

Step 4: The final step after reviewing the data is to have the JULIE member coordinator approve the polygons. The coordinator may at this time authorize JULIE to remove the grids once the polygons become active.

For more detailed information on providing GIS/CAD data to JULIE for import, contact Burt McAlpine, GIS Specialist, at 815-741-5668 or mcalpine@julie1call.com.

No Digital Facility Data? No Problem!

Members who do not have digital GIS data can still take advantage of the facility polygon feature of the new Newtin system. JULIE staff can work with a member to hand-draw facility polygons onto a map. To set up an appointment or make arrangements to have your service area or facility polygons entered into the JULIE system, contact Database Manager Debi Andre today at 815-741-5018 or andre@julie1call.com.

Regardless of the input method used, members have the ability to review the facility polygon area for positional accuracy prior to the polygon becoming active.

Contributing: Greg Fisch and Burt McAlpine, JULIE, Inc.



QUICK DIGS

PILOT MEMBER PROGRAM TAKES FLIGHT

As part of a pilot program, JULIE, Inc. will host two regional meetings for member coordinators and their alternates in August. The goal of each meeting is to highlight the services and programs that JULIE offers to its members, provide information about the not-for-profit organization and our strategic plan and garner feedback about key issues. Each department at JULIE will be represented at the meetings.

Two-hour meetings will be held in Joliet and Peoria on August 16 and 23, respectively. Attendance will be limited to two member representatives per company. Registration and other information were sent to member coordinators in the appropriate areas. For details, visit www.illinois1call.com.

FROST RECEIVES OCOA AWARD

Mark A. Frost, executive director for Joliet-based JULIE, Inc., was recently honored by One-Calls of America, Inc. for his significant contributions in the one-call center industry. He was presented a special recognition award by JULIE, Inc. Board President Thomas Stutzman of ComEd at the Illinois One-Call System's annual membership meeting.



Mark Frost is presented a special recognition award by JULIE, Inc. Board President Thomas Stutzman.

One-Calls of America, Inc. consists of 21 members from across the country. The objective of the organization is to identify and enter into cost-savings arrangements with telephone companies, insurance companies and other vendors that provide low cost and high quality service for its members.

PROJECT OFFERS SPACE

Representatives of JULIE, Inc. and its Board of Directors held a groundbreaking ceremony for its facility remodeling and office addition project in Joliet. Joliet City Councilman Tim Brophy also attended the ceremony.

The project will include 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 will be the remodeling of the call center

and general office space throughout the building. The three phase project will be completed early next year.

THINK GREEN

One of the oldest agricultural organizations in Illinois – having served the states' nursery and landscape industry since 1925 – has changed its name to the Illinois Green Industry Association (IGIA). Formerly the Illinois Nurserymen's Association, the IGIA is a non-profit organization representing all segments of the Green Industry. For more information, visit www.illinoisgreen.org.

CGA HONORS CHMURA

Kevin Chmura, director of public relations for JULIE, Inc., was the recent recipient of the Ron Olitsky Award from the national Common Ground Alliance (CGA) for significant contributions in the damage prevention industry. This prestigious award was granted to the CGA member whose dedication and service to the organization went above and beyond the call of duty during a given year.



Kevin Chmura of JULIE, Inc. was the recent recipient of the prestigious Ron Olitsky award from the CGA.

CGA is a member-driven association of nearly 1,400 individuals, organizations and sponsors in every facet of the underground utility industry. Established in 2000, CGA is committed to saving lives and preventing damage to American underground infrastructure by promoting effective damage prevention practices. CGA has established itself as the leading organization in an effort to reduce damages to underground facilities in North America through shared responsibility among all stakeholders.

PROPOSED JULIE LAW CHANGES AVAILABLE

The JULIE Governmental Affairs Committee has made available the first discussion draft of changes to the Illinois Underground Utility Facilities Damage Prevention Act. The proposed changes are based upon feedback from several stakeholder groups.

2007-2008 BOARD OF DIRECTORS & OFFICERS

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Mark A. Frost, Executive Director

WELCOME NEW MEMBERS!

- Cable Venture Communications
- EDT Specialist, LLC
- High Trail Wind Farm, LLC
- Illinois Rural Electric Cooperative
- Mendota Hills, LLC
- Powers Water Company
- Rapid Communications, LLC
- Rockwell Utilities, LLC
- Saddle Brook Farms
- Southern Illinois University, Edwardsville

MAPPING THE FUTURE

JULIE, Inc. announced the release of a new, enhanced method for excavators to enter locate requests called Newtin Remote Ticket Entry (RTE). Newtin RTE provides all the functionality that currently exists in OCARS WRTE, plus new features that allow the viewing of a map on which a dig site can be identified to improve the locate request process.

"Over 40 percent of the locate request tickets are now entered directly by professional excavators," said PC/Telecom Support Manager Lynette Exline. "Remote Ticket Entry is a free of charge, unique and convenient feature that provides excavators

with a method of entering locate requests directly into the JULIE system."

Members who want to continue to enter locates from their offices using the new method will require retraining. For more information or to schedule a free training session at your facility, contact the JULIE Data Department at 815-741-5011 or contact a JULIE Damage Prevention Manager (see related article).

Contributing: Greg Fisch, JULIE, Inc.

ANNUAL MEETING HIGHLIGHTS ACCOMPLISHMENTS

During the organization's annual meeting this spring, JULIE Board President Tom Stutzman of ComEd and Executive Director Mark Frost discussed the strategic plan objectives and highlighted the major accomplishments over the past year.

During comments to more than 100 attendees at the meeting in Lisle, the following accomplishments were reviewed:

- Over the past 10 years, the number of locate requests to JULIE, Inc. has increased over 70 percent in the state of Illinois. Since 1974, JULIE has logged over 18 million calls.
- New members continue to join JULIE, from electric cooperatives to school districts. More than 1,720 owners and operators of underground facilities are now partners with the Illinois One-Call System.
- A new ticket taking application which includes GIS map tools was implemented to assist in more accurately identifying excavation jobsites. Call center operators participated in a comprehensive training program.

- The popularity of Remote Ticket Entry continues to increase. Almost four of 10 locate requests last year were entered directly into the JULIE system by excavators.
- JULIE's management team has the best talent from across the nation. In recent months, two new managers with extensive expertise in their respective fields joined the team and one manager was recognized with a national industry award.
- The addition of 811 to our existing one-call center number is a reality and target audiences are excited about the new number.

"Executive Director Mark Frost has worked with his team to successfully address many challenges and issues during a continued period of growth at JULIE," said Stutzman.

In addition, Mark and the Board also acknowledged the commitment and service of three outgoing Board members: Gary Stewart, Trunkline Gas; Roger Baldwin, Verizon; and Shane Doyle, SM&P.

JULIE OFFERS NEW MEMBER SERVICE

For decades, JULIE, Inc. has aggressively marketed and promoted the 'Call Before You Dig' message of safety throughout the state of Illinois. From trade shows to a statewide outreach campaign, efforts promoting the underground damage prevention message of safety were comprehensive and consistent.

"With an ongoing commitment to quality and an increasing industry emphasis to measure effectiveness for damage prevention programs, JULIE, Inc. recently partnered with Celeritas Technologies to use and offer to our membership the Campaign Awareness Manager™," said Kevin Chmura, director of public relations at JULIE, Inc.

The Campaign Awareness Manager™ (CAM™) was specifically designed for One-Call centers, Associations and their member companies as a powerful, web-based tool for coordinating, assessing, managing and mapping damage prevention-related activities. It organizes all public outreach activities and marketing campaigns, as well as training and special event efforts, into one, easy-to-use system that saves time and improves efficiencies by giving quick access to all of this data electronically. The CAM™ provides JULIE, Inc. and its member companies the real-time ability to see where efforts are being focused in and around the state, view any associated documentation of those efforts, and query different types of campaign activity by county, zip code, name, audience or content.

The architecture of the CAM™ is flexible and offers the ability for additional features and functions based on member company needs and the future direction of the industry. The ability to add additional geospatial layers such as company pipeline assets,

census data, new housing starts and damage tickets are inherent to the system.

Customized reporting capabilities, to meet the needs of JULIE, Inc., as well as trending those reports over time to assist in measuring the effectiveness of campaign activities are also benefits.

"Companies trying to comply with RP 1162 have found significant benefit in using the CAM™ to document, manage, track and trend their campaign related activities," said Hal Bentley, Director of Business Development at Celeritas Technologies. "Having insight into the one-call specific marketing activities throughout the state also helps member companies determine other efforts needed in and around their service areas for 'Continuous Improvement' and has proven very beneficial in the audit process."

Through a user-name and password hierarchy, JULIE member companies also have the option of adding their own company specific data into the same application, for an additional fee.

That would allow those members to view their company data along with JULIE, Inc. data in the same application. Any JULIE member company who would like to find out more information regarding this value-added service can send a message to chmura@illinois1call.com or call 815-741-5005.

To schedule a demonstration of the CAM™, please contact Hal Bentley, Director of Business Development, Celeritas Technologies, at bentley@celeritas.com or 913-491-9000. For more information on the products and services that Celeritas Technologies offers, visit www.theutilitysource.com.

ID	Name	Description	Type	Start Date	End Date	Geography Type	Organization	Created By	Creation Date	Modified By	Modification Date
8401	TV Media Buy		TV	04/16/2007	09/26/2007	County	Illinois One-Call	Diana_Totte	03/30/2007 14:21:02	Diana_Totte	04/03/2007 06:39:02
8421	TV Media Buy		TV	04/15/2007	09/12/2007	County	Illinois One-Call	Diana_Totte	04/03/2007 08:36:51	Diana_Totte	04/03/2007 06:45:37
8428	TV Media Buy		TV	04/16/2007	09/12/2007	County	Illinois One-Call	Diana_Totte	04/03/2007 08:48:10		
8435	TV Media Buy		TV	04/16/2007	09/12/2007	County	Illinois One-Call	Diana_Totte	04/03/2007 08:53:06		
8442	TV Media Buy		TV	04/14/2007	09/26/2007	County	Illinois One-Call	Diana_Totte	04/03/2007 09:56:05		
8449	TV Media Buy		TV	04/16/2007	09/12/2007	County	Illinois One-Call	Diana_Totte	04/03/2007 08:58:52		
8464	TV Media Buy		TV	04/16/2007	09/15/2007	County	Illinois One-Call	Diana_Totte	04/03/2007 09:15:38		

The screenshot of the Campaign Awareness Manager™ displays the ease with which you can query and view Illinois damage prevention data. The map displays shading and icons where activities are occurring and the data associated with those campaigns is displayed in the frame below.

RODEO SHOWCASES LOCATE SKILLS

More than 30 utility locators recently tested their skills at the Second Annual Midwest Regional Utility Locate Rodeo presented by JULIE, Inc. The successful event was held at the Planet Underground in Manteno, Illinois.



The locate rodeo included four separate divisional events: electric, gas, telecommunications and water, plus a challenging 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.

"There was an unmistakable sense of excitement and professional pride," said Dave Van Wy, event coordinator and damage prevention manager at JULIE, Inc. "The

event provided an excellent opportunity for utility locators to showcase their skills and network with their peers."

Cash prizes were awarded for the top three scorers in each division and invitations to the International Utility Locate Rodeo in Atlanta, Georgia in August. For a list of winners and more photos from the event, visit www.illinois1call.com.

A Special Thanks:

This event would not have been possible without the support of the JULIE Board and staff, participants, volunteers and sponsors, including TrenchIt, SM&P Utility Resources, Inc., Staking University, Ridgid, Enbridge, TBE Group, Laverdiere Construction, Ameren, Central Locating Service, Ltd., Gopher State One Call, SafetyComm Solutions, BP and Consolidated Utility Services, Inc.



ONE-CALL WELCOMES HR MANAGER

JULIE, Inc. is pleased to announce the newest addition to the management staff. Laura Donahue recently joined JULIE as the Human Resources Manager.

"We are excited that Laura has joined our management team," said Mark Frost, executive director at JULIE, Inc. "As one of the premier one-call systems in the nation, this is a critical position as our not-for-profit organization staff continues to grow and tackle new challenges."

As Human Resources Manager, Donahue is responsible for leading the review process for the development of employee policies and procedures, job descriptions and incentive programs. She will also be implementing a performance management system and developing career paths for employees, and has developed and

implemented a new hire orientation process that streamlines the on boarding of new and returning employees. She will also serve as staff liaison to the Safety Committee, the employee Social Committee and the Board of Directors Human Resources Committee.

Donahue comes to JULIE with 10 years human resources experience in a variety of industries that include, previous call center experience, health care, casino gaming and the printing industry. She has a Bachelors degree in Psychology from Marquette University in Milwaukee, Wisconsin and is currently pursuing her Masters degree in Management and Organizational Behavior with a Human Resources concentration at Benedictine University in Lisle.

TEAM COVERS THE BASES

JULIE's Damage Prevention Managers - Dave Van Wy, Dale Kuhn and Ray Muhs - are available to present safety seminars and answer your questions regarding the state law and JULIE's policies, services and programs. The managers can also train and/or retrain members interested in the new RTE system.

For more information, call the appropriate Damage Prevention Manager listed below:



Northern Region

David Van Wy
Office: 847-963-0387
Cell: 815-351-5002
E-mail: vanwy@illinois1call.com

Central Region

Dale Kuhn
Office: 217-698-0813
Cell: 217-725-0904
E-mail: kuhn@illinois1call.com

Southern Region

Raymond Muhs
Office: 618-662-2118
Cell: 618-843-2513
E-mail: muhs@illinois1call.com

SAVE THE DATES

Regional Coordinator Meeting

Joliet**Aug. 16**

Regional Coordinator Meeting

Peoria**Aug. 23**

Farm Progress Show

Decatur**Aug. 28-30**

Board Meeting

Joliet**Nov. 14**

Visit www.illinois1call.com for a complete list of upcoming events and additional details. Dates for the 2008 Excavator Safety Meetings are posted on the Web site calendar.



BREAKING New Ground

Summer 2007

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- Polygons Taking Shape
- JULIE, Inc. Offers New Service
- Quick Digs
- The 411 On The Launch Of 811
- Mapping The Future
- Annual Meeting Highlights Accomplishments
- Rodeo Showcases Locate Skills
- One-Call Welcomes New HR Manager



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.

THE 411 ON THE LAUNCH OF 811 Campaign Generates Record Number of Locate Requests

As part of its ongoing commitment to make safe digging as convenient as possible, JULIE, Inc. announced the launch a new national 811 "Call Before You Dig" number to help prevent homeowners and professional excavators from damaging underground utility lines while digging and causing injury or service outages. The not-for-profit organization reported that coverage of the campaign launch on May 1 reached more than 2 million people in Illinois.

"The 811 number is especially beneficial to people who are working near our service boundaries and are not sure which one-call center they should contact," said Mark Frost, executive director of JULIE, Inc. "In addition to our proactive advertising and outreach campaigns this spring and summer, JULIE hosted a Common Ground Alliance Stakeholder Summit prior to the launch to promote awareness of our efforts to our members."

In addition to JULIE's existing telephone number (800-892-0123), 811 is a new FCC-designated national N-11 number that assists excavators with reaching the one-call center.

Record Call Volume in May

The Illinois One-Call System broke its single month call volume record when it received and processed a record 149,286 underground utility locate requests in May. Compared to the previous record month, this total represents an increase of more than six percent.

Free Campaign Materials Available

With the addition of the new 811 number, JULIE's outreach and campaign materials have an exciting new look highlighting the "Call Before You Dig" safety message. Members and contractors are encouraged to spread the news about the safety campaign.

For copies of free education materials with the JULIE safety message and phone number to complement outreach efforts to your employees and customers, please visit www.illinois1call.com or call 815-741-5000.

