



Know what's below.  
Call before you dig.

# in the dirt

SOUTH CAROLINA 811 QUARTERLY NEWSLETTER

Second Quarter 2011

## UPCOMING EVENTS & CLOSINGS

**Independence Day**  
Monday, July 4 - Closed

**APWA Show**  
August 7-8  
Myrtle Beach, SC

**SCRWA Show**  
August 8-9  
Myrtle Beach, SC

**2011 SC Pipeline  
Safety Seminar**  
August 9-10  
Columbia, SC

**811 Day**  
Thursday, August 11  
All over SC

**Labor Day**  
Monday, Sept. 5 - Closed

## HOW TO REACH US

**Address:**  
810 Dutch Square Blvd.  
Suite 320  
Columbia, SC 29210

**Phone:**  
803-939-1117 (Admin)  
811 (Calling in a Locate)

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803-750-4867

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www.sc811.com

# Gov. Haley Proclaimed April as Call Before You Dig Month

Another successful April has come and gone and SC811 was able to participate in many events to get the word out about National Safe Digging Month.

Prior to April 1, we secured Gov. Haley's proclamation of April as Call Before You Dig Month. Forty-seven states were able to get a proclamation from their governor about National Safe Digging Month.

SC811 also joined with several local UCCs to promote safe digging. Safety tables were set up in front of home improvement stores and many UCCs donated water, snacks and additional handouts from their companies about safety. The UCCs that participated were Beaufort Jasper UCC (April 8), Blue Ridge UCC (April 13), Spartanburg UCC (April 13), Aiken UCC (April 15), Low Country UCC (April 15), and Midlands UCC (April 22). Thanks to all the volunteers who helped out along with the Lowe's stores and Ace Hardware stores that generously allowed us to set up in front of their stores.

SC811 also partnered with schools for Safe Digging Month. Kellie Howell set up a booth at an Earth Day event for school children in Myrtle Beach and taught them about safe digging. David Landry (Carolina Gas), Thomas Flitter (SCE&G) and Frederick Arthur (UtiliQuest) each helped out in teaching the 2nd grade students at Pontiac Elementary about the importance of safe digging. We also planted a maple tree at the school and the kids met the SC811 dog mascot.

*(Continued on page 2)*



Top: David Landry and students plant a tree at Pontiac Elementary during a presentation on safe digging.

Bottom: The Midlands UCC set up at safety table at the Lowes in West Columbia on April 22.

Palmetto Utility Protection Service, Inc. (doing business as South Carolina 811) is a not for profit organization committed to provide excellence in damage prevention notification services to our members and the public.



## SC811 NEWS BRIEFS

### 2011 Joint NC SC UCC at Litchfield Beach, SC

The Joint North Carolina/South Carolina UCC was held April 27-29 in Litchfield Beach, SC this year. There were almost 200 people in attendance. Terrific speakers came to the conference including Khrysanne Kerr with CGA, Sam Hall with PHMSA, Mark Parilac with Underground Focus, and David Landry with Carolina Gas Transmissions.

Next April, the Joint UCC will be held at The Great Wolf Lodge in Concord, NC.

### 2011 PHMSA Grant

In early April, SC811 was awarded grant funds from PHMSA. We received a total of \$38,900 which will cover four of the nine elements of the grant. These elements are Effective Communications, Comprehensive Stakeholder Support, Effective Employee Training and Public Education. With these funds we are planning to begin implementation of Positive Response, create a membership DVD, create new training videos, and purchase air time for commercials as well as create new commercials. We will have until April of 2012 to complete these projects.

### Social Media in Damage Prevention and One Calls

Almost every business is now accessible through social media. If you are interested in what SC811 is doing, visit the South Carolina 811 page on Facebook or SC\_811 on Twitter. The CGA is also on Facebook and they post updates on what is going on nationwide with projects, like National Safe Digging Month and 811 Day. Visit CGA Connect on Facebook. The Mark-It Madness page on Facebook shows what other one call centers are doing for marketing in their states. Become a fan of these pages today!



Above: SC811 Dog Mascot waves to passing cars at Harmon Tree Farm in Gilbert, SC.



Left: Dawn Wallace and Erik Carlson from the Low Country UCC handout safe digging materials to customers coming in and out of the Wescott Lowes in Summerville. Erik also brought a mat to explain locating marks.

## Safe Dig Month, Continued

SC811 received media coverage in April in newspapers around the state. These newspapers were the Herald Journal, the Cheraw Chronicle, the Clinton Chronicle, the Union Daily Times and the People Sentinel. The combined circulation of these newspapers is over 60,000 people.

We also had ads running on Comcast in Charleston, Fox/ABC in Hilton Head/Beaufort, and radio stations in Florence, Charleston and Myrtle Beach. We had ads running in The State Newspaper and The Post and Courier.

Harmon Tree Farm displayed a banner along US Highway 1 for the entire month of April. On April 25th, the SC811 dog mascot came out and waved to passing cars. Also, the Spartanburg Fire Department placed a safe digging message on their marquee for the month.

A special "Thank You" to everyone who supported and promoted National Safe Digging Month!

## FEATURES

# Disaster Recovery Plan and Alabama 811

Over the past year, SC811 finally reached complete redundancy where, in the event of a disaster, all calls would be directed to Texas811 and they would begin taking tickets for us. We backup our data every 15 minutes to a center in Texas, as part of our Business Continuation Plan. As important as these plans are, most people don't expect to use them.

Unfortunately for Alabama811, the unthinkable did happen. On April 27th a tornado ripped through the Southeast destroying northern Birmingham and Fultondale. Alabama's One Call center was unfortunately in its path. The tornado hit the center about 6pm and luckily all employees had left the building.

Like our call center, Alabama811 had arranged for Texas811 to take tickets in the event of a disaster. Alabama811's Executive Director, Annette Reburn, stated, "We have calls and tickets being processed out of the Texas811 center as of middle of the afternoon of April 28th. We sent 4 CSRs to Tennessee811, who graciously made space for us, and have calls also routed to them beginning May 4th. Other CSRs are logging in from home and taking care of the E-tickets." Alabama811 is working as quickly as possible to set up a temporary office location.

No one wants to think about a disaster of that magnitude, but after watching Alabama811, we know that our business continuation plan at SC811 will work.



Alabama 811's call center after the tornado hit it on April 27, 2011

# Dixie Pipeline paints 811 logo on tanks in Lexington

During the Month of April, Dixie Pipeline came up with a very permanent way to get the 811 message out to the public. They painted the 811 message on two of their tanks that are located along Highway 1 in Lexington. The logos are painted on opposite sides so you can see them from either direction. The timing was great as we were able to promote this during National Safe Digging Month. Photos of the tank were featured on the CGA Connect facebook page.

SC811 also purchased outdoor advertising space in Columbia, but in the form of billboards. One billboard is facing East on I-20 around exit 55B. The other billboard is facing Southeast on I-26 around exit 119. Look for the billboards the next time you are driving in these areas.

If anyone is interested in having the 811 logo painted on their tanks, please contact Charleigh Elebash at 803-939-1117 ext. 0



Dixie Pipeline's tanks in Lexington along Highway 1.

# OTHER NEWS

## Remote Entry Training

Remote User Ticket Entry is for excavators that are calling in tickets on a regular basis. You can map the area online, submit a ticket and receive a ticket number immediately. To obtain remote user capability, you must attend a training class conducted by an SC811 representative. Please contact Autumn Coker at (800) 290-2783, ext. 5 to sign up. Classes are held the second Wednesday of each month.

## Member Applications

SC811 is currently offering free applications to our members. Member Service Area Mapping (MSAM) provides several features that make editing and tracking maps much easier. KorWeb is a web-based ticket management program. For more information on MSAM or KorWeb, Contact Rhonda Dotman at rdotman@sc1pups.org or (800) 290-2783, ext. 1.

## New Members in the 1st Quarter 2011

We are happy to announce our new member who joined us in the 1st Quarter. The company is:

- Dorchester County Water and Sewer

For a list of all of our members, visit [www.sc811.com](http://www.sc811.com).

## Stats for the 1st Quarter 2011

143,503 TICKETS

653,609 TRANSMISSIONS

## Interested in advertising in the SC811 newsletter?

SC811 is now offering advertisements in this publication to anyone affiliated with the underground damage prevention program. We can design an ad for you if you don't have one. For pricing, contact Charleigh Elebash at [celebash@sc1pups.org](mailto:celebash@sc1pups.org) or 803-939-1117 ext. 0. Contact us by July 30 to place an ad in the next issue.

# EMPLOYEE SPOTLIGHT

Each Quarter we recognize an employee who has excelled in all aspects of being a SC811 Customer Service Representative. The criteria required for the selection are:

- 1.Attitude: Contributions and service to the organization, which go above and beyond what is expected.
- 2.Attendance: No tardiness or unexcused absences during the previous three months.
- 3.Teamwork: Willingness to accept and/or volunteer for special projects.

This quarter's CSR is Randi Olsen who became an employee of SC811 on February 20, 1995. She is a very dedicated employee and is always working hard to provide the best service to SC811 customers. Randi has helped out when needed in our database department and in our reception area. Randi is also a part of our Hispanic Awareness Program. She is always willing to lend a helping hand when needed, and is always ready to take on any challenge given to her. In her spare time, she enjoys spending time spoiling her nephews, Ryan and Jake.

We would like to take this opportunity to thank Randi for her hard work and dedication to her job. We are very fortunate to have Randi as part of our team. The next time you call SC811 for a locate request and you speak to Randi, tell her "Hi" and that you read about her in the SC811 Newsletter.

