



The Dirt

Awareness Campaign in Full Swing!

These days it may be difficult to watch TV, listen to the radio, surf the Internet, or even drive down the highway without catching our message to call 811 before you dig.

Launched in April, officially proclaimed Safe Digging Month by the Governors in Dig Safe's five states, our multi-media campaign takes New England by storm with Call 811 Before You Dig public service announcements.

8-1-1 is a national three digit dialing code that connects you to the appropriate One-Call center. If you dial 811 in Massachusetts, Maine, New Hampshire, Rhode Island or Vermont, your call is routed to Dig Safe to request a utility mark-out.

Our aim is to make 811 for safe digging as well known as 411 for directory assistance and 911 for emergencies. Our far reaching campaign is not only geared to contractors who dig for a living- it's just as important for property owners to know what's below before they dig in their own yard.

We're proud to have Roger Cook as our TV spokesperson. Landscape expert from the hit shows This Old House and Ask This Old House, Roger has a huge following with yard improvement enthusiasts. And, he firmly believes in the Dig Safe process both on the show and in his own landscape business. Roger urges TV audiences to call 811 even for small jobs, like planting a tree.

The spot runs on a.m. and p.m. local



news, and to reach the Do It Yourself crowd, you'll see it on DIY Network shows Desperate Landscapes, Turf Wars, Yard Crashers, and Yard Attack.

And during Red Sox and Patriots season, you'll hear our ad on the radio before, during and after the games for the entire season.

In addition to the nine massive billboards we purchase in Massachusetts, Rhode Island and New Hampshire, our outdoor public service announcements now span across Massachusetts, thanks to the support of the Department of Transportation and the Department of Public Utilities.



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CALL
DIG SAFE
AT 811



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We count on Google Adwords to drive the masses to our website at digsafe.com. Our ad and link get top-of-page placement in search results when one of over 200 word combinations are Googled. Give it a try!



Our flash ad is front and center on the sign-in page as over 1.5 million Xfinity internet subscribers access their email, and view movies, TV shows, Entertainment News, Live Sports on ESPN 3, and news headlines from their PC, laptop or mobile device.

The power and tremendous reach of social media allows us to answer questions, announce upcoming events, post law changes, and engage in good conversation about all things Dig Safe. Not following us yet? Go to digsafe.com and click on the Facebook and Twitter icons.

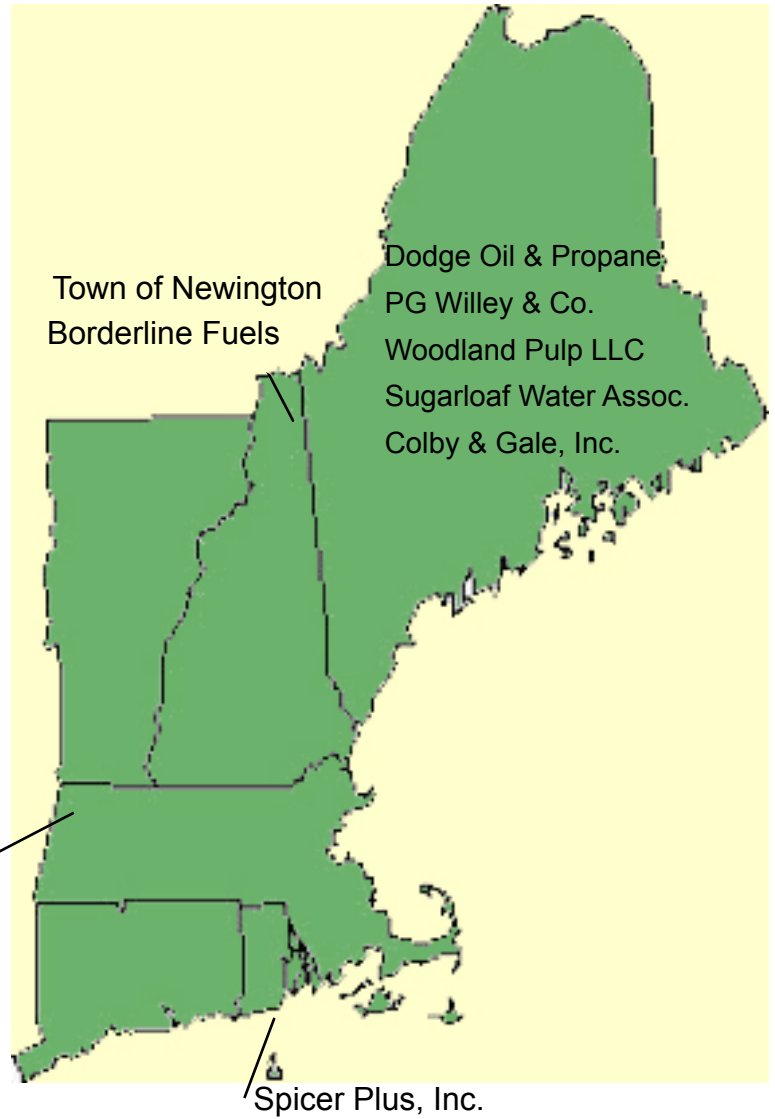




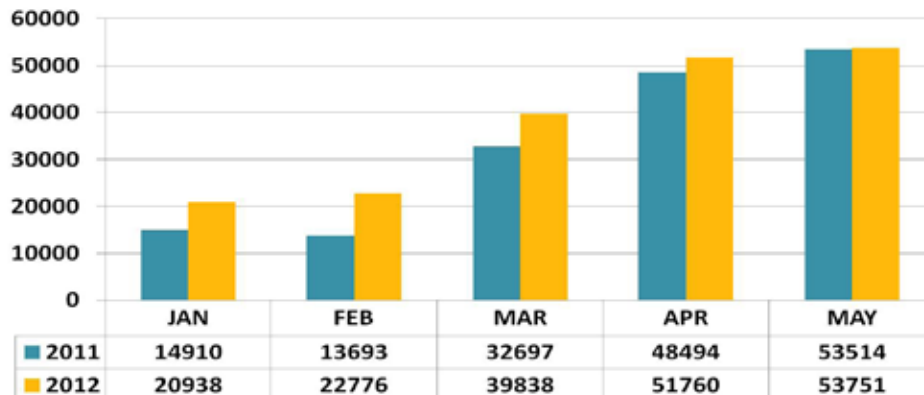
Summer*Fall 2012



United States National Guard
 Lincoln Water Department
 Westminster Public Works
 Old Colony Phase One Limited Partnership
 Freetown Water/Sewer Dept.
 Plymouth Sewer DBA
 Veolia Northeast



Call Volume





Massachusetts Nursery & Landscape Association's Summer Conference

Thursday, July 26th, 2012

At Elm Bank - 900 Washington Street - Wellesley, MA
413.369.4731; mnla.com

NH Good Roads Equipment Show, Clambake & Golf Tournament

Friday, July 27th, 2012 from 9:00 AM - 5:00 PM

Loudon International Speedway
603.224.1823; nhroads@aol.com; nhgoodroads.org

Massachusetts Water Works Association's Equipment Show & Clambake

Thursday, August 23rd, 2012 from 9:00 AM - 3:00 PM

Wachusett Mountain Ski Resort - Princeton, MA
508-839-2302 or 978-263-1388; masswaterworks.org

Granite State Rural Water Association's Annual Operator Field Day

Tuesday, September 11th, 2012 from 8:00 AM - 2:00 PM

Mt. Sunapee Resort - Newbury, NH
603.756.3670; granitestatewater.org

Rhode Island Public Works Outdoor Expo

September 12, from 9:00 AM - 3:00 PM

Washington County Fairgrounds - Richmond, RI
401.368.4850; jcjci@cox.net

New England Public Works Expo 2012

Wednesday, September 26th to Friday, September 28th,
from 8:00 AM - 3:00 PM

Central Massachusetts Expo
150 Royal Plaza Drive - Fitchburg, MA
781-245-1086; nepublicworksexpo.org

Vermont League of Cities and Towns 2012 Town Fair

Thursday, October 4th, 2012

Champlain Valley Fairgrounds - Essex Junction, VT
802-229-9111; vlct.org

NH Drinking Water Expo & Trade Show

Wednesday, October 31st, 2012

Grappone Conference Center - Concord, NH
603.415.3959

GMWEA's Trade Show and Technical Program

Friday, November 2nd, 2012 from 8:00 AM - 3:00 PM

Sheraton Burlington Hotel and Conference Center
802.229.9111; gmwea.org

Rhode Island League of Cities & Towns Exposition

Wednesday, January 30th, 2013

Crowne Plaza Hotel - Warwick, RI
401-272-3434; denise@rileague.org; rileague.org

New England Grows! 2013

Wednesday, February 6th- Friday, February 8th

Boston Convention & Exhibition Center
newenglandgrows.org; 508-653-3009

New England Society of Explosives Engineers 2013 Expo

Friday, March 22, 2013

Holiday Inn - Route 111 in Boxboro, MA
978.562.6211; nesee@nesee.org



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Disaster Recovery Drill A Success

Hurricane. Flood. Fire. Terrorist attack. None of us ever want to see or think about such events. Yet Dig Safe has spent a great deal of time thinking about them, and what to do if they actually happen.

Like us, many organizations have a written Emergency Management Plan in place to assure business continuity in the event of a disaster.

Since Dig Safe provides an essential service for facility operators, excavators and the general public, it is imperative that we not only have a plan, but one that has been proven to work during a true emergency.

January 25, 2012 was the day that Dig Safe went dark. It was an ideal time of year to simulate a total loss of the call center, since our call volume was low and the impact would be minimal for our stakeholders.

A live drill was executed, assuming that Dig Safe no longer had a building to operate from.

Our off-hours call center, A/24 Service in Louisville, Kentucky, processes emergency tickets during nights, weekends and holidays. More importantly, it is our recovery site in the case operations are compromised at our call center in Woburn, Massachusetts.

Starting at 2:00pm, the mock emergency began. The first step was to take tickets manually in

preparation to switch calls to the A/24 center. Within 40 minutes they were up and running, transmitting tickets electronically to our member utilities.

A Dig Safe supervisor was in Kentucky to monitor their performance while they took over our operations. Extra work stations were built to accommodate our own people if it were necessary to send them to Kentucky until operations at home base have been restored.

From a remote location, we posted a special message on our website home page to inform the public of our status, with a link to Quick-Ticket so that users were still able to apply for tickets online.

When the drill ended at 6:00pm, we were happy to find that our recovery plan worked flawlessly. Aside from additional training on how to process regular, non-emergency tickets, all measures that were drafted in our recovery plan were sound, and the transition was seamless.

In addition, Dig Safe has prepared for the loss of utility service at our call center. A natural gas generator and multiple T1 communication lines have been installed, and all data is transferred to off-site facilities in multiple locations on a regular basis.

With all this preparation, we are confident that, no matter the situation, you can rely on us to dispatch utility mark-outs - especially when you need us the most.