



800-272-4480 | 811

Spring 2010

Letter from Board President



Welcome to the first issue of DigNet Insider!

Created just for members, DigNet Insider features news, staff spotlights, upcoming events and more delivered straight to your in-box.

This newsletter is one of just many exciting changes happening here. Perhaps the biggest change is our new name; on September 1, 2009, we officially changed our name from the New York City & Long Island One Call Center to DigNet of New York City & Long Island. We put a lot of

thought, research and analysis into this name change, and we feel strongly that “DigNet of New York City & Long Island” better reflects our mission, services and growing online presence. We also created an eye-catching logo to go along with our new name (are you sensing a pattern here?) and give us a more professional, consistent visual identity.

If you haven't already, be sure to visit our redesigned Web site, www.DigNetNYCLI.com, featuring a special section just for members. This section includes links to Fully Mapped ITIC and our Non-Compliance Program, along with a downloadable, customizable “Members Kit” to help you promote safe digging during April's National Safe Digging Month and throughout the year.

As you know, our safety message is a vital one, and we need to make sure we're reaching as many homeowners, excavators/contractors, public and elected officials and other concerned citizens as possible. We recently kicked off a multi-year campaign to increase awareness and remind everyone how easy—and important—it is to call before you dig. The campaign combines print and online advertising, social networking (find us on Facebook and Wikipedia!) and direct marketing. Each year, we plan to target two different boroughs; this year our targets are Brooklyn and Staten Island.

I hope you enjoy this inaugural issue of *DigNet Insider*. Please feel free to contact me at roger.e.sampson@verizon.com with feedback, questions or concerns. Your input makes a difference.

Sincerely,

Roger Sampson
Board President

Upcoming Events

Annual Members Meeting

April 21, 2010

Damage Prevention Committee Meeting

Last Thursday of every month.

10:00 am – Noon

National Grid, 25 Hub Drive

Melville, NY 11747

Upcoming 2010 dates include*:

April 29, May 27, June 24, July 29,

August 26, September 30 & October 28.

**November & December dates have yet to be scheduled.*

Free Emergency Responder Dinner & Training

Sponsored by DigNet Member Buckeye

Partners, L.P. & other NYC pipeline operators

Thursday, May 27, 2010

Li Greci's Staaten

697 Forest Ave.

Staten Island, NY 10310

Registration is required. 1-866-577-1162 or www.pdigm.com/rsvp. All in the industry are welcome. DigNet members, feel free to attend and/or spread the word through your emergency responder network.



Find Us on Facebook!

DigNet is now on Facebook!

Visit our Facebook page to become a fan and receive regular status updates about our latest initiatives, programs, news and media mentions.

Staff Spotlight

Marlene Rodriguez, Office Manager

In just two years, Marlene Rodriguez went from operator to supervisor to office manager. So what's her secret? Good old-fashioned hard work. "Even when I started as an operator, working in management was always in the back of my mind. I basically just worked my way up. Along the way, I had several great mentors who took the time to teach me and help me grow," explains Rodriguez. "I'm thrilled to have a management position, and more importantly, to have one at such a good company. It makes a big difference."

Rodriguez spends her days juggling paperwork and payroll, supervising and mentoring a team of seven and jumping in to handle phone and online locate requests if needed. According to Rodriguez, the center's busiest months are mid-February through November, though things have gotten off to a slower start this year due to record snowfall.

About 60 percent of all locate requests are submitted online, which Rodriguez says is a good thing. "Online ticket entry allows contractors and excavators to enter ticket information at their leisure, and reduces hold times for those who call in requests. Operators have a chance to catch their breath between calls," she says.

Processing requests by phone or online—rather than in person—has its challenges. "It's not a face-to-face job, so when there's a conflict, you have to find a way to agree over the phone. There's a lesson to be learned with every interaction."

Rodriguez attended high school locally, at Hillcrest High School in Jamaica, Queens. She's currently pursuing her associate's degree in liberal arts at Queensborough Community College in Bayside.

Help DigNet Celebrate National Safe Digging Month

April is National Safe Digging Month. Members can help spread the word throughout April—traditionally one of the busiest digging months of the year—by reminding customers and community members about the importance of safe digging. Here's how:

- Use the free, customizable tools provided in the member section of www.DigNetNYCLI.com. These downloadable tools include a bill stuffer, print ads, contributed article, press release and logo.
- Include a brief reminder about National Safe Digging Month on billing statements.
- Post the DigNet logo with National Safe Digging Month message on your company's Web site. The logo is available for download in the member section of www.DigNetNYCLI.com.
- Send e-mail blasts to customers.
- Highlight National Safe Digging Month in your company's newsletter.
- E-mail employees and ask them to spread the word to friends and family.

We'll be doing our part by via outreach efforts and Safe Digging Month ads, press releases and e-mail blasts.

Be on the lookout for illegal digging!

DigNet's Non-Compliance Reporting Program enables members to contact us if you notice construction work happening but don't see any paint or flags to indicate lines have been marked. If you witness someone digging without utility line markings, visit www.DigNetNYCLI.com (Member section) to submit a complaint.

