

Damage Prevention IS Good Business

S&N Communications, Inc.

Integrity • Innovation • Experience • Craftsmanship



Presentation Outline

- ▶ Damage Prevention = Safety & Risk Management
- ▶ Reputation
- ▶ Public Relations
- ▶ How Do We Do It?
- ▶ S&N Results—Saves \$ And Affects Every Aspect of Your Business

Damage Prevention = Safety & Risk Management

- ▶ “Dedicate Real Resources to Damage Prevention”

Reputation

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

– Warren Buffett

Public Relations

- ▶ General Public
- ▶ Government Agencies
- ▶ Your Own Customer – “You are an extension of your customers”
- ▶ Other Stakeholders – Potential Customers

How Do We Do It?

S&N Cable Locating Services, LLC

- ▶ The S&N Model
 - ▶ Commitment to Resources
 - ▶ Training Facility
 - ▶ Training Curriculum
 - ▶ Internal Audit Processes and Monitoring
 - ▶ Tracking Systems

Commitment to a Real Damage Prevention Program is Required

- ▶ Training
- ▶ Constant Reinforcement
- ▶ Systems
- ▶ Personnel
- ▶ Tools
- ▶ Innovation
- ▶ Partnership with Others

Verizon Communications, Inc.

- ▶ Lessons Learned from 2004–Present
- ▶ Damage Reduction Requirements and Accountability
- ▶ Implementation
 - ▶ Recommendations
 - ▶ Best Practices
 - ▶ Risk Management
- ▶ National Impact to Verizon Policy and Practices

Results

- ▶ “Spend a little now or a lot later.” – Allen Powell
- ▶ Damage Prevention, just like safety, is not an inconvenience. It is a very important piece of what we are selling to our customer. It affects every part of our business.