



understand new technologies and learn safety and regulatory practices. These sessions include underground construction education, as well as NASTT's Pipe Bursting Short Course.

The new ICUEE Exhibitor Demo Stage will run during show days; exhibitors will offer concentrated 20- to 30-minute educational and interactive segments that highlight the performance or merits of a product/service in actual use or simulated situation. A moderator will host the sessions, introducing each segment and facilitating questions and answers.

Sharon M. Bueno is managing editor of *Trenchless Technology*.

2:45-3:00 PM
Case Construction

3:15-3:35 PM
Thunder Creek Equipment

THURSDAY OCT 1

11:15-11:30 AM
IFD Corporation
Internal Fault Detection in
Distribution Transformers

11:45-12:00 PM
AGC
Congress: Friend or Foe
to Utility Construction?

12:15 - 1:15 PM
ICUEE 2015 Benefit
Auction

www.trenchlessonline.com

ICUEE

DON'T MISS OUT ON THE DEMO STAGE!

2015 ICUEE attendees will be able to see and experience first-hand what new technologies and best practices exhibitors have to offer at the new ICUEE Demo Stage, presented by Benjamin Media Inc. (BMI). This partnership will bring the very best in innovations to The ICUEE Demo Stage, expanding the show's popular outdoor equipment demonstration component.

"ICUEE is known as The Demo Expo, with a long history of being THE place for utility industry professionals to take part in live demonstrations of equipment and new technologies that can advance their productivity and innovation on the jobsite. In listening to attendee feedback, they wanted more demo opportunities, and the ICUEE Demo Stage is a natural extension of that experience; we are excited to have an industry partner like Benjamin Media presenting the stage," said AEM director of meetings and events Mary Bukovic.

"Benjamin Media's premier construction brands serve their markets with high-quality informative and educational content through a wide array of media. Hosting the Demo Stage at ICUEE 2015 where thousands from the utility industry gather is the perfect platform for BMI to continue educating and informing construction professionals. We are equally excited to have an industry partner like AEM and are looking forward to bringing phenomenal presentations to the ICUEE Demo Stage," said Benjamin Media president Rob Krzys.

The ICUEE Demo Stage presented by BMI will run during show days (Tuesday, Sept. 29 through Thursday, Oct. 1) and will be located at the front of the exhibit hall. ICUEE attendees may simply stop by the stage located in South Wing B, Booth # 2504 and grab a seat. Presentations will vary from 15 to 30 minutes — check out the lineup below.

BMI is a leading publisher in the utility sector with magazines that include: *Compact Equipment*, *North American Oil & Gas Pipelines*, *NASTT's Trenchless Today*, *Solar Builder*, *TBM: Tunnel Business Magazine*, *Trenchless Technology*, *Utility Contractor* and *UIM: Water Utility Infrastructure Management*. For more information about BMI, visit: benjaminmedia.com.

For more information about the Demo Stage, contact BMI's Brittany Maurer at bmaurer@benjaminmedia.com or (330) 467-7588.



ICUEE Preview

August 2015

TRENCHLESS TECHNOLOGY 21

AKKERMAN

Established in 1973, Akkerman develops, manufactures and supports quality pipe jacking and tunneling equipment that accurately installs a variety of underground infrastructure. Since inception, Akkerman has grown with the evolution of industry demands. We offer pipe jacking, microtunneling, guided boring and earth pressure balance systems to address a wide range of geology, pipe diameters and lengths and partner with contractor to explore the best solutions. Visit us at Booth #K103 and akkerman.com.



ALTURNAMATS

AlturnaMATS ground protection mats now offers the CLEAR mat. The key benefit of the clear mat over the other mats we offer is the fact that the sunlight can easily pass through the clear mats and nourish the grass, causing less "burn."

These mats will be especially useful in areas where it is important to keep the grass as pristine as possible. The clear mats feature the same 120-ton load rating and limited lifetime warranty as the other mats in our ground protection line. Unlike CLEAR plastic, black plastic blocks out light, smothering grass roots and preventing new growth. That's why, the choice is CLEAR.



AMERICAN AUGERS

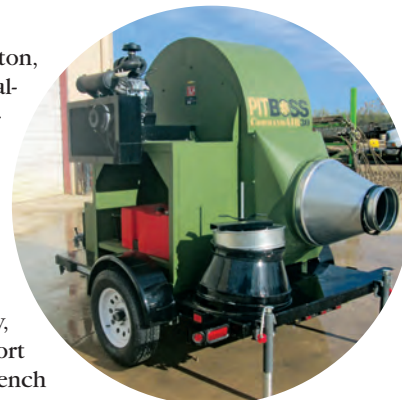
American Augers is proud to announce the new mud system M-200D. This mud recycler's predominate feature is the use of a Derrick 503 single shaker. Using a single shaker reduces the system size while providing plenty of screen area for outstanding performance. The shaker angle can be adjusted while running to maximize cleaning efficiency. Derrick shakers are recognized as the highest quality and highest performing shakers across multiple industries. This 200-gpm system is perfect for the 100,000-lb and below class of drill rigs. American Augers builds the largest category of horizontal directional drills in the industry and a full



range of auger boring machines. Developed and hand-crafted in the United States, with the rugged user in mind, American Augers rigs are built to last and backed with 24-hour worldwide support. View the M-200D, as well as other new products from American Augers at outdoor booth K-125 at ICUEE.

BARBCO INC.

Barbco Inc., an East Canton, Ohio-manufacturer specializing in trenchless technology for the last 26 years, is unveiling a new product line we call PitBoss at this year's ICUEE show. The PitBoss product line includes an assortment of products designed for trench safety, compliance and crew comfort and convenience. With trench ventilation becoming a rising concern CommandAir Fresh Air Blowers take the leading roll. Trench Box Handrails, Bridges and more rounds out the PitBoss product line. You can see these items on display in booth K381 or obtain more information on the PitBoss products by contacting US Shoring and Equipment of Euless, Texas, at (817) 858-0975. US Shoring is a major distributor for Barbco serving Texas and the Gulf Coast States with all of Barbco's products. US Shoring is the exclusive distributor for the PitBoss line.



BAROID INDUSTRIAL DRILLING PRODUCTS

QUIK-BORE high-yield boring fluid system is a specially formulated bentonite-based drilling fluid designed to readily disperse, provide suspension and maintain low fluid loss. The unique design allows for efficient product utilization and provides a drilling fluid solution with characteristics that are specifically engineered for horizontal directional drilling. QUIK-BORE high yield boring fluid system can be used as a single component or combined with other additives to build a customized fluid solution. It has been applied, with success, in a variety of bore conditions and installations throughout the world. QUIK-BORE high yield boring fluid system is NSF/ANSI Standard 60 certified.



BIT BROKERS INTERNATIONAL

Bit Brokers International is proud to introduce the VersaReam 2.0. The VersaReam is a patent-pending PDC reamer that provides versatility to the drilling industry by allowing drillers to change the size of their reamer by simply changing the blades. The VersaReam is changing the drilling industry as we know it. Not only does it bring versatility to the driller by being able to change the size of the reamer, but it also drills up to three times faster than traditional roller cone reamers in the right formations. The



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VersaReam is also bi-directional, which allows HDD drillers to either push or pull ream without breaking it off the drill string. The bi-directional design also produces a much cleaner hole, which allows it to be either pushed or pulled back after the ream is finished with nearly no effort by the drill rig.



CETCO

Our complete line of professional drilling products will keep your operations running at peak efficiency. CETCO has combined top-quality bentonite with the latest innovations in polymer science to offer an array of products ranging from the widest assortment of high-quality drilling



fluids, grouts, sealants, polymers, additives, slurry solidification products to well rehabilitation products. CLAY CUTTER PRO is one of our latest innovations. It is to be used on any size HDD bore. Using CLAY CUTTER PRO will greatly reduce or eliminate clay cuttings from sticking to each other and to drilling tools. Swelling of the bore will be reduced or eliminated. Rotation and pullback pressures will be significantly reduced. Excellent service and support is a priority at CETCO. Call CETCO today at (800) 527-9948 to find a distributor near you.

CONDUX TESMEC INC.

Condux Tesmec Inc. will display its comprehensive line of stringing equipment at Booth #L180. Our line of hydraulic pullers, tensioners, puller-tensioners and stringing blocks represents the safest and most reliable equipment in the power transmission and distribution industry. Condux Tesmec hydraulic pullers, tensioners and puller-tensioners offer advanced features like negative self-acting hydraulic brakes, integrated hydraulic dynamometers, hydraulic cooling systems, complete user controls and more. Hydraulically controlled systems allow Condux Tesmec pullers to eliminate conductor galloping, providing maximum pulling control. Condux Tesmec also offers one of the largest and most diverse selections of conductor blocks on the market. Conductor blocks include single conductor blocks, three bundled through six bundled blocks, single helicopter blocks and bundled blocks.



Condux Tesmec also provides grounding devices for all its single and bundled helicopter blocks. A full line of productivity-enhancing conductor stringing tools and accessories is also available including anti-twist rope, reel winders, reel stands and more.

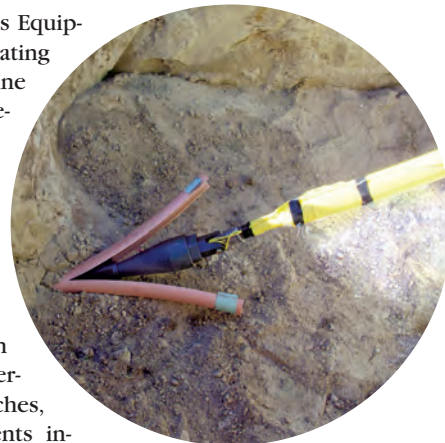
DITCH WITCH

To improve jobsite efficiency and reduce expense, the Ditch Witch MR90 mud-recycling system promises versatility on the job. The single, self-contained unit can mix and recycle mud, handle spoils, and is the only unit that can be transported full of fluid. As the most compact cleaning package on the market, the MR90 mud-recycling system meets the demands of any small to medium-size drill with up to 90-gpm cleaning capability. The MR90 is specifically designed for drill units with pullback ratings from 20,000 to 60,000 lbs, supporting the most widely used drill rigs in service. The MR90 has a 340-gal, first-pass mud tank, and 110-gal, clean tank with 3-in. vacuum connections. An optional 300-gal fresh water tank with transfer pump provides additional drilling fluid capacity and high pressure water for cleanup.



HAMMERHEAD TRENCHLESS EQUIPMENT

HammerHead Trenchless Equipment will be demonstrating its new Same Path gas line slitting technology for replacing half-inch to 4-in. natural gas distribution pipe at this year's ICUEE. This unique slitting process follows the existing pipe path, reducing the likelihood of contact with other utilities. Used in conjunction with HammerHead's line of cable winches, the tool string components include expanders, connectors, and splitting tools with replaceable hardened-steel blades. The system increases production rates for replacing existing runs of PVC, HDPE, MDPE and Aldyl-A pipe with new MDPE or HDPE pipe. HammerHead's extensive research and development conducted in conjunction with contractor and gas company field tests produced the modular design. HammerHead's re-engineered tools now allow contractors to easily replace worn tooling and choose from a selection of cable size and winch options. The integrated swivel design eliminates torque on replacement pipe as it is installed during pullback.



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stallation equipment in the world. With hundreds of listings in dozens of categories, no other company can offer this unrivaled selection. Combined with a staff of experienced and knowledgeable sales professionals, HDD Broker ensures that your buying



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HERRENKNECHT

Herrenknecht has collaborated with recognized HDD specialists to develop innovative downhole tools. With these, crossings can be carried out more quickly and economically. With the new



Full Face Hole Opener, pilot holes can be enlarged in a single step. The tool is modular in design. Thanks to replaceable disc cutters, it can be used in various ground conditions and quickly and economically refurbished or modified. They also recently developed Down Hole Jet Pump ideally complements it. The pump is installed directly behind the Full Face Hole Opener, cleans the borehole and removes the cuttings directly inside the drill string. As a result, the simplest drilling fluid can be used even with larger cuttings. Its only function remains the support and sealing of the borehole. With the combination of Hole Opener and Jet Pump an exactly round, clean borehole is created in one single step and expensive bentonite can be saved.

HUNTING TRENCHLESS

With a design that sets them apart from conventional mud motors, the new Hunting M-Series Mud Motors incorporates SWB (Survey While Boring) Technology that directly improves your ability to control the bit's direction by locating the sonde housing into the bearing housing just three feet behind the bit. This provides the operator more accurate tracking information than any other mud motor



in the industry. And with Hunting, our mud motors come with a unique sealed oil bath bearing design eliminating the problem of mud flushing through the system. See us at ICUEE, Booth K-104.

INROCK

INROCK's XTH air hammer systems are specifically designed for the unique needs of the HDD market. INROCK developed its XTH line to deliver lower cost per foot operation, lower maintenance costs and increased performance relative to other hammer systems. In addition, INROCK has designed a rugged, high flow,



side-load Sonde housing, which increases the efficiency of the system relative to alternative Sonde housing options. Systems are available in two sizes, the XTH-40 with a 5 1/4-in. cut and the XTH-50 with 6 1/8-in. cut, INROCK covers your needs from 20,000- to 100,000- lb rigs. INROCK's XTH hammer systems include everything a driller needs to for a successful hammer project including hammers, sonde housings, adapters, bits, oiler and safety tongs.

KEMTRON TECHNOLOGIES

The Tango 1500HD2 is the flagship product in KEMTRON Technologies line of packaged mud recycling/cleaning systems. Boasting an impressive 1,500-gpm cleaning capacity, this unit is designed to handle high solids and high-viscosity drilling fluid recycling requirements. The Tango 1500HD2 features a 9,000-gal hydraulic fluid tank, four linear motion shakers, hydrocyclone de-



sander and desilter manifolds, inset pump compartments along the length of the tank, thus, allowing for easy pump maintenance and reduced excessive piping which causes low head pressure during operation. The above features combined with a telescopic frame, ground level solids hopper with venturi nozzle and level controls for automated operation, makes the Tango 1500HD2 the perfect companion for today's largest horizontal directional drilling rigs. New for 2015, a fully integrated HMI Touch Screen Control Panel with Wi-Fi network capabilities. This feature allows the operator to run the system from a smart phone, tablet or laptop.

M-I SWACO

M-I SWACO, a Schlumberger company, offers Drilplex HDD inorganic viscosifier, specially engineered for water-base bentonite drilling fluids to accommodate both maxi, as well as mini HDD rigs. The viscosifier improves solids suspension, enables a higher rate of penetration, optimizes cuttings transport, and cre-

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Projected depth



The Subsite® TK Series HDD Guidance System has the performance you need to get the job done. The TK Series tracker's Drill-To™ mode is the industry's best. Plus, our new TXu 15-inch dual-frequency beacon can result in greater job versatility.

Visit us at the ICUEE Show

Booths K270 (outdoors) and **#1858** (indoors)
Louisville, KY

SUBSITE
ELECTRONICS
subsite.com

A Charles Machine Works Company

ates borehole stability, thereby lowering drilling costs. Drilplex HDD viscosifier allows the formulation of fluids with shear-thinning properties, resulting in a drilling fluid with both dynamic and static carrying capabilities that does not shear degrade at a high shear rate. When mud is not circulating, it instantly reverts to a gelled state, resulting in a high suspending capacity indicated by high, non-progressive but fragile gel strength readings.



MTI EQUIPMENT

At MTI, we are taking the risk out of buying used HDD equipment. Every drill at MTI Equipment goes through our meticulous 80-point inspection. Once initial issues are resolved by our highly



trained mechanics, it faces harsh conditions at our on-site test facility to identify any additional areas of concern. Our goal is to find the problems here so you don't out there. That's our RE-HDD process: Meticulous 80-point inspections; Highly trained mechanics; On-site test facility; Customer operational training; and Global delivery service. With more than 90 drills in stock at all times, we invite you to come see and operate our entire selection of used HDD equipment at our Florida yard, or visit mtiequip.com or call (844) MTI-EQUIP.

NORTH AMERICAN SPECIALTY PRODUCTS

The Certa-Lok C905/RJ from North American Specialty Products will be a focal point of the company's presence at the 2015 ICUEE show. Certa-Lok C905/RJ Restrained Joint PVC Pipe is the industry's first fully corrosion-resistant, segmented restrained-joint PVC piping system in sizes 18 in. and up. Certa-Lok pipe provides a restrained joint by utilizing pre-



cision-machined grooves on the pipe and in the coupling which, when aligned, allow a spline to be inserted, resulting in a fully circumferential restrained joint. Available in cast-iron outside diameters up to 24 in. and meeting all performance requirements of AWWA C905, the new pipe has opened up new design and construction options for engineers and contractors in potable water and sewer infrastructure projects.

RAILHEAD

Railhead has redesigned its low-profile Incredipull. The new low profile design will not hang up during pull back. The time



savings of not dealing with bolts, pins or other fasteners, will keep more money in your pocket. Simply remove one tooth and slip the pin into the tooth pocket. Insert the pin and plate assembly into the center knock out hole and attach the clevis and you are ready

RING-O-MATIC

The Ring-O-Matic 550 Dual Pump Combination Sewer Line Jetter and Vacuum Excavator gives contractors and municipalities the advantages of a dedicated combination jetter/vacuum truck in a versatile compact trailer unit. Initial lower investment cost



and generally lower operational costs compared to PTO-based, truck-mounted models now make owning a combination jetter/vacuum machine affordable even if the services are not needed on a daily basis. The Ring-O-Matic 550 can vacuum sewer lines up to 20 in. in diameter in spaces too confined for stand-alone jetters and vacuum excavators, or a carrier-mounted combo rig. Powered by a 81-hp, CAT turbo diesel, the machine features a 1,000-cfm blower and can deliver 27 gpm at 2,700 psi up to 400 ft with its 3/4-in. jetter hose. Its trailer's axles are rated to 16,000 lbs allow the 550-gal spoils tank and 500-gal freshwater tank to be easily pulled behind suitably equipped 3/4- or 1-ton truck.

THE ROBBINS CO.

Robbins' latest innovation, the Remote Controlled Small Boring Unit (SBU-RC), is a game-changer for the trenchless industry. The SBU-RC is setting new standards with the ability to excavate

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small diameter hard rock tunnels at long distances, on line and grade. The SBU-RC is currently manufactured in the 36-in. diameter range, but can be customized as small as 30 in. in diameter. Equipped with a smart guidance system and pinpoint steering controlled from an operator's station on the surface, you can count on pure precision. Muck removal is accomplished through a vacuum system, making the Robbins SBU-RC more cost-effective than microtunneling machines that require slurry and separation plants onsite. Visit us at Booth 4614 and learn about the SBU-RC's recent success story in Bend, Ore. On that project, the machine completed a line-and-grade-critical rail crossing in abrasive basalt rock of 7,000 psi at rates of up to 50 ft per day, holing through a full two weeks early.



SUBSITE ELECTRONICS

Subsite Electronics TK Series HDD Guidance System provides the performance, ease of use, and versatility required to give directional drill contractors exceptional confidence they can get the job done, even in high-interference areas. On a typical underground construction jobsite, operators of HDD locating electronics have to contend with signal interference from sources including metal fences, radio signals, underground and overhead utilities and nearby structures.

The TK Series features dual locating methods (peak and null), four frequencies in a single beacon, a depth range of up to 110 ft, high-contrast graphic displays and much more. Each TK HDD Guidance System includes a remote display, beacon, hard-case and batteries. The advanced TKQ Tracker Beacon includes four frequencies — the first tracking beacon in the industry to do so. Having four frequency options in one beacon improves the operator's ability to quickly find the clearest signal, and saves time by reducing the need to switch out beacons. To save even more time, the TKQ offers an industry-exclusive Bore Path Analyzer that automatically chooses the two best frequencies for the jobsite conditions.



TT TECHNOLOGIES

TT Technologies will be displaying its full line of trenchless Grundomat piercing tools, Grundoram pipe ramming tools and Grundoburst and Grundocrack pipebursting tools, at



ICUEE 2015. Seventeen models of Grundomat tools, from 1 3/4 in. to 7 in. in diameter, are available for horizontal boring distances from 50 ft to 150 ft. The Grundoburst static pipe bursting system utilizes a specially designed bladed cutter head to make bursting ductile iron and steel pipe possible. Grundocrack pneumatic bursting tools can be used to burst pipe from 4 to 54 in. In addition, the Grundodrill 4X compact directional drill, along with the Grundopit pit-launched mini directional drill will be on display. Attendees can also see Grundomud bentonite systems for directional drilling and pipe bursting applications.

TULSA RIG IRON

Tulsa Rig Iron's MCS-425 is the drilling contractor's choice to pair with HDD drills using 20-ft drill stem and onboard 400- to 500 gpm mud pumps. This compact system boasts up to 400-



gpm normal cleaning volumes/500-gpm max, and features a 4,900 gal, three-compartment tank, one three-panel linear motion scalping shaker, one five-panel linear motion combo shaker with one 10-in. desanding hydrocyclone and six 5-in. desilting hydrocyclones, an 80-kw generator, adjustable while drilling shaker deck angle and a new phenolic lined tank interior to minimize corrosion. Their mud recycling systems are designed to be highly mobile and operator friendly.

UNDERGROUND TOOLS INC.

Underground Tools Inc. (UTI) will be displaying its expanded line of premium quality directional drilling pipe and HDD tooling, as well as high quality trencher parts. UTI's comprehensive line of HDD down-hole tooling features improved designs and



includes drive chucks, starter rods, reamers, sonde housings, pilot bits, carriage chain and more. UTI offers drill pipe for nearly every make and model of drill rig. UTI's drill pipe is readily available and made from top quality materials with careful consideration given to precise threaded connections. UTI's trencher parts line includes chains, cutting systems and sprockets. All are made with the finest steel and carbide and heat-treated to ensure strength.

HAMMERHEAD— THE MOLE THAT STARTED A *Revolution*



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THE AMERICAN (MOLE) *Revolution* BEGAN IN 1989...

We took a look at the primitive piercing tools of the day, and we said, "We can do better." We made the Original HammerHead Mole® tougher. More dependable. We made it field-serviceable. We stood behind each revolutionary change with the best warranty in the industry.

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Trencher parts are lab tested and field-proven for durability. They meet or exceed manufacturer's specifications and are available for all makes and models of trenchers. All UTI products are back by the industry's most knowledgeable technical support team.

VACALL

Vacall AllExcavate hydro excavators feature a new step-in compartment to provide operators with warmth and protection from inclement weather — an especially welcome advantage on winter-weather digging sites or oil and gas exploration locations. The standard heated compartment is roomy, with enough space for an operator to change out of wet and muddy clothing. The compartment has floor drainage, racks to hang dry clothing, heated cabinets for the hose reel and water pumps, and boilers that can heat water for more effective hydro excavation in frozen ground. The Vacall AllExcavate uses high pressure jetting action to loosen soil, rocks and clay and then the industry's strongest vacuum forces (up to 27 in. HG and 5,800 cfm) to remove the material and water slurry into a debris tank.



VAC-TRON EQUIPMENT

Vac-Tron Equipment, the industry innovation leader in industrial vacuums, potholing, daylighting, hydro excavation, air excavation and environmental clean-up equipment, would like to introduce the LP 533/833 SGT, our new 1,000-cfm Gas unit. SGT:



Powered by a 37-hp Kohler Gas Engine, this is a unit with 1,000 cfm and similar performance specs as the super diesel model. The SGT delivers great performance with a much lower cost than the Diesel option. Stop by Booth #K233 to see some new innovations in vacuum excavation.

VANAIR

Vanair introduces its rotary screw Viper series with towable running gear. Offered in either gas or diesel, the Viper suits all pneumatic tool needs and is more



economical, compact and has better fuel savings than a 185-cfm tow behind. Delivering up to 80 cfm at up to 150 psi, it can operate a 90-lb jackhammer and piercing tools. Auto engine off and restart smart technology, as well as its auto variable throttle control (based on air demand to minimize fuel consumption and noise) are additional features only offered by Vanair. This unit features a Tier 4 Final certified diesel Kubota engine. With the truck engine off, Vanair will showcase its PowerFlex series diesel driven systems offering unique flexibility for the user to select just the functionality that best suites their work application and budget. The PowerFlex AEH and HPU systems will be featured.

VERMEER

Speed, simplicity and sound are the trademarks of the Vermeer S3 generation of directional drills, and D24x40 S3 combines these attributes with a proud legacy of reliability and productivity. With 28,000 lbs of thrust and pullback and 4,200 ft-lbs of rotational torque — along with improved ground speed, carriage speed, rotational speed and rod breakout efficiency — the D24x40 S3 is built to help maximize machine and jobsite productivity. The D24x40 S3 features a significant sound reduction at 104 dBA guaranteed sound power level and an operator ear rating of 82.9 dBA. A carriage speed of 240 feet per minute and a rotational speed of 253 rpm — outpacing rival machines — help contractors install more linear feet per day, maximizing jobsite efficiency. The D24x40 S3 is powered by a 125-hp, liquid-cooled, turbocharged diesel John Deere 4045 4.5L Tier 4 engine. An onboard self-diagnostic system empowers contractors to make machine adjustments when required and helps to maximize productivity. The InSite Fleet remote monitoring system comes standard on the D24x40 S3 and is available now. Customers also have the option of activating the InSite Fleet Edge remote monitoring system in January 2016.



ICUEE SHOW

(INDOOR AND OUTDOOR) HOURS

TUESDAY

Sept. 29: 8:30 am to 5:00 pm

WEDNESDAY

Sept. 30: 8:30 am to 5:00 pm

THURSDAY

Oct. 1: 8:30 am to 2:00 pm

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- Trenchless Rehabilitation
- Asset Management
- Condition Assessment
- Subsurface Utility Engineering
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- New Products and Materials
- Trenchless Pipe Materials
- Advances in Buried Infrastructure Asset Management
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- Water Infrastructure Financing and Rate Setting

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WHEN'S THE LAST TIME YOU INTERVIEWED A VET?

Trenchless Technology and ICUEE Team to Help Veterans Find Construction Jobs

BY CHRIS CROWELL

The construction industry and job creation go hand in hand, and this year the International Construction and Utility Equipment Exposition (ICUEE) is furthering that connection in an even deeper, more meaningful way with an ICUEE Benefit Auction on Oct. 1 from 12:15 p.m. to 1:15 p.m. on the ICUEE Demo Stage, presented by Benjamin Media Inc.

ICUEE will be held at the Kentucky Exposition Center in Louisville. All proceeds raised during the auction will be donated to The Call of Duty Endowment, which raises money for organizations that place returning veterans in high-quality jobs — like construction — and raise awareness of the value that veterans bring to the workplace.

When AEM and sponsor Benjamin Media (parent company of *Trenchless Technology*) examined various charities for the auction, they agreed that it should connect with the construction industry. And with 600,000 unfilled skilled-labor jobs in the United States, combined with the fact that the unemployment rate for post-9/11 military veterans in their 20s is more than 17 percent, The Call of Duty Endowment was a perfect fit.

"The construction and utility industries face challenges fulfilling skilled workforce needs, and military veterans have valuable skills that translate well into industry jobs," says show director Sara Truesdale Mooney.

The ICUEE Benefit Auction will include products and prizes from Ford, Case, HammerHead, Ditch Witch, Digital Control Inc., Vermeer and other ICUEE 2015 exhibitors, as well as vacations and other goodies. The auction



WITH THE MISSION OF PLACING VETERANS INTO HIGH-QUALITY CAREERS, THE CALL OF DUTY ENDOWMENT HAS DISTRIBUTED MORE THAN \$12 MILLION IN FIVE-PLUS YEARS TO NON-PROFITS THAT HAVE USED THESE FUNDS TO PLACE MORE THAN 12,000 VETERANS INTO HIGH-QUALITY JOBS — MORE THAN HALFWAY TO ITS STATED GOAL OF 25,000 BY 2018.

has no minimums and no reserves (all items will be sold).

"We are very pleased to have the support of Benjamin Media and J.J. Kane Auctioneers. Their invaluable assistance and dedication have been key to producing this worthwhile event," Mooney states.

THE COD ENDOWMENT

In 2009, ActivisionBlizzard CEO Bobby Kotick was chatting with former Veterans Affairs Secretary Jim Nicholson. During the conversation, Kotick mentioned that a philanthropic foundation was planning to build a performing arts center on the grounds of the VA facility in West Los Angeles that would offer special benefits to veterans. Nicholson's response was, "That's stupid. Our real priorities are finding jobs for veterans and improving their healthcare. I think if we could redirect people's energies and efforts for job creation, that would be a better use of capital and better for veterans."

That's when The Call of Duty Endowment was born. With the mission of placing veterans into high-quality careers, the

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SKILLED CONSTRUCTION WORKERS ARE NOT EASY TO FIND THESE DAYS, WHICH MAKES THE CALL OF DUTY ENDOWMENT A PERFECT FIT FOR BOTH VETS AND CONTRACTORS.

Sending grant money to the best non-profits in this space is the endowment's core philosophy. The endowment's Seal of Distinction process assesses the effectiveness and efficiency of grantees' placement efforts, benchmarking them against best-in-breed non-profits and also examines their financial strength, ensures reasonable expenditures, performs background checks on their key leadership and makes certain their strategy is aligned with placing veterans into high-quality careers.

"We work with Seal winners to find the best way to maximize their impact through funding, PR, networking, etc.," says Dan Goldenberg, executive director of the endowment. "Grantees sign up to performance targets, and we work with them to ensure goals are met on a quarterly basis. Organizations that do not meet their commitments do not receive subsequent funding."

More than 80 percent of grantees do hit or exceed their targets. Some of the top organizations that receive endowment funding include:

- Hire Heroes USA
- Corporate America Supports You (CASY)
- Veterans Inc.
- AMVETS
- Easter Seals of DC, MD and VA's Veteran Staffing Network
- Still Serving Veterans
- US VETS
- Salvation Army HAVEN
- JVS

"Ask a simple question of your suppliers: How many vets do they employ?" Goldenberg says. "ActivisionBlizzard did this, and it had a surprisingly positive response, including requests from vendors to connect them with 'great non-profits to help us hire [more] vets.' Ask your company's recruiters: When was the last time we interviewed a vet for an opening? If they are struggling to connect with qualified vets, our grantees are happy to help!"

Chris Crowell is a contributing editor to *Trenchless Technology*.

endowment has distributed more than \$12 million in five-plus years to non-profits that have used these funds to place more than 12,000 veterans into high-quality jobs — more than halfway to its stated goal of 25,000 by 2018.

THE CALL OF DUTY ENDOWMENT HAS DISTRIBUTED MORE THAN \$12 MILLION IN FIVE-PLUS YEARS TO NON-PROFITS THAT HAVE USED THESE FUNDS TO PLACE MORE THAN 12,000 VETERANS INTO HIGH-QUALITY JOBS.

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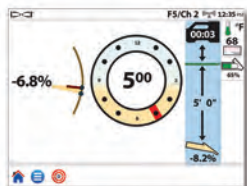


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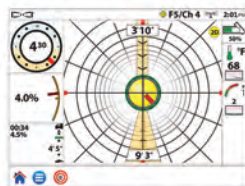
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