

## **TRACK XI = UNDERGROUND UTILITIES CONSTRUCTION**

**Wednesday, Jan. 31**

*Speaker Bios/Photos Received*

**8:30-8:55 a.m.**

### **Creative Dewatering Design Keeps Nuclear Plant Cool**

**Bill Guidry**, President, Better Pumps & Solutions LLC

**9-9:25 a.m.**

### **End of the Road for Noise & Safety Complaints**

**David Sardinha**, USA Agent, Oxford Plastics USA

**9:30-9:55 a.m.**

### **The Connected Job Site**

**Cory Mass**, Underground Solutions Applications Engineer, Vermeer Corporation



Mass has worked at Vermeer Corporation with a focus in utility installation products for over 10 years. This has included leading engineering teams in the design and update of several products, as well as working with Vermeer productivity tools to provide a real impact on customers' productivity and profit.

**10-10:25 a.m.**

### **Ramming Saves Jack and Bore Project**

**Alan Goodman**, Strategic Accounts Sales Manager, HammerHead Trenchless

**10:30-10:55 a.m.**

### **E-Power Pipe: New Trenchless Method for Underground Cable Installation**

**Gerhard Lang, Ph.D.**, Manager Business Development, Herrenknecht AG



Lang's background is in civil and mechanical engineering. Since 2008, he has been business development manager for Utility Tunneling, focusing on North America.

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**11-11:25 a.m.**

**Monsters Live Underground**

**Thomas Frisby**, Founder & President, The Frisby Group



The Frisby Group, a construction consulting firm, specializes in dispute prevention and resolution through non-judiciary methods. Frisby has experience in excavation projects throughout the United States, is an author and former lecturer at Texas A&M Construction Executive Program and the CEP at Stellenbosch, South Africa.

**11:30-11:55 a.m.**

**Building Your Internet Marketing Machine**

**Scott Crowell**, Creative Director/Partner, Red Racer Advertising LLC



Crowell is responsible for bringing agency clients' visions to reality with a blend of creativity, technology and marketing. His career on the creative side of marketing has included being agency creative lead for MasterCard, 7-Eleven, MetroPCS, Beringer Wines, Pioneer Electronics and other companies.