



# GSS News Release

For Immediate Release  
April 9, 2019

## **Gold Shovel Association Appoints Cheryl Campbell as its new Executive Director**

*Ms. Campbell is well-known within the energy and utility industries as a high-caliber visionary and champion for public and employee safety.*

**Tempe, AZ, April 9, 2019** – The Gold Shovel Association (GSA) announced today that its board of directors has appointed Cheryl Campbell as executive director of its Gold Shovel Standard (GSS) program. The GSS program works to eliminate damages to underground infrastructure through adoption of damage prevention safety management systems and use of metrics to improve performance.

Ms. Campbell is well-known within the energy and utility industries as a high-caliber visionary and champion for public and employee safety. She has broad experience in the energy industry, with her most recent role as Senior Vice President at Xcel Energy. Ms. Campbell also has served on the Gas Pipeline Advisory Committee for the Department of Transportation, as well as a number of non-profit and industry boards of directors, including the Colorado Oil and Gas Association (COGA) and the University of Colorado Engineering Advisory Council.

“Damage to underground infrastructure continues to be a threat to public safety and service reliability for everyone who provides services with this infrastructure.” said Ms. Campbell. “I look forward to helping reduce this impact, in order to ensure the safety of the public as well as improved service to customers.”

Ms. Campbell will be replacing Rick Galyean, who has been providing the essential leadership and technical support needed to launch the GSS program since its inception in 2016. He has served a dual role as both a GSA-contracted executive director of the (GSS) program and as CEO of the management services company, Oropala, which administered the program at the direction of the Association’s Board of Directors. Oropala has been essential in supporting the technology that is forging change in data collection around underground damage prevention.

“It takes a special kind of person to build a non-profit organization,” said Mike Kemper, GSA Board Member, and executive vice president, Quanta Services Oil & Gas Group. “Mr. Galyean skillfully brought the program to a place where it can continue to grow. We look forward to continuing our relationship with him and the Oropala team as they continue to support the program and fulfill their contracted role in providing damage prevention software.



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With the support of Mr. Galyean, the GSA Board expects a smooth transition. “Cheryl brings enormous energy and a proven track record of championing safety,” said Mr. Galyean. “I am exceptionally pleased that Cheryl will be leading the program going forward.”

Made up of industry leaders who volunteer their time, the GSA Board sets all policies including defining program certification, developing metrics used in connection with the program’s performance tracking, establishing membership dues and privileges, and providing high-level guidance on the software required for the program’s reporting platform.

Luke Litteken, GSA Chairman of the board and senior vice president of Gas for Xcel Energy has worked with Ms. Campbell in the past. “We could not be more pleased that Ms. Campbell will be leading the GSS program,” said Mr. Litteken. “I’ve had the pleasure of working alongside Ms. Campbell during her tenure at Xcel Energy, and she is uniquely qualified to continue building on the momentum for this critically important safety program.”

With Ms. Campbell in the role of executive director, the Association will transition all management duties to her, including conducting conferences and meetings, meeting with industry leaders to obtain feedback, and conducting the various committee meetings.

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## **About Gold Shovel Standard**

Gold Shovel Standard is a nationally recognized safety program committed to preventing life-threatening damages to buried infrastructure. GSS promotes common and transparent metrics and partnership in all aspects of damage prevention, enabling members to drive continuous improvement. Please visit their website at [GoldShovelStandard.org](http://GoldShovelStandard.org).

## **About Cheryl Campbell**

Cheryl Campbell has a proven track record of improving performance and financial results, developing strong teams, and championing public and employee safety. Most recently, Ms. Campbell served as Senior Vice President, Gas at Xcel Energy, which is one of the nation’s largest electric and gas utilities, operating in eight states and serving 5.4 million customers, and was named by Forbes as one of the Most Trustworthy Companies in America. Xcel Energy has reduced employee injuries by over 60 percent in the last 10 years as well as improving a number of public safety metrics. She also served on the Department of Transportation’s Gas Pipeline Advisory Committee, providing guidance to the Secretary of Transportation on the safety of the nation’s gas pipeline infrastructure. She has also testified before a congressional subcommittee on pipeline infrastructure safety. Ms. Campbell’s board leadership includes Hoffman Southwest (independent director), Pipeline Advisory Committee (DOT), Colorado Oil & Gas Association (COGA), American Gas Association (managing committee chair), Engineering Advisory Committee (CU), BOLD Advisory Committee (CU), NYSEARCH Executive Committee, Public Education and Business Coalition (PEBC), and Junior Achievement of Southern Colorado. Ms. Campbell can be reached at [Cheryl.campbell@goldshovelstandard.org](mailto:Cheryl.campbell@goldshovelstandard.org).