LPI executive director, Bud VanSickle traveled to Sapporo, Japan in September to serve as the delegate and head of the U.S. National Committee at the IEC plenary meeting. LPI board member, Steve Humeniuk also traveled to Sapporo, serving on the U.S. National Committee. There were 29 delegates from 14 countries in attendance, with an additional 17 observers, mostly from Japan and nearby regions. As head of the U.S. delegation, Bud was called upon to cast the U.S. vote on various issues reviewed in the IEC TC 81 series documents and was also responsible for filing the summary report for the meeting. Items reviewed in the TC 81 series included: risk assessment, installation, surge protection, component testing and coordination of thunderstorm warning systems. The revised IEC TC 81 documents are scheduled for release in 2017 and 2018. LPI Professional Division member, Mitch Guthrie, also traveled to Sapporo to serve as chairman of the committee.

LPI Goes Global

LPI Logo Gets a Facelift

The LPI logo is sporting a new image! In a desire to communicate LPI’s longtime commitment to providing lightning protection education and resources, board members voted to add our founding year of “1955” to the LPI logo shield.

LPI members are encouraged to begin using the updated logo in their company and membership communications.

Mark Your Calendars!

Make plans to attend the 82nd annual LPI/ULPA Lightning Protection Conference scheduled for February 24 through March 1 at the Palm Beach Marriott Singer Island Beach Resort & Spa and hosted by Bonded Lightning Protection of Jupiter, FL. Check your industry websites at www.lightning.org and www.ulpa.org for upcoming postings and information about conference fees and agenda programs.

Membership Survey Reminder

The LPI office sent out a survey in August to poll members about the annual LPI/ULPA conference. Your feedback on this issue is important, so please complete and return your surveys ASAP. The conference subcommittee will be reviewing these survey responses soon in order to make decisions and set objectives for our future conferences. Be sure to make your opinion count!
Media Report:

Recent PR Highlights

*LPI marketing and communication efforts continue to increase exposure for the industry and its members.*

Fire Safety Month News

Education is the best way to fight back against misinformation that can negatively affect our industry and trade. LPI’s recent press release, “Unapproved Lightning Protection Devices Fail to Prevent Fires at Oil Refineries” was distributed to national media outlets on October 3, to educate the public and the media about dangers associated with nonstandard lightning protection devices. The release received extensive exposure, with news clips reported on a multitude of media outlets. The release also prompted inquiries with journalists and trade magazines, so LPI is expecting to see follow-up articles on this topic.

LPI distributed a press release to recap the success of the Building Lightning Safe Communities campaign (BLSC). “LPI Expands Fire Prevention Week Effort to Provide $100,000 in Lightning Protection System Donations for Fire Stations” was distributed on October 8 and news clips reported pick-up from over 350 media outlets. The photo that accompanied the release was also spotlighted on the PR Newswire display board in Times Square.

Social Media Spreads Enlightenment about Lightning Protection

Are you reading LPI’s monthly blog posts? Are you tuned into the lightning protection conversation on Twitter? If not, LPI invites you to join the social media chatter by following the industry blog and exchanging tweets with Kim Loehr @lightningkim. A new blog is posted monthly at www.lightning.org/blog to assist members, consumers, professionals and partners with up-to-date lightning protection information on seasonal topics and industry news. Check out the monthly blog and be sure to post your comments to join the conversation and help spread enlightenment about lightning protection!

LPI Programs & PR Receive Journalism Awards

LPI programs and PR efforts received awards in the National Federation of Press Women (NFPW) and Virginia Press Women (VPW) 2012 Communications Contests. NFPW and VPW awards included:

- 1st Place: News or Feature Release – LPI News Release, January 2012
- 2nd Place: Community, Institutional or Internal Relations “Safer Design for Safer Play” Campaign (1st place VPW)
- 2nd Place: Public Service – LSA Week Campaign, Tampa 2012 (1st place VPW)
- 2nd Place Newsletters Nonprofit, Government or Educational – LPI FLASHNOTES (VPW award only)
- 3rd Place Blogs Nonprofit, Government or Educational – lightning.org/blog (VPW award only)
Donations For Firestations

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Bonded Lightning Protection Systems, Ltd. of Argyle, Texas; ECLE, of Winsted, Conn.; Guardian Equipment Co., of Novi, Mich.; HLP Systems of Libertyville, Ill; Lightning Specialists, of Palm Harbor, Fla.; Mr. Lightning, of Colorado Springs, Colo. and Thompson Lightning Protection, of St. Paul, Minn..

Through the BLSC campaign, LPI members have strengthened partnerships with fire safety officials across the country and news about the campaign was highlighted in press releases and social media posts in conjunction with NFPA’s Fire Prevention Week campaign and Fire Safety Month.

NFPA has sponsored Fire Prevention Week since 1922 and is believed to be the longest running public health and safety observance on record. Visit www.firepreventionweek.org for more information about fire safety and NFPA’s annual campaign. More information about the BLSC campaign can be found at www.lightningsafe.org.

The success of the BLSC campaign has depended entirely upon the support of LPI member donations and assistance from the LPI-IP office. LPI appreciates the generosity and support of the LPI-IP office for its help in providing complimentary LPI-IP inspection services for several fire station projects.

Finally, LPI sends a HUGE "thank you" to our generous member firms who have supported the BLSC campaign with donations of time, talent and resources. Through the BLSC campaign, industry members have come together to support fire safety officials and their local communities. Together, we are making a difference to better address lightning safety and protection needs for life and property!

NFPA 780 2014 Now Available

Make sure your industry knowledge is up-to-code! The NFPA 780 2014 is available for purchase through the LPI office. The 84 page booklet includes several new sections to address applications including: fixed metal objects on buildings with movable or rotating metal components, criteria and guidance for airfield lighting, protection for solar systems and arrays, requirements for catenary systems, and a section which now addresses retroactivity for NFPA 780.

LPI members can purchase the document through the LPI office for $44.00, which includes shipping and handling.
Building Lightning Safe Communities Campaign Update: $100,000 in System Donations Provided for Fire Stations

LPI member companies across the country have united to help build lightning safe communities and support fire stations. LPI’s campaign that began a year ago to support Sparky the Fire Dog’s “Wish List” has now successfully provided complimentary lightning protection systems for over half a dozen fire stations in high risk lightning regions across the U.S.

In an industry initiative to provide lightning protection resources to the public and the fire safety community, LPI kicked off the “Building Lightning Safe Communities” campaign last October. Since then, several LPI-member firms have donated lightning protection systems for fire stations in Colorado, Florida, Illinois, Michigan, Minnesota and Texas. The combined value of these system donations is approximately $100,000. Participating LPI member firms helped organize the campaign donations when outreach with the fire safety community revealed that many stations across the country were lacking lightning protection systems to protect their personnel, structures and equipment. The LPI-IP Inspection Program provided complimentary Master Installation Certification for several of the fire station installations.

Participating LPI member firms who have donated lightning protection systems for fire stations in their states include:

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LPI member firm donations in conjunction with the Building Lightning Safe Communities campaign are helping to safeguard at-risk fire stations, like the ones shown here, from the hazards of lightning.