

FLASH NOTES

SAVING LIVES & PROTECTING PROPERTY SINCE 1955



Nashville's Calling... Don't Miss the 78th Annual LPI/ULPA Conference!

The March winds will be blowing before you know it and it will be time to head down south for the 78th annual LPI/ULPA Conference on lightning protection. Come join your colleagues in Nashville, TN for professional development and important industry updates at this year's conference on March 15-20, 2010.

LPI and ULPA members will enjoy elegant accommodations at the economical rate of \$159 per room at the Gaylord Opryland Resort & Convention Center. Reservations must be made prior to 2/12/10, so make your plans today and remember to mention the group code: X-ULP10. Located at 2802 Opryland Drive, the Gaylord is situated in a premier location in the heart of Nashville, the Gaylord Opryland has something for everyone. Hotel amenities include: a multitude of on-site shops and restaurants, the Relache Spa, a salon and fitness center, the Gaylord Springs Golf course and much more. Just a short walk from the hotel, guests will find the popular Opry Mills, which features 1.2 million-square feet of options for entertainment, shopping and dining. Additional nearby attractions include: the Music Valley Village, the Nashville Arcade, Hillsboro Village, 8th



Make plans to attend the 2010 LPI/ULPA Conference at the Gaylord Opryland Resort and Convention Center in Nashville, TN.

Avenue Antique District and the Cool Springs Galleria. Of course, no visit to Nashville is complete, without a stop at the Grand Ole Opry, where guests can experience the heart and soul of country music. Visit the hotel web site at www.opryland.com for more information. When making reservations, be sure to reference the group code to get the

special rate. Jeff and Justin Harger of HLP Systems will be our industry hosts for the conference which is sure to include a variety of fun-filled activities and plenty of networking opportunities.

LPI plans to offer its Engineering Seminar in conjunction with the conference

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Lightning Protection News & Notes



the standard in safety



UL Q&A Corner

The LPI Board has developed a Subcommittee to recommend changes to the UL 96A document that will address issues that cause interpretation problems between inspectors and installers. The Subcommittee expects to work within UL's formal CSDS process, as a best means for creating a resource in writing to help alleviate interpretation problems.

LPI Board Updates

The LPI Board held a Strategic Planning Session and Board meeting October 5-6, in Orlando FL to brainstorm and develop industry plans. Some of the highlights of the meetings include:

- Trade Shows – The Board authorized a facelift for the LPI booth for a new backdrop that will enhance recognition at shows. LPI will also continue participation in 4-5 tradeshows per year, and is making plans to exhibit at a new venue; the Roofing Consultants International Show (RCI) in March.
- LPI committed to a joint industry lobbying effort with the LSA to increase lightning protection specification through risk assessment requirements for projects receiving Federal funding. LPI will advise members re: specific bills that will have this legislation attached so that members can follow-up with their Congressional representatives to help encourage their support.
- The strategic planning group is initiating a project to redesign the LPI website to enhance access and use for members, customers and consumers.
- The strategic planning group is initiating a project to implement special purpose training sessions at future annual conferences. Training topics such as “Installation

- Techniques,” “Sales & Marketing Strategies,” and “Best Business Management Practices” will be implemented in concurrent breakout sessions (instead of the large-scale educational presentations) to better meet member needs.
- LPI has consolidated member lists, trade show patrons and LSA presentation key contacts to expand its list of A&E references to 3,400. LPI provides information CDs to A&E contacts, along with notices about Engineering Seminars to ensure lightning protection stays on their radar.
- Dues and Pricing Increases – LPI's services, certification testing and industry initiatives have grown significantly over the past few years. This has necessitated an increase in Manufacturer Member dues from \$1,000 to \$1,300 per month, to provide added funding for member programs and services. Increased processing costs, have also required a change to the exam pricing structure. Effective January 1, 2010, exam pricing for LPI member companies will increase from \$75 to \$100, and exam pricing for non-members will increase from \$150 to \$200 per exam. Members scheduling exams during regular testing periods at the Nashville Annual Conference will receive a 50% discount (\$50 per exam).

Lightning Protection Highlighted at Disaster Safety Conference

In conjunction with our new national partnership with FLASH, LPI was invited to serve as a resource panelist at the “Designing the Next Decade of Disaster Safety” conference and annual meeting on

October 8-9, 2009 in Lake Buena Vista, FL. The conference brought together renowned

experts in the field of weather risk management and mitigation, including academics, builders, communicators, educators, emergency managers, engineers, nonprofits, researchers and scientists. Panel-moderated brainstorming sessions and discussions probed planning and implementation of solutions to disaster safety. LPI Marketing and Communications Consultant, Kim Loehr, served as a resource panelist joining representatives from State Farm, the National Weather Service, FEMA, CNN and Ogilvy Public Relations to discuss “stories” of mitigation for tornados, hurricanes, earthquakes, wildfires and lightning.



Designing the Next
DECADE
of Disaster Safety

Media Report:

Recent PR Highlights

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

LPI Partners with Insurance Information Institute

LPI will partner with the Insurance Information Institute (I.I.I.) on several communication projects designed to increase lightning protection awareness and initiate credits, incentives and discounts for lightning protection systems. I.I.I. contributes to more than 3,700 news stories yearly, handles more than 6,000 media requests for information and answers nearly 50,000 questions from consumers about insurance topics. In addition to direct contact with media, individuals and organizations, the I.I.I. publishes a host of helpful pamphlets and books ranging in consumer subjects and topics. In line with our communication project, I.I.I. will provide introductions to key insurance trade reporters and media contacts to help LPI deliver our lightning protection mitigation message to the best audience. Plans are underway to launch the communication efforts in January 2010.

LSA Sponsoring Lightning Research Project

The LSA is sponsoring a research project to collect data and

learn more about the ways that lightning enters and damages homes and buildings. The project was initiated in an attempt to collect and analyze lightning data and urge property owners, firefighters and insurance professionals to visit the LSA web site to submit information about lightning incidents, fires and damage to structures. The LSA plans to present its findings to the National Fire Protection Association (NFPA) and its Technical Committee on Lightning Protection. In conjunction with Fire Prevention Week, the LSA issued a press release on October 4, 2009 to announce the research project and urge public support for the initiative. Visit the LSA web site at www.lightningsafetyalliance.org for further information.

Lightning Feature Update

LPI's newspaper feature with Metro Editorial Service has received excellent distribution. "Don't be Shocked by Lightning-Related Property Loss" has been printed in newspapers across the country. Metro's media clipping service has tracked coverage of the stories in newspapers in CA, GA, KS, MA, MD, MN, MO, NC, SD, TN and TX. Newspaper placements for this story have been tracked from May through October, providing a six-month shelf life for this feature article—which means media coverage of lightning protection through spring, summer and fall!



Flash Programs Include Lightning Protection Information

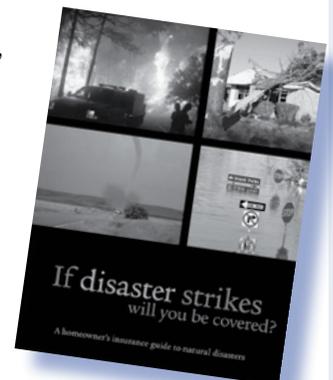
"A Home Owners Insurance Guide to Natural Disasters" is a new handbook co-published by FLASH and The Actuarial Foundation, to provide information about homeowners insurance, how consumers can lower premiums, and tips to reduce potential damages due to several disasters.

The Flash "Tool Kit" for Lightning Safety provides information about lightning and lightning protection for homeowners, insurance professionals and consumers.

The "Blueprint for Safety" program provides residential

builders and citizens with accurate, current and reliable information about how to make homes more disaster-resistant.

Information about these programs can be found at www.flash.org.





Lightning Protection Institute

Saving Lives & Protecting Property Since 1955

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LPI/ULPA Conference

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on March 15-16. The comprehensive 2-day seminar is designed for installers, engineers, architects and others interested in the methodology behind the design and layout of lightning protection systems for all types of structures. The seminar content is based on the NFPA 780 2008 Edition. Visit the LPI website for further information about course content and registration.

Your competitors are making their plans to attend, so don't be left out in the storm! The 2010 conference will make a striking difference in giving your business the competitive edge and information necessary to jump start your sales – just in time for lightning season.

LPI Interviewed for MPB Network

In conjunction with Fire Safety Week, LPI was interviewed for a live broadcast with Maine Public Broadcasting Network (MPBN) on 10/5/09. The radio news broadcast reported a string of lightning house fires that occurred in one weekend in southern Maine and the lack of understanding and awareness about lightning protection. During the interview, LPI's Marketing Communications Consultant, Kim Loehr provided consumer information about lightning protection, along with tips for hiring a qualified lightning protection specialist.

New NFPA Task Group

On September 15, 2009, the NFPA announced the appointment of a task group to review the lightning-related technical issues affecting CSST in gas piping systems. The task group will provide the NFPA Standards Council with a review and analysis of the jurisdictional and technical issues relating to lightning and CSST in gas piping systems and identify the need for research, data and further committee action with regard to bonding, grounding and lightning protection. The task group is a coordinated effort between NFPA 54-Fuel Gas Standard, NFPA 70-National Electrical Code, and NFPA 780- Standard for Lightning Protection.

