

# FLASH NOTES

SAVING LIVES & PROTECTING PROPERTY SINCE 1955



## Lightning Safety Awareness Week Campaign

Enlightening the Public about Lightning's Dangers.

*Since the inception of Lightning Safety Awareness Week in 2002, NOAA has witnessed a dramatic decrease in lightning-related deaths in the U.S. LPI joined forces with NOAA in 2006 to promote LSA Week and has helped support the campaign through public service announcements, press releases, support materials and networking. We are pleased to report that in 2008, lightning-related deaths claimed approximately half of the number it had for the previous 30 years. These statistics reveal that our "When Thunder Roars Go Indoors" campaign is making serious headway in educating and enlightening the public about the dangers of lightning!*

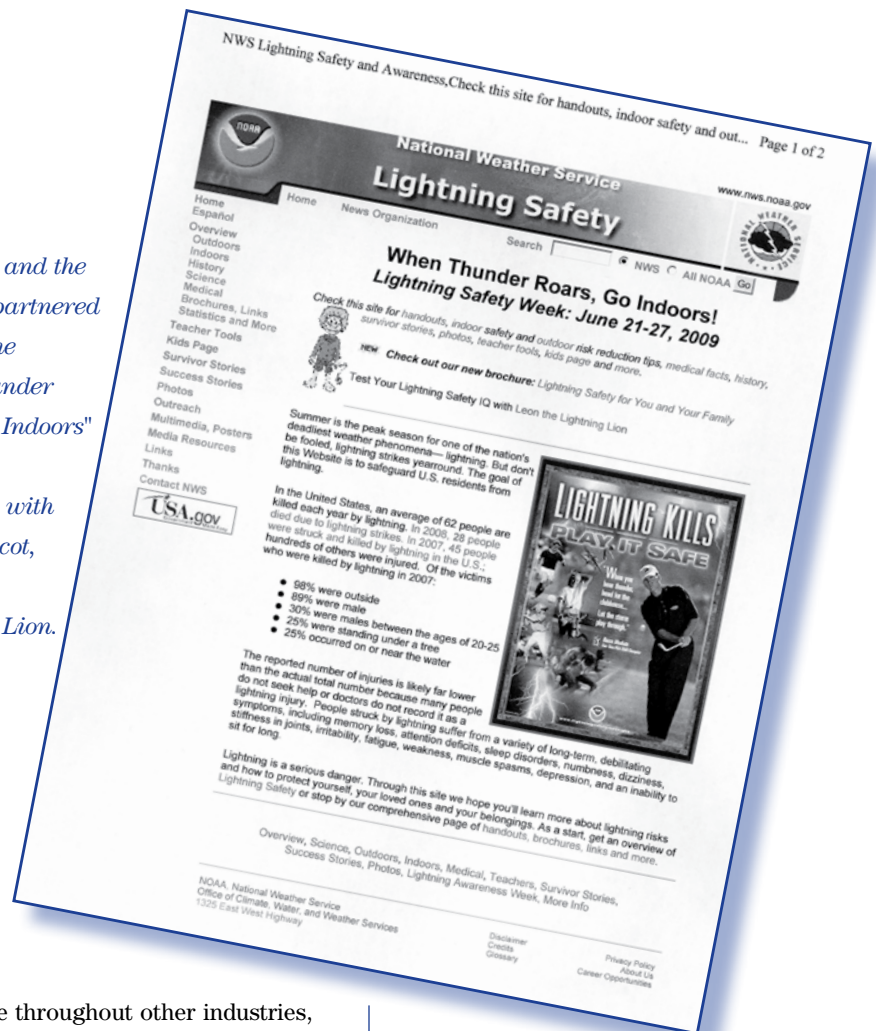
However, because lightning injures hundreds of others each year, we still have plenty of work to do in the way of promoting lightning safety. People struck by lightning suffer from a variety of long-term, debilitating symptoms including memory loss, attention deficits, sleep disorders, numbness, dizziness, stiffness in joints, irritability, fatigue, weakness, muscle spasms, depression, paralysis and an inability to sit for long. In addition, misinformation and myths about lightning protection continue

*LPI, NOAA and the LSA have partnered to create the "When Thunder Roars, Go Indoors" awareness campaign, with safety mascot, Leon the Lightning Lion.*

to circulate throughout other industries, media reports and the court of public opinion. This is why LPI continues to partner with national groups such as NOAA, IBHS and most recently, the Federal Alliance for Safe Housing (FLASH) to support the 2009 Lightning Safety Awareness Week campaign (June 21-27). Collaborative partnerships with like-minded organizations such as these help LPI spread its message to new audiences and decision-makers

across the country.

LPI members are crucial, too! With your support we can continue the trend of reducing lightning-related deaths in the U.S. and dispelling myths about lightning that can ultimately save lives. Please continue to promote LSA Week in your localities by sharing information about lightning safety and lightning protection with your customers and local media. Thank you for your efforts!



# Lightning Protection News & Notes



the standard in safety



## UL Q&A Corner

In response to customer demand, Underwriters Laboratories (UL) has developed a new inspection service for the Lightning Protection industry. As the market continues to evolve, unique protection systems have become more prominent. In the fall of 2009, the UL inspection program will be enhanced to include a new service to provide a Letter of Findings that details inspection results of a lightning protection system that does not qualify for a Master Label Certificate.

The Letter of Findings UL issues will validate that an inspection has been conducted by an authorized third party inspection agency and has verified that the requirements as outlined in the scope of inspection, as presented to UL have been met, and the system has been installed in accordance with applicable portions of the standard as you requested.

The Letter of Findings that UL issues will allow for you to limit the scope of the evaluation, for example, the exclusion of surge devices, grounding systems, firewall-separated portions of a building or requested sections of a structure that can be uniquely identified.

While these systems will not meet the requirements of a Master Label Certificate, the Letter of Findings will validate that the installation was done in accordance with your requirements and the specific sections of the applicable lightning protection standards.

Should you have any questions about the new service, please contact **Jeannie Pruett 1-877-UL Helps (1-877-854-3577) ext. 44825**.

Safety is our number one priority and we remain committed to the high quality service you have grown to expect. We appreciate your ongoing commitment to public safety and look forward to continuing to serve you in 2009 and beyond.

Sincerely

Kevin Connelly George Dudkowski

Industry Sector Manager Program Manager, Underwriters

## Understanding the UL Standards Technical Panel STP

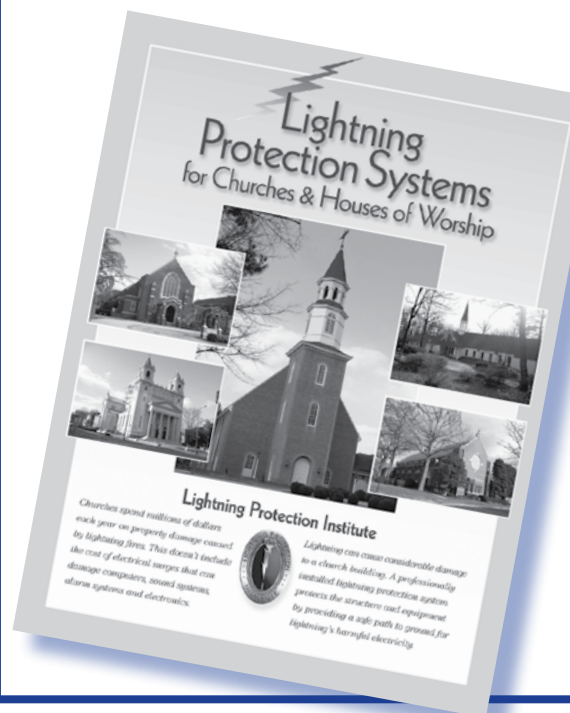
UL describes the Standards Technical Panels (STPs) as an important part of the process by which it develops and maintains its Standards for Safety. An STP is a group of individuals, representing a variety of interests, formed to review proposals related to UL Standards for Safety. When an American National Standards Institute (ANSI)/UL Standard for Safety is involved, a STP serves as the consensus body to review and vote on proposals prior to publication. The development of ANSI/UL Standards for Safety greatly benefits from the expertise of individuals interested in the products affected by ANSI/UL Standards. The Standards Technical Panels (STPs) provide UL with the means to receive early input from those who are interested in the standards development process.

For more about the STP process, visit: <http://ulstandardsinfonet.ul.com>. Click on "UL's Standards Development and Maintenance Program" for STP information.

## New Church Brochure Available

Did you know that churches in the U.S. spend millions of dollars each year on property damage caused by lightning fires? A quick "google" search of "lightning and churches" provides a at-a-glance reference for just how frequently lightning damages these structures. Are there churches without lightning protection systems in your area?

The LPI office recognized that this is a target market in need of education about lightning protection, which is why we have produced a four-color brochure titled, "*Lightning Protection Systems for Churches and Houses of Worship*." These new brochures are available for members to purchase at .35 cents a piece. We hope you will use this new marketing piece in your customer mailings, and in presentations to engineers, architects and project planners. This is also a great support piece to mail to customers who may be due for church maintenance visits or UL Master Label renewals. Contact the LPI office today to place a literature order and put this new marketing tool to work for your business.



## Media Report:

# Recent PR Highlights

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

## Lightning Safety Awareness Week 2009

LPI has planned a multitude of PR and marketing events in conjunction with this year's Lightning Safety Awareness Week, June 21-27, 2009. Here is a run-down of some of the activities and projects planned for this year's "When Thunder Roars, Go Indoors" campaign:



### Radio News Release

### Leon "When Thunder Roars" PSA Campaign

### MultiMedia/Video News Release

### News Releases on PR Newswire

### A Radio Disney "Search for Storm Heroes"

co-promotion with FLASH

### Partnership for Lightning Safety Promotion with

### FLASH at Disney's Epcot "StormStruck" exhibit.

Now in its seventh year, the Lightning Safety Awareness campaign is building momentum and LPI is working with partners such as NOAA, FLASH and the IBHS as we continue to promote our messages about lightning safety and lightning protection.

## Lightning Feature Update

LPI's newspaper feature with an editorial news service has received excellent distribution. "Lightning a Forgotten But Formidable Foe" has been printed in newspapers across the country. Our media service has sent us clips of this story, from newspapers in IA, IN, MA, MD, MN, MO, NC, OH, PA, and VA. Clips for this story were received from April 2008 to January 2009, so the shelf life for this editorial feature spanned an incredible 10-month period, which meant that consumers across the country were reading news about lightning protection during the spring, summer, fall and winter!

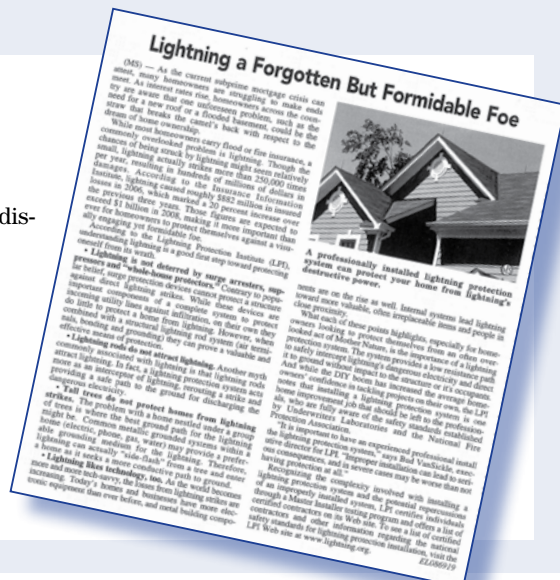
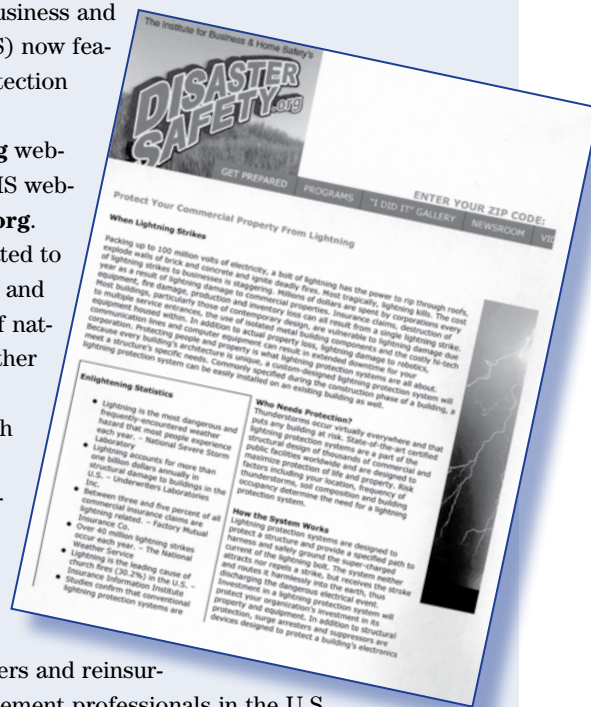
## IBHS Promotes Lightning Protection

The Institute for Business and Home Safety (IBHS) now features lightning protection information on its **Disastersafety.org** website and on the IBHS website at **www.ibhs.org**.

The IBHS is dedicated to reducing the social and economic effects of natural disaster and other property losses by conducting research and advocating improved construction, maintenance and preparation practices.

Membership is comprised of insurers and reinsurers and risk management professionals in the U.S. Associate membership is comprised of other non-profit groups and associations who support the IBHS mission.

The LPI joined the IBHS as an associate member in 2008. The IBHS provides **DisasterSafety.org** as a service to homeowners and small business owners as part of its overall mission of reducing property losses. A special article provided by LPI, "Lightning Protection Tips for Commercial Buildings" was also featured in the IBHS April "Disaster Safety Monthly" newsletter.





# Lightning Protection Institute

Saving Lives & Protecting Property Since 1955

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## Insurance Industry Promotes Lightning Protection

LPI has seen a notable increase in insurance companies going on record to recommend lightning protection in their news releases, newsletters and web sites. Insurance loss control professionals recognize lightning as a powerful force that should never be underestimated, which is why more insurance companies are continuing to alert home and business owners to take prevention measures. Most recently, State Farm Insurance has included information about lightning protection in news articles and in their “Disaster Survival House” which is a learning center located in Deerfield Beach, FL. The Disaster Survival House was recently designated a Fortified Home by the IBHS. LPI will continue its efforts to gain increased support for lightning protection within the insurance industry.

## Strategic Planning Meeting Set for October

The LPI Board will hold a Strategic Planning Meeting on October 5, 2009 in Orlando, FL, in conjunction with its fall Board Meeting. (The Board met in May 2005 to develop its previous 5-year plan.) All LPI members are encouraged to advise the Board of things our organization needs to be doing to achieve our goals associated with increasing the use of lightning protection for improved safety. Please talk to your customers, employees and colleagues and send us your thoughts, suggestions and ideas prior to the October meeting. Contact the LPI office with your recommendations or follow-up with your LPI Board members—their information is listed on our web site. Let your voice be heard and help us plan for the future of this organization and our industry. Remember, “you will never get anywhere, if you don’t know where you are going.”

## LPI & Lightning Protection Cited in NY Times

We made the Times! LPI and lightning protection information was included in a recent story in the *New York Times*, regarding wind turbines and their susceptibility to lightning. The April 13, 2009 article, “When Lightning Strikes Wind Turbines II” was authored by Kate Galbraith at the prompting of LPI to write a follow-up story to her original editorial piece which failed to mention lightning protection measures available for wind turbines. In addition to the LPI reference, Galbraith’s article also cited the NFPA Safety Standard and its annex section re: wind turbines, which was added to the 2008 edition of the Standard. Checkout the story at: <http://greeninc.blogs.nytimes.com/2009/04/13/when-lightning-strikes-wind-turbines-ii/>

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