

FLASH NOTES

SAVING LIVES & PROTECTING PROPERTY SINCE 1955



New Partnership Promotes Lightning Safety & Lightning Protection

The Federal Alliance for Safe Homes—FLASH® and LPI have joined forces to promote public awareness about lightning safety and lightning protection. In recognition of National Lightning Safety Awareness Week, June 21-27, 2009, FLASH and LPI signed a partnership agreement on June 22, 2009 at StormStruck: A Tale of Two Homes® at INNOVENTIONS at Epcot® at the Walt Disney World® Resort. Matt Bragaw, forecaster and lightning specialist with NOAA's National Weather Service joined FLASH and LPI representatives for the partnership signing and tour of the StormStruck exhibit.

StormStruck is an interactive and educational weather exhibit that enables guests from around the world to experience the power of a weather event while learning how to best prepare for floods, hail, high winds, lightning and more. The exhibit features a spectacular, simulated 4-D weather experience that combines a variety of weather hazards into one "storm." After guests have experienced the storm, they learn about cutting edge scientific research and construction technologies that can protect their home.

In conjunction with the newly formed



FLASH, LPI and NOAA representatives join Kim Loehr and Leslie Chapman-Henderson for a partnership signing at the Epcot® StormStruck exhibit to kickoff Lightning Safety Awareness Week.

partnership with LPI, FLASH developed a "Lightning Safety Awareness Toolkit" on their web site which included resource information about lightning protection and lightning safety. A lightning widget was also developed to help promote lightning safety awareness week to the flash partnership base, the media and weather and insurance industry groups.

FLASH is a 501 (C) (3) collaboration of organizations dedicated to strengthening homes and safeguarding families from disaster. Based in Tallahassee, FLASH is the nation's fastest-growing disaster safety education organization with more than 100 partners including FEMA, FL Division of Emergency Management, Georgia Pacific,

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Lightning Protection News & Notes



the standard in safety



UL Q&A Corner

Announcement Re: “Letter of Findings” Effective Date, Jan 31, 2010

The UL Letter of Findings is intended to validate that an inspection has been conducted by an authorized third party inspection agency and has verified that 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 requested.

The UL Letter of Findings will allow for installers 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. Inspection requests for Master Label Certificates after 1/31/09 will require full compliance to UL 96A, including surge protection requirements. Per UL, the service will have three offerings, based on the following:

- Perimeter of structure 100 feet or less
- Perimeter of structure between 101 and 1000 feet
- Perimeter of structure greater than 1001 feet

New Guidelines for Clearing Deviations:

UL is now providing two options for clearing deviations:

Option one: Follow-up inspection – to be conducted on structures where the field representative indicates photos will not clearly demonstrate the modifications have been accomplished, or there are too many non-client items.

Option two: Photos showing corrections – this is subject to the following requirements:

1. A maximum of **three** non-compliant items allowed; otherwise follow up inspection is required.
2. Photos must be submitted within **48 hours** (two business days) of initial inspection.
3. Deviation letters with **three** items or less may submit photo showing all corrections. If photos do not follow all requirements listed below, a follow-up inspection will be required:
 - a.) Photos shall show before and after shots of corrections and be identified as such.
 - b.) Photos shall be marked with a description of what we are looking at and be related to the deviation item.
 - c.) Photos must be clear and identifiable. (i.e. sending in a picture to clear a missing air terminal, shall clearly identify the air terminal’s manufacturer, model number, and the UL mark on the component).
 - d.) Photos (before, after and description of the correction) shall be formatted no larger than 1 Meg each, and be attached to resubmitted application for the original inspection.
 - e.) Photos are not valid for Zone of Protection and Surge Protection non-compliant items.

Photos may be rejected and a follow-up inspection will be required if the alterations are not easily identifiable, or the field rep determines a follow-up inspection is required. Fees associated with reviewing photos are invoiced at the hourly rate, with a one-hour minimum. Options will be **collaboratively** decided by your site contact and the UL field rep during the initial inspection. To eliminate the need for a follow-up inspection or photos, UL field reps will remain on the job site while contractors make corrections during the initial inspection (hourly fee will apply). UL encourages installers to save time and money by having materials available to make minor corrections at time of inspection.

Mark Your Calendars!

LPI Board Meeting & Strategic Planning Session

October 5-6, 2009, Orlando Airport Marriott, Orlando, FL

78th Annual

LPI/ULPA Conference

March 15-19, 2010, Opryland Hotel, Nashville, TN
Engineering Seminar, LPI Certification Testing & Educational Sessions

LPI Seeking Updates for Email Databases

Please be sure to update the LPI office with your new email addresses and contact information so we can ensure our members receive e-blasts regarding important industry information and updates. LPI is also seeking new and updated email information for our A&E database, so please be sure to continue to send us your pertinent information re: your architect and engineering contacts.

(Note: The LPI office does not share A&E contact information with LPI membership.)

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's newly formed partnership with FLASH helped execute several projects that put lightning safety and lightning protection in the spotlight. Here is a run-down of some of the activities and projects we were able to accomplish in conjunction with Lightning Safety Awareness Week 2009:

• Partnership Signing Ceremony at Epcot's StormStruck

Events included Memorandum of Understanding partnership signing with LPI and FLASH, partnership welcoming by Leslie Chapman-Henderson, demonstration of lightning safety house for Associated Press photographer and Disney Epcot Business Development managers, tour of StormStruck Exhibit, meeting with FLASH and Disney Epcot Business Development re: implementation of lightning and lightning protection educational materials into StormStruck in conjunction with the exhibit's 2010/2011 revitalization project.



• Radio Disney "Search for Storm Heroes" at Central Florida Zoo, 6/21/09

Radio Disney Live with FLASH and LPI on location at the Central Florida Zoo to kick-off Lightning Safety Awareness Week with interactive show elements, games, giveaways, contests and the lightning house demonstration. Promotion included: (60) 30 second on-air announcements for the event and lightning safety awareness week, (30) 30 second additional on-air Radio Disney announcements during LSA week to promote lightning safety/protection and the LPI website address.

• Lightning Safety Awareness Week Widget

Computer graphic developed by Flash and distributed to media outlets, FLASH's database of national meteorologists, insurance providers and mitigation partners. Also imbedded on www.flash.org website homepage.



MNR Promotes Lightning Protection To 20,049,308+ Audience

The industry received terrific exposure through LPI's Multimedia New Release (MNR), issued on June 16, in conjunction with LSA week. The MNR featured video, press release, photography, graphics and web site links for FLASH and LPI. Audience reach was estimated at over 20,059,308 impressions and highlighted placements included: MSNBC, Yahoo!, News Blaze, AOL, Bloomberg, Interest Alert and Reuters! For those unfamiliar, a MNR is an interactive new

release considered a "one-stop shop" for journalists, consumers, clients, investors and anyone else who want to get as much information as they can about a news story. Often, dubbed, "the Future of the Press Release," the goal of a MNR is to allow clients to leverage their image, brand and identity, as well as their publicity and marketing efforts. It looks like our 6/16/09 MNR achieved these goals!





Lightning Protection Institute

Saving Lives & Protecting Property Since 1955

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New Partnership

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the Home Depot, International Code Council, Simpson Strong-Tie and State Farm. FLASH plays a crucial role in reaching people across the U.S. and educating them about disaster safety and building mitigation. As a partner with FLASH, LPI will have the opportunity to participate in programs, like the Blueprint for Safety® Education Program. This program disseminates the most comprehensive set of disaster-resistant building techniques available, including consumer guides, contractor manuals, electronic newsletters and accredited classes for builders and inspectors.

To learn more about FLASH :

visit www.flash.org

or call

(877) 221-SAFE (7233).

RNR airs on 303 Stations & USA Radio Network

LPI's first ever Radio News Release (RNR) featuring a lightning safety interview by LPI Executive Director, Bud VanSickle, was distributed on 6/16/09. The RNR received airing on 303 stations, including national pick-up on USA Radio Network (cumulative audience equaling 2,500,000). The RNR also aired in 19 of the top 25 U.S. radio markets (cities including New York, Detroit, Chicago, Tampa, etc.), providing excellent exposure for LPI members and lightning protection.

LPI Receives FREE Radio Disney Exposure!

LPI and FLASH participated with Radio Disney as a festival vendor at the 4th of July Old Towne Festival, in Celebration, FL to promote lightning safety and protection to an estimated audience of 20,000! Radio Disney provided a booth, LPI/FLASH signage and thirty 30-second radio announcements, which aired on Radio Disney during the course of the holiday week and weekend. All of this was provided complimentary, in conjunction with our recent FLASH partnership, and at NO CHARGE to LPI!