

# The Connector

Connecting Lightning Protection Professionals with Allied Industries & Innovators

Inaugural Issue	<b>Collaboration: The Foundation of Our Industry's Future</b>	Launching June 21, 2026 Lightning Safety Awareness Week
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## Why The Connector exists

Lightning protection doesn't happen in a vacuum. Every certified contractor, engineer, architect, roofing professional, facility manager, insurer, and material supplier shares a stake in how a building performs — and how well it's protected. When these industries don't understand each other's work, systems are missed, projects are delayed, and buildings are left vulnerable.

*The Connector* is a cross-industry publication created by the Lightning Protection Institute to bridge that gap. Each issue brings together the voices, research, and real-world experience of professionals across every discipline that touches a structure. The result is a resource that no single industry could produce alone — and one that every industry benefits from reading.

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## What The Connector is designed to accomplish

- **Close knowledge gaps.** Help each industry understand what others do — and why it matters to them.
- **Advance collaboration.** Show, through real examples, what successful cross-industry coordination looks like and what it produces.
- **Share innovation.** Surface new products, approaches, and research that one industry is using that others should know about.
- **Elevate the industry.** Position lightning protection and its partner industries as an interconnected field - one where shared knowledge, aligned standards, and clear communication lead to better specifications, stronger installations, and safer buildings.
- **Build lasting relationships.** Create a regular touchpoint where industries meet, learn, and find reasons to work together.

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## Inaugural issue theme: Collaboration

The first issue of *The Connector* is built around one central idea: **collaboration works** — and the industries around lightning protection are proof. When a roofing contractor and a lightning protection installer coordinate early. When an insurance underwriter understands what an ANSI-accredited system means. When a building enclosure consultant specifies correctly because they've seen what happens when they don't. These aren't abstract ideals — they're outcomes that our contributors have lived. This issue invites them to share those stories.

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## Types of content we are looking for

TYPE	DESCRIPTION	LENGTH
<b>Article / Case Study</b>	A real-world example of how collaboration within or across industries produced a better project outcome. Could be a challenging installation, a re-roof where coordination made the difference, or a design that required multiple trades to align. Grounded in specifics: the challenge, the collaboration, the result.	<b>800–1,200 words</b>
<b>Op-Ed / Perspective</b>	A professional point of view on what's changing in your field that others should know about, where industries need to understand each other better, or an innovation in product, design, or practice that deserves wider attention. Informed opinion backed by experience.	<b>400–600 words</b>

## Who we are inviting to contribute

- Lightning protection professionals: contractors, designers, master installers
- Structural and electrical engineers
- Architects and design professionals
- Roofing contractors and single ply specialists
- Building enclosure consultants
- Facility managers and building owners
- Weather data and atmospheric science experts
- Insurance professionals and underwriters
- Material manufacturers and suppliers (copper, aluminum, steel, components)

*"When we understand each other's work, we communicate better, share responsibilities more effectively, and build outcomes that none of us could achieve alone. That's the purpose of The Connector — and why your voice belongs in it."*

— Lightning Protection Institute

For full editorial guidelines and advertising opportunities, see the accompanying Editorial Guide. Questions? Contact Kelley Collins at [kcollins@lightning.org](mailto:kcollins@lightning.org) | [lightning.org](http://lightning.org)