

FLASH NOTES

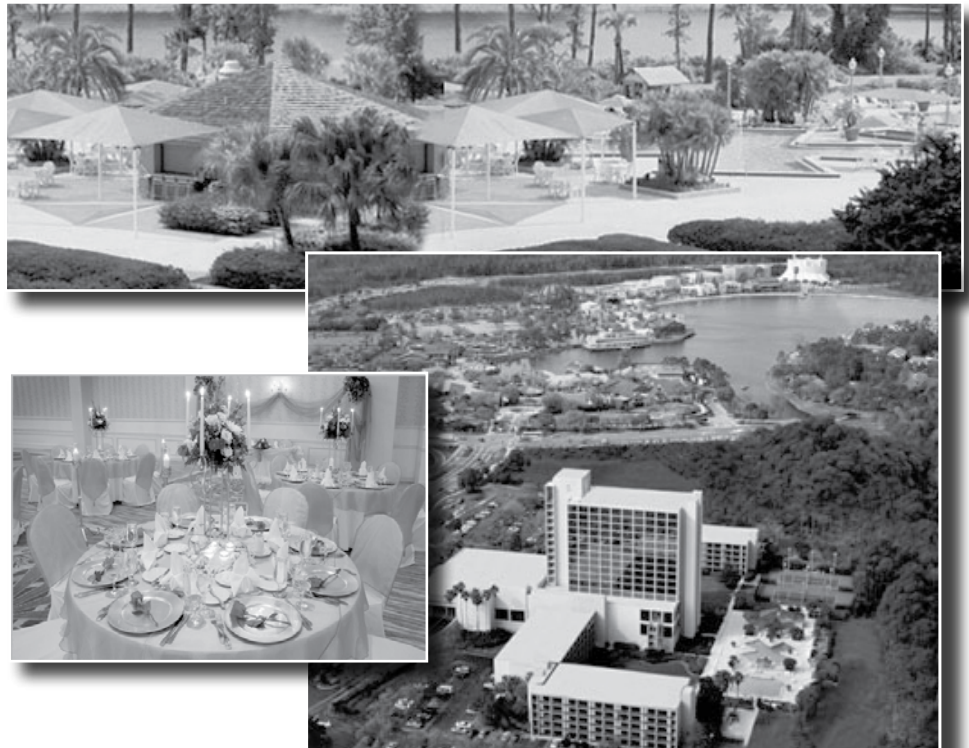
SAVING LIVES & PROTECTING PROPERTY SINCE 1955



Don't Miss the 76th Annual LPI/ULPA Conference on Lightning Protection

February is right around the corner and so is the 76th annual LPI/ULPA Conference on Lightning Protection! Come join us for professional development and industry updates at this year's conference scheduled for February 13-16, 2008 in Lake Buena Vista, Florida. LPI and ULPA members will enjoy an elegant stay at the reasonable rate of \$139/room at the Regal Sun Resort in the downtown Disney Resort area. Reservations must be made prior to 1/15/08 to secure the special LPI/ULPA rate, so make your plans today and bring the family along. As an official Walt Disney World hotel, the Regal Sun specializes in family-friendly amenities, impressive facilities and uncompromising service. Children can plan to dine with their favorite Disney characters, while adults will appreciate the complimentary transportation from the resort to any of the Disney theme parks. The recently renovated full-service hotel also features recreation and water sports, two heated swimming pools, a therapeutic European thermal spa, outdoor refreshment center, tennis center, wall-to-wall video games in the onsite Game Room and lots more. Check out the resort website at www.regalsunresort.com for more information.

The LPI plans to offer its new Engineering Seminar on February 11-12, in



Make plans to attend the 2008 LPI/ULPA Conference at the newly renovated, full service Regal Sun Resort— just a shuttle ride away from Disney's Magic Kingdom.

conjunction with the educational sessions of this year's conference. This comprehensive 2-day seminar is designed for engineers, architects and others interested in the methodology behind the design and layout of lightning protection systems for all types of structures. The seminar is based on the NFPA 780 2008 Edition, Standard for the Installation of Lightning Protection Systems (*more information on page 2*). Visit the LPI website for further information about the seminar, or contact the office at 1-800-488-6864.

Maxwell Lightning Protection of Orlando will be our industry hosts for the 2008 conference which will also feature fun-filled activities including, golfing, a casino night party, and plenty of networking opportunities. Your competitors are making their plans to attend, so don't be left out in the storm! The 2008 conference will make a striking difference for your business and give you the tools and skills you'll need to jump start your 2008 lightning protection season!

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Lightning Protection News & Notes

UL Q&A Session Planned for Conference

As part of UL's presentation at the annual LPI/ULPA Conference this February, Karl Keip, Manager of the UL Lightning Protection Program, is planning to include answers to your questions about UL inspection, Standards, Certifications, etc. To assure that your questions are addressed properly, the LPI office is asking LPI and ULPA members to forward industry questions to UL by the first week of January 2008. This will ensure UL can give proper consideration and fully respond to your inquiry. Please e-mail your questions for UL to LPI@lightning.org, so we can process them by January 4, 2008.

In addition, UL may have questions for industry members, so the LPI may be emailing these to conference registrants prior to our meeting. Karl Keip has also suggested that it may be appropriate to begin a "UL



Corner" feature as a regular section of the LPI Newsletter. The UL Corner feature would serve as an opportunity for industry members to receive UL feedback to issues and questions throughout the course of the year, instead of only once a year at the annual conference.

Lightning Protection Engineering Seminar (according to NFPA 780)

This comprehensive 2-day seminar is designed for engineers, architects and others interested in the methodology behind the design and layout of lightning protection systems for all types of structures. It is based on the National Fire Protection Association (NFPA) 780 2008 Edition, *Standard for the Installation of Lightning Protection Systems*. A copy of the NFPA-780 book and a CD on Lightning Protection and Risk Assessment will be included along with the course study materials. Please bring a calculator to the Seminar.

February 11-12, 2008, 8:00 a.m. - 4:30 p.m.
Regal Sun Walt Disney Resort call 800-624-4109 Use code: ULP/LPI for preferred room rate (\$139/night) prior to 1-15-08
Seminar Fee - \$700 - (\$625 for LPI members) includes lunch & breaks

Register early - space is limited
CALL the LPI office at 800-488-6864 to register. We accept Discover, MasterCard and VISA

LPI Trade Show Update

LPI continues to spread its lightning protection message while exhibiting at major trade shows and conventions. Most recently, LPI participated for a second year in the International Facility Management Association (IFMA) World Workplace Conference & Exposition in New Orleans, LA from October 24-26, 2007. The IFMA is targeted to individuals who are responsible for large physical plants or multiple site facilities. Among the valuable contacts LPI made at the IFMA show, was the corporate services manager for Yum! Brands, Inc., who is responsible for the construction and maintenance of 30,000 U.S. locations, including A&W All American Food, KFC, Long John Silvers, Pizza Hut and Taco Bell restaurants. Special thanks to Mike Riley of Bonded Lightning

Protection and Jeff Regan of ERICO, Inc. for helping to man the booth.

LPI also exhibited at the Institute for Business & Home Safety (IBHS) Conference on

Property Loss Reduction in Orlando to connect with insurance decision makers, risk management professionals and building code authorities. The IBHS is a national nonprofit trade association of insurance and risk management professionals whose mission is dedicated to reducing the social and economic effects of natural disasters



LPI Marketing Communications Consultant, Kim Loehr met with insurance and risk management representatives at the IBHS Conference in Orlando.

and other property losses. The LPI message of lightning protection and lightning safety was well received by show attendees. The show also helped foster a networking partnership with the IBHS, which could help LPI further outreach efforts to the insurance and risk management industries.

Media Report:

Recent PR & Promotional Events

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

Leon PSA Airings Reach 6 Million Mark!

Our Leon the Lightning Lion PSA has continued to receive airings in media markets across the U.S. in conjunction with the reserve tag version distributed for us by WestGlen Communications. The PSA was sent to 70 specific media markets across the country and in just four months has received over 448 airings which translate to 6 million impressions and \$97,647 in media values. Television stations in states including NJ, OH, IL, MI, IN, TX, GA, MO, NY and VA have aired the PSA—and airings have included notable media markets such as Chicago and Columbus, OH and St. Louis! NBC WeatherPlus also started airing the Leon PSA on October 22nd and has committed to running it daily until further notice! The segment has also run during commercial breaks in the “Health & Home Report” which is a half hour video magazine program consisting of video news releases, and satellite media tours.



Newspaper Publicity Update—Clipping, Clippings, Clippings!

The LPI has seen great success with publicity efforts in conjunction with our feature story, “Facts & Falsehoods about Lightning” which was distributed with a photo through Metro Editorial Services this past summer. Metro has sent us many clips of this story from newspapers across the country, including the following 25 states: CA, CO, CT, FL, IN, IA, ID, IL, GA, KS, MA, MN, MO, NY, NC, OK, PA, SC, SD, TN, TX, VA, WV, WI. (Our story was also clipped outside the U.S. in Kingston, ON.) Total readership to-date for this story is estimated at 13,191,540. This is powerful PR when our industry can have a feature story about lightning protection printed in well over 100 different newspapers across the country. This equates to delivering our information in an editorial format right to our consumers’ doors!



ABC's Good Morning America Spotlights CSST Lightning Hazard

GMA aired a segment on October 16, 2007 which reported the dangers of CSST in connection with its susceptibility to damage from lightning strikes. The report was titled, “Common Gas Pipes Pose Fire Hazard—CSST Pipe, Installed in Many Homes, Can Ignite if Struck by Lightning,” and cited that an estimated 2 million homes have a “kind of pipe that can explode in flames during a lightning storm.” GMA’s coverage of the CSST issue was prompted by a LPI/LSA press release



Common Gas Pipes Pose Fire Hazard CSST Pipe, Installed in Many Homes, Can Ignite If Struck by Lightning

An estimated 2 million homes have a kind of pipe that can explode in flames during a lightning storm, but very few people are aware of it, as Good morning America consumer correspondent Elisabeth Leamy found out.

distributed on PR Newswire in conjunction with the NFPA World Safety Exposition in June of 2007.



The Lightning Protection Institute

Saving Lives & Protecting Property Since 1955

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Email: LPI@lightning.org • Website: www.lightning.org

Conference (Continued From Page 1)

The Regal Sun Resort

1850 Hotel Plaza Blvd.
Post Office Box 22202
Lake Buena Vista, Florida 32830-2202
Just 17 miles from Orlando International Airport (MCO)
www.regalsunresort.com



\$139/room rate guaranteed through 1/15/08
Call 1-800-624-4109 and use code:/ULPA/LPI for Reservations
1 night's deposit is required/cancel up to 5 days prior without penalty
check-in – 3:00 p.m.
check-out – 11:00 a.m.

Website for park tickets, etc.:
www.disneyconventionear.com/ULPA

Golf Outing Information for Wednesday, February 13, 2008
Orange County National Golf Center
Panther Lake Course
Tee Time – 1:00 p.m. - \$166 per person
Includes lunch, practice balls, golf shirt and tourney scoring for prizes
For more information call: 1-800-488-6864

NFPA 780 Standard for the Installation of Lightning Protection Systems 2008 Edition Available Through LPI Office

The LPI office has copies of the newly published NFPA 780-2008 edition ready for shipment. Price is \$36.40 (LPI cost) and includes handling and freight within the U.S.

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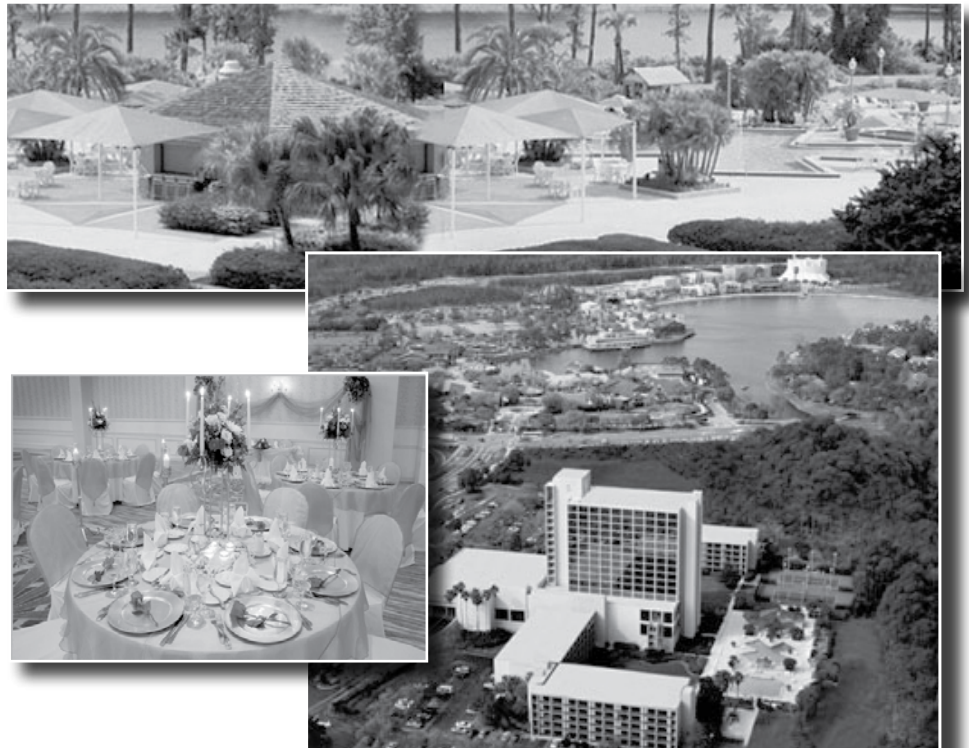
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