

FLASH NOTES

SAVING LIVES & PROTECTING PROPERTY SINCE 1955



It's Fire Prevention Week
PREVENT HOME FIRES
 October 5-11, 2008
firepreventionweek.org



Your home should be a safe haven. But do you regularly check for home fire hazards? If not, there is the potential for danger. Fire departments responded to nearly 400,000 home fires in 2006. That's why the theme of Fire Prevention Week 2008 is "It's Fire Prevention Week:

Prevent Home Fires!"

From October 5-11, 2008, fire safety advocates will spread the word to their communities that, with a little extra caution, preventing the leading causes of home fires – cooking, heating, electrical and smoking-materials – is within their power.

Preventing lightning from striking is not in our power, but homeowners who don't want to play the odds against lightning can seek protection against lightning's destructive force.

During October, lightning safety advocates, such as the LPI, will support the Fire Prevention Week campaign, sponsored by the NFPA. The following press release will be distributed in conjunction with Fire Prevention Week 2008. Visit the LPI web site at www.lightning.org for a copy of this release. Visit www.firepreventionweek.org for more information about Fire Prevention Week.



Homes at Risk to Fires Sparked by Lightning

In Support of NFPA's Fire Prevention Week – firepreventionweek.org

Maryville, MO – October 5, 2008 -- Your home should be a safe haven. But even the most safety-conscious homeowner may not have considered a risk that affects thousands of homeowners each year. During the four-year period from 2002 to 2005, the National Fire Protection Association (NFPA) estimated that U.S. fire departments responded annually to roughly 31,400 fires started by lightning. These fires caused an estimated \$213 million in direct property damage each year, based on data from the U.S. Fire Administration's National Fire Incident Reporting System and the NFPA's annual fire department experience survey.

Despite these staggering statistics, lightning is often overlooked as a specific peril, even though substantial claims and great devastation result from it. What's unique about lightning is that it doesn't discriminate according to the region of the country—most areas are susceptible to lightning strikes. Since lightning strikes more than 250,000 times per year and the vast majority of homes in the U.S. do not have lightning protection systems, there is a real potential for danger and destruction.

For homeowners who don't want to take a chance with lightning, a professionally installed lightning protection system is a via-

ble idea. A lightning protection system provides a low resistance path to safely intercept lightning's dangerous electricity and direct it to ground without impact to the structure or its occupants. The Lightning Protection Institute (LPI) is a not-for-profit nationwide group founded in 1955 to promote lightning safety, awareness and education and is a leading resource for lightning protection information and system requirements. When considering lightning protection, the LPI stresses the importance of consumers contracting with qualified and experienced UL-listed and LPI-certified special-

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Lightning Protection News & Notes



UL Q&A Corner

UL Q & A Corner ...to update members on UL industry news and issues.

UL No Longer Accepting Photos to Clear Deviations

Effective August 15, 2008, UL will no longer be accepting photographs to clear findings documented during the inspection process. If the installing company wishes to make the necessary corrections to clear the findings, UL will require a full site visit to ensure that the entire system is in compliance with the inspection standard.

September 30, 2008 is Effective Date for UL 96A, 12th Edition

UL has adopted an effective date of

September 20, 2008 for the *Standard for Installation Requirements for Lightning Protection Systems, UL 96A, Twelfth Edition*. All lightning protection inspections following the effective date shall reference requirements of the 12th edition. All pending inspections for the 11th edition will be returned to customers, following the effective date and may be resubmitted for the 12th edition.

UL program customers can access UL Standards free at www.ULStandards.com. If you have not yet registered for this service, contact the UL Standards customer service team at 1-888-853-3503 to set-up an account. For more information, log on to www.ul.com/lightning or call 1-877-854-3577.

MEMBER MOTIVATION CORNER

The Un-Comfort Zone with Robert Wilson



The Most Powerful Motivator

I was abruptly awakened and told, "The house is on fire. Go outside!" As I ran out of my bedroom and into the hall my socks slipped on the polished oak floor. A guiding hand helped me keep my footing and a frantic voice urged, "Hurry! Hurry!"

As I got to the door I looked over my shoulder and saw flames leaping out of the heating grate on the floor. The door was thrown open and I was shoved outside into the carport. "Go stand in the driveway and wait for me. And, DO NOT come back inside. Do you hear me? DO NOT come back inside the house!"

The door shut and I began to cry. I stood and stared at the seafoam green door with the frosted jalousie windows. I waited and waited, but I did not go stand in the driveway. I couldn't move. I began to shiver as the cold concrete floor seeped through my socks, and the winter air penetrated my pajamas. It seemed to take forever, and with each passing minute, I cried harder. I could taste the salt of tears flowing down my face and into my mouth.

Finally the door reopened and my mother announced, "The fire is out." Relief flooded my body as I ran into her arms and she held me tight. I was two years old and the mental images of that day are as clear as if it happened yesterday. It is perhaps my oldest memory.

As an advertising and marketing consultant, I know there are many things that motivate us. During my presentations I frequently conduct straw polls, where I ask my audiences what motivates them. The first answers are usually about desires, but eventually someone remembers the most powerful motivator of all. FEAR.

Fear is a primal instinct that served us as cave dwellers and today. It keeps us alive, because if we survive a bad experience, we never forget how to avoid it in the future. Our most vivid memories are born in Fear. Adrenaline etch-

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Celebrate Mardi Gras & the 2009 LPI/ULPA Conference

The Big Easy is calling...so mark your calendars now! Make your plans ASAP to attend the 2009 LPI/ULPA Conference, the week of February 23, 2009. Mike Riley, host for the 2009 conference, suggests you arrive in New Orleans on Monday or Wednesday, as it will be impossible to get to the hotel on Tuesday due to downtown Mardi Gras activities. A limited block of rooms are available

for Sunday, February 22, through Tuesday, February 24, so make your reservations and flight arrangements early if you plan to attend Mardi Gras. Call 504-581-1300 and ask for Reservations or book online at www.neworleans.doubletree.com – group rate code: BLS – rate is \$159.00/night.



Media Report:

Recent PR Highlights

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



Lightning Safety Awareness Week 2008

Publicity efforts in conjunction with June's Lightning Safety Awareness Week Campaign (June 22-28, 2008) gained nationwide exposure for lightning protection and lightning safety. LPI distributed two press releases during LSA Week which received incredible pick-up by media outlets across the country.

Release Headline: Homes at Risk to Fires Sparked by Lightning - Release Clear time: 6/20/08 at 8:35 a.m.

Media monitoring services reported 1091 public and media hits—the largest numbers ever in the history of LPI press releases! This release generated more television interest than any previous press release, representing huge exposure for lightning protection and the LPI. It also helps explain the increase in television coverage of lightning protection stories this season.

Release Headline: Lightning Safety Campaign Stresses Risk Reduction and Responsibility - Release Clear time: 6/22/08 at 8:45 a.m.

Media monitoring services reported 938 public and 41 media hits for this press release—big numbers, especially for a week-end release. This also generated high television interest.

Access from media types for these releases included: blogger, consumer periodicals, freelancers, newspaper, radio, television, trade periodicals, web on-line services and wire services. Specific media hits included: Reuters, the New York Times, 944 Magazine, AccuWeather, Focus News, Hartford Business Journal, Danbury Post, Professional Safety Trade Periodicals, The Times-Picayune, the Weekly Dig, the Weather Channel and many more!

Leon PSA Airings Hit 8 Million Mark!

The Leon the Lightning Lion PSA is now in its second year and the momentum is bigger than ever. The PSA has received 914 airings, which equal more than 8.1 million audience impressions and \$170,446 in media value.

Television stations in states including: AL, FL, GA, IL, IN, MA, MI, NJ, NY, OH, PA, TX, VA, and WI have aired the PSA, including top markets in New York City, Chicago, Grand Rapids, Boston, Dallas, D.C. and Atlanta! The PSA has also received 5,185 impressions on NBC WeatherPlus, equaling a media value of \$67,100. Clearly, the results of this campaign, equal money well spent!



Media Support for Lightning Protection

LPI is seeing continued success with editors running our feature stories and news articles on lightning protection. Here are a few highlights of recent stories that have put lightning protection and LPI in the spotlight:

- "Preventing Lightning Losses" *Sweeping Magazine, the Journal of Chimney & Venting Technology* – June 2008 Issue
- "Tips on how to protect yourself and your home from lightning" *Insure.com* – spring/summer 2008
- "Lightning Protection, Call a Professional" *Living the Country Life Radio* interview and *Living the Countrylife.com* journal article – June 27, 2008
- "When Lightning Strikes" *Custom Corner; Marketnews Column* – June 17, 2008
- "Shielding Devices From Big Zaps" *The New York Times* – July 10, 2008
- "Bolts from the sky rip holes in Fishers houses" – *Indystar*; July 23, 2008
- "Don't Let Lightning Strike Twice" *Staten Island Advance*, June 26, 2008
- "Lightning Strikes—Again and Again" the Insurance Information Institute, A.P. Newswire, June 23, 2008

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ists who are trained to install systems in accordance with the nationally-recognized safety standards of UL, NFPA and LPI.

“Homeowners need to be aware that installation of a system is not a do-it-yourself project,” says Bud VanSickle, executive director for LPI. “It’s important to have an experienced professional install the lightning protection system, since improper installation can lead to serious consequences—and may be worse than having no protection at all.” The LPI certifies individuals through a Master Installer testing program to maximize safety through education and offers a database list of certified contractors on its web site. For a list of certified contractors and other information about national safety standards for lightning protection installation, visit the LPI website at www.lightning.org.

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es them into our brains.

Nothing makes us more uncomfortable than fear. And, we have so many: fear of pain, disease, injury, failure, not being accepted, missing an opportunity, and being scammed to name a few. Fear invokes the flight or fight syndrome; and our first reaction is always to flee back to our comfort zone. If we don’t know the way back, we are likely to follow whoever shows us a path.

Marketers use fear as a motivator as often as they can. They present a scenario they hope will invoke our sense of fear. Then they show us a solution – a path back to our comfort zone – that entails using their product or service. Fear is used to sell virtually everything: cars, tires, and life insurance are classics. But, clever marketers also use it to sell breakfast cereal and deodorant. As a result we purchase all sorts of things that a generation ago were considered unnecessary: antibacterial soap, alarm systems, vitamins... the list goes on and on.

WARNING: Fear can be too powerful to use as a motivator because it can also paralyze - the classic deer in the headlights syndrome. Would you like to use fear to motivate your employees to perform better? “If you don’t sell more widgets - you’re FIRED!” It can work, but there are rules you must follow for it to be successful. To use fear successfully as a motivator, a solution must be offered with it. A new path to follow. You can tell an employee he or she must sell more, but unless you show them how, fear will cause flight or worse: paralysis.

Fear is a powerful motivator; but it is a negative one. I prefer to motivate someone by eliminating doubt. Doubt destroys motivation. If you can help a person get rid of it, you will motivate them positively. I will elaborate on this next time.

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit www.jumpstartyourmeeting.com.