

# FLASH NOTES



SAVING LIVES & PROTECTING PROPERTY SINCE 1955

## Orlando Florida Proves Perfect Setting for 76th Annual LPI/ULPA Conference On Lightning Protection

**O**ver 100 industry members and guests traveled to sunny Orlando to participate in the 76th Annual LPI/ULPA Conference on Lightning Protection. Kathie and Guy Maxwell of Maxwell Lightning Protection were our gracious hosts in organizing hotel arrangements for our conference and engineering seminar, as well as an array of fun-filled events. The Casino Night party was a new addition to this year's program and proved to be a HUGE hit. In addition to enjoying hotel amenities, sights and social events, members were treated to a full educational program.

Highlights from the education sessions included:

**"New Model Contract Documents & Issues"**  
Presented by Michael P. Davis, Esq. with Chamberlain, Hrdlica, White, Williams & Martin  
This presentation touched on a variety of construction issues of special concern to industry members including: contract language, conditioning bids, retainages, lien laws and consensus documents. "This timely information will prove valuable to members in helping to avoid costly and time-consuming construction and contractual disputes."

**"How the III Improves Public Understanding of Insurance"** Presented by Jeanne Salvatore,



*Scenes from the 2008 LPI/ULPA Conference in Orlando, Florida.*

### **The Insurance Information Institute**

The III contributes to more than 3,700 news stories a year, handles more than 6,000 requests for information and receives nearly 50,000 questions from consumers. In addition to contact with media and consumers, the III publishes an array of helpful pamphlets, designed to provide support on insurance subjects. Jeanne's information included a statistical overview of lightning claims and what these claims are costing

consumers and the insurance industry. She also discussed opportunities where the LPI can work with the insurance industry in promoting our lightning safety and lightning protection message. With Jeanne's guidance, LPI looks forward to increasing development in this area.

**"Fall Protection and Market Demands for Safety"** Presented by Mike Bennett and Bill Simpler of Miller Fall Protection Products

Continued to back page

# Lightning Protection News & Notes

## Highlights from LPI's Engineering Seminar

The premier of LPI's Engineering Seminar, "Principles of Lightning Protection" was held in conjunction with the Annual LPI/ULPA Conference in Orlando, Florida. The seminar, which was designed for engineer accreditation, was an acclaimed success with the 25 attendees who rated an average satisfaction of "4.2" on a 5 point scale evaluation of the program. Instructors, Dr. John Tobias and Mitchell Guthrie shared their expertise for two days and the program qualified attendees for 1.5 CEU credits (15 hours) in accordance with CSI requirements. Additional presentations are planned for Denver, CO in July and Washington, D.C. in

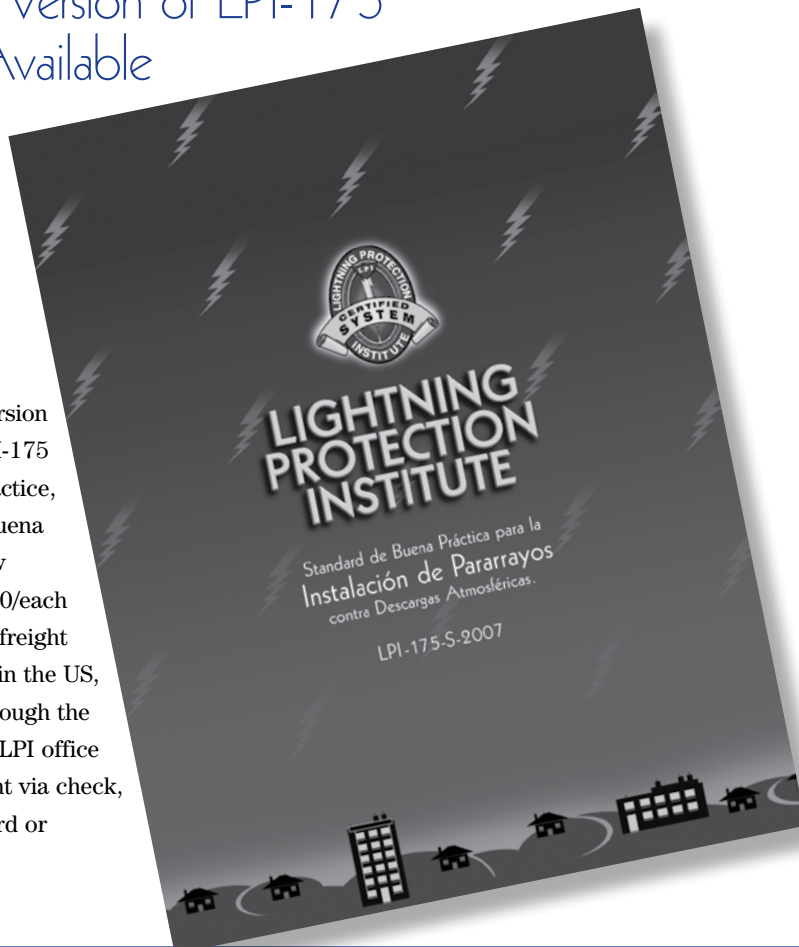
the fall of 2008. As an educational program, the course covers the requirements of NFPA 780, and is not a prep class for the LPI Certification testing, nor does it focus on lightning protection systems design. Material covered by the course, included: principles of lightning protection, system overview, strike terminations, conductors, grounding, potential equalization, protection for miscellaneous structures and special occupancies, inspection, testing and maintenance and risk assessment. The LPI will post information on upcoming seminars on the website as plans become available.

## LPI Joins the IEEE

The LPI is making plans to join the IEEE, which is recognized as the world's largest technical society. A non-profit organization, IEEE is the world's leading professional association for the advancement of technology. The IEEE name was originally an acronym for the Institute of Electrical and Electronics Engineers, Inc. Over the years, the organization's scope of interest expanded to include a spectrum of related fields, so that today, it is simply referred to by the letters I-E-E-E (pronounced eye-triple-E). The LPI anticipates membership with IEEE will provide increased access to industry technical information, networking opportunities, career development tools and more!

## Spanish Version of LPI-175 Now Available

The Spanish version of the 2007 LPI-175 Standard of Practice, "Standard de Buena Practica" is now available for \$30/each which includes freight (shipping) within the US, to members through the LPI office. The LPI office accepts payment via check, VISA, Mastercard or Discover card.



## 2008 Trade Show Season

**LPI is making plans to participate and exhibit at the following trade shows:**

- American Institute of Architects (AIA) May 15-17, 2008 in Boston, Mass
- NFPA World Safety Conference & Expo, June 2-4, 2008 in Las Vegas, NV
- Construction Specifications Institute Convention (CSI) June 4-6, 2008 in Las Vegas, NV
- International Facility Management Assoc. Expo, October 15-17, 2008 in Dallas, Texas
- Institute of Business and Home Safety Convention November 13-14, 2008 in Tampa, Florida

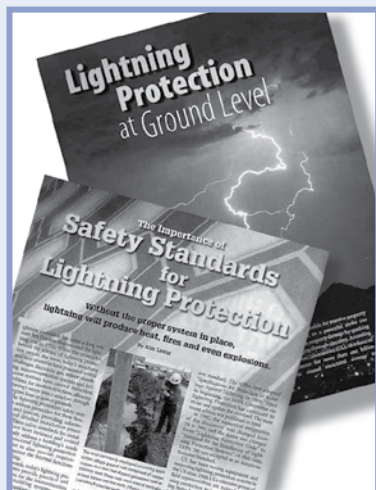
## Media Report:

# Recent PR Highlights

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

## Feature Articles on Lightning Protection

LPI is seeing continued success with editors printing our feature stories and news articles on lightning protection. Here's a sampling of some recent stories that have put lightning protection and LPI in the spotlight:



*Left: PM Engineering Magazine, Dec. 2007 and Construction Specifier Magazine, July 2007.*

*Below: IFMA Industry News, Jan. 2008, U.S. Engineering Press Review, Jan. 2008, NEC Plus Newsbriefs, Jan. 2008, VA-Pilot, Sept. 2007.*



*Above: Four Member Forum features in the NFPA Journal in 2007-2008.*



## Get Ready for Lightning Safety Awareness Week 2008

NOAA's Lightning Safety Awareness Week is scheduled for June 22-28, 2008. LPI is planning a variety of PR events in conjunction with the yearly campaign, including press releases, themed and targeted distribution of our Leon the Lightning Lion PSA, radio interviews, and exposure through networking opportunities with high profile groups including NOAA, the IBHS and the III. The Lightning Safety Awareness campaign is a great opportunity for members to capitalize on publicity—so don't be left out in the storm! Be sure to alert your local media this June and urge them to visit the LPI website for more information about the LSA campaign. Also visit the NOAA website at [www.lightningsafety.noaa.gov/](http://www.lightningsafety.noaa.gov/) for more campaign details and information. Remember, "When Thunder Roars....Go Indoors."

## Public Service Announcement Campaign Tracking Update

- Here's what we've accomplished in just five months of Leon the Lightning Lion PSA air time :
- NBC WeatherPlus airings of 124 to-date!
  - New York & Chicago media markets continue support!
  - New market in Peoria, Ill saw airings in January 2008!
  - January (yes, January!) accrued 231 new airings!
  - Current grand total is 829 airings!
  - Airings translate to just under 14 million impressions!
  - Airings = \$227,200 in media values!

Plans to roll out the 2008 campaign are underway, so stay tuned for future updates and visit the LPI website for further information about our public service announcement campaign and lightning safety awareness week 2008.

The fall protection industry has been bombarded with regulations and standards, so understanding these requirements is key to ensuring a safe work environment.

Application of regulatory requirements often depend on the specific location, industry and operation of the workplace, so it is important for lightning protection contractors to do their research and Miller is a leading source of reliable fall protection information.

Proper fall protection can make the difference to lightning protection contractors in terms of an OSHA or safety inspection—or in the event of a life-threatening situation on the job.

**“UL Program Update/Question & Answer Session”** Presented by Karl Keip and Rich Bouchard

UL's presentation provided a review of new programming developed to update attendees on services and an overview of revisions to

the lightning protection services department. UL representatives, Karl Keip and Rich Bouchard came prepared with answers to over 50 questions from industry members, which had been submitted to the LPI office. The question and answer format allowed UL to anticipate and prepare answers for our industry concerns and provided valuable information to members in an organized forum. LPI plans to incorporate a UL “Q&A” column as a regular feature in upcoming FlashNotes newsletters, so stay posted for further information.

**“Surge Protection—a General Overview” & “IEC TC81 Update”** Presented by Mitchell Guthrie, Senior Electrical Engineer and Technical Advisor for the USNC IEC/TC 81 Technical Advisory Group  
Mitch Guthrie hosted two important industry sessions for members to update them on surge protection (potential equalization,

standards requirements, installation methods, and specifics of internal systems and equipment) AND an IEC TC 81 update on the status of the IEC TC 81 Lightning Protection Committee effort (overview of IEC 62305, revision issues under review, the additional new standard, IEC 62561, various agenda items, and the committee's tentative schedule through 2010).

**“NFPA 780 Update”** Presented by Bud VanSickle, LPI Executive Director

This presentation covered a review of the pertinent changes in the 2008 edition of the NFPA 780 document, from the 2004 edition of the Standard. Revisions highlighted included: language changes, strike termination requirements, main conductor, bonding and surge protection section revisions, re-writes and miscellaneous annex revisions. A review of the process for the 2011 edition and the submittal schedule was also discussed.



## The Lightning Protection Institute

Saving Lives & Protecting Property Since 1955

25475 Magnolia Drive • P.O. Box 99 • Maryville, MO 64468  
Tel: 660-582-0429 • Fax: 660-582-0430 • 1-800-488-6864  
Email: [LPI@lightning.org](mailto:LPI@lightning.org) • Website: [www.lightning.org](http://www.lightning.org)