

Winter 2011

FLASH NOTES

SAVING LIVES & PROTECTING PROPERTY SINCE 1955



Viva Las Vegas!

Make Plans to Attend the 2011 LPI/ULPA Conference



February is right around the corner, and so is the 79th Annual LPI/ULPA Conference. Be sure to join your colleagues for professional development and industry updates at the 2011 educational sessions and annual meeting. Our conference hosts, Mike Riley and Bonded Lightning Protection of Texas have arranged for fabulous accommodations

at the Aria Resort & Casino (www.ariasvegas.com) in Las Vegas, Nevada, February 23-26, 2011. Make your room reservations early and ask for the special LPI/ULPA room rate of \$169.00 when booking. The LPI/ULPA room block and rates are guaranteed until January 21, 2011 only, so call to make

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The award-winning Aria Resort & Casino features an array of exciting amenities for LPI and ULPA members to enjoy at the 2011 Annual Conference.

Lightning Protection News & Notes



UL Q&A Corner

LPI and UL have begun joint monthly conference calls for industry and UL lightning protection program managers to discuss installation issues. A small group of LPI Board members from technical committees (NFPA 780 and UL STP) are participating in these calls to provide input re: standard interpretations, in hopes to improve issues with the UL inspection process. The first joint conference call was held on 12/14/10 to review two items of concern pertaining to: 1) access and visibility of SPD products at the time of the inspection and 2) common bonding connections in situations where no metallic water pipe (PVC piping) and no ground bar is provided for common grounding between systems. LPI members can access a recap of UL's response and a summary of the conference call (e-blasted to members on 12/15/10) on the LPI website. These joint calls will continue on a trial basis on the second Tuesday of the month, through June, 2011.

Reminder!

UL Pricing and Passwords

UL Master Label pricing is scheduled to increase dramatically beginning January 1, 2011.

Customer passwords will also be reset, so please contact UL if you have not reset your password, as you will need to reset your password to access the UL member web site after January 1, 2011.



LPI's Kim Loehr talks with keynote speaker and author, Lieutenant General Russel L. Honore (Ret.) at the Blue Print for Safety Conference. General Honore was the former Commander of Joint Task Force Katrina serving under President George W. Bush.

LPI Joins Disaster Safety Movement in Orlando

LPI's Kim Loehr served as a resource panelist and subject matter expert at the "Blue Print for Safety" Conference and Annual Meeting on October 6-8, 2010 in Orlando, FL. Mitigation experts converged in Orlando for brainstorming sessions to discuss building safety and sustainability measures to protect homes and businesses against torna-

does, hurricanes, earthquakes, wildfires and lightning. The annual event is sponsored by the Federal Alliance for Safe Homes, FLASH and brings together academic, design, product, research, and technical partners with awareness, education, marketing, policy and public information professionals from the disaster safety movement.

LPI Members Eligible for Insurance Services

The LPI Board recently reviewed an insurance benefits package for LPI members at the San Diego Board meeting. LPI members are now eligible for a national insurance benefit package, which provides business insurance coverage for auto, general liability, umbrella liability, buildings, business property, bonds and workers compensation. The package is underwritten through an A+ rated company with an international presence. *LPI members can contact the program's national account representative, J. Knox Munn of Dodrill Insurance (Denver office) at 303-986-1539 or email knox@dodrillinsurance.com for more information.*

Media Report:

Recent PR Highlights

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



Lightning Protection Segment Planned for NBC's "Today" Show

We're excited to announce that LPI's efforts with Fire Prevention Week caught the attention of NBC's "Today" Show. NBC producer, Josh Weiner traveled to Richmond, VA in October where LPI's communications consultant, Kim Loehr provided a taped interview and traveled on-site with the producer to shoot footage at two area homes impacted by lightning. On-site interviews were also conducted with a homeowner who experienced lightning problems prior to her lightning protection installation and with a Richmond builder who spearheaded a reconstruction project that included the installation of a system, after a devastating lightning fire leveled his client's home. A studio interview is also planned with ULPA president, Pat Dillon, who will appear on "Today" when the segment airs. The segment seeks to educate homeowners about lightning's dangers and provide sound information about lightning protection systems. Originally scheduled to air on 11/29/10, the segment was bumped to accommodate NBC's holiday programming. LPI is awaiting the new air date from the producer and will communicate such to members as soon as confirmation is received from NBC.



LPI Renews Partnership with I.I.I.

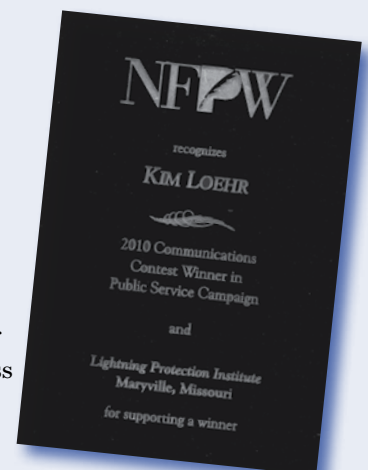
LPI will continue its successful partnership with the Insurance Information Institute (I.I.I.) in 2011. The LPI Board approved a new agreement to expand its communications and marketing work with the I.I.I. in 2011. The new agreement is planned to build on the existing partnership with I.I.I. and further support and awareness for lightning protection within the insurance industry. The I.I.I. contributes to thousands of news stories yearly and handles more than 6,000 media requests for information. The I.I.I. also serves as a trusted resource for organizations, insurance professionals and consumers. Plans are underway to launch LPI communication projects with the I.I.I. in January, 2011.

LPI/NOAA PSA Campaign Update

National airings for LPI's and NOAA's 2010 Public Service Announcement Campaign (featuring the Leon the Lightning Lion PSA and the Ellen Bryan safety message) have been quite impressive. The PSA's have seen 2,993 airings on 92 stations adding over 44 million audience impressions and over \$1.2 million in donated media value. Overall the PSA's have aired 12,401 times on 123 stations, which translates to 178,027,094 total audience impressions.

LSA Week Campaign Honored

The National Federation of Press Women honored Kim Loehr and LPI as winner, "Public Service Campaign" for the Lightning Safety Awareness promotion in the NFPW 2010 Communications Contest.





Lightning Protection Institute

Saving Lives & Protecting Property Since 1955

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Las Vegas

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your reservations today, at 702-590-7757.

Located in the heart of the Las Vegas strip, the elegant Aria Resort & Casino was designed by the world-renowned architect firm of Pelli Clarke Pelli. The hotel is famous for its contemporary architecture of the ARIA tower, complemented by lavish resort accommodations and guestrooms that deliver spectacular city or mountain views. The Aria Resort & Casino features a host of amenities, including: an exhilarating casino floor designed to provide intimate and group gaming spaces, 16 restaurants, 10 bars and lounges, a nightclub, a full service spa and salon, barbershop, deluxe fitness room, sauna and even a 1,800 seat theater. The Aria has received the highest level of recognition, "5 Green Keys", from the Green Key Eco-Rating Program, the largest inter-

national program evaluating sustainable hotel operations.

In addition to the exciting Las Vegas surroundings, the 2011 conference promises to provide LPI members and guests with an information-packed agenda, which will include an introduction and virtual walk through of the new "LPI-IP" Inspection Program. Educational sessions and industry general assembly meetings are scheduled for Thursday, February 24 and Friday, February 25. LPI's Engineering Seminar will also be held in conjunction with the Las Vegas conference, earlier in the week, on February 21-22. The comprehensive two-day seminar is designed for installers, engineers, architects and others interested in the methodology behind the design, layout and requirements of lightning protection systems.

Seminar attendees will receive study materials and 1.5 CSI CES credits. Visit the LPI website at www.lightning.org for further information about course content, fees and registration.

It's time to make plans to join your colleagues and competitors in Las Vegas. The 2011 annual conference will make a striking difference and give your company the competitive edge and information necessary to jump start your sales—just in time for lightning season!

Las Vegas Aria Resort & Casino

\$169.00 per night - LPI/ULPA rate

Deadline for room block - 1/21/11

www.ariasvegas.com

702-590-7757