

FLASH NOTES

SAVING LIVES & PROTECTING PROPERTY SINCE 1955



Meet Us In The Big Easy

For the 77th Annual LPI/ULPA Conference on Lightning Protection.



February is right around the corner and so is the 77th annual LPI/ULPA Conference on Lightning Protection! Come celebrate Mardi Gras and join your colleagues for professional development and industry updates at the 2009 educational sessions. Jeff Regan and Mike Riley are hosts for this year's conference, scheduled for February 25-28, 2009 in exciting New Orleans. The ULPA Conference Selection Committee chose New Orleans, so that industry members can experience Mardi Gras—the ultimate Big Easy tradition. Since the conference begins on Ash Wednesday, the day after Mardi Gras, members should head to New Orleans a day or two early to experience the excitement of Mardi Gras. Both hosts, Jeff and Mike, are veteran Mardi Gras survivors who tout the experience as a must-do, so don't miss out on this one-of-a-kind opportunity! For a sneak preview on the traditions and history of Mardi Gras, visit www.mardigras-neworleans.com.



LPI and ULPA members will enjoy an elegant stay at the reasonable rate of \$159/per room at the Doubletree Hotel. Reservations must be made prior to 1/22/09, so make your plans today. Located at 300 Canal Street in downtown New Orleans, LA, the Doubletree Hotel is situated in a premier downtown location, which overlooks the Mississippi River and the city's major entertainment area. Amenities at the hotel include an outdoor pool, fitness center and access to nearby indoor tennis, racquetball and squash courts, as well as a full cardio theater. Visit the hotel web site at www.neworleans.doubletree.com for more information. When making reservations

online, be sure to mention our booking code: BLS. Don't forget, limited space is available, so make your reservations early!

In addition to Mardi Gras, New Orleans has a multitude of sights, sounds and tastes to offer. Known for some of the world's best Cajun, Creole and specialty restaurants, the city also boasts the best in jazz music, upscale shops, breweries and old-world architecture. Just a stroll down Bourbon Street in the French Quarter is worth a trip alone. Check out www.neworleansonline.com/neworleans/tours for more information on how you can plan your Big Easy adventure.

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Lightning Protection News & Notes



the standard in safety



UL Q&A Corner

UL to Offer \$125 Discount for Lightning Protection Workshops

Please join UL University for its newly developed Lightning Protection Installation Standard Review workshop at a discounted rate for LPI members. The two-day workshop is designed to teach the key elements of UL 96A and practical application for installers. UL recommends this workshop so that installers can “receive valuable insight on how UL96A and NFPA 780 relate to each other.” The program includes a review of the limitations of UL96A in military applications and requirements re: developing inspection requests for munitions applications. Attendees are provided with helpful calculation tools for determining a zone of protection and enjoy participation in critical discussions about this protection strategy. Additionally, each participant will receive a classroom workbook and a copy of UL 96A, the Standard for Installation Requirements for Lightning Protection Systems.

For more information and to register online, please visit:

<http://www.uluniversity.us/catalog/display.resource.aspx?resourceid=99545>.

To receive \$125 off the registration fee, LPI members should enter discount code LPI09 when registering.

MEMBER MOTIVATION CORNER

The Un-Comfort Zone with Robert Wilson



The Pleasure Principle

Swing and miss. “Strike Two.” cried the umpire. I threw one more pitch right in at the player’s wrists. He swung hard, but the ball just dribbled right back to the pitcher’s mound. I picked it up and gently tossed it to the first baseman for the out.

As the batter turned back toward the dug-out, his team captain stepped out and screamed, “Darrell, you’ve got to get over your fear of this guy!”

The words poured like sweet honey into my ears.

It was the third time I had gotten him out that night including two strike outs. I had completely shut down the best hitter on the best team in the league. It was the most fun I’d had in weeks.

No, I wasn’t throwing heat. Quite the contrary, I’m talking about slow-pitch recreational softball for the over-thirty crowd.

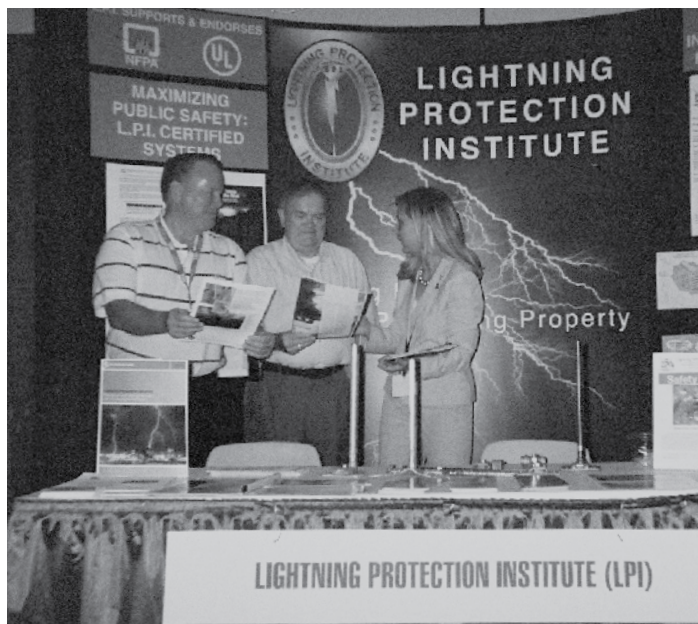
But, I was totally into it. Once a week I stood on the mound under the lights with everyone’s eye on me. Despite the butterflies in my stomach, I can’t image anything more exciting (OK, maybe skydiving!).

And, I was totally motivated! I spent several hours each week tossing balls in my driveway. I set up an area with a pitcher’s rubber and home plate laid out to the exact dimensions of those on the playing field. After I mastered the two standard softball pitches, I developed two of my own. The best was a softball version of the knuckleball. A spin-less ball that baffled batters the first time they saw it, but even when they did hit it - they could never get any distance on it.

I have friends who are obsessed with golf; others with tennis. None of them have a clue what drives me to play softball. But, then again, I don’t get why they play golf or tennis.

What motivates me to play softball or for that matter my friends to play golf and tennis? That’s easy... it’s fun! It is all about having

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LPI Marketing Communications Consultant, Kim Loehr met with insurance and risk management representatives at the 2009 IBHS “Building Solutions Through Science” Conference in Tampa, Florida.

Media Report:

Recent PR Highlights

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

Fire Prevention Week Publicity

LPI's video news release distributed in conjunction with the October NFPA Fire Prevention Week Campaign (October 5-11, 2008) gained nationwide exposure for lightning protection and lightning safety. Capitalizing on the NFPA campaign, "It's Fire Prevention Week, Prevent Home Fires" LPI worked with a media production company to issue our first multimedia news release which included a three minute video, along with a photo news release. Media monitoring services reported outstanding pick-up. The entire media monitoring report is too large to share in this newsletter, as a synopsis of the coverage is included below:

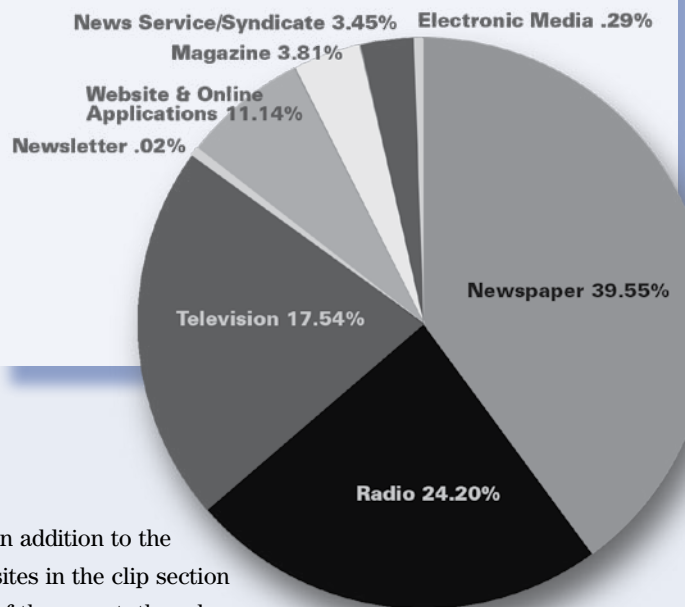
Homes at Risk to Fires Sparked by Lightning, The Lightning Protection Institute

Distribution: October 6, 2008 9:00 AM Eastern Standard Time – Multimedia News Release Final Report November 6, 2008:

Circuit: National

- Real-time news feeds to AP, Dow Jones, Reuters, Google, Yahoo!, MSNBC, Motley Fool, LexisNexis, Factiva and thousands of other leading Web sites, newswires, and databases.
- Direct system feed to more than 30,000 journalists nationwide
- AP and CP satellite delivery to all the major newspapers across the U.S. and Canada and broadcast outlets in the top DMAs
- Direct FTP feeds to:
 - Web portals (AOL, Google, Yahoo and more)
 - All major financial newswires (Bloomberg, Dow Jones, Thomson, Reuters)
 - Analyst terminals (Factset, Moneyline, Thomson ONE/ILX)
 - Online databases (Dialog, Factiva, Lexis-Nexis)
- Technorati tags (Social media outlets Digg this, Newsvine and Del.icio.us)

Distribution Points By Publication Type



In addition to the sites in the clip section of the report, the release was also distributed to many other locations that are not accessible to clipping applications and hence did not appear in your clip report. These can be sites you use everyday like your Earthlink homepage, the Wall Street Journal (wsj.com), Factiva, Lexis Nexis, Schwab.com, FT.com, the over 1000 local newspaper sites that are maintained by Zwire or numerous RSS portals that redistribute Marketwire content. To view the three minute video, visit the LPI website at www.lightning.org (welcome page, scroll down to "Do I need lightning protection?") The video is also featured on the IBHS website at www.ibhs.org - click onto the video callout.

Homes at Risk to Fires Sparked by Lightning
In Support of NFPA's Fire Prevention Week -- firepreventionweek.org

MARYVILLE, MO--(Marketwire - October 6, 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 \$2.3 billion 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 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 strikes—the country—most areas are susceptible to lightning 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 viable 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 requirements. When considering lightning protection, LPI stresses the importance of consumers contracting with qualified and experienced contractors 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

Learn more about lightning protection.

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Highlighted Links

The Big Easy continued from page 1

The Doubletree Hotel New Orleans

300 Canal Street

New Orleans, Louisiana 70130

1-504-581-1300

www.neworleans.doubletree.com

Directly across the street from Harrah's Casino and within walking distance to Bourbon Street and the historic French Quarter. 20 minutes from New Orleans International Airport.

\$159/room rate guaranteed through 1/22/09

Call hotel at 504-581-1300 or book online at www.neworleans.doubletree.com – use booking code “BLS” when making reservations

Questions?

Call the LPI office at 800-488-6864 or the ULPA office at 800-668-ULPA.

The Un-Comfort Zone continued from page 2

fun... pleasure is very motivating. We all seek some pleasure in life. It's what keeps us going. And, for those pursuits that we enjoy, we are never too tired; we always seem to find time and energy for them. It comes to us easily. If only we could find that kind of relaxed energy for work.

What is it that you can't wait to do everyday? Is it a hobby? A sport? Sigmund Freud described that driving creative spirit as the Pleasure Principle. But, he also spoke of a contrasting principle that existed to put the brakes on our desire called the Death Instinct. Thankfully that theory has been disproved, however, it's still very true that “all work and no play make Jack a dull boy.” Not only dull. Where happiness is absent - health is often absent too.

I look forward to work every day. I have clearly followed the advice of my father who encouraged me to find a job I enjoyed so that I would never “work” a day in my life. In her book *Do What You Love, The Money Will Follow: Discovering Your Right Livelihood*, Marsha Sinetar tells us to do the same thing. But, what should you do if you're not happy in your work? Make changes! That may be easier said than done. So, if you can't change your job, then change your work environment.

It's a well known fact that employees who enjoy their work are more productive. This is so true that people frequently turn down better paying jobs to stay with one that is fun. There are many ways to make your workplace more fun. Authors Dave Hemsath and Leslie Yerkes in their book offer us 301 Ways to Have Fun at Work. Every company is different so it will be up to you to discover what you can do to make your place of business more fun. But, if you want to motivate your staff – I always say, “Give them something to laugh about!”

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.