

# FLASH NOTES



SAVING LIVES & PROTECTING PROPERTY SINCE 1955

## LPI Kicks Off 2006 Lightning Season with NOAA Partnership

LPI is truly excited to be among the newest members of the National Oceanic and Atmospheric Administration's (NOAA) Lightning Safety Awareness Team. In May of 2006, NOAA's Lightning Safety Awareness Team, a division of NOAA and The National Weather Service, invited LPI and the Lightning Safety Alliance to join its Lightning Safety Awareness Team. This partnership is important to LPI's mission to promote lightning safety and education. Our alignment with NOAA will help LPI pool expert resources to better address lightning safety needs for life and property.

Donna Franklin, director of the NOAA Lightning Safety Awareness Team, expressed her enthusiasm and welcomed the LPI, stating, "The LPI and the LSA will be instrumental to our team in helping to expand our mission to deliver lightning safety and pre-

*Continued to back page*

**18** LEADERSHIP      **COVERAGE YOU CAN COUNT ON**

**National Groups Partner to Promote Lightning Safety and Awareness**

HARYVILLE, Mo., June 2 (PRNewswire) — The Lightning Safety Alliance (LSA), the Lightning Protection Institute (LPI), and the National Oceanic and Atmospheric Administration (NOAA), have joined forces to promote public awareness about lightning safety. In 2006, NOAA launched an annual Lightning Safety Awareness campaign to increase awareness of the dangers of lightning and provide the public with safety information to help protect families and their property. As partners with NOAA, the LSA and the LPI will participate in promotions through NOAA and the National Weather Service's annual campaign for National Lightning Safety Awareness Week (June 18-24, 2006).

"Lightning is a continuous and unpredictable force of nature which kills about 67 people and injures hundreds more in the U.S. each year," said Donna Franklin, director of the NOAA Lightning Safety Awareness Team. "The LPI and the LSA will be instrumental to our team in helping to expand our mission to deliver lightning safety and preparedness messages to the public," added Franklin.

One of the first projects the groups have collaborated on is the introduction of a new mascot to deliver the lightning safety message to children's groups. "Leon the Lightning Lion" is a cartoon character designed to promote the slogan "When thunder roars, go indoors!" affiliated with Sauckbylighting.org, an organization which offers support for lightning survivors and public information about lightning safety.

"Leon the Lightning Lion is a mascot designed to help kids understand and relate to our safety message," explained Mark Morgan, an officer of the LSA. "Lack of awareness about what to do during thunderstorms seems to be a common factor in many lightning injuries and deaths. Leon is our 'Smoke the Bear' version to help lead safety during thunderstorm season," added Morgan.

"LPI has promoted lightning safety to reduce unnecessary and expensive property damage through awareness and education for over 30 years," said Bud Vardickie, executive director of the LPI. "Through this partnership with NOAA and LSA, we will align existing efforts and pool our expert resources accordingly, to better address lightning safety needs for life and property."

More information about National Lightning Safety Awareness Week can be found at <http://www.lightningsafety.noaa.gov>.

The National Oceanic and Atmospheric Administration, (NOAA), an agency of the U.S. Department of Commerce, is dedicated to enhancing economic security and national safety through the prediction and research of weather and climate-related issues and providing environmental stewardship of our nation's coastal and marine resources. Through the emerging Global Earth Observation System of Systems (GEOSS), NOAA is working with our federal partners and more than 80 countries and the European Commission to develop a global earth observation network that is as integrated as the planet we serve.

The Lightning Safety Alliance, (LSA) is a non-profit, national league of lightning protection professionals and consumers dedicated to the promotion of lightning protection and safety and the national safety standards that provide fire, electrical and safety information to the public. Visit the LSA website at <http://www.lightningsafetyalliance.com> for more information.

The Lightning Protection Institute, (LPI) is a nationwide not-for-profit organization founded in 1955 to promote lightning protection education, awareness and safety. LPI's membership includes architects, engineers, safety directors, electricians, manufacturers and installers who improve safety through lightning protection. LPI offers a list of certified lightning protection specialists across the U.S. For more information visit their website at <http://www.lightning.org>.

Contact:  
Kim Loehr  
Lightning Safety Alliance  
<http://www.lightningsafetyalliance.org>  
804-314-8265 or 804-272-1827

CONTACT: Kim Loehr of Lightning Safety Alliance, +1-804-314-8265 or 804-272-1827

Web site: <http://www.lightningsafetyalliance.com/> <http://www.lightningsafety.noaa.gov/>

Disclaimer: Information contained on this page is provided by companies featured through PR Newswire, PR Newswire, WorldNow and this Station cannot confirm the accuracy of this information and make no warranties or representations in connection therewith.

# News & Notes

## Lightning Protection Insurance Credits

Effective March 4, 2004, AIG Private Client Group Insurance will offer a 2% credit off homeowner insurance policy base rates, for lightning protection system installations that meet the following conditions:

- The lightning protection system must include a UL Master Label.
- Installation must be performed by a certified LPI Master Installer.
- Installer System must include lightning rods and lightning surge arresters to protect electrical wiring and all electronic devices for the entire residence.

A form for processing the credit is available on the LPI website at [www.lightning.org](http://www.lightning.org).

## Requests for Speakers Bureau

Calling all Toastmasters...!!! LPI is developing a Speakers Bureau and is looking for members who are willing to speak. We will compile the list at the LPI office and have it available to individuals and organizations



who contact us for speakers. This might develop into a project suitable for posting on the LPI website.

Interested members should forward their credentials, topics and fees to the LPI office via email to [PamV@lightning.org](mailto:PamV@lightning.org) or by fax to 660-582-0430.

## Help LPI Build its Architects & Engineers Database

LPI is building a database to contact architects and engineers across the country in an attempt to increase the specification of lightning protection systems as a requirement for new construction projects. This fall, the LPI will be sending architects and engineers a "specification" CD, containing pertinent information for them to include lightning protection in their project designs. LPI members who want their A&E contacts included in the project should return the contact information sheets (sent out in your recent dues renewal statements) or you may call the

LPI office at 1-800-488-6864 to request a form or to inquire about sending your contact information electronically. LPI has a pretty good start on the database with about 2,000 names already, but we don't want to leave anyone out—so be sure to send us your A&E contacts ASAP!

## NFPA World Safety Conference Update:

The NFPA Conference on June 4-8, 2006 at the Orange County Convention Center in Orlando, Florida, provided a media opportunity for LPI while exhibiting our booth at the tradeshow. Marketing Communications Consultant, Kim Loehr, delivered twenty press kit folders to the media room and met with NFPA Communications Coordinator, Linda Bailey to pitch interviews on lightning protection. As a NFPA member, Kim applied for acceptance as a "Building Fire Safety Systems Section" member and received certification shortly after returning from the convention. Section membership of this kind provides opportunities at many levels, including placements for web articles, networking and speaker opportunities.



Amidst the many, many show exhibitors and participants, LPI and lightning protection made it into the spotlight! Jennifer Morgan of East Coast Lightning Equipment was interviewed by a local Orlando Fox News station which aired a segment about the NFPA Convention on the 5:00 p.m. June 5, 2006 evening news. Bud VanSickle also participated in a five-minute interview at the LPI booth for an organization, called the Homeland Security Network.

In summary, LPI is hopeful that post-show follow-up with contacts made at the convention might lead to feature article opportunities with fire safety trade publications and other opportunities for exposure—we'll keep you posted on what develops!

## Does Your Member Information Need Updating?

The LPI office updates our website member information constantly, but there are still many members out there with outdated information, or who do not have listings for email addresses, etc. We like to update our member records as soon as possible, so LPI is requesting that members check their on-line information at [www.lightning.org](http://www.lightning.org) and advise us of any additions or changes. Just click on "Locate an Installer" on the home page, then scroll down and click on

"Installers." Bring up the drop down box, and click on your state. Dealer/contractors are listed first in alphabetical order, then Affiliates in alphabetical order. This section of the LPI website is an important marketing tool for members, as consumers are logging on 24/7 to check for installers in their area of the country. Send us your information updates to ensure that consumers know where to contact your company!

## Media Report:

# Recent PR & Promotional Events

*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 running our feature stories and news articles on lightning protection. Here are a few highlights of recent stories that have spotlighted lightning protection and the LPI:**



### **Equipment Protection Magazine – April/May 2006 Issue**

“The Evolution of Lightning Protection” was a 2,500 + article which spotlighted lightning protection on two full pages, along with color photographs of lightning protection systems. The magazine is published six times a year and is targeted to design and system engineers, equipment protection professionals and technologies and testing personnel.

### **3M Stemwinder – June 2006 Issue**

The “Home & Family – Protecting your electronics from lightning” article featured editorial assistance from LPI and several quotes from Bud VanSickle. It also provided informational tips about lightning protection systems, and home surge protection. 3M Stemwinder is a monthly company publication which serves as a forum for news and information to promote industry technology and innovation.

## Lightning Safety Awareness Week

NOAA's sixth annual Lightning Safety Awareness Week (June 18-25, 2006), was a perfect opportunity for LPI to issue our press release, “Awareness and Safety Urged about the Underrated Dangers of Lightning.” A photo graphic of “Leon the Lightning Lion” accompanied the release and was made available to journalists through the PR Newswire photo archive service. The release cleared the newswire on 6/16/06 at 9:35 a.m., and was picked up on several major news outlets, including: AOL Business News, Kron 4, KVVU-TV, PR Newswire, the National Hispanic Corporate Council, Yahoo!, and several others. Our media monitoring services reported 34 media accesses from around the U.S. which included consumer



periodicals, 12 national newspapers, seven trade periodicals, 12 web/on-line services, four wire services, five radio stations, four television stations and nine other non-specific journalists. The gross impressions represented here are quite impressive and provided a boost for the lightning protection industry, as well as the NOAA Lightning Safety Awareness campaign.

**Protect Your Home From Natural Disasters**

(MS) — Natural disasters like hurricanes, floods, fires and tornadoes can wreak havoc on an unsuspecting homeowner. The last few years, the country — and the world — has suffered through an influx of devastating storms of catastrophic proportions. The damage that could have been unimaginable and something that many homeowners weren't prepared to handle.

One island occurrence that many homeowners may not think about until they're facing Mother Nature's wrath is lightning. These awe-inspiring pyrotechnics, while beautiful to watch many times, have the potential to cause great damage to a home. A single bolt of lightning can carry over 100 million volts of electricity. That's enough power to rip through a roof, explode walls of brick and concrete and ignite fires. While it's not always possible to foresee the potential scope of a storm or pinpoint a strike, there are steps to take

Don't take your chances with lightning. A professionally installed lightning protection system can protect your home against this dangerous weather condition.

for it into the earth. The Lightning Protective Institute (LPI), a not-for-

cause structural damage, even relatively small bolts can damage sensitive electronics in the home should a strike occur. A surge in electricity from lightning can render televisions, computers, telephones, stereo and home-security systems, home sprinkler systems, and garage door openers inoperable in an instant. A qualified lightning-protection contractor can provide options for service entrance arresters and point-of-use surge protection devices, such as special power strips into which you can plug computers and other electronic devices. This maximizes protection and saves the homeowner money in the long run.

\* Check or update a home-insurance policy: Consult with your home-insurance provider to see what natural disasters are covered by your policy. You may find that you need additional coverage in respect to certain areas. For example, standard policies typically exclude damage from floods, wind-

## Summer “Easy Living Features” distribution with Metro Publicity Services - “Protect Your Home from Natural Disasters.”

As of 8/2/06 our clipping report shows 96 placements and clippings from states

including: AL, CT, IA, KY, MT, NC, ND, SC, TN, TX, PA & WI. Our total readership is estimated at 7,278,792. We look forward to receiving many more clips for this feature story, as lightning season is far from over.

## NOAA Partnership *(Continued From Page 1)*

paredness messages to the public.”

NOAA, an agency of the U.S. Department of Commerce, is dedicated to enhancing economic security and national safety through the prediction and research of weather and climate-related events and providing environmental stewardship of our nation’s coastal and marine resources. Through the emerging Global Earth Observation System of Systems (GEOSS), NOAA works with federal partners and more than 60 countries and the European Commission. Among NOAA’s many goals, the organization is working to develop an integrated global earth observation network.

One of the first projects LPI and LSA have collaborated on is the introduction of a new mascot to deliver the lightning safety message to children’s groups. “Leon the Lightning Lion” is a cartoon character designed to promote the slogan “When thunder roars, go indoors!” affiliated with **Struckbylightning.org**, an organization which offers support for lightning survivors and public information about lightning safety. Michael Utley, founder of **Struckbylightning.org**, was a featured speaker at the 2006 LPI/ULPA conference in Dallas, last March. Utley was instrumental in LPI’s induction into NOAA’s Lightning Safety Awareness Team.

LPI’s 6/2/2006 press release, “National Groups Partner to Promote Lightning Safety and Awareness” (shown on page one) saw HUGE pick-up across the country! Our media monitoring services reported approximately 40 news outlets where our press release was published with clips from states all over the U.S. Other web outlets such as Yahoo!, AOL News, Forbes.com, PR Newswire and the National Hispanic Corporate Council, also ran our press release. Upon receiving copies of the news release clippings, NOAA’s Donna Franklin was ecstatic, sending her thanks along with comments such as, “Very impressive.” “I had no idea we had so much coverage.” “We’re delighted to have you as our new partners!”

LPI is also thrilled about this new “global” partnership and looks forward to participating in future promotions with NOAA and the National Weather Service, as well as the 2007 annual campaign for lightning safety awareness.

## Plan to Attend The 75th Annual LPI/ULPA Conference On Lightning Protection

**Put the power of knowledge and enlightenment  
at your fingertips:**

**March 13-17, 2007, Hilton Singer Island Oceanfront  
Resort, Singer Island, FL, 1-561-848-3888**

**Hosted by Bonded Lightning Protection of Florida  
Contact – Kim Dillon – 561-746-4336**

You can’t afford to miss the 2007 LPI/ULPA Lightning Protection Conference in Singer Island, Florida. The 2007 conference will feature an exciting educational program and agenda designed to enhance your knowledge, sharpen your skills and put the latest industry information right into your hands.

Rooms have been booked at a special rate of \$199 per night for LPI/ULPA members and conference attendees. Reservations must be made prior to February 12, 2007. Please indicate the LPI/ULPA conference when making reservations.

Airports: -

- 12 miles from Palm Beach International Airport
- 59 miles from Ft. Lauderdale International Airport
- 83 miles from Miami International Airport

For more information visit the LPI website at  
[www.lightning.org](http://www.lightning.org).



## 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)