

Bolt & Shield

Winter 2020



PROTECT MORE AND THEY WILL NOTICE

The lightning protection industry continues to be amazing. The opportunities seem to be endless. Having been able to experience the industry as a contractor, manufacturer, and inspector, I have seen a lot. Now, as Lightning Protection Institute Executive Director, I envision the industry stepping toward a new standard of excellence.

The vision is becoming a reality. We are raising the bar and embracing the standard in everything we do – internally to support our members, and externally to expand and improve the market.

During a global pandemic, against a variety of restrictions, you have managed to be an industry on the move. Far from a downturn, many of you report having positive, and even record-setting, years. Your individual success seeds the success of an entire industry.

Our first steps to improve processes, develop membership resources and build new industry partners provide a solid foundation for our growth.

On the LPI website, the member login area provides many options to support you and your business, including marketing resources, partnerships, and preferred vendors with LPI discount programs.

We are optimistic about the future. As manufacturers and contractors, most are better today than yesterday. The number of project inspections and certifications are higher than ever before, showcasing accountability to the highest standards of quality and efficacy.

Continued specification of lightning protection systems, even in these challenging times, is a great story. But, it's only half the

reality. The other half is that there are a significant number of new properties that go unprotected each year. Going bare – with no lightning protection system – should not be an option. The challenge is to protect more. The opportunity is to protect more.

The LPI and LPI-Inspection Program are here to support you and to drive the industry to a new level. Listening to you has helped us make changes that make all of us better at what we do.

Let us know what the LPI can do to help drive your business forward.

A handwritten signature in black ink, appearing to read 'Tim Harger'.

Tim Harger, Executive Director

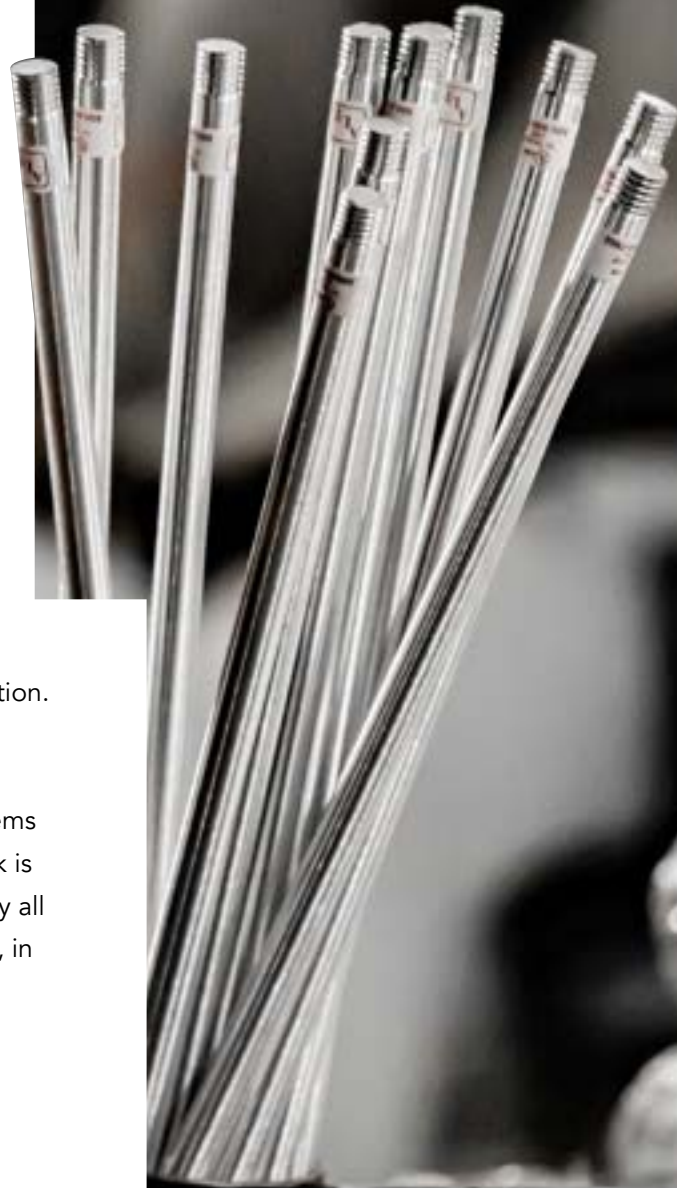
WHO SHOULD JOIN THE LPI?

In addition to North American lightning protection system manufactures and contractors, **design/build, A&E, electrical construction, roofing consultancy** and **property management sectors** are the obvious answers.

Less obvious are all those industries, professionals and people who benefit from these systems and solutions and understand their criticality in a digitally connected society.

Ours is an industry of collaboration. Your voice is welcome. As applications for lightning protection and grounding systems proliferate and evolve, our work is strengthened when informed by all the professionals who rely on it, in the real world.

To discuss your potential membership, **contact Kelley Collins, Membership and Communications Liaison** at kcollins@lightning.org.



Embrace the Standard

REBRAND COMPLETE

In May 2020, the LPI underwent a major organizational rebrand. Working with LPI Preferred Vendor, Bozeman, Montana's Bella Group, Inc., the rebrand began with a reassessment of our responsibilities and opportunities as a membership organization.

We came to focus the LPI as a member-driving organization. "Member driving is our mission," Executive Director Tim Harger said. "From the technical language and conversations we help to shape in centers of advocacy like insurance and electrical construction to resources we develop and provide, the LPI's work should drive member companies, and this industry, to a higher standard."

The not-so-new LPI tagline, **Embrace the Standard**, speaks to the highest standards that already exist across the industry. It is a call for every member business to present the same highest standard to the specifying public. This is a journey, not a destination.

Project to project, and company by company, we raise the standard.

The rebrand's centerpiece is the new LPI website, a showplace for members' featured projects, and a tool for specifications and certifications. The public and professional communities use it as a resource, including a "find a contractor" feature that puts members' services at

their fingertips. Members access a growing list of LPI member benefits and resources.

Lightning.org presents the case for lightning protection and grounding systems as the final component systems in best-practiced electrical construction and structure envelope design. Speaking with one cohesive voice, we make our case to increasingly larger audiences.

This is our industry's best marketing.

NEW MEMBER SPOTLIGHT

Roofing Consultant, Anthony Cusato

Roofing consultants can play a critical role, specifically with reroofs, as a bridge between roofing contractors and lightning protection contractors. This is the mindset we brought to a recent conversation with one of our newest members, Roofing Consultant Anthony Cusato.

HOW DID YOU COME TO ROOFING CONSULTANCY AS A PROFESSION?

I started as a roofing laborer in 1974. In the eighties, I transitioned to commercial roofing. This is about the time I was becoming known as a “roofing problem” guy. The problems I encountered most were difficult repairs, maintenance and repeat leak issues.

I began consulting full time in 1998.

THERE’S BEEN A LOT OF MISUNDERSTANDING ABOUT WHAT A ROOFING CONSULTANT DOES. PLEASE EXPLAIN.

The biggest thing we do is educate building owners. We look at better approaches to the reroof. We present the reasoning.

More and more there is a lightning protection system on the existing roof. So, part of the equation I,

and many of my fellow consultants consider, is how to address these systems.

WHAT MOTIVATED YOU TO JOIN THE LIGHTNING PROTECTION INSTITUTE?

I wanted to know more about the lightning protection systems I encounter. I’d watched the LPI for a few years. So, it seemed to make sense.



WE KNOW FROM OUR CONVERSATION YOU’VE BEEN ON THE WEBSITE AND RECEIVE OUR COMMUNICATIONS. WHAT DO YOU THINK SO FAR?

When you said you wanted to talk about how the LPI and its members could work with roofing consultants, I was impressed. There’s a lot to know and all of it benefits my clients and project partners.

ANTHONY SAID IN ADDITION TO THE PROPERTY OWNERS HE REPRESENTS, HE REGARDS ROOFERS AS PROJECT PARTNERS.

Roofers are some of the hardest working people I know. To a person, they almost all just want to do a good job and be paid fairly.

The pitfalls we avoid by acknowledging lightning protection as an isolated specialty benefit the roofer. They’re still going to get the reroof job. The worst that can happen is they avoid a bunch of problems that can hurt their bottom line. These problems are the reasons you (the roofer) don’t get the next job.

Education and understanding make everyone better. And, that makes a successful project. That’s a consultant’s job.

REMOVAL OF AN EXISTING LIGHTNING PROTECTION SYSTEM CAN BE EVERYTHING BUT STRAIGHTFORWARD.

Right. And, with every one of those answers comes an expense or a savings. My belief is that by staying to our specialties, we all excel, and projects succeed. That’s the end game. That’s the goal.

Visit lightning.org.



A NATIONAL INITIATIVE ALL OUR OWN

- ✓ Have a lightning protection system
- ✓ Have the system inspected and certified

Lightning protection systems and their inspection and certification are the exclusive focus of the Lightning Protection Institute. The Double Check Initiative is the annual national initiative to raise awareness of these systems and their criticality in a modern digital society.

The Double Check Initiative advocates independent third-party inspection and certification of professionally designed and installed lightning protection systems in residential and commercial settings across North America.

“Everything we do as an organization presents the clear logic for these systems and their inspection and certification. The Double Check Initiative removes any ambiguity about where we believe society must head in specifying these systems for virtually every structure.”

~ Tim Harger, LPI Executive Director

Each year, The Double Check Initiative takes place the last week in August. **Check both boxes.** Demand systems designed and installed by lightning protection professionals. Demand systems be inspected and certified by a nationally accepted third-party.

CHANGE
HAPPENS.
CERTIFICATION
REVISION
ADDENDUMS
MAKE IT A
(WEE) BIT LESS
PAINFUL

Changes made to a lightning protection system after it has been inspected and certified, can void LPI-Inspection Program certification. Address this by applying for an authorized Master Installation Certificate Revision addendum. Submit up to three minimal* revisions per system within 90 days of the original certificate issuance by completing the application at lpi-ip.com/resources and submitting it to info@lpi-ip.com.

For each submittal, include descriptions and photos for each revision, along with the certificate and application numbers. We do the rest.



*"Minimal" refers to changes that do not affect the footprint or height of the structure, camera additions being one example. The addition of an HVAC system is an example of an unacceptable revision because it changes the height of the structure.

KEY TERMS IN THIS (and every) ISSUE

Following are several terms and phrases used throughout this newsletter. The Lightning Protection Institute is working to see these precise descriptions' widespread adoption.

CERTIFIED SYSTEMS

Professionally designed, installed and third-party inspected systems.

CRITICALITY

It's important to properly frame the essential nature of these systems. "Critical" is the starting point for every conversation.

ELECTRONIC INFRASTRUCTURE (EI)

Electronic Infrastructure describes all the systems within a structure, or bound to the structure, that depend on electrical supply for their function.

GOING BARE

This term describes the decision to forego lightning protection systems and grounding systems, or the systems' specification.

LIFE-SAFETY

This describes the aspect of lightning protection systems' functionality that protects human life from lightning injuries, including direct strikes, contact injuries, side flashes and fire.

LIGHTNING PROTECTION SYSTEMS & GROUNDING SYSTEMS

Beyond lightning rods and lightning safety, these are the complex complete systems that protect a property's specific electronic infrastructure.

LIGHTNING SAFETY

Personal measures and precautions individuals take to remain safe during lightning events.



Commercial Lightning Protection

SMOOTH IS FAST. EFFICIENCY GAINS ADVANCE MEMBER BENEFITS

The LPI staff continues bringing greater efficiency to the processes that drive member companies. At the organizational and Inspection Program levels, this is the case. Stay tuned for regular updates about our increasing efficiency on member contractor and manufacturers’ behalf.

Recent streamlining and improvements include:

FORM ACCESS

Membership applications can now be completed and submitted electronically.

RENEWALS

Projects certified through the LPI-Inspection Program are automatically verified each year, saving LPI members time and effort when renewing memberships.

MEMBER DIRECTORY

Accessible at lightning.org, the directory includes up-to-date contact information and, where applicable, website and social media links for all members.

ENTERPRISE RESOURCE PLANNING (ERP) SYSTEM

A new cloud-based ERP solution, Microsoft Dynamics 365 Business Central, streamlines LPI internal operations across all Microsoft products. This equates to speed in execution.

YOUR LPI TEAM

LPI team members are your first resource. Grow your business, your profile and your market share. Elevate and enhance your efforts.



Kelley Collins
Membership and Communications Liaison

Kelley develops and facilitates member communications and cultivates partnerships to enhance the organization and the member experience.



Lesley Paske
Membership Benefits Manager

Lesley manages day-to-day operations, including administering member benefits services and assistance.



Gregg Jaroch
Program Engineer

Gregg provides third-party review of as-built documentation, submitted by installing contractors. He confirms that each lightning protection system is in compliance with national standards and applicable codes.



Kellie Roberts
Inspection Program Project Manager

Kellie oversees the Inspection Program as direct contact for inspection-related services and information.

ACCOUNTABILITY

It starts with a plan aimed at accomplishing certain goals. Our success on your behalf depends in part on how well we:

STRENGTHEN MEMBERSHIP

by providing the resources to enhance their growth

INCREASE OPPORTUNITIES

for the design and installation of Lightning Protection Systems

ENHANCE THE AWARENESS

of Lightning Protection Systems

ELEVATE THE QUALITY

of design and installation

Let us know how we are doing and how we can do better.

Send comments to info@lightning.org.

FEATURED MEMBERS



A/C Lightning Protection | Contractor
aclightingprotection.com
Iowa State University Student Innovation Center



ALP Systems, Inc. | Contractor
alpsystems.com
Birmingham Airport Rental Car Facility



LAGPRO | Manufacturer
lagpro.com



Independent Protection Co. (IPC) | Manufacturer
lpcpl.com



BASE Lightning Protection | Contractor
baselp.com
North Georgia Private Residence



Bonded Lightning Protection Systems, Ltd. | Contractor
bondedlp.com
Austin Marriott Downtown



Mr. Lightning | Contractor
mrlighting.com
U.S. Olympic and Paralympic Museum



Warren Lightning Rod Company | Contractor
wlr.net
Delaware Art Museum

BE FEATURED

Enable spotlighting of your company, projects and news on LPI's website, social media and future newsletters by bringing to our attention:

- Inspected and certified projects
- Testimonials from satisfied customers
- News about your business, your work, and its impact

Submit your good work at lightning.org.



Embrace the Standard

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