

Our Mission:  
To educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

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The Resource for Rider Safety Education

**INSIDER**

October 2003

## 2004 Campaign Chair Announced by the Elevator Escalator Safety Foundation

Trevor Nink, President and CEO, North American Director of KONE Inc. has been selected as the Elevator Escalator Safety Foundation's 2004 Campaign Chairman.

Each year the Foundation Board selects a prestigious, well-respected individual within the industry to lead the fundraising campaign. The Foundation's Executive Director, Ray Lapierre stated, "With the help of Mr. Nink, we hope to raise \$290,000 dollars in an effort to educate the public on the safe and proper use of elevators, escalators, and moving walkways. KONE is continuing a long tradition of support that was started by Montgomery during our founding year. We are delighted Mr. Nink agreed to accept this position continuing KONE's strong involvement."



Nink is currently the North American Area Director for KONE Corporation and the President and CEO of KONE Inc., the US subsidiary of this leading global vertical transport company. His responsibility is for the elevator and escalator business as well as the door service business being developed in USA, Canada and Mexico. He took up this role two and a half years ago upon transfer from global headquarters where he was the executive responsible for business development and management of the global processes and systems that deliver the KONE way of serving the property and construction markets.

He works from the North American Headquarters in Moline, Illinois where the US business started 111 years ago on the banks of the Mississippi River. KONE acquired the business, then known as Montgomery Elevator Company, in 1994.

Nink's entry into the elevator industry began in 1993 when he was appointed CEO for KONE in Australia and New Zealand. Prior to this he had international management responsibilities in the building industry throughout Asia, Australia and the USA over many years.

In accepting the position of Campaign Chairman for the foundation, Nink stated, "KONE appreciates the opportunity to lead the campaign for support of the work of the Elevator Escalator Safety Foundation. While the community of the traveling public appreciates the mobility and access that elevators, escalators and moving walks provide to all groups in the community, they also expect that their journeys are made as safe as possible. With this objective in mind, the EESF has been communicating and educating many groups of travelers over the years in the safe way to ride what we know as vertical transport. We commend to all bodies associated with property management and property services the support of the EESF educational safety initiatives with children, senior citizens, building occupants and the traveling public."

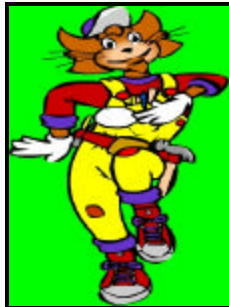
Nink received his Bachelor of Science from the University of Melbourne in 1970. In 1992, he received his Diploma as Company Director at the University of New England. Nink currently serves as the Vice President Board Member of the National Elevator Industry Inc. (NEII). He is married with three adult children. Nink enjoys activities including running, spending time with his family, reading and traveling.

### ATTENTION MEMBERS

Post this newsletter to your intranet. Visit our website at [www.eesf.org](http://www.eesf.org) for a PDF format

# SAFE-T RIDER PROGRAM A BIG HIT AT THE NATIONAL EDUCATION ASSOCIATION CONVENTION

Representatives from the Elevator Escalator Safety Foundation attended the National Education Association Annual Meeting in New Orleans, LA, from June 30 through July 4, 2003.



Educators from every state, the District of Columbia, and overseas came to the Annual Meeting as delegates to the NEA's Representative Assembly to set policies for the coming year. NEA represents 2.7 million teachers, education support professionals, higher education faculty, school administrators, retired educators, and students preparing to become teachers.

Program Director Laurie Dueitt and Marketing Director Barbara Allen attended the convention for the second consecutive year. A different approach was taken this year. The name of the Safe-T Rider program and not that of the Foundation was used as the header. Although sometimes confused with bus

safety and bike safety, those who stopped and heard about our program were more than eager to sign up their classroom, other teacher's classrooms and even their entire districts. There was a constant flow of traffic to the booth. Sometimes people were standing in line to sign up their schools to receive the free Safe-T Rider program. This year, Motion Control Engineering donated their "gently used" booth to the Foundation allowing a more traditional style exhibit. Credit of the success must also be given to the fact that the Foundation was giving away "stars & stripes" folding fans. The theme of the Foundation's display was "Children are our biggest 'Fans'". The Foundation was tremendously successful in signing up over 21,000 students for the Safe-T Rider program compared to last year's 2,000 students.

The Safe-T Rider program reached a record high

number this past school year with 456,131 students covered. As a matter of fact, some who wanted the program had to be put on the 2003/04 list. The same is true for the sign-ups from the NEA convention. These students will be among the first to receive the program in the 2003/2004 school year.

Exhibitors with similar products and services were grouped together for maximum exposure. NEA Expo 2003 featured staggered meeting schedules, which guaranteed that at least 80% of the over 10,000 delegates were free to visit our booth during the entire exhibit hours.

Next year's meeting will be held in Washington, DC. The Foundation will once again be represented in the exhibit hall.



## National Elevator Escalator Safety Awareness Week November 9-15, 2003

### Purpose:

This is a promotion of public safety awareness for the industry's equipment. Everyone is invited to make this special week a huge success in cities throughout the U.S. and Canada. Safety Week provides a focal point for the industry, on a local and national level, to join together as individuals, companies and organizations and spread the word about public safety in the elevator industry. At the same time, Safety Week is an opportunity to celebrate the contributions made by the industry to quality of life. Previously, volunteers reached millions of riders with important safety messages in many locations.

### Free Planning Guide:

Provides information on organizing events and printable materials to use in the effort. Visit [www.eesf.org/national-week](http://www.eesf.org/national-week) to download the PDF version of the Planning Guide

Memorials		
In Memory of	Given by	Date
John Warring	G.A.L. Manufacturing	10/10/02
Memorial gifts go to the Foundation's endowment fund to secure the long term perpetuity of EESF's mission, public safety education.		

**2003 Membership**  
**See back page for contributor categories**

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST/PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

TELEPHONE: (    ) \_\_\_\_\_ E-MAIL ADDRESS: \_\_\_\_\_

ENCLOSED PLEASE FIND A CHECK IN THE AMOUNT OF \$ \_\_\_\_\_

AND LIST ME AS A \_\_\_\_\_ MEMBER.

\_\_\_\_\_ SEND ME INFORMATION ON HOW TO VOLUNTEER

9/03

**SAFE-T RIDER REACHES ALL TIME HIGH**

The award-winning Safe-T Rider program reached a record 456,131 students during the 2002/2003 school year. Laurie Dueitt, program director, for the Elevator Escalator Safety Foundation reports that she had to turn away 26,513 requests because the Foundation ran out of materials. However, these orders will be the first filled during the 2003/2004 school year. The program is dispersed to second grade classrooms throughout the United States and Canada. This year Canada celebrated its largest distribution ever with over 58,540 participants. To date, the Foundation program has been circulated to over 3,236,145 children.

The Foundation Board of Regents has again set the goal of reaching 450,000 students during the 2003/2004 school year. This year the Foundation

will begin by sending materials to cover 80,481 students from last year's requests.

The Safe-T Rider program is disseminated to second grade classroom teachers. It is self-contained. The teacher receives a teacher's guide, a poster, and an 8 1/2 minute video. The package contains enough material for each student including an activity book, test, sticker, and certificate of completion. The teacher's guide gives the teacher step-by-step instructions on administering the program. The program takes approximately 35 minutes classroom time, depending on the extent of the discussion before and after the video showing.

Often, volunteers throughout the United States and Canada choose to administer the program themselves. Teachers welcome the

opportunity to have someone with the expertise of the industry to come to their classroom and administer the program.

A yearly tally of program results are available at [www.eesf.org](http://www.eesf.org). The children's activity booklet contains a page asking the student to get their parent to sign and return to receive a prize. By way of the activity book page, we are also educating the parents and siblings. Parent responses are included as part of the results. Visit [www.eesf.org](http://www.eesf.org) under programs to review the results.

In 2000, the Safe-T Rider interactive site was developed. This site guides children through the safety rules in an entertaining and challenging way. A quiz is included that the child can take at the end of the program or during the program. A certificate is available to print out to those children who complete the program. Companies are encouraged to send as many children to [www.safet rider.org](http://www.safet rider.org) as possible. The program is also being used as a follow up to the traditional Safe-T Rider program in schools and libraries.



Don't forget to visit our interactive web-sites at:  
[www.safet rider.org](http://www.safet rider.org)  
[www.asaferide.org](http://www.asaferide.org)



# insider

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## 2003 U.S. Members and Contributors May 26 through September 23, 2003

Since our list of contributors has grown dramatically, we will now post the most recent contributors in each edition of our newsletter. This newsletter's posting includes all those contributors who have given since the last newsletter.

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Ace American Insurance Co. (1)  
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AIG Insurance (1)  
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PATRON \$100 to \$499	FRIEND Up to \$99

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