

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

www.eesf.org
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The Resource for Rider Safety Education

INSIDER

December 2003

CANADIAN FOUNDATION ANNUAL MEETING



The Annual Meeting of the Elevator Escalator Safety Foundation of Canada was held on Friday, June 11, 2004 in Mont Tremblant, Quebec during the Canadian Elevator Contractors Association Convention.

The Board received a status report on activities since the last meeting; elected Officers and Directors and set the budget and goals for 2004.

Board members reappointed Andy Reistetter as Director representing the National Elevator Escalator Association and Jules Duguay as Director representing the Central Region, for a term expiring at the completion of the Annual Meeting in 2007. Also appointed to the Foundation Board representing the Eastern Region was Luc Marion, current President of CECA to a term expiring after the annual meeting in 2006. John Murphy, Director of Engineering and Standards at the British Columbia Safety Authority was also appointed as a Director representing the Western Region to a term expiring after the annual meeting in 2007.

Ken Andersen, Capital Elevator and Director at large and Kevin LaVallee, Director At Large were reelected to positions as Chair and Vice Chair respectively. Jules Duguay, Montferro America and Director, Central Region, was elected as Secretary/Treasurer, replacing Tom Rennick, who will remain on the Board in a Director At Large Position. Ray Lapierre will continue to serve as Administrator and Barbara Allen will fill the Deputy Director position.

The Chairman and Administrator also provided CECA membership with an update of activities and the fantastic results of the Safe-T Rider Efficacy Study completed by the Canadian firm the *Center for Research in Education*.

Overall the Safe-T Rider program provided materials for 38,869 children in Canada for 2003/04, down from a record high of 58,540 in 2002/03. The difference was primarily due to a decrease in number from the Toronto School District. A pilot program with ThyssenKrupp branches resulted in a net savings to the Foundation of \$493.22 in shipping costs. The Safe-T Rider packages were bundled and sent to the Branch in Vancouver who delivered them to individual schools in Vancouver and Maple Ridge school systems. The effort saved the Foundation the costs of sending each package to individual schools as the Districts had requested.

A generous donation of a Fairway Wood golf club by Foundation Chairman Kenneth Andersen of Capital Elevator and a subsequent raffle netted the Foundation \$480 Canadian and \$320 US in proceeds. The best results ever! The Foundation is grateful to Mr. Andersen and thanks those who participated in the raffle. Jon Tillier of ITI Hydraulic was the lucky winner.

The Directors agreed to hold the 2005 Annual Meeting at the United in Toronto Industry Convention in September of 2005. Members are welcomed. The timing of the meeting will be announced at a later date.

ATTENTION MEMBERS

Post this newsletter to your intranet. Visit our website at www.eesf.org for a PDF format

Efficacy Study Demonstrates Safe-T Rider Effectiveness

Results of an independent investigation of the Safe-T Rider program demonstrated beyond any doubt the tremendous effectiveness of the Elevator Escalator Safety Foundation's program. In response to requests from the industry to verify the desired effect of this program, the Foundation commissioned professionals at the Center for Education and Research in Safety to evaluate the changes in behavior made through the Safe-T Rider program. They confirm that the administration of the Safe-T Rider program does improve the behavior of the children riding escalators by as much as 42 percent.

Dr. Louis Malenfant and Dr. Ron Van Houten undertook the study in malls in Tallahassee, Florida and Saint John, New Brunswick, Canada; whereby they studied children for three weeks and noted their riding behavior. The Safe-T Rider program was then implemented in the local schools in grades 1 through 6. The children were again surveyed in the same malls and researchers observed a noticeable difference in improving riding behavior among children and adults. A detailed report is available on our website at www.eesf.org.

Malenfant stated, "We have participated in numerous studies and find the results of the Safe-T Rider program to be among the best educational programs ever observed. We were pleasantly surprised by the substantial and significant improvements in behavior of the children when using escalators after they received the program in school. We congratulate the Foundation on a very effective program."

Details of the report can be found at <http://www.eesf.org/efficacy.htm>



National Education Association

The Elevator Escalator Safety Foundation's Deputy Director, Barbara Allen and Program Director, Laurie Dueitt, attended the National Education Association Annual Meeting and Convention July 1-5, 2004, in Washington, D.C., at the Washington Convention Center. Staff members arrived in Washington, DC on July 1, to set up the booth. Booth hours were 9am – 5 pm, July 2-4. The staff was successful in signing up over 24,000 elementary students to receive the Safe-T Rider program in their classroom for the 2004/2005 school year. Materials will be mailed to the classrooms September 1.

Next year's expo will be held July 1-6, 2005, in Los Angeles, California. Due to the tremendous success and exposure EESF receives during this convention, plans will be made to attend this convention once again in 2005.



Southern California Golf Outing

Ninety-four golfers participated in the Southern California Elevator Industry Group Annual Golf Outing at the beautiful California Country Club on Friday, June 18.

It was a great golf day for the participants who were treated to lunch and dinner and awarded lots of prizes to insure a good time was held by all. The event earmarked proceeds to the benefit of the Elevator Escalator Safety Foundation.

The Committee consisted of Mary Thomsic of Adams Elevator, Clara Bussola of ThyssenKrupp, Eric Bertalon with Schindler Elevator and Mike Shaw of SouthCoast Elevator & Escalator. Preliminary returns suggest a net to the Foundation between \$2,000 and \$2,500.

2004 Membership
See next for contributor categories

NAME: _____

TITLE: _____

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

AND LIST ME AS A _____ MEMBER.

_____ SEND ME INFORMATION ON HOW TO VOLUNTEER

07/04



Foundation's Club VertiZontal to Open in Baltimore

The Constellation Ballroom of the Hyatt Regency Baltimore Hotel will be converted into "Club VertiZontal" for the entertainment pleasure of NAEC Conference goers. Club patrons will hear the live sounds of "Elton John" and "Billy Joel" in concert and comedian Bob Somerby. It will be a "hands OFF" evening. Club patrons will need only to come enjoy the food, entertainment and mingle with old and new friends. participation.

NAEC has generously offered the Foundation Wednesday night, which coincides with their maximum hotel room night stays. A bigger crowd than the usual 400 or so is expected. Foundation supporters will have the opportunity to sponsor Club venues and be recognized. As always, admission tickets (\$75 per person) for the event will be available through the NAEC registration process. All sponsors will be appropriately acknowledged for their generosity.

If your company is interested in participating as a sponsor, contact Ray Lapierre at 251-479-2199.

Record Pop Frohlinger/Joe Marchese Golf Outing



The New York industry held another record smashing event at the Stonebridge Country Club in Smithtown, Long Island on Tuesday, June 22.

Over 115 golfers and nearly 140 diners bought raffle tickets galore. The committee of Joel Frohlinger, Vinnie Moscato and Doug Gilman has this event down to a science.

The new venue was a bargain as expenses were only \$31,760, while revenues exceeded \$58,080 for a record net of \$26,320, topping last year's event by \$2,502 and claiming the overall best ever for a Foundation event!.

This year's honoree was Mr. Aldo Ghirardi of O.Thompson.



Statement of purpose:

- To honor the memory of two of the elevator industry's most distinguished members, "POP" Frohlinger and Joe Marchese
- To assist the Safety Foundation in educating our children and grandchildren on the safe and proper use of escalators and elevators.
- Last, but not least, to enjoy each other's company for a day of fun together.

insider

The Resource for Rider Safety Education



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NAESA Team Trivia Party

The Foundation will host a Team Trivia Competition in Atlanta on Wednesday, August 11, as its annual fundraiser at the NAESA Workshop.

ThyssenKrupp will underwrite a portion of the entertainment. Barbara and Ray will play the roles of game host and hostess, i.e. someone like Vanna White and Alex Trebek. (We assume you know who will be whom). Trivia questions will come from various categories including Foundation and elevator industry trivia. A DJ will play during the meal and in between the questions. A few surprises are also planned.

Get your tickets through the NAESA Workshop or Foundation booth. A great time is to be had by all!

2004 Members and Contributors March 26 through July 29, 2004

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ASSOCIATE \$5,000 to \$9,999	SPONSOR \$2,500 to \$4,999
SUSTAINER \$1,000 to \$2,499	DONOR \$500 to \$999
PATRON \$100 to \$499	FRIEND Up to \$99