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FOR IMMEDIATE RELEASE

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**ROBERT DeFRANCESCO ACCEPTS
EESF CAMPAIGN CHAIRMAN POSITION FOR 2008**



The Elevator Escalator Safety Foundation (EESF) announces the selection of **Robert DeFrancesco**, of Benfield Electric, as **Campaign Chairman** for the 2008 fundraising year. DeFrancesco will lead the 2008 fundraising team in seeking tax-deductible donations to further the EESF’s mission of elevator, escalator and moving walk safety.

DeFrancesco, known to colleagues and friends as “Bobby Dee,” started his career in the industry in 1960 with Central Electric Supply. He became full partner in 1982, opening Central Elevator & Electrical Supply Company, selling exclusively to the elevator industry. In 1997, DeFrancesco sold Central to Benfield Electric. He remains President of the company while selling elevator products, supplies and cables to the Northeast region.

DeFrancesco says he was not aware of the immediate need for safety education until he became involved with National Elevator Escalator Safety Awareness Week. “I notice now the things that I once overlooked when I am out shopping with my wife,” he said. DeFrancesco volunteered at ten schools in New York during National Week and was very impressed with the children’s reaction to the program. “It was amazing to hear their responses during the question and answer period,” DeFrancesco said. “This really opened my eyes. Through this, I found the foundation has to offer than meets the eye.”

DeFrancesco’s achievements in the industry are many and his involvement is extensive. He held the position of NAEC Board Member from 1993 to 1997 and was NAEC Convention Exhibit Chairman for 10 years. DeFrancesco also served the NAEC as World Expo Chairman for two years. In 2001, NAEC awarded DeFrancesco with the esteemed President’s Award. In 2003, he was named Man of the Year by the New York

Pop Frohlinger Golf Outing. DeFrancesco received the William C. Sturgeon Distinguished Service award from NAEC in 2005. He currently serves the ECNY as a Board Member and Chairman of the dinner dance, as he has since 1997.

Bobby Dee has been married to his lovely wife, Elaine, for 37 years. They have a daughter, Elaine Theresa, who is his best friend.

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